

CHAPTER - I

INTRODUCTION

1.1 General Background

A product, service and idea can be presented and promoted in a variety of ways and advertising is only one of them. Advertising influences consumers' attitude and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumers. The techniques of advertising may be directed by one or more objectives of advertising depending upon the situation.

Advertising is the main tool of informing, convincing, influencing and persuading to the targeted segments and plays significant role on brand choice of consumer product. The advertiser needs comprehension of psychology. The effective advertising needs to be familiar with certain effects that lead to certain response. Advertising is a method of communication, which is one of the most important aspects of human behavior.

Advertising is a major form of promotion in international as well as domestic marketing. People generally buy a product only after knowing about it. That is why; advertising plays a vital role in marketing especially in purchasing and providing information to a large number of scattered mass in different regions of the country. Advertising is a tool of the mass selling and an indispensable medium. It can bring the message to millions of people at the same time, while it is not so in case of personal selling, store display etc. ¹

Today business organization, non-business social organization, political organization and governmental and non-governmental organizations are also

¹ Thakur Binay Kumar, 2001

using advertising tool of promoting and presenting goods and services as well as political candidates for votes.

Advertising can be understood as form of communication which aims at bringing about some change in behavior of the target audience, particularly the potential buyers or non-buyers towards the product or services advertised. Generally, theoretical model seeks to identify a step-wise behavioral progression of a non-buyers towards buying action.

This is the progression from awareness to comprehension. From comprehension to favorable attitude, from favorable attitude to conviction and finding actual purchase of the product concerned, which can be presented in the diagram to answer, how advertising convert from potential to actual one.

The Advertising Pyramid

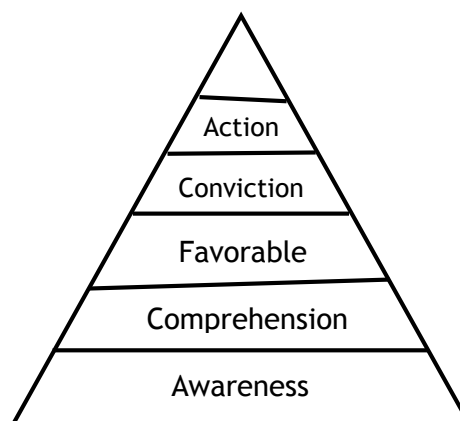


Figure 1.1

It is opened to question if this model represents what actually happens in real life for one thing actual purchase occurs as a result of many factors and advertising is only of them. Sometimes advertising can do its job and bring the customer to the retail outlets, but if the distribution plan of the company is uneven and retail doesn't have stocks of the products purchase may not result. Simply advertising stimulates the potential buyers to go to the store to buy actual advertised product. In general, advertising is done in expectation

of tangible gains such as favorable attitudes, better image of the film and increased sales. The technique of advertising depending upon the situation however, it is the matter of decision of the marketing manager to blend all promotion to arrive at a right mix. Each promotional tool has unique characteristics and is complementary.

It is true that sometimes the effect of advertising cannot be measured directly in terms of sales. Therefore, advertising objectives could be stated in terms of communication goals, such as awareness of the product or favorability of attitude towards it. This assumption is that in some way communication relates to sales stated in terms of communication, measurement against such goals can always be possible.

A company can create good and effective stimuli through advertising. A consumer may be impressed by advertising and then motivated to purchase goods. Advertising is only one among several other selling tools, which businessmen have used for centuries to assist them in getting their wares into the hands of consumers. Its early use was distinctly a minor supplement to other forms of selling. Perhaps some form of advertising has existed as long as we have had buying and selling.

In the world advertising history we have found it during the mid-time of the 15th century, where signs over shops and stalls seem naturally to have been the first efforts in the direction of advertisement.

Radio occupied the powerful media over a period of 50 years from the 1920s to the 1970s. Radio advertising is a growth area in England, with its share of total advertising revenue increasing from 6.6% in 2002 to 6.9% in 2003 ("Commercial Radio Advertising Share," 2004). Euro monitor (2005) predicted an 8% increase in the market revenue of radio advertising from 2004 to 2009, to a value of £1.3 billion (\$2.3 billion) annually.

Bageshowari FM advertisement has been changing during the time period. Still there are so many advertisements which are dubbed only in Nepali,

despite of fact advertiser are eager to make the advertisement more attractive like Bozomint, Kailash tea, etc. Some multinational and foreign collaboration companies have good and attractive advertising like Colgate, Indica, Nile, etc.

Radio Bageshowari FM advertising plays a vital role in marketing; the main cause of this is it gives information to a large number of people than through other medium of advertising. It can give message to thousands of people through, which makes more personal than the printed words.

The main purpose of advertising is to persuade the consumer to buy the products or services. The effectiveness of advertising depends upon the quality of the advertisement. In this way, there is direct relationship between advertising and the consumer. So it is very important to know the consumer behavior before advertising should be informative, attractive and demonstrative to create curiosity to see the product and a keen desire to buy it because its advertising directly appeals in to influence the listeners. Hence, FM's considered as most effective. And the success of advertising is judged from the favorable reaction of the customer.

Today, the 'advertising' is a very common term known to us. It figures in each of our lives everyday. We see it on TV, in the sky on the match box, in the news paper, on the trash containers, in the magazines, on our mail, on the vehicle, on bill board, we hear it on radio, in the stories, and we visit and so on. It is a part of our daily life and every one is conscious of it. Yet we have failed to trace in exact meaning of the term 'advertising'. This has two specific meaning;

1. It is macro concept representing the entire advertising industry and is an institution.
2. It is micro managerial function of any organization send to the information to other members of the society².

² Sontakki, C.N., 1999.

At present in Nepal, advertisement is no longer information oriented; this may be because of low purchasing power of people and slow rate of industrial development in Nepal. There is an organization for setting disputes between media, client and agencies, that's why there is no strict rules and regulations regarding the payment of advertisement even there is no institution which study in the advertisement field. The country lacks properly trained manpower, literate people, adequate transport, communication and power of facility. The professional unity amount among advertisement agencies is also missing There is no system of recording excellent and creative works. As a whole we can say that advertisement in Nepal is in its primary stage.

After the popular movement of 1990, the government has shown commitment towards strengthening the private sector as a means for developing national economy. After the promulgation of the 1991 constitution there have also been of opportunities for the development of the press. Government has been following a course of trade liberalization, deregulation and institutional reform and encouraging private sector development and foreign investment. The reform in industrial policy was implemented in the industrial enterprises Act of 1987 which liberalized the requirements of establishing industries introduced regulations governing existing enterprises and cataloged various fiscal incentives and facilities for eligible industries. In line with these policies, the government had also realized the importance of advertisement and allowed the advertisement expenses to be deducted from the taxable amount. But recently, the government has decided to implement on advertisement. Though, the policy of VAT is not so bad, our advertising industry is still in its infancy and the introduction of VAT can be seen a premature. Not only this, our entrepreneurs also do not have sufficient amount of money to spend in advertising to complete with foreign enterprises. So in this situation, the government should make policies to encourage entrepreneurs to advertise their product as much they need to realize the benefits of advertising even the communist country China is giving priority to advertising.

1.1.1 Development of advertising in Nepal

The Nepali proverb “*bolneko pitho bikchha nabolneko chamal pani bikdaina*” point out that the Nepalese society has known advertising and its usefulness to the business for a long time. The proverb means that even a superior product cannot be sold if the marketer fails to about it. It shows that advertising has been deep rooted in our culture and was prevalent long back. Certainly, advertising in those days was done other forms of communications. News spread by rumors. Government used to public announcers to communicate information and orders. Even the late Rana period, public announcers went through the streets announcing the opening and closure of gambling periods during Laxmi Puja and on the other occasions. There used to be such announcements were known as “Jhyali” and announcing “Jhyali Pitne”. Perhaps the announcers came with an instrument of the same name and beat while making announcement.

Written government orders and information were posted on the walls where all the people could see them. Actually, we still have this practice in Nepal and in may other countries.

Even after the restoration of democracy, the role of effective advertisements still were used simply as a means to provide some information to public. The notion of public appeal creation of demand and attraction of need to wants were out of question. Later, as Nepal's trade with other countries increased, advertisement became more and more influential as more of different commodities from different commodities from different nations were introduces in to Nepalese market.

The Gorkhapatra was first established in the year 1957 B.S. It was not until much later that the paper began to advertise about commodities in Nepal.

The history of Radio Broadcasting in Nepal starts from Magh, 2007 B.S. At first, the radio broadcast was made from the premises of the Raghupati Jute Mills at Biratnagar on 41 meter band in Chaitra 20, 2007 (2 April, 1952) a broadcasting section was established in Singha Darbar School Ghar under the name of Nepal Radio. One and half hour daily progaramme of Hindi record,

song and advertisement was being broadcast from the beginning during the afternoon transmission and the advertisements were handled through commercial department.

The history of advertising agencies in Nepal was started after establishing advertising agency in Nepal 2017 B.S. At the time advertising was only about the official notice and information and number of advertiser were also very few. Advertising was rarely done in private newspaper while advertisement from Radio Nepal was not in practice.

The FM (frequency modulation) invented by Major Edwin Armstrong in the mid-30s. He got success to improve AM radio, came up with a whole new approach to transmitting radio signal. At first it was broadcast in United State of America and extended into the world.

The history of FM (frequency modulation) programme broadcasting in Nepal starts from Kartik 2052 B.S. (16 th November 1995).

1.1.2 Historical Development of FM in Nepal

In Nepal, the residents of Kathmandu have gotten so used to a range of FM radio broadcasts that they tend to forget that as late as October 1995, Radio Nepal was the only radio station that broadcast programs from within Nepal. On 16 November of that year, Radio Nepal started FM Kathmandu (100 MHz) with its own programs. After being on air for some months, FM Kathmandu's program slots were sold to various private operators and this arrangement continues to date with Classic FM having recently bought all broadcast hours.

With countries like India and Sri Lanka in the region that have enjoyed a much longer tenure of democratic freedoms, one would have expected either of them to have hosted the FM revolution in South Asia. But in all of the countries in the region, FM radio has gone the furthest in Nepal because of the relatively more flexible legal regime for broadcast media. On 18 May 1997 Radio Sagarmatha FM 102.4 (owned by the NGO Nepal Forum of Environmental Journalists or NEFEJ) became the first independent station to

get a license. It started its technical testing phase four days later and its regular broadcast on 24 March 1998. Some months later, on 14 October 1998, Kantipur FM 96.1 became the first independent commercial station to go on air (now on 24 hours a day). This was followed by the launch of another commercial station, K.A.T.H. FM 97.9 (owned by Image Channel FM) on 7 January 1999. Eight months later, on 18 September 1999, Metro FM 106.7 (owned by Kathmandu Metropolitan) started its operation. In September 2000, another commercial radio, Himalayan Broadcasting Corporation FM 94, went on air. From January 2001, one of the former slot operators of FM Kathmandu, Hits FM 91.2, has started its technical testing broadcast.

Three FM stations outside of Kathmandu started broadcasting regular programs in the year 2000. Radio Lumbini FM 96.8 in Manigram near the central Tarai town of Butawal is owned by Lumbini Information and Communication Cooperatives Limited. Radio Madanpokhara FM 106.9 in the village of Madanpokhara in Palpa district in central Nepal is owned by the locally elected village development committee and the commercial Manakamana FM 92.9 in Hetaunda in the central Tarai is owned by Creative Eyes Multimedia and Entertainment Company. Apart from Radio Madanpokhara, all the other FM stations are located in urban Nepal.

Since 2002, Association of Community Radio Broadcasters (**ACORAB**) Nepal established as a network of more than 85 Community Radio Stations across Nepal. It is a common forum for enhancing the capacity of Community Radios to enable them to contribute towards strengthening democracy, enhancing people's participation in the ongoing transitional processes and supporting community-led development initiatives. ACORAB also plays the role of safeguard against the suppression of marginalized voice of the people and restriction of the freedom of expression of the Community Radios. Therefore, ACORAB undertakes to disseminate pertinent contemporary information through airwaves and reach more than half of the Nepalese population across the country for the social transformation and peace building process.³

³ www.acorab.org, home page.

Today business organization, non-business social organization, political organization and governmental and non-governmental organizations are also using advertising as tools of promoting and presenting goods and services as well as political candidates for votes.

Radio advertising plays a vital role in marketing where television is not reached; the main cause of this is it gives information to a large number of people than through print medium of advertising.

According to the policy of Nepal government, the private sector has been provided time and programmes. As the open policy of Government of Nepal, FM radio can be heard even in the inaccessible places of the country. Even in difficult circumstances FM radio played the vital role to sensitize people. An example can be taken from people movement 2062-63.

Radio Bageshewari F.M. (94.9 MHz) was established on 26 Aswin 2061 under Bageshewari F.M. Private Ltd. with the basic objectives of broadcasting information, entertainment, awareness and education based programmes. It is proudly the first commercial F.M. station in the entire mid and far western development region of Nepal.

Bageshewari FM is contributing the best for the nation's mass Media sector. The programmes broadcast are of multi varieties that target the listeners of all the age group. Its 1000 watts transmission effectively reaches throughout the Banke district and all major and big parts of Bardia, Dang, Surkhet, Kalikot, Rolpa, Rukum, Salyan, Jajarkot, Dailekh, Pyuthan, Arghakanchi, Accham, Bajura, Doti, Dadeldhura, Kailali and Kanchanpur districts. Moreover, its coverage area also includes many districts of Uttarpradesh, India, namely Baharaish, Sarabasti and other areas side by side. In the form of Radio skill and featured presentation, Radio Bageshewari F.M. (94.6 MHz) offers programmes of News and current affairs education, entertainment, information, environment, public interest and awareness and much more. Radio Bageshewari F.M. offers in particular classic, folk and modern music to suit the taste of its listeners.

1.1.3 Meaning of Advertising

In the simple way, advertising as the means by which we make known what we have to sell of why we are want to buy. An even better one is that advertising presents the most persuasive possible selling message to the right prospects for the product of service at the lower cost. This meaning of advertising should be planned and created to achieve the most results for the least costs.

1.1.4 Advertising and Advertisement

“Advertisement consists of activities involved in presenting to a group of a non-personal, oral or visual, openly sponsored message called as advertisement, is disseminated through one or more media and is paid by identified sponsor.” (William J. Stanton, 1967).

This definition clearly distinguished between advertising and advertisement. Advertisement is simply as message, but advertising is the process. The process includes programming the series of activities, which are necessary to plan and prepare the message and get it to the intended market. Another point is that the public knows who is behind the advertising because the sponsor is openly identified in the advertisement itself. The sponsor should also make payment for the media which carry message. Because advertising is used fro help to sell product and services.

1.1.5 Some Definitions of Advertising

“Advertising includes these activities by which or oral message are addresses to the public for the purpose of information them and influencing them either to buy merchandise or to service or to act or be inclined favorably toward ideas, institutions or persons features” (William J. Staton, 1978).

“Advertisement consists of activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product, service or ideas. The message called an advertisement, is disseminated

through one or more media and is paid by identified sponsor.” (B.N. Ahijas. S. Chhabra).

“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 desires by the advertiser” (Ibid).

Thus advertising is defined as a form or mass communication where as such message id distributed by marketers through different sources by soughting and acquired by the consumers. It is referred, as a non-personal presented because non-personal media are used to convey the message basically media of message communications is only two viz. publication and electronic transmitter, the radio and television.

“Clearly advertising includes the following forms of message; the message carried in newspaper and magazines or outdoor boards or street cars, buses and train, cards and poster, in radio and television broadcast and in circulation of all kinds, whether distributed by mail, by person through tradesmen, or by insert in packages, dealer help materials; windows display and country display materials and efforts; stone signs; houses organs when directed to dealers and consumer; nation pictures used for advertising and novelties, being advertising message or signature of advertiser.” (Borden/ Marshal: 1989

All above mentioned definitions accept last one tells that advertising is a mass communication medium which helps to sell goods.

1.1.6 Advertising and Consumers

The main purpose of advertising is to persuade the customer to buy the products or services. The effectiveness of the advertising depends up on the

quality of the advertisement. In this way there is direct relationship between the advertising and consumer. So it is very important to know the consumer's behavior before advertising. The statement in the advertising should be more informative; language used in advertising should be forceful to create curiosity to see the product and keen desire to buy it. The success of advertising is judged from the favorable reaction of the consumer.

The advertiser want best bargain for her/his money or increase their revenue. Skill in advertising lays in increase the revenue by selling more products or services. The communicators must start with the audience because the audience determines what is to be said, how it is to be said and who is to say it. So it is very important to know what kinds of message if more effective for communicating the target audience. Advertising should be so simple that the target audience could know about it easily.

A study about the consumer behavior is necessary, Psychological, sociological, cultural and anthropological factors of the society should be studied before designing the message for advertising. It is very important to know who are the target customers like children, adult, men, women, educated, uneducated etc. So the effective advertising can be made, if not, there will be only waste of money and time. Advertiser should not give any false information about the goods or services, which creates risk for the users.

1.2 Statement of Problem

Advertising helps to lower the prices due to mass selling. It also encourages competition and that leads to lower price. By lowering the price, greater sale will be achieved. Advertising in addition to its direct job of selling or pointing out the desirable features of commodity or service and showing the potential buyers how they can desire satisfaction from purchase, it can also do an indirect job of selling by persuading the public view with special favor not only a particular brand but the market of the brand as well. In this way, advertisement helps to create good will of a particular product.

It is very necessary to find out the effect of the advertisement on the consumer so that the sale rate of commodity is increased. The more effective the advertisement the more selling takes place. Further more, the effect of advertisement differs from the types of consumer. What type of advertisements should be made to keep with the most of the consumer? It is also necessary to know what types of consumer are expected to buy the particular types of commodity. All these things should be taken into account to increase the interest of advertisement. As the Radio Bageshowari FM is a new but most popular media, it is essential to have a further knowledge about the advertisement it has made. Advertisement is the main source of income of FM Radios. So Bageshowari FM should have good information about the effect of its advertisement, so that more interesting type of programmes can be produced to attract its audience.

But in Nepal, the advertisers are advertising their product without considering the consumer behavior. They do not consider about the consumer's deceive, regarding advertising and effect of advertising on buying attitudes of customers. That is why the advertisement fails to increase the goodwill of products among customers.

Therefore, the present study focuses to analyze the present situation of advertisement of Radio Bageshowari FM. Besides, it should further analyze the audience attitudes, their comments and suggestion through different sector of listeners which would be helpful to the both advertisers and viewers in future.

1.3 Objective of the Study

The main objective of this study is to analyze the impact of Radio Bageshowari FM advertising to consumer and other specific objectives are following;

1. To identify the present situation of advertising of Radio Bageshowari FM, Nepalgunj.
2. To identify the consumer preference in various types of advertisement broadcast from Bageshowari FM.
3. To examine how the different group of people perceive and react about FM's advertising.
4. To evaluate the roles of advertisements in consumer behaviour made by Bageshowari FM.

1.4 Significance of the study

The present day world is full of advertisements. Advertisement no longer provide commodity information, they have become a part of life. Advertising is no longer merely information oriented. For the sake of making consumers well informed, it is becoming more important in advertising to provide suggestion on various aspects of daily life. Advertisement help to collect information and knowledge needed to make pleasant for this different advertising media were used such as indoors, outdoors, direct and display. Among different media TV has the merit of vision, sound, motion, selective and flexible, mass communication, etc. And at present, this advertising media has the weakness of shortest life, culture problem, time taxing, costlier limited area, etc.

This study will help to the marketing manager to improve their advertising policy. An advertising involves cost and every cost should bear ample return, it in the nearest of business enterprises to study the factors hindering its development and way to develop it. For example, if the product is for the younger the advertisers must prefer to make musical advertisement as the result is highly towards musical advertisement, if the product is for high educated people, the advertisers must refer to make advertisement having as

the result in highly towards good wording advertisement and so on. This study will try to find out the consumer's behavior and their thought regarding the FM radio, so this study also helpful who are related to FM and radio advertisement.

1.5 Limitation of the Study

1. This study is based on the FM advertising made by the Bageshowari FM Nepalgunj.
2. Sampling technique will be used to select the respondents for the for the purpose of interviewing.
3. Primary data are collected only from Nepalgunj municipality.
4. Because of the lack of the research in this topic, the secondary data are limited with in Bageshowari FM and few researches.

1.6 Research Questions

To fulfill the above mentioned objectives, following research question will be tried to be answerer and analyzed.

1. What kind of advertisement if preferred by different group of people (Professional, age, gender and education)?
2. What is the reaction of the people regarding present situation of FM advertising?
3. Do the people buy goods because of advertisement?
4. Does the advertisement from FM attract people's attention?
5. Is the advertising from FM helping the people in the time of purchasing good?

1.7 Organization of the Study

The entire thesis works has been divided in to six categories:

1. Introduction
2. Review of literature
3. Research methodology
4. Analysis and interpretation of data
5. Summary, Findings and recommendations
6. Appendix

CHAPTER -II

REVIEW OF LITERATURES

2.1 Historical development:

The history of advertising takes us in to dim past many centuries ago. Advertising by word of mouth is probably the earliest form of advertising and we may assume that it began as soon as one man desired to barter with another⁴.

Though advertising, in its present form, is the product of the current century, as a business force it is not a new tool. It has the longest history taking us back to the history of mankind and human civilization. Though we fail to answer the question as to the exact age of advertising, it can be said that advertising began the moment the man discovered the art of communication. Historical document and archaeological researches have confirmed the existence of advertising in the ancient times. Advertising by 'word' of mouth is probably earliest form of advertising because oral skills were developed will before reading and writing did. Advertising was given the commercial status the day he entered in to the process of exchange (C.N. Sontakki, 1999)

Advertising has a more important position in the United States than anywhere else. Great Britain is the second, and non-English speaking nations are poor in the field of advertising. The knowledge of psychology and art of printing were not developed. Hence in old days, advertising was more passive and extremely limited in its scope. The earliest forms were sign board and writing on the all of prominent buildings. Shouting loudly the price and description of

⁴ Arthur Judson Brewster, Herbert Hall Plamer and Robert, 1954.

the article to be sold was the only method of attracting public attentions. The effect of the old type of advertising was not so active and dynamic as it is today, with the publication of newspaper and development of the modern technique of printing, a new era dawn for advertising, which now became more colorful and attractive. The popularity of this art was delayed till education made progress and the reading habit had made sufficient progress. The means of communications had to be developed before advertising over a wide area could become possible. Modern advertising is a product of industrial revolution of the nineteenth century. Before transportation and communications were developed, means of public expression were limited. But the desire to broadcast ideas was always there, although yearly attempts to influence the action of his fellows go back to the beginning of the recorded history (Coller's Encyclopedia, 1957). The industrial revolution had secured a tremendous change in marketing, manufacturing of printing machines made possible the selection of suitable type to tender effective appearance to advertisement.

During the 16th century, the newspapers were the largest among the print, and these newspapers were in the form of newsletters. The first news letter was started in 1622 in England later half on the 16th century witnessed newspapers in the form of news books and by the middle of the 17th century there wee special advertising periodicals. By 1675, newspapers were well-established in Gngland undertaking advertising on a regular basis (C.N. Sontakki, 1999).

The age-old principle of "Cavet Empotor" ruled the transactions and the advertising that was stored to was untruthful. That is why, the people did not believe totally in the advertisement message given. Buyers were cautious and diligent in buying the goods so advertised. The 19th century was marked by a new friend of brand advertising. Magazines both weekly a monthly-started catching the imaginations of the people by the popularizing the brads. This is the period that welcomed windows and counter displays⁵.

⁵ Exhibitions and trade fairs, C.N. Sontakki, 1999.

Up to the First World War, the newspaper and magazines were considered as the principal media of advertising. In the period of great depression, that ensued after the first Great war there started a keen competition among the manufactures in inducing them, on the one hand, to generate internal economics and on the other hand, to seek newer methods of developing markets. Many new forms of advertising came into use in this period. Advertising was developed on scientific lines, and widespread use was made of modern photography and art printing. The most typical development was through cinema slides and electric signs. Increasing attention and interest in this direction gave rise to a class of advertising experts and specialists in the technique to advice business man in respect of their publicity programmes. Phenomenal sums of money were spent in both the purchases of advertising apace and developing suitable advertising medium. The progress was accelerated by modernization of the newspapers with enormous circulation, often by political and social consciousness growing among the people. Every opportunity was used for advertising purpose. Desire and illustration were used to give life effect to an advertising message, and efforts were made to make it aesthetically pleasing.

During the Second World War people were informed of war developments through shorts films, and thus, a field of advertising was developed. Today big an reputed firms carry on the propaganda for their products by meeting their audience in cinema houses. Where short and interesting story films are exhibited to emphasis the advertising message. Now film publicity has became popular and it has got tremendous significance in developing countries like India, Pakistan, Burma and even in Nepal also (B.N. Ahuja S.N. Chabra. 1995).

The current is marked with the advent of two fascinating media of communication namely, the radio and the television. Americans have the credit of having the radio first. It dominated from 1922 to 1970 and from 1948 onwards, television took over. Radio advertising has edge over print publicity that is capable of reaching the millions of illiterate people as it 'voice'

advertising. Television has been powerful mean of advertising since 1950s and has grown in importance with its color effect and is going of rule for few more decades to come. If these are major indoors colorful media, the outdoor advertising has its own developments such as traveling displays, and Sandwichman (C.N. Sontakki: 1999).

Thus the advertising industry started with 'barkers' and has culminated into a very powerful mass of communication. It is an industry of multimillion rupees employing millions, making the entire world of business to dance to its tunes. It has become a veritable boon to the world of business a noon of public relation and loon of public service. That is why; it has fortified its stay in future.

2.2 Advertising and Other Promotional Tools:

Advertising is one of the elements of promotion. "Promotion is the company's attempt to stimulate sales by directing persuasive communication to the buyers (Philips Kotler: 1976). Advertising is a component of marketing and one of its principle promotional arms. The characteristic of all marketing activities is that they are undertaken to increase the sale. There are many tools of marketing which help to increase the sales of goods or services. All these tools are called promotional tools. The characteristics of all these tools are that they are undertaken to increase the sales of goods and services. These tools are distinguished from one another by the methods they used to attain the goal. The main difference between advertising and other promotional tools is that advertising is controllable to a large extent and reaches a diverse group of audience at a same time.

2.2.1 Advertising and Sales Promotion:

Advertising is usually addressed to large group of people but the distinction can be made as follows: "Sales promotion is the temporary offer of a material reward to customers or sales prospects, whereas advertising is the communication of information." (Kenneth A. Longman, 1971). From this definition it is apparent that advertising may well be the medium through which a sales promotion on after is made. The distinction is also bringing out

and important fact about advertising. An advertisement by definition transmits a persuasive message, but the persuasive element is not necessarily the ads itself. When a sales promotion offered is the subject of an advertisement the promotion is the persuasive element and advertisement is an information channel.

For most forms of sales promotion out distinction can be used with little difficult free goods offer (one bottle or coke with one case purchase) display allowance (price reduction in return for store display) and count/recount offers (price reduction nosed on retail movement during a specified time periods all are temporary and they all offer a storekeeper a material reward likewise consumer promotion involving samples, discount coupons, premiums, contests and sweepstakes all offers at least temporarily the prospect of reward.

2.2.2 Advertising and Salesmanship:

The basic distinction between advertising and salesmanship can be stated as follows "When a persuasive communication is directed towards a single individual it is an act of salesmanship. When it is directed towards a large group of individual it is called advertising" (Ibid). Advertisements are presented to a group of people whom the advertiser does not know as individuals, whereas a salesman spends much of his time deciding which people he should see for individual approach.

2.2.3 Advertising and Publicity:

Publicity is an effort to make available certain information to the public. It is the sum total of those activities that are directed to the flows of information to the knowledge of public. Perhaps, the association of teachers of marketing and advertising America once gives the best definition. According its terminology, "Publicity is any form of non personal presentation of goods, services or ideas to a group, such presentation may be or may not be sponsored only by the one responsible for it and it may not be paid for." In this sense, advertising only a type of publicity. That is, term "publicity" is

more comprehensive than the word advertising itself. Therefore it can be said that all advertising is publicity but all publicity is not advertising.

Both the words are similar in three respects. First, they deal with the conveying information regarding the goods or services or ideas. Secondly, both are attempts to present the information impersonally. Thirdly, both are the attempts to present the information impersonally. Fourthly, both being the components of communication, they use mass communication media seven grounds.

2.3 Advertising Media and Their Relative Advantages and Disadvantages:

There are various media options available to the advertiser. The advertising media can be grouped into the four broad categories.

1. Indoor Advertising Media:

- | | |
|----------------|----------|
| a. Press media | b. Film |
| c. Radio | d. Video |
| e. Television | |

2. Outdoor Advertising Media

- | | |
|-------------------------------|----------------------|
| a. Posters | b. Sky writing |
| c. Hoarding Board | d. Sandwichmen |
| e. Electric/ Electronic Signs | f. Traveling display |

3. Direct Media

- | | |
|-----------------------|--------------------|
| a. Envelop Enclosures | b. Broad Sides |
| c. Book-lets | d. Sales letters |
| e. Gift-novelties | f. Package inserts |

4. Display Media

- | | |
|---------------------------|--------------------------------|
| a. Window Display Mobiles | b. Mobiles |
| c. Counter displays | d. Exhibitions and trade fairs |
- (C.N. Santakki, 1999)

In short there are many media for advertising. Manufacturers are using different types of advertising media to communicate information about their products and services. We are here discussing about some of the advertising media and their advantages and disadvantages.

2.3.1. Newspaper

The newspaper has become an integral part of the almost every community; it is really hard to imagine life without newspaper in news a day. It takes its place alongside office, schools, campus, banks and departmental stores as a necessary adjunct to living. It is an essential as a good cup of tea in the morning or even more important than tea to start the day. "News paper is one that gives news, views, ideas, interpretations, opinions, comments and explanations regarding the social, economic, political, educational, moral, cultural, ecological, methodological, development and the like (C.N. Sontakki, 1997) It entertains and enlightens of all the media, newspapers considered as a backbone of advertising programme as it has continued to remain the most powerful message carrier.

The newspaper in particular provides a unique, flexible medium for advertisers to express their creativity. The newspaper is a mass medium that is read by almost everybody. Newspaper is major community servicing medium today for both news and advertising.

The newspapers are 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 Kantipur, The Rising Nepal, The Naya Patrika, The Nepal Samachar Patra, The Kathmandu Post, Annapurna post etc and weekly newspaper was Punarjagaran, Dristi, Astha, Janadesh, Bimarsha, Budhabar, Nepal National, etc. We have two daily newspapers published by government. They are The Gorkhapatra and The Rising Nepal. Any many other newspapers published in private sector are available in Nepal for advertising.

Advantages of Newspaper Advertising

1. There are widely read by the people simply because they carry news.
2. Advertising can choose a suitable newspaper to meet the expected readers.
3. It is believed that the newspaper can be read minimal wastage in advertising.
4. It is mass media which penetrate every segment of society.
5. Newspaper is a local medium, covering a specific geographic area, which are both a market and a community of people having common concerns and interests.
6. Newspapers are timely since are primarily devoted to the news.
7. Planning is advocated not necessary in case of advertising.

Disadvantages of Newspaper Advertising

1. The life of the newspaper is very short.
2. Display possibilities are limited because of rough paper.
3. Their costs are often difficult to determine, just because many small papers do not have and one price system and their circulation statements are unreliable.
4. Newspaper particularly like daily papers are read very hurriedly which reduce the possibility of the advertisements being seen.
5. Lack of guidance selectively, poor production quality, heavy advertising competition, proportionally poor and placement and overlapping circulation etc.

2.3.2. Magazines

The medium can seldom be used for strictly local coverage but it is more suitable to regional and national advertising programmes, magazines offers different advantage. They are flexible in both readership and advertising. Though magazines advertiser can reach any market segment in terms of different demographic variables like age, income, occupation, education, educational level, sex and so on. they offer unsurpassed availability of color, excellent reproduction quality, believability and authority, permanence and prestige at the efficient cost. However, they require long lead time, they

have problems offering reach and they are subject to many heavy and the cost of advertising competition and the cost of advertising in some magazines is very high (Rajendra Krishna Shrestha, 1997).

Advantages

1. The life of magazines is long in comparison to the newspaper, every morning there is a fresh issue of newspaper but magazines are read over a month at leaguers.
2. Almost all the members of the family read the magazines they also pass it to the friends, while newspapers attract the attention of elders only.
3. Magazines are often stored for reference and therefore the advertisements are remembered longer.
4. Magazines are printed in better paper enabling more artistic and colorful production of the advertising copy.

Disadvantages

1. They are less flexible, space must be looked and advertisement materials prepared long in advance of publication, so it is difficult to change the advertisement materials.
2. The national coverage is a demerit to the advertiser who does not have national distribution, does not instead to seek it, since it involves too much waste circulation.

2.3.3. Cinema

In cinema advertising, short and interesting story films are exhibited to emphasis the advertising message. In the backward country like Nepal where the literacy if low, this method of advertising has got tremendous significance.

Advantages

1. It is a flexible medium for narrative scientific details and complicated history clearly and with a dramatic effect. They have a demonstration value too.
2. The motion picture always makes an interesting and dramatic appeal.

3. Advertising through a motion picture can be understood by all, even by illiterate people.

Disadvantages

1. It is limited to only urban areas.
2. It can access to only rich people.
3. Some people think that watching cinema is itself bad. So any advertisements that come on cinema may be regard bad by them.

2.3.4. Radio

The radio broadcasting is the cheapest, quickest and widely covered means of mass communication in Nepal. In the difficult geographical structure like Nepal Radio broadcasting has proved a very effective and efficient medium in disseminating information, educating people and entertaining the message. It has been providing various programmes aimed at creating mass awareness. The people in the hilly areas and many of the remote villages have no access to motor able roads, communication and entertainment facilities. Illiteracy being a common feature among the people, little use of newspaper, which has very delayed and little circulation. "Therefore, the radio has been the most suitable means of disseminating information and providing entertainment to the people in Nepal (Ibid).

Advantages

1. Radio advertisements can target specific audiences.
2. It can be placed quickly.
3. it can use sound humor intimacy effectively.
4. Radio advertisement can take message to millions of people through sound, which make it more personal than the printed word.
5. Postured and the signboards may be seen and not read, and so also the advertisements in the newspapers and magazines. While the radio appeal directly reaches to a large number of people thus makes for mechanization of selling, this is very essential in these days of mechanized production.

Disadvantages

1. Radio advertisement has no visual excitement, short exposure time and perishable message.
2. It has difficulties to convey complex information.
3. It has lack of illustration through which it is impossible to illustrate the product.
4. Advertising message can be carried only to those who have radio set.
5. It is costly media of advertising than newspapers and magazines.
6. Radio advertising is not suited to all types of product. Goods of frequent purchase and rapid turnover may be advertised on radio with good results. Good advertised must range within every day orbit of the listeners. If the wrong type of product is advertised on the radio, it will give bad result and also waste of circulation.

2.3.5. Direct Mail

Direct mail is the utilization of the postal to distribute advertising materials and sales literature to customers and prospective buyers. The message is planned to go directly from the advertiser to the customer. The advertiser opportunity to expand or contract the number of names to be used and to stop and start his programmes at will, makes direct mail advertising highly flexible (Shivajee, Thapa: 1990).

Advantages

1. This is the best medium for targeting specific audiences which very flexible, measurable and advertisement can be saved.
2. Longer message can be sent at a relatively lower cost.
3. Confidential message can also be sent, but in any other have not such advantages.
4. It is helpful in case of distributing free samples to the selected few customers.

Disadvantages

1. Its appeal is restricted to those, to whom the materials sent and wide coverage is not possible except at a huge cost.

2. Postal delays in delivers can also hurt the timing of the message.
3. There is high possibility of time literatures being thrown away without having been read.

2.3.6. Television

This is the new and fast growing media in the development countries. Its appeal directly reaches into the ear and eyes of the viewer. Hence, medium of the advertising is considered as most effective. Most of the advertisers use this medium these days. Television advertising combines the merits of both radio and cinema; people can see and hear the advertisement message in their home.

Advantages

1. TV advertisement reaches extremely to large audience
2. It uses picture, print, sound and motion for effective result.
3. It can target specific audiences.
4. TV is highly flexible and selective media, which can be used locally, regionally and nationally.
5. It is considered as a best advertising media ever invented because it is a means of actual demonstration in to the house of the prospect.

Disadvantages

1. It is high cost to prepare and run ads, short exposure time and perishable message difficult to convey complex information.
2. The audience is low because of low range of telecasting.
3. It is also very costly medium of advertising, so small advertiser can not afford to advertise their product and service on it.
4. The commercial message has a very short life. Once it is viewed and heard it is gone.

2.3.7. Frequency modulation (FM)

This is the newest and fastest growing media in the developing countries. Its appeal directly reaches into the ear of the listeners. Hence, medium of the advertising access even in difficult circumstances in effectively. Most of the

advertisers use this medium these days for mass dissemination of their product.

Advantages

1. FM advertisements can target specific audiences.
2. It can be placed quickly and easy understand for illiterate community also.
3. It can use sound humor intimacy effectively in local languages.
4. FM advertisement can take information of local product to millions of people through sound, which make it more personal than the printed word.
5. Postured and the signboards may be seen and not read, and so also the advertisements in the newspapers and magazines. While the FM appeal directly reaches to a large number of people thus makes for mechanization of selling, this is very essential in these days of mechanized production.

Disadvantages

1. FM advertisement has no visual excitement, short exposure time and perishable message.
2. It has difficulties to convey complex information.
3. It has lack of illustration through which it is impossible to illustrate the product.
4. Advertising message can be carried only to these who have radio/FM set.
5. Radio advertising is not suited to all types of product.

2.4. Advertising Media Available in Nepal

Nepal has all media of advertising these days. The development of media of mass communication dates back to the initial years of the Rana period. Prior of this, pamphlets were used and people used to speak at loud voices to advertise in the temporary markets (Haat Bazaar).

2.4.1 Printed Media

The first newspaper, in the modern sense, is said to have appeared in the Netherlands in the year 1529 A.D. Archer's weekly news first published in May 23, 1622 is however, is regarded as the earliest genius newspaper. Nepal was late by 279 years in entering the field of newspaper. "History of Nepalese newspaper is undoubtedly a recent phenomenon. Unlike the United States, magazines entered the field of journalism prior to the advent of newspaper in Nepal. The pioneer of Nepalese journalism was Motiram Bhatta, a Nepali poet, who edited and published the first Nepali monthly "Gorkha-Bharata-Jeevani" printed a Banaras in the year of 1886. It was Motiram Bhatta who collaborated with Krishna Dev Pandey in setting up the Pashupati Press, the first print in Kathmandu. A Nepali monthly Sudha Sagar was printed and published in that press in 1898. The same Pashupati Press printed the first paper Gorkhapatra during the premiership of Dev Shamsheer Jung Bahadur Rana in 1901 (Tej Bahadur Karki, 2003)

In 1662 A.D., the Gorkhapatra cooperation was set up to run. The paper on commercial basis with public participation. Gorkhapatra cooperation expanded its field by publishing Rising Nepal daily and the Nepal perspective in English. Unfortunately, Nepalese perspective is out of print these days. These days Gorkhapatra printed daily and reaches to most of the districts in the kingdom. These days Gorkhapatra Cooperation is publishing magazines are Madhuparla Youbaman, Muna, etc.

There are many other local papers, weekly, monthly and so many magazines in Nepal, which published the advertisements in black and white, and color and attractive forms.

The Rastriya Samachar Samiti (National News Agency) was established in 1962 with the view to increase the flow of news and information for rapid development of newspaper.

2.4.1.1 Terms and Condition of advertisement of Gorkhapatra and the Rising Nepal

(Effective from 2064 Srawan)

1. Advertisements are accepted in good faith and the corporation accepts no responsibility whatsoever regarding the benefices of the advertiser. The corporation also does not accept any liabilities of contents of advertisements, delay, omissions or error in Publication, forwarding, replies, etc.
2. Each advertisement must clearly bear the name, signature and address of advertiser.
3. Every effort will made to insert advertisement on the date's desire. But in the event of inability to publish on the earliest possible dates desired, the advertisements will be publishing on the earliest possible dates.
4. Ordinary printing mistakes shall not oblige any free reprint. We also cannot assume responsibility of printing errors caused by defective materials supplied by the advertisers/advertising agency.
5. Cancellation or alteration will be accepted only on advance notice in writing within 24 hours.
6. The corporation reserves the right to refuse, amend or withhold any advertisement without assigning any reason even if the advertisement has been accepted and paid for.
7. All rates are subject to alteration without prior notice.
8. Only recognized advertising agencies will be offered 15%agency commission.
9. Minimum size of advertisement 5cm.
10. A fraction over and above0.4cm will be considered as one centimeter.
11. The corporation will not responsible for unsatisfactory reproduction if bromides or negatives supplied are not made to our stipulated requirements.
12. All copy instruction for advertisements must be accompanied with a photocopy of the advertisement intended for publication. In the even

that this is not adhered to the corporation will not be held responsible for in correct publication for any advertisement⁶.

2.4.2. The Radio Nepal

The Radio Nepal was established on the 20th Chaitra, 2007 B.S. (01 April 1951). Initially, the transmission covered duration of U.S. hours through a 250 watt transmitter. Over the years, the Radio Nepal has strengthened its institutional capacity and diversified itself in terms of programme format, technical efficiency and nationwide coverage. The Radio Nepal now has programmes on the short wave as well as on the medium wave frequencies and most recent development is the launching F.M. channel covering the Kathmandu valley and its adjoining area⁷.

2.4.2.1 The Role of the Radio Broadcasting in Nepal

The Radio broadcasting is the cheapest and quickest means of mass communications in Nepal. In a mountainous country like Nepal, Radio broadcasting has proved a very effective medium in disseminating information, educating people and entertaining the message. It has been providing various programmes aimed at creating mass awareness. The people in the hilly areas and many of the remote villages have no access to motor able roads, communication and entertainment facilities. Illiteracy being a common feature among the people, little use is made of the newspaper, which has very limited and delayed circulation. Therefore, the radio has been the most suitable means of disseminating information and providing entertainment to the masses in Nepal (Ibid).

The transmission capacity of the Radio Nepal is short wave and medium wave. The short wave transmission of the Radio Nepal is estimated to reach listeners throughout the kingdom. But, the medium wave transmission covers from 80% to 90% of the population. There are five medium wave transmission stations in Nepal.

⁶ Rate card, Gorkhapatra Corporation, 2002.

⁷ Radio Broadcasting Service Radio Nepal, 2052.

1. The Eastern Development Region in Dharan.
2. The Central Development Region in Kathmandu.
3. The Western Development Region in Pokhara.
4. The Mid-Western Development Region in Surkhet.
5. The Far-Western Development Region in Dipayal.

From these transmission stations, the radio broadcasts various regional languages such as the Tharu, the Magar, the Newari, the Rai, the Gurung, etc (Ibid).

2.4.2.2 Terms and Conditions of Advertisement of Radio Nepal

The terms and conditions were effective from 2064 Shrawan.

Radio Broadcasting Service reserves the right to change the slots/spots through the relevant time period for which the charge is made unless they are fixed spots and special position of broadcast are prearranged.

1. All materials and script for commercial time must confirm to the requirements of the censor. The decision of Radio Nepal will be final and will not be contested by the agency/advertiser. The agency and advertiser will be responsible for all materials transmitted under the contract and agree to indemnify Radio Nepal against all actions, claims and demands brought or made against Radio Nepal be reason of the said transmission or transmissions including but obstructing the generality of the foregoing, all libel or slander, actions or claims brought or made against Radio Nepal by reason of the said transmission.
2. Radio Nepal reserves the right to refuse to transmit any advertisement, material without assigning any reason.
3. Radio Nepal reserves the right to change the rates and conditions without prior notice.
4. Radio Nepal reserves the right to discontinue, postpone or cancel any programme, without prior notice to agency/ advertiser. In such cases, Radio Nepal will allow agency/ advertiser to either cancel the contract or accept other alternatives.

5. Commercials tending to praise one's own product while running down the products of competitors or commercials with such an intention will not be accepted for broadcast.
6. Advertisements tending to have an adverse impact on the society or those that contain obscene words or those ending to perpetuate superstitions will not be broadcast.
7. Advertisements which give false and confusing prices of guarantee advertisements of goods whose name and format is copied from other products will not broadcast.
8. Advertisement of medicines which claim to defiantly cure certain disease will not be accepted.
9. Commercials of goods carrying foreign trade marks and brand names but manufactured in Nepal must be submitted with a copy of the industrial development.
10. Commercial recorded outside of Radio Nepal will be subject to quality test before acceptance.
11. The condition of tape:
 - a. The margin from the start of the tape to the beginning of the recorded material should be at least fifteen seconds.
 - b. Spacing in between two advertisements should be 10 to 15 seconds. Tape not conforming to the above specification will be rejected⁸.

2.4.3 Cinema

Film is perhaps the most revolutionary creation in the visual artistic expression. Since its birth little more than eighty or ninety years ago, this ever expanding medium had had a profound influence in our societies, particularly in the field of communication. Within decades of its appearance, it reaches a maturity. This was no parallel in the history of other art forms. Today particularly for developing countries, this potential medium of mass communication has become a basic necessity without, which an effective communication is impossible to put through.

⁸ Rate Card, Radio Nepal, 2063/64.

This medium is considered as a best medium because looking after the 53% of the literacy rate; films represent an effective advertising medium in reaching the message.

Presentations of cinema stars in 2006-07 B.S. prior to this English and Indian movie were presented in Singh Durbar at the premiership of Juddha Samsher. Within the four decades of time, advertising through cinema slides is more popular among the advertisers.

2.4.4 Television Broadcasting (NTV)

Nepal Television is perhaps one of the youngest television stations 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 places if found feasible from economic a technical stand point." Despite doubts felt by many, it began its experimented transmission for Kathmandu valley in a very modest manner with VHS equipment and in the UHF band. In those days there were only about 400 TV sets, the majority of which were used basically for video purposes. Some of these receivers were also used receiving Doordarshan signals. The thirst of these TV programmes was growing, when Nepal TV went on air with its thirty minutes transmission, the number of TV sets increased dramatically. A 100 watt transmitter was then set up to cover Kathmandu valley during this experiment transmission, Regular transmission of two hours commenced by the end of 1985. In February of 1986, it becomes a full- fledged corporation under the communication Act of His Majesty's Government. Established as an electronic medium to enhance the country's socio economic development, Nepal Television currently covers around 41% of the country's geographic coverage and 62% of the population. Now, it is gearing up for coverage expansion thru establishment of TVROs and expected to cover 100% of the land areas within two years⁹.

⁹ www.ntv.org, 15 February 2008.

2.4.4.1 Terms and Conditions of Advertisement of Nepal Television

The terms and conditions were effective from 2064 Srawan.

1. Advertisements are accepted in Nepali and English languages only.
2. Payments in full must be made in advance for any advertisement order.
3. All materials for commercial time must conform to the requirements of the censor policy of HMG.
4. The decision of NTV for approval of materials will be final and shall not be contested by the agency or advertiser. NTV reserves the right to refuse to transmit any advertisement material or programme without assigning any reason. In such cases NTV will refund the money paid for the order.
5. NTV reserves the rights to change the rates and conditions without any prior notice. However, NTV will allow advertisers 10 days from the date of announcement of changes in rates and conditions to cancel or amend their orders.
6. Advertisements order in written form should reach NTV's Business Division one day before transmission date. Twenty-five percent extra will be charged for orders for same day transmission.
7. Ten percent VAT will be charged on above rates.
8. Agency commission will be as per NTV's rules.
9. Apart from above conditions, NTV's business guidelines will govern all the business dealings¹⁰.

2.4.5. FM Radio

In consonance with the policy of foreign ahead in tune with the changing broadcasting scenario, Radio Nepal launched on of the first FM channel in Nepal on 30th of Kartik, 2052 B.S. (16th November, 1995). The FM channels airs programmes on 100 MHz on the FM band through a 1 KW transmitter installed at Khumaltar, Lalitpur. A state of art studio with stereo facilities has been established at Singha-Derbar with sufficient facilities to broadcast programmes live. Radio Nepal has been leasing out its airtime to private parties to broadcast programmes on its FM channel by permitting the private operators to use their own staff. These programmes have proved to be very popular among the urban youth, Kathmandu (Ibid). Similarly, other FM Radio

¹⁰ www.ntv.org, 15 February 2008.

like Sagarmatha, Kantipur, Hits, KATH, Radio City etc. are also broadcasting their programmes from their own studio inside the valley. Radio Bageshowari including other more than 60 FM radios are running in different part of the country.

2.4.5.1 Radio Bageshori FM

Radio Bageshowari F.M. (94.9 MHz) has been established under Bageshowari F.M. Private Ltd. with the basic objectives of Broadcasting information, entertainment, awareness and education based programmes. It is proudly the first commercial F.M. station in the entire mid and far western development region of Nepal.

Bageshowari F.M. is highly committed to contribute the best for the Nation/s mass Media sector. The programmes broadcast are of multi variety that targets the listeners of all the age group. Its 1000 watts transmission effectively reaches through out the Banke district and all major and big parts of Bardia, Dang, Surkhet, Kalikot, Rolpa, Rukum, Salyan, Jajarkot, Dailekh, Pyuthan, Arghakanchi, Accham, Bajura, Doti, Daduldhura, Kailali and Kanchanpur districts. More over, its coverage area also includes many districts of uddtarpradesh, India, namely Baharaish, Sarabasti and other areas side by side. In the form of Radio skill and featured presentation, Radio Bageshowari F.M. 94.6 MHz foers programmes of News and current affairs education, entertainment, information, environment, public interest and awareness and much more. Radio Bageshowari F.M. offers in particular classic, folk and modern music to suit the taste of its listeners. Moreover, it also looks forward for the promotion of other local language like Awadhi, Tharu and Hindi¹¹.

2.4.5.1 Present Status Radio Bageshowari FM

Radio Bageshowari F.M. focusing to large business organization to small and medium enterprises, sports and community based social organization as well. All works are tailored, according to the specific needs of the client considering each and every business type and budget requirements.

¹¹ Introduction card of Bageshori FM, 2005.

The programmes broadcast are of multi variety that targets the listeners of all the age group. Its 1000 watts transmission effectively reaches through out all part of Banke, and Bardia, most of the part of Dang, some parts of Surkhet, Pyuthan, Salyan, Rukum, Rolpa, Kailali and surroundings. Its coverage area also includes various parts of Baharaich and Sarawasti districts of India as well.

Radio Bageshowari F.M. 9406 MHz offers programmes of News and current affairs education, entertainment, information, environment, public interest and awareness and much more. It offers in particular classic, folk and modern music to suit the taste of its listeners.

At present Radio Bageshowari FM joined eight dipole antenna, sound processor, six line telephone hybrids, back transfer switching system to maintain quality service and ensure clear listen.

2.4.5.2 Radio Bageshowari FM Programming

Since the time of its inception Radio Bageshowari FM has been offering various programmes to its listeners from news information, education to entertainment. The objective of Radio Bageshowari FM as mentioned earlier, as to Broadcasting information, entertainment, awareness and education based programmes. Further, it also aims to preserve and promote the country's culture. To this regard it has always plan its programme transmitted at regular intervals.

Bulk of the transmission, about 42% is covered by news and current affairs and current affairs related talk programmes. There are sixteen news bulletins a day, each with duration of 5-40 minutes, twelve of them in Nepali, one in Tharu, one in Awadhi, one in Urdu and one in Hindi. There is also a weekly news bulletin for those with hearing impair.

Another percent is covered by various other programmes produced by either Radio Bageshowari FM or by local production and to avail itself as a medium of education for the mass¹².

¹² Radio Bageshowari programming and Broadcasting Schedule-2007.

Schedule will be kept here.

2.4.4.3 General Commercial Policy, Terms and Conditions of Radio Bageshwari FM

Effective from 2005 AD

Advertisement Rate (to complete):

S.N.	Time Sec)	Rate (Nrs.)	Remarks
1.	10	150.00	
2.	15	200.00	
3.	20	250.00	
4.	30	300.00	
5.	40	400.00	
6.	45	450.00	
7.	60	500.00	

Programme Sponsorship:

S.N.	Time (Min)	Rate (Nrs.)	Remarks
1.	15	2500.00	2 minute
2.	30	4000.00	3:30 minute
3.	45	5000.00	4 minute
4.	60	6000.00	5 minute

Programme Production Cost:

S.N.	Time (Min)	Rate (Nrs.)	Remarks
1.	15	1000.00	
2.	30	1200.00	
3.	45	1500.00	
4.	60	2000.00	

During BBC news	Rs. 300 for 1 time
General time	Rs. 200 for 1 time
Day time	Rs. 150 for 1 time, if time decided by consumer Rs. 100 for 1 time, if time decided by FM

- a. Ordinary time: slot placed anywhere during regular programme as per FM's convenience.
- b. Fixed Time : Slots before and after the programme as per advertiser's release order (except Prime time, Super prime time)
- c. Prime time: Slots released during 6-8 pm Nepali news and other programme decided by FM.
- d. Super time: Slots before or between 6-9 am or special programme.

Note:

- a. Advertisement order in written form should reach FM's Business division one day before transmission date. 100% extra may be charged (except for agencies registered with Radio Bageshowari FM) for orders for same day transmission. Orders for same day transmission made by agencies registered with Radio Bageeshowari FM will result the concerned agency for fitting its commission.
- b. 50% additional costs charged for foreign product, nature as well as emergency (but not for public interest ad) of advertisement. Although it is not applied for the producer/product of service area.
- c. 30% additional charging during 6-9 am and 6-8 pm.
- d. RB FM can broadcast advertisement after with in 10 minutes as per ordered.
- e. Negotiation may be considered to maintain relation between consumer and RBFM.
- f. VAT on the above rates.

Terms and Conditions:

1. Bageshowari FM reserves the right to change the rates and conditions with out prior notice.

2. Bageshowari FM reserves the right to charge the spots through the relevant time period for which the charge is made unless they are fixed.
3. Bageshowari FM reserves the right to refuse to transmit any advertisement material with assigning any reason.
4. Advertisement tending to have an adverse impact on the requirement of the censor. The decision of Bageshowari F. M. will be final and will not be contested by the agency/ advertiser.
5. All materials and scripts for commercials must confirm to the requirement of the censor. The decision of Bageshowari FM will be final and will not be contested by the agency/advertiser.
6. Bageshowari FM reserves the right to discontinue, post pone or cancel any programme with out prior notice to agency/ advertiser in such cases, Bageshowari FM will allow agency/ advertiser to either cancel the contract or accept other alternatives.
7. Commercials not recorded by Bageshowari FM will be subject to quality test.
8. Advertisement order in written form should reach the office before 3:00 PM to broadcast on the very same day, 50% extra in addition to the normal rate will be charged.
9. For such sponsor programme, minimum booking must not be for less than 6 programmes.
10. The extra charges of 50% will be charged separately for every different effects, facilities etc. a part from normal rate.
11. Account: Accounts shall be settled before scheduled broadcast date unless by prior agreement when an agreement has been reached, accounts must be settled with in 15 days of date invoice.
12. Payment must be made in favor of Bageshowari F.M. pvt. Ltd.
13. Cancellation Period: If agency/ advertiser provided cancellation notice prior 7 days to the scheduled broadcast date then all time is cancelable. In the event of a appropriate cancellation the advertiser will be charged at the appropriate rate to the number of commercials broadcast or scheduled to be broadcast with in that period¹³.

¹³ Radio Bageshowari FM introduction card 2005.

2.5. Findings of Baseline Research in Nepal 2007

A baseline research was carried out by research and learning group of BBC World Service with the consultation of UNDP and OTI/ Chemonics in 2007.

Major objectives of research:

- To understand the media consumption patterns and preferences across various target segments, with reference to
 - mass media - TV, radio and print
 - other media - internet, mobile phones, local & folk media
- To benchmark the current levels of knowledge, attitudes and practices with regard to key indicators related to
 - social inclusion and political engagement

Major Findings are;

- Radio listeners are very high (93%) across the country.
- 61% have radio and 28% have television all over the country (see detail in appendix-3)
- 65% of the population listening Radio every day, 27% once in a week or more often and 8% less often than once in a week.
- A majority of respondents in MW Region spend 30 mts to 2hrs. listening to radio on a weekday and in weekend/ holiday it is 3hrs to 5 hrs.
- Radio listening is more of a early morning, evening and night activity. Noon and late night are when listenership drop down.
- Radio Nepal (93%), BBC (57%), Bageshwori (55%) and Radio Bheri (35%) appear to have the largest listenership (See appendix-4 for detail)
- Majority Listen to Radio at home and a few at neighbour
- 60% of the population have favor news broadcasted from radio.

Additional Information:

- Questionnaire translated in 3 major languages i.e. Nepali (89%), Maithili (7%) and Bhojpuri (4%)
- Target Respondents
 - Males and females in equal ratio.
 - Age: 15 to 49 years
 - Urban & Rural areas
- Sample Size:
 - 4500 respondents across 60 districts in Nepal
 - Excluded 15 districts (8% of total population)

2.6. Related Studies in Nepal

There are some research works on advertisements and advertising in T.U. Not any research has yet been carried out on role of FM radio advertising and its impact on consumer behavior. But there are some related researches carried out by some researchers. They are as follows:

I. **Shrestha (1997)**, “The role of Advertising in Brand Choice and Product Position” has following objectives;

1. To analyze the effectiveness of advertising on brand of consumer product.
2. To evaluate the role of advertising in product positioning from the consumer perspective.
3. Do consumers give more important to advertising rather than any other promotional tools while making selection decision?

The findings of the study are;

1. Nepal Television is the most popular media in Kathmandu valley and Radio Nepal holds the second position along with NTV among the youth generation, FM broadcasting is being popular.
2. Most of the respondents are in favor of entertaining types of television advertisement.
3. Most of the marketers are using electronic media to advertise their product such as radio, TV are supposed to be the effective media while considering the present situation of Nepalese market.
4. Advertising is the main source of information about particular brand as well as mostly sensitive subject in the country in course of promotion.

II. **Upadhyaya, (2001)** “Radio Advertising and its Impact on Purchasing Act in Consumer Goods” has following objectives;

1. To study the availability and comparative cost of different forms of advertising in Nepal.
2. To study the impact of the radio advertising on the customer purchase behavior and
3. To study the change in sales of firms due to the radio advertising.

The findings of the study are;

1. Both consumers and advertisers recognize the need of advertising especially media in the present context of the Kathmandu market.
2. For promoting product, advertising media available in Nepal, the radio advertising is ranked top in the list.
3. The major percentage of listeners listens radio advertising seldom. The percentage of regular listeners is very few.
4. The effective forms of media to reach the heart of consumers are radio, cinema and periodicals, which ranked first, second and third respectively.

The study was based on secondary as well as primary data.

III. Thapa, (2003) “Role of television advertising and its impact on consumer behavior” has following objectives;

1. To identify the present situation of advertising of NTV.
2. To know what kinds of advertisement consumer prefer.
3. To examine how the different group of people perceive and react about TV advertising.

The findings of the study are;

1. Considering the education factor of the people mostly uneducated and above graduate people prefers good wording advertisement where as other people like below S.L.C., S.L.C. and graduate level prefers simple and entertaining respectively.
2. Most people buy any product when they need that, but some times people buy product after induced by advertisement and similarly, some people buy product because of both reason.
3. Among the advertising media (i.e. news paper, magazines, radio, T.V., Poster and cinema), most of the people gave first priority to T.V. advertisement than other because of its both facilities of audio and video.
4. Most people think that repetition of an advertisement attracts their attention than non repetition one.

5. The information which consumer gets from advertisement is not credible, because they don't get quality in product, what advertisement says. It means consumers are deceived by advertisement.
6. Considering the categories of NTV advertisement, most of the people gave first preference to so so followed by few are good and few are boring, attractive and quite good. It means NTV advertisements are neither good nor bad or consumers are not fully satisfied.

CHAPTER-III

RESEARCH METHODOLOGY

This chapter deals with method and techniques which are used in this study. This study is based on both primary and secondary data. Primary data are collected by taking interview to different people and secondary data are collected from newspapers, magazines, documents related to FM, few dissertations submitted to the faculty of management of TU, etc.

3.1 Research Design

The present study is based on survey research design. In this, impact of Radio Bageshowari advertising has been evaluated. Hence, for this both questionnaire and published data are used. The questionnaires have been prepared in such a way that help to find the different types of advertisement which preferred by people, people's reaction about advertisement, buying habits of advertised products, causes of product buying, consumer's favorite advertising media, reaction about repetition of advertisement, categories of advertising by people, impact of media on human mind, different information provided by advertisement and its comparative benefits, ability to recall commercial and other benefit of advertisement besides product awareness.

The entire questionnaires are objective, which have been prepared to collect the scope of improving advertisement and need to adopt to the changes as per the public opinion. The data collection work is conducted at Nepalgunj municipality of Banke district. So collected data may differ from the other parts of the country. Most of the questionnaires are filled by the respondents themselves with the help of researcher. The data collected are strictly their opinion and habit.

3.2 Population of the Study

There are altogether 120 respondents aged 16-50 interviewed during the process of data collection. The samples under the study are collected on random basis. Out of total respondents 20 people are found not to listen Radio of FM that's why they are excluded in data analysis process. All the above samples belong to Nepalgunj municipality and surrounding VDCs of it. The sample from different age group, education level and gender helps allot in comparison of the samples.

3.3 Sampling Procedure

In order to select the simple unit, random sampling method has been used in municipality as well as VDCs.

Primary data gathering instrument is questionnaire and these questionnaires have been prepared and filled by the different level of people (age, gender and education) with the help of interview. That questionnaire was prepared to support all the objectives of the research. The secondary data have been used somewhere in the study for comparison purpose. The secondary data were collected from various different sources that seemed relevant to the study.

3.4 Data Collection Procedure

The study is based on primary data. The collection of data is done on the basis of different factor found in most of the samples of the population. The total samples are classified on the basis of different attributes and consumer habits.

Firstly, the sample population was classified on the basis of profession into five different groups. They are housewives, Officials, Students, Pedestrians and Rickshaw puller. There are total 20 samples in each group. The motive behind classifying the sample profession wise is to collect data belonging to all age groups. The total populations under study are also classified on the basis of sex and level of education. There are altogether five different

categories on which the total population has been classified on the basis of profession:

- a. Housewives
- b. Officials
- c. Students
- d. Pedestrians and
- e. Rickshaw puller

- a. Housewives, 100% female represented those samples of the total population who are belong to household transaction. They have no frequent access on market or other business. They may be got formal education or illiterate. The total numbers of population under this category are 20.
- b. Officials, 50% female represented those samples of the total population who are belonging to GoN, NGOs and private company's personnel. They have frequent access on job, market or other business. Most of them have got formal education. The total number of population under this category is 20.
- c. Students, 50% female represented those samples of the total population who are studying in school, +2 and university. They have frequent access on market. They are getting formal education. The total numbers of population under this category is 20.
- d. Pedestrians, 50% female represented those samples of the total population who are walking in municipality area for their own business. Some of they have frequent access on market, some of reached market first time. Some of them haven't got formal education, they can neither read nor write. The total numbers of population under this category is 20.
- e. Rickshaw Puller, 100% male represented those samples of the total population who are engaging in rickshaw pulling to solve their hand-mouth problem. Most of them have frequent access on market. Some of them haven't got formal education; they can read but not write. The total numbers of population under this category is 20.

The total population is further cross matched on the basis of age groups (16-25, 26-35, 36-45 and 46-55), levels of education (uneducated, below SLC, SLC, intermediate, graduate and above graduate), and sex (female & male) etc. There are altogether 50% female and 50% male in sample.

3.5 Data Analysis Procedure

The consistency of the consumer provided by the respondents is checked and tabulated according to age, education and gender status. Different sets of table have been prepared for every important questionnaire. Simple listing method is used for the tabulation of data and different responses made by them are presented on percentage basis as well.

In order to accomplish the above objectives of the study, various graphs, diagrams including pie chart have been applied for the purpose of analysis. The results of analysis has been properly tabulated, compared, analysis and interpreted.

CHAPTER -IV

ANALYSIS AND INTERPRETATION OF DATA

Data which have been collected from questionnaires are tabulated and analyzed according to objective. Total 120 questionnaire filled with people of different groups out of them 20 are excluded due to not hearing Radio or FM. During interview 50% female are taken. The aim to do this study is to know the views of different level people about Radio Bageshowari FM advertising. The responses of different level of people with the different questions have been analyzed as follows.

4.1 Priority Basis Radio or FM Hearing Situation

Table No. 1
Radio or FM Hearing Situation as a Priority

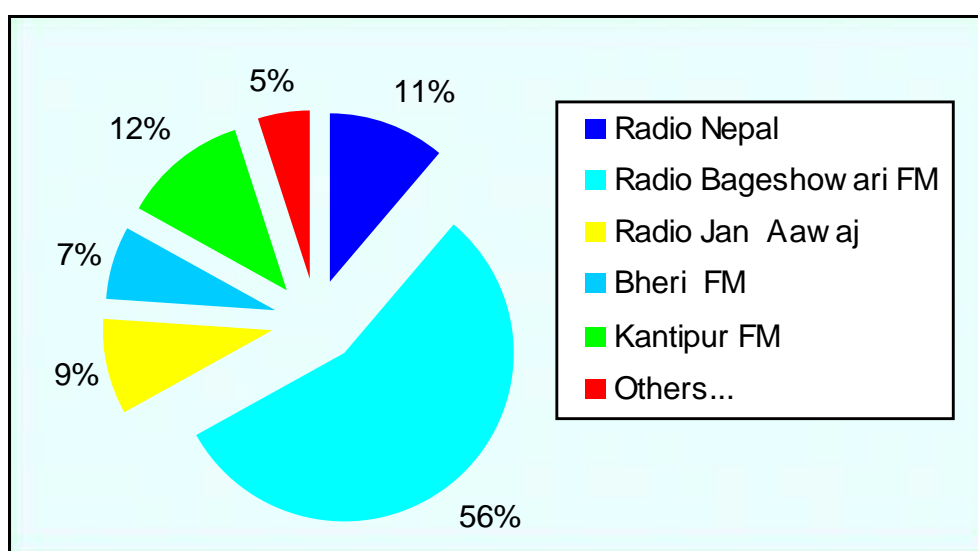
SN	Radio or FM	No. of Respondents	Percentage (%)
1.	Radio Nepal	11	11
2.	Radio Bageshowari FM	56	56
3.	Radio Jan Aawaj	9	9
4.	Bheri FM	7	7
5.	Kantipur FM	12	12
6.	Others...	5	5
Grand Total		100	100

The above table shows the preference of respondents to the advertisement media. While going through the table 56% of respondents prefer to hear Radio Bageshowari FM, 12% respondents prefer to hear Kantipur FM, 11% respondents prefer to hear Radio Nepal, 9% respondents prefer to hear Radio

Jan Aawaj, 7% respondents prefer to hear Bheri FM and 5% respondents prefer to hear other radio or FM i.e. Sorgadwari FM, Madhya Paschim FM etc.

The above explanation also shown on multiple diagrams.

Figure: 4.1.1
Radio or FM Hearing Situation



4.2 Applicable time to hear Radio Bageshowari FM

Table No. 2
Applicable time to hear Bageshowari FM

SN	Profession	5-7 AM	8-12 AM	1-7 PM	8-11 PM	Total
1.	Housewives	3	-	14	3	20
2.	Officials	9	4	-	7	20
3.	Students	2	3	9	6	20
4.	Pedestrians	1	11	6	2	20
5.	Rickshaw Puller	-	12	7	1	20
Grand Total		15	30	36	19	100

The above table shows applicable time to hear Radio Bageshowari FM by different profession level out of selected 20 respondents of each group. According to the above table 70% housewives have applicable 1-7 pm and

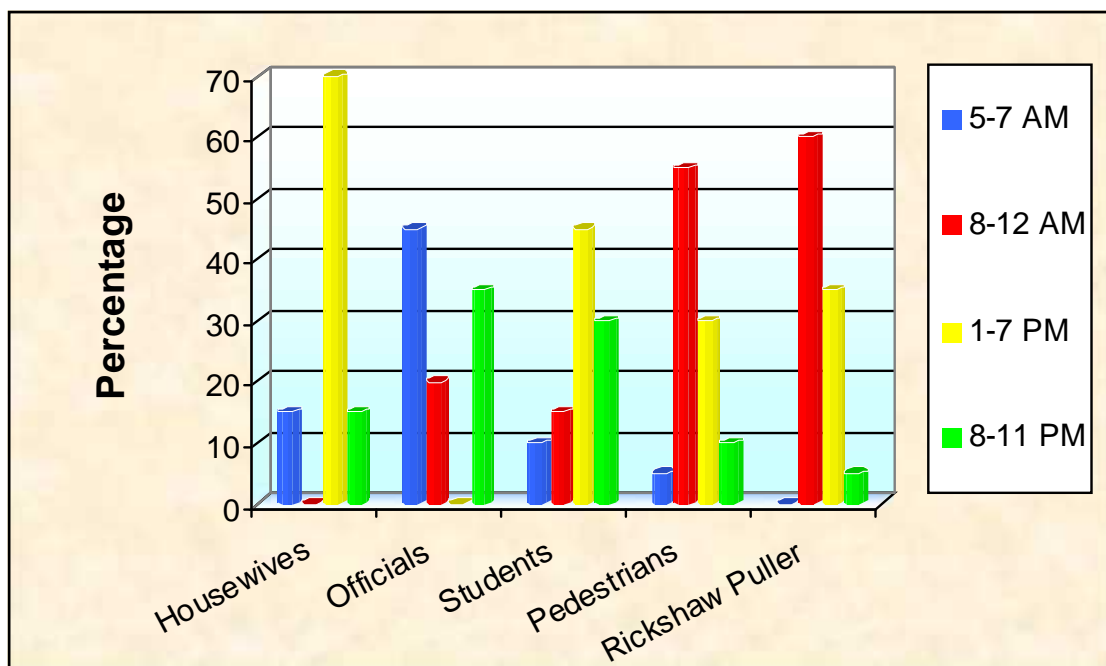
remaining 30% have 5-7 am and 8-11 pm applicable respectively. Then no one housewife hears Bageshowari FM during 8-12 AM due to their households work.

Like wise 45% officials have applicable 5-7 am, 35% have applicable 8-11 pm and rest of official have applicable 8-12 am. 20% of officials can able to manage time to hear Bageshowari FM during their job period. In the same way some of the officials who has night duty they also hears Radio Bageshowari FM during 8-12 am.

The table shows that 45% students hears Radio Bageshowari FM during 1-7 pm, 30% hears during 8-11 pm, 15% hears during 8-12 am and rest of 10% hears during 5-7 am. Most of the pedestrians (55%) have applicable 8-12 am, 30% have 1-7pm, 10% have 8-11 pm and 5% have applicable 5-7 am. Then 60% rickshaw pullers have applicable 8-12 am and 35% have applicable 1-7 pm. 5% of Rickshaw pullers have applicable 8-11 pm and no one have applicable 5-7 am time duration.

The above explanation also shown on multiple diagrams.

Figure: 4.2.1
Profession level situation



4.3 Most Wanted Program Broadcast From Radio Bageshowari FM

Table No. 3
Profession level Situation

SN	Profession	Religious	News	*J S	Zodiac Sign	Musical	Literature	Total
1.	Housewives	5	9	3	2	1	-	20
2.	Officials	1	11	-	1	3	4	20
3.	Students	-	5	-	3	11	1	20
4.	Pedestrians	4	8	2	3	2	1	20
5.	Rickshaw Puller	2	4	5	-	9	-	20
Grand Total		12	37	10	9	26	6	100

* Janmdinko Shubhakamana

The above table shows most wanted program broadcast from Radio Bageshowari FM of by selected 20 professionals of each group. According to the above table 45% housewives like news, 25% like religious program, 15% like Janmdinko Shubhakamana, 10% like zodiac sign, 5% like musical and none of them wanted literature program. Then 55% officials like news, 20% like literature, 15% like musical, 5% like religious, 5% zodiac sign and none of them like like Janmdinko Shubhakamana. Like wise 55% student like musical programme, 25% like news, 15% like zodiac sign and 5% like literature programme but none of them like religious programme. Out of 20 pedestrian, 40% like news, 20% like religious, 15% like zodiac sign, 20% like Janmdinko Shubhakamana and musical programme respectively and rest of 5% like literature programme. Likewise among 20 rickshaw pullers, 45% like musical programme, 25% like Janmdinko Shubhakamana, 20% like news, 2 % like religious programme but none of them like literature programme.

The data can be presented in multiple bar diagram as follows.

Figure: 4.3.1
Profession level Preference

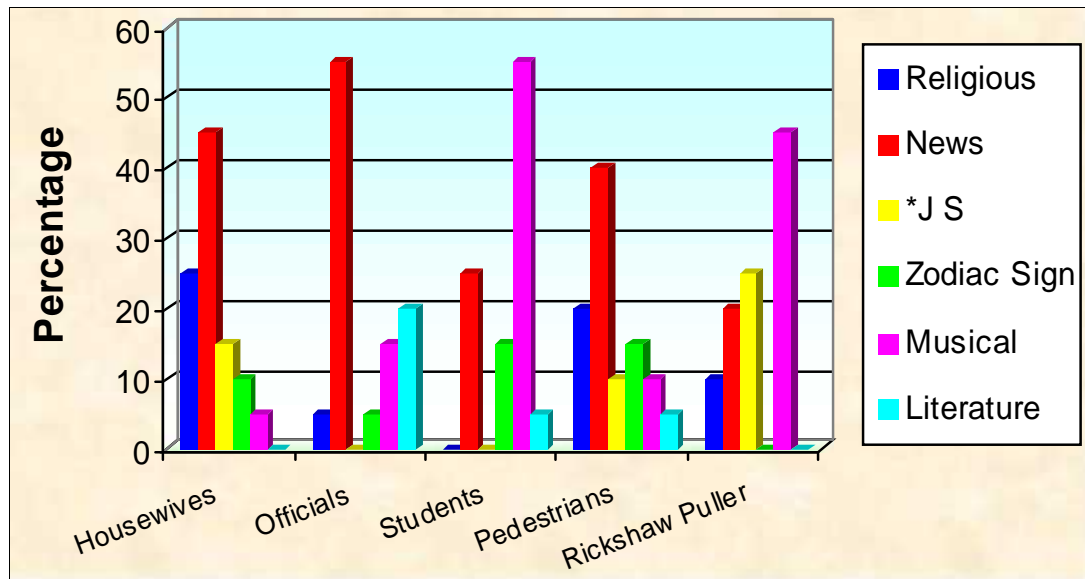


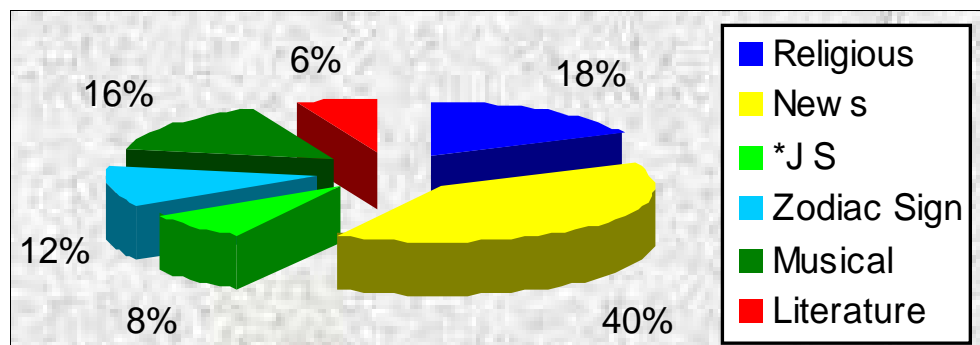
Table No. 4
Sex level Situation

SN	Profession	Religious	News	*J S	Zodiac Sign	Musical	Literature	Total
1.	Female	9	20	4	6	8	3	50
2.	Male	3	17	6	3	18	3	50
Grand Total		12	37	10	9	26	6	100

* Janmdinko Shubhakamana

The above table shows gender wise most wanted programmes. According to the table, out of 50 female, 40% like news, 18% like religious programme, 16% like musical programme, 12% like zodiac sign, 8% like janma dinko shubhakamana and remaining 6% like literature programmes. Following Pie chart also helps to further explain.

Figure: 4.3.2
Gender Level Advertisement Preference (female)



Regarding male, 36% like musical programme, 34% like news, 12% like janma dinkoo shubhakamana and rest of 6% like religious, zodiac sign and literature programmes respectively broadcast from Radio Bageshowari FM.

The data can be presented in pie- chart as follows.

Figure: 4.3.3

Gender Level Advertisement Preference (male)

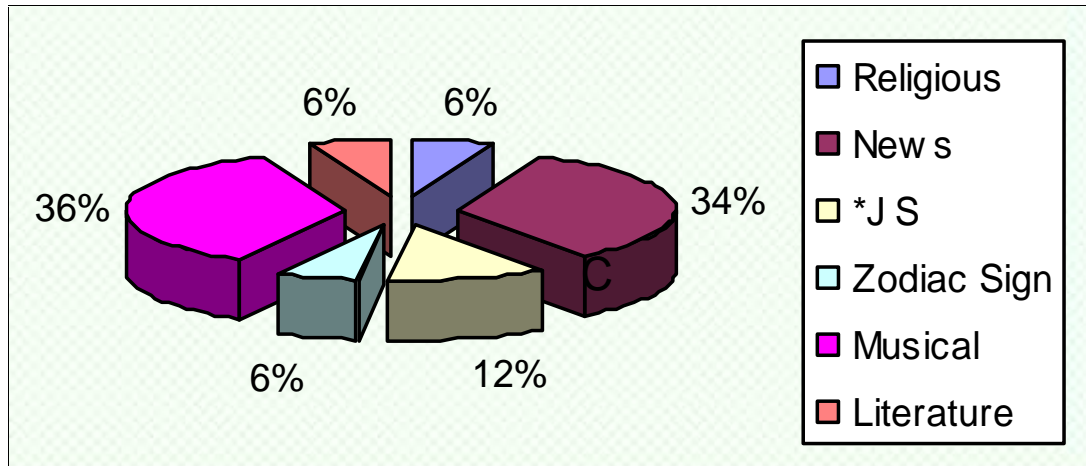


Table No. 5

Age level Situation

SN	Profession	Religious	News	*J S	Zodiac Sign	Musical	Literature	Total
1.	16-25	1	5	3	4	12	-	25
2.	26-35	3	9	2	2	7	2	25
3.	36-45	4	12	3	2	3	1	25
4.	46-55	4	11	2	1	4	3	25
Grand Total		12	37	10	9	26	6	100

* Janmdinko Shubhakamana

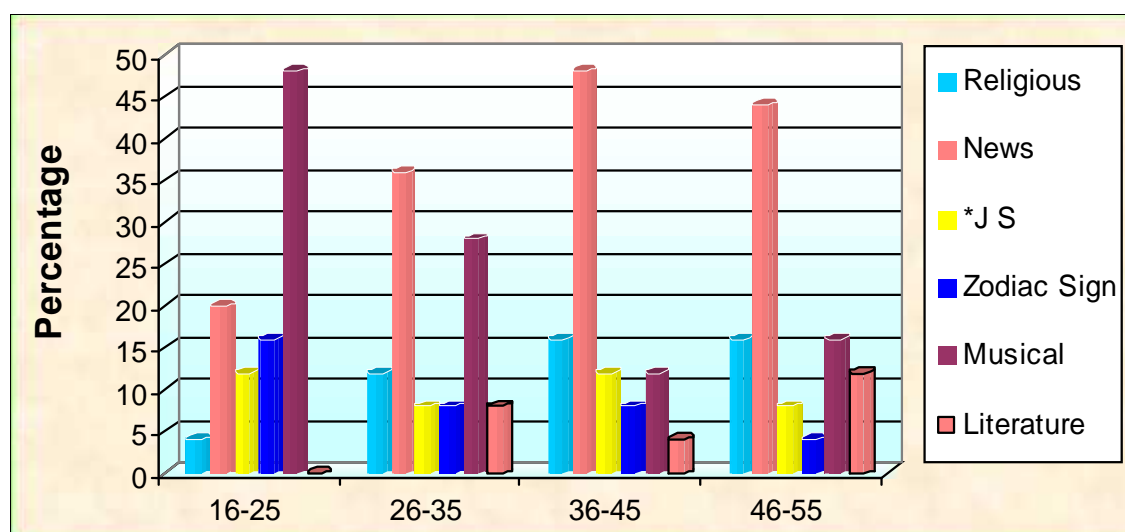
The above table shows the age level preference of selected 25 people of each group. According to above table, 48% people i.e. 16-25 aged prefer musical programme mostly. Than 20% people prefer news, 16% people prefer zodiac sign, 12% prefer Janma Dinko Shubhakamana, 4% prefer religious programme and no one people prefers literature programme of this age group. The preference of people aged between 26-35, 36% people like news, 28% musical, 12% people like religious and rest 24% people like Janma Dinko Shubhakamana, zodiac sign and literature programmes. Next group aged between 36-45, 48% people like news, 16% like religious, 12% and 12% like Janma Dinko Shubhakamana and musical program respectively. On the same

way 8% like zodiac sign and 4% like literature programmes broadcasted from Radio Bageshowari FM. The preference of people aged between 46-55, 44% people like news, 16% like religious, 16% like musical, 12% like musical, 8% like Janma Dinko Shubhakamana and 4% like zodiac sign programmes.

The above table also is shown on multiple diagrams.

Figure: 4.3.4

Age Level Preference of Advertisement



4.4 Preference of Radio Bageshowari FM Advertisement

Table No. 6

Profession level situation

SN	Profession	Musical	good wording	Simple	Entertaining	All of above	Total
1.	Housewives	3	6	6	4	1	20
2.	Officials	4	6	3	5	2	20
3.	Students	6	4	3	7	-	20
4.	Pedestrians	2	3	7	5	3	20
5.	Rickshaw Puller	4	-	7	6	3	20
Grand Total		19	20	26	27	8	100

The above table shows the profession level and advertisement preference of selected 20 people of each group. According to the above table 30% & 30% housewives prefer good wording and simple advertisement respectively. Then

20% people prefer entertaining advertisement, 15% people prefer musical and 5% people prefer all types of advertisement i.e. musical, good wording, simple and entertaining. Like wise 30% officials prefer good wording, 25% prefer entertaining 20% prefer musical 15% simple and 10% people prefer all types of advertisement.

The table shows that 35% students like entertaining, 30% like musical, 20% like good wording, 15% like simple advertisement and no one like all types of advertisement. Most of the pedestrians (35%) prefer simple advertisement, 25% prefer entertaining, 15% like good wording, 15 % like all types of advertisement. Then 10% pedestrians prefer musical advertisement. 35% rickshaw puller like simple advertisement, 30% like entertaining, 20% like musical and 15% like all types of advertisement.

The above explanation also shown on multiple diagrams.

Figure: 4.4.1
Profession level situation

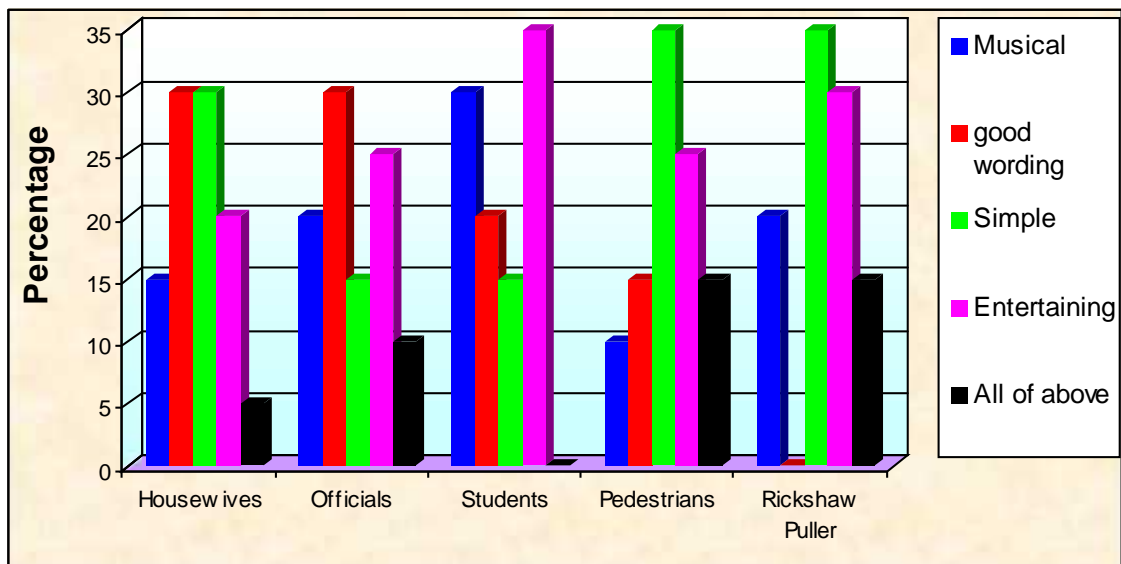


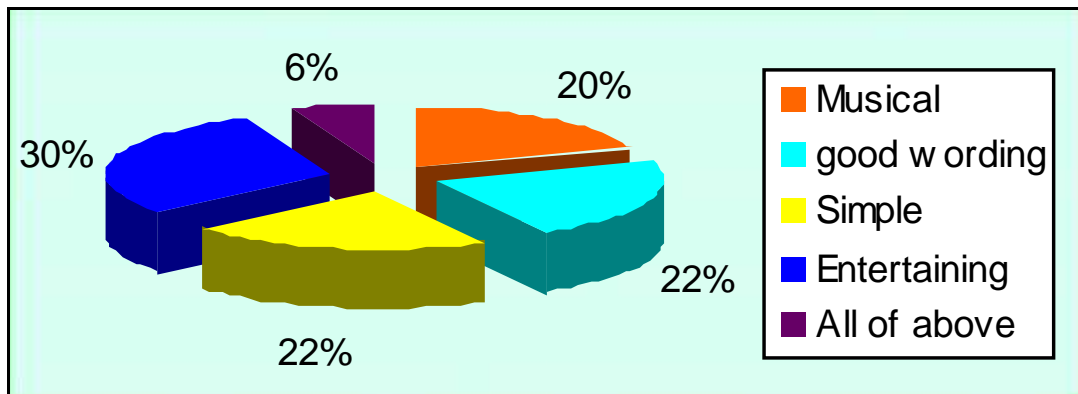
Table No. 7
Sex level situation

SN	Sex	Musical	good wording	Simple	Enter-taining	All of above	Total
1.	Female	10	11	11	15	3	50
2.	Male	9	9	15	12	5	50
Grand Total		19	20	26	27	8	100

The above table shows the preference of advertisement according to gender. Out of 50 female, 30% like entertaining advertisement, 22% & 22% like the advertisement having good wording and simple respectively. 20% like musical and 6% all types of advertisement. The data can be presented in pie chart as follows.

Figure: 4.4.2

Gender Level Advertisement Preference (female)



Regarding male, 30% like simple, 24% like entertaining, 18% & 18% like musical and good wording advertisement respectively and only 10% all types of advertisement i.e musical, good wording, simple, entertaining. The data can be presented in pie chart as follows.

Figure: 4.4.3

Gender Level Advertisement Preference (Male)

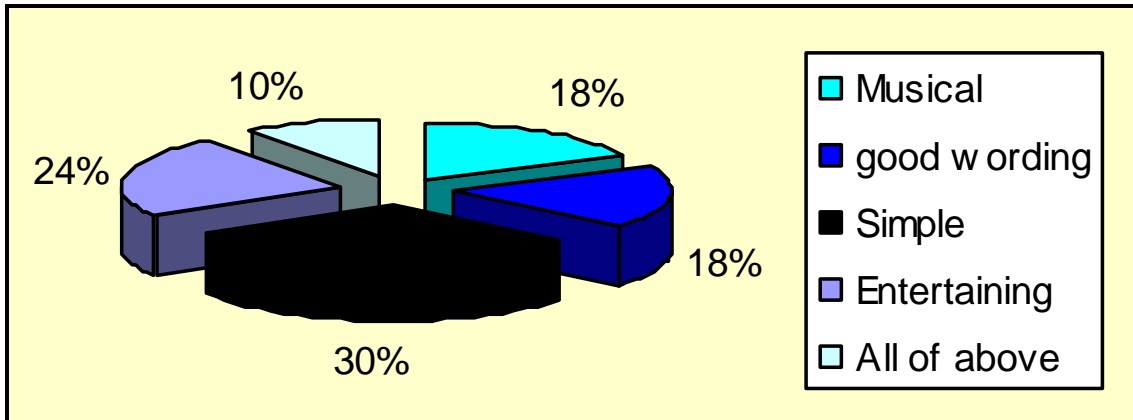


Table No. 8

Age level situation

SN	Age	Musical	good wording	Simple	Entertaining	All of above	Total
1.	16-25	9	3	2	7	4	25
2.	26-35	5	5	7	6	2	25
3.	36-45	3	7	7	8	-	25
4.	46-55	2	5	10	6	2	25
Grand Total		19	20	26	27	8	100

The above table shows the age level and advertisement preference of selected 25 people of each group. According to above table, 36% people i.e. 16-25 aged prefer musical advertisement mostly. Then 28% people prefer entertaining, 16% people prefer all types of advertisement, 12% people prefer good wording and only 8% people prefer simple advertisement.

The reaction of people aged between 26-35, 28% people like simple and 24% like entertaining types of advertisement. Then 20% & 20% like musical and good wording respectively and 8% like all types of advertisement.

The reaction of people aged between 36-45, 32% people like entertaining, 28% like good wording, additional 28% like simple and 12% like all types of advertisement.

In the same way, reaction of people aged between 46-55, 40% people like simple, 24% like entertaining, 20% like good wording and rest 8% & 8% like musical and all types of advertisement respectively.

Above descriptions can be shown in following multiple bar diagram.

Figure: 4.4.4
Age Level Preference of Advertisement

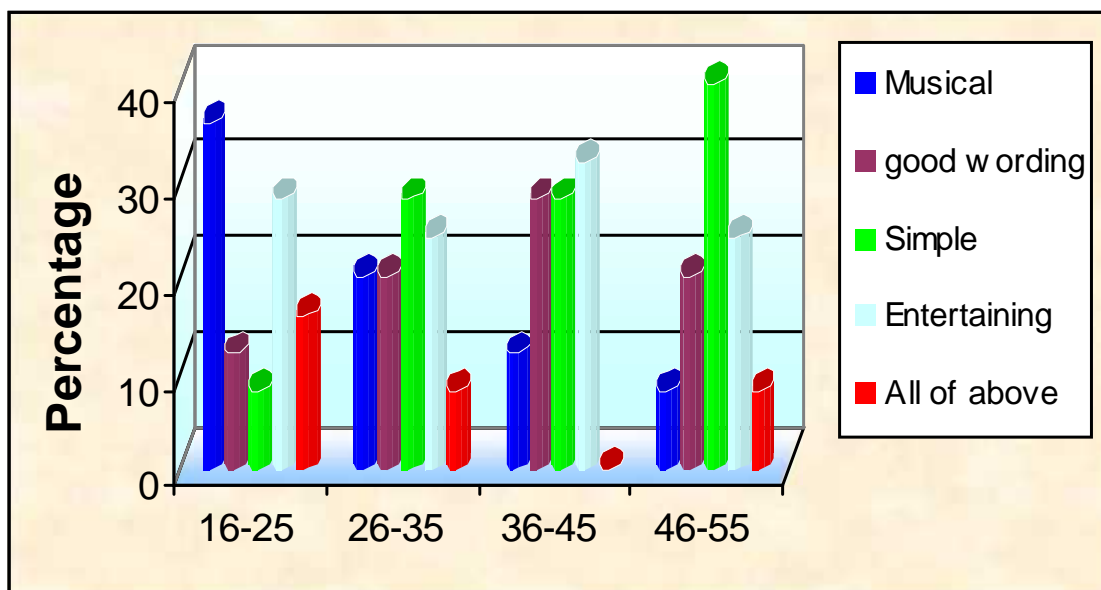


Table No. 9
Education level situation

SN	Education	Musical	good wording	Simple	Entertaining	All of above	Total
1.	Uneducated	2	4	4	5	2	17
2.	Below SLC	4	4	6	4	1	19
3.	SLC & PCL	4	3	5	9	1	22
4.	Graduate	5	4	5	7	1	22
5.	Above graduate	4	5	6	2	3	20
Grand Total		19	20	26	27	8	100

The above table shows that among 17 people, those who are uneducated, 29.4% of them prefer entertaining, 23.5% prefer good wording, 23.5% prefer simple, and another 11.8% & 11.8% prefer musical and all types of

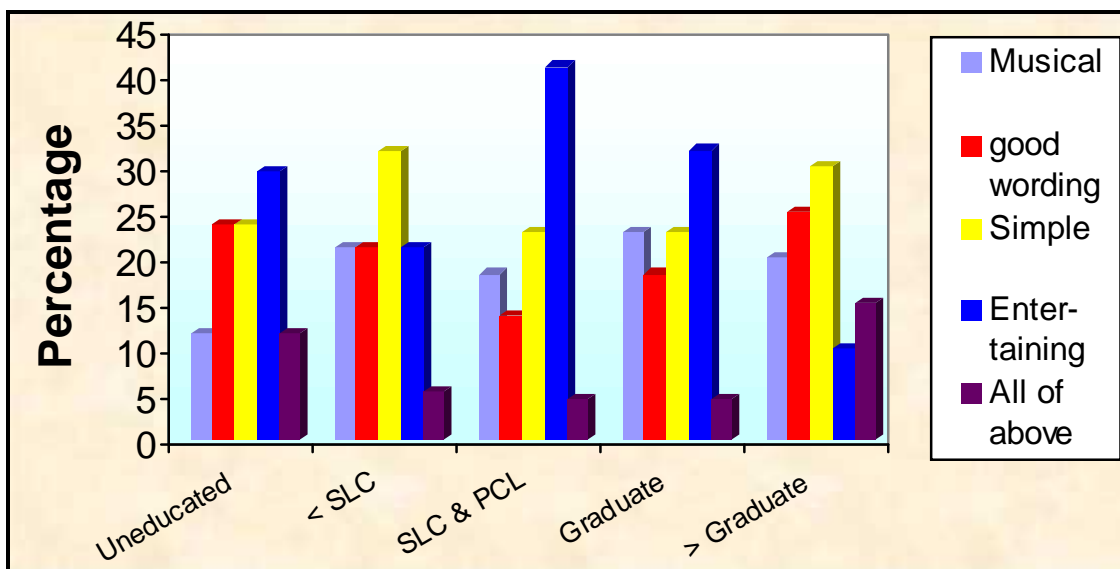
advertisement. Those people who fall in below SLC group, 31.6% of them prefer simple, 21% prefer musical, 21% prefer good wording, 21% prefer entertaining and 5.26% people prefer all types of advertisement. The people who have the qualification of SLC & PCL, among them 40.91% prefer entertaining advertisement, 22.72% prefer simple, 18.18% prefer musical, 13.63% prefer good wording and 4.54% prefer all types of advertisement.

Regarding the people having graduation, 31.8% people prefer entertaining, 22.72% people prefer musical and next 22.72% prefer simple types of advertisement. Similarly 18.2% people prefer good wording and 4.54% people prefer all types of advertisement. The people who hold above graduation, 30% people prefer simple, 25% prefer good wording, 20% people prefer musical, 10 % prefer entertaining and 15% prefer all types of advertisement.

The above table shows that SLC & PCL and graduation both levels prefer to hear entertaining advertisement.

The table has been presented with the help of multi bar diagram.

Figure: 4.4.5
Education Level Preference of Advertisement



4.5 Reason of Product Buy

Table No. 10
Reason of product buy

SN	Options	No. of Respondents	Percentage (%)
1.	Advertisement inspired	7	7
2.	need of it	69	69
3.	Both of them	24	24
Grand Total		100	100%

People buy the product because they need that, but different people buy different product of different brand, why this happen? To know this, the following question was asked to the different level consumer, 'Why do you buy a product?' and choice were given to them as (i) Advertisement induces (ii) need of it and (iii) both of them.

While going through the responses to them, answer is found that advertisement inspired only 7% of them, 69% buy product because they need that and remaining 24% of them buy product because advertisement inspired them when they are in need.

4.6 Consumer Buying Product since 2006 Because of Advertisement of Radio Bageshowari FM

Table No. 11
Product buying due to advertisement of Radio Bageshowari FM

SN	Options	No. of Respondents	Percentage (%)
1.	Yes	34	34
2.	No	66	66
Grand Total		100	100%

The above table shows that the 34% consumers are buying products due to hearing advertisement broadcast from Radio Bageshowari FM. 66% percent of the consumers has no effect to buy product.

4.7 Consumer Prefers advertised product or not advertised

Table No. 12
Product prefer by consumer

SN	Options	No. of Respondents	Percentage (%)
3.	Frequently advertised	68	68
4.	Not advertised	32	32
Grand Total		100	100%

In the above table, the response of question, ‘What product do you prefer to buy?’ the advertised one or the product, which is advertised on is 66% where as only 34% of them bought the product which one is not advertised.

4.8 Media of Advertisement prefer of the Region

Table No. 13
Advertisement media prefer by consumer

SN	Options	No. of Respondents	Percentage (%)
1.	Daily news paper	26	26
2.	Weekly & Bi-weekly news paper	2	2
3.	Magazines	-	-
4.	Radio Nepal	11	11
5.	Cinema	5	5
6.	Posters & Pamphlets	7	7
7.	Radio Bageshowari FM	49	49
Grand Total		100	100%

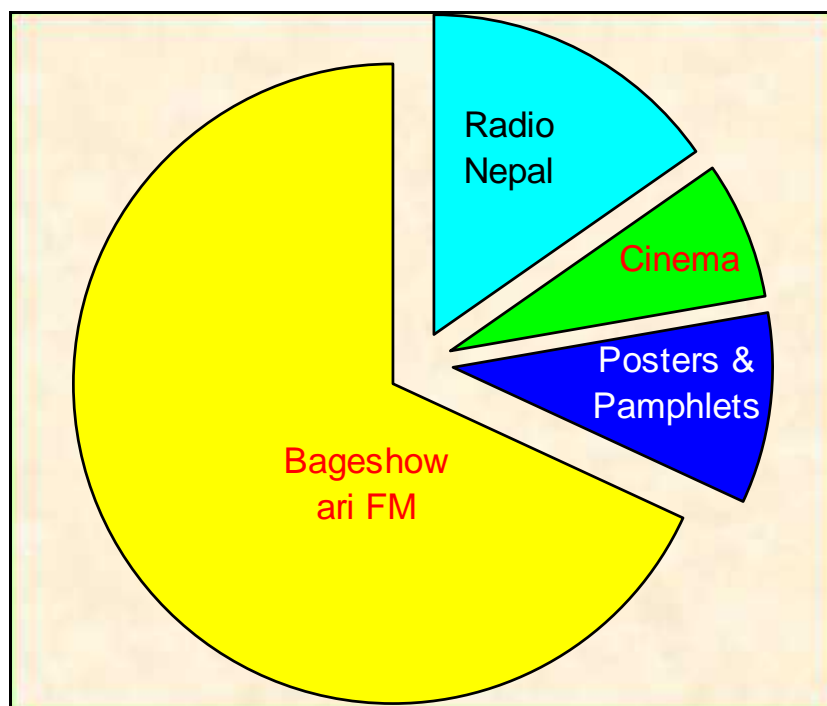
The above table shows the preference of respondents to the advertisement media. While going through the table 49% of respondents prefer to Radio Bageshowari FM, 26% respondents prefer to daily news paper, 11% respondents prefer Radio Nepal, 7% respondents prefer to Poster & pamphlets, 5% respondents prefer Cinema and 2% respondents prefer weekly

& Bi-weekly news paper but magazines asP a advertisement does not able to attract the respondents.

The information presented with the help of pie chart.

Figure: 4.8.1

Advertisement media prefer by consumer



4.9 Repetition of an Advertisement Attracts Consumers Attentions or not

Table No. 14

Repetition of an Advertisement Attracts or Not

SN	Options	No. of Respondents	Percentage (%)
1.	Attracts Consumer	52	52
2.	Does not attracts Consumer	48	48
Grand Total		100	100%

The above table shows reaction of people about repetition of advertisement attracts 52% consumer while does not attracts to 48% consumer. This fact

explain that repetition of advertisement attract consumer attention to some extent.

4.10 Advertisement Deceives Consumers or Not

Table No. 15
Advertisement Deceives or Not

SN	Options	No. of Respondents	Percentage (%)
1.	Deceives	76	76
2.	Does not deceive	24	24
Grand Total		100	100%

To know how advertisement deceives consumer, one question was asked, ‘Has an advertisement ever deceived you?’ The response is 76% positive. This means maximum people are deceived by advertisement, but this is not good practice because if consumer do not get what the advertisement claimed, they will never buy such a product again, thus to gain the faith of consumer, advertisement must advertise their product with true information. In the above table only 24% are not deceived by advertisement.

4.11 Categories of Radio Bageshowari FM Advertisement

Table No. 16
Categories of Radio Bageshowari FM Advertisement

SN	Options	No. of Respondents	Percentage (%)
1.	Quite good	11	11
2.	Attractive	17	17
3.	So so	69	69
4.	Boring	3	3
Grand Total		100	100%

The above table shows the qualities of Radio Bageshowari FM advertisement. To know the quality of advertisement, this question was asked, ‘How would you categories most of the Radio Bageshowari FM advertisement as?’ while

going through the table, out of 100 respondents 69% of them respond So so, 17% said attractive, 11% said quite good and 3% said boring.

4.12 Advertisement inclines to Consumer Hear on Radio or FM

Table No. 17
Advertisement inclines Consumer

SN	Options	No. of Respondents	Percentage (%)
1.	Highly Inclined	3	3
2.	inclined	54	54
3.	Indifferent	19	19
4.	Not so inclined	24	24
Grand Total		100	100%

The aim of advertisement is to incline consumer to buy that product. To know how many advertisement are successful in their job. One question 'Do you feel inclined to buy when you hear an advertisement?' was asked. Based on the question 3% respondents are highly inclined, 54% inclined, 19% are no indifferent and remaining 24% not so inclined when they hear advertisement broadcast from Radio Bageshowari FM.

4.13 Product which Consumer prefers if Price and Quality are same

Table No. 18
Consumers' choice when Price & Quality are same

SN	Options	No. of Respondents	Percentage (%)
1.	Advertised one	86	86
2.	Not advertised	14	14
Grand Total		100	100%

Several kinds of product available in the market, among them most of the people believe that advertised products are preferred by the consumer if quality and price are same. The above table also shows that 86% consumers

prefer to buy the advertised product and 14% are not in favor to buying the product which one is advertised.

4.14 Whether Advertisement Generate Curiosity about the Product or Not

Table No. 19
Advertisement Generate Curiosity or not

SN	Options	No. of Respondents	Percentage (%)
3.	Generates curiosity about the product	86	86
4.	Does not generate curiosity about the product	14	14
Grand Total		100	100%

The above table shows the ability of advertisement to generate curiosity about the product because 86% are given positive response. That means advertisement generate curiosity about the product while 16% say negative answer.

4.15 Whether Advertisement makes Consumer to Buy Any Product or Not

Table No. 20
Advertisement makes consumer to buy Product or not

SN	Options	No. of Respondents	Percent (%)
1.	Advertisement makes to buy product	86	86
2.	Advertisement Does not makes to buy product	14	14
Grand Total		100	100%

The above table shows that advertisement makes 86% consumers to buy the advertised product, while 14% consumers have not brought any product after getting information from an advertisement.

4.16 Advertisement Helps to Recall Brand or Product Name or Not

Table No. 21

Advertisement Helps to Recall Brand or Product Name or Not

SN	Options	No. of Respondents	Percentage (%)
1.	Helps to recall	69	69
2.	Does not help to recall	19	19
3.	Can't say	12	12
Grand Total		100	100%

Though all consumers don't buy the advertised product but do they recall brand or products name while buying it? To know this one question had been asked 'Does advertisement help to recall brand or product name while buying?' The response is 69% positive meant advertisement makes consumer to recall the brand while buying any product, while only 19% were negative and 12% can't say whether they recall the brand or product while buying the product.

4.17 Advertisement Increases the Price of Goods or Not

Table No. 22

Advertised goods are expensive than non advertised

SN	Options	No. of Respondents	Percentage (%)
1.	Increases the price	62	62
2.	Does not increase the price	17	17
3.	Don't say	21	21
Grand Total		100	100%

In general, people think those advertisements increase the price of product to some extent. To know the opinion of consumer regarding this one question was asked 'Do you think that the price of advertised goods will be higher than the price of non-advertised goods?' The response tabulated above shows that 62% think advertisement of the product increases the price of good and 17%

think advertisement does not increase the price of the product where as 21% people don't say whether the advertisement increase the price of good or not.

4.18 Consumer Reaction When Advertisements Comes from Radio Bageshowari FM

Table No. 23
Profession level Reactions

SN	Profession	Turn towards the other band	Try to know what it wants to say	Curious about advertisement	Just hear to the advertisement	Total
1.	Housewives	5	9	3	3	20
2.	Officials	1	11	6	2	20
3.	Students	2	14	3	1	20
4.	Pedestrians	2	9	6	3	20
5.	Rickshaw Puller	2	6	2	10	20
Grand Total		12	49	20	19	100

The above table shows different professional's reaction on advertisements broadcast from Radio Bageshowari FM. The reaction of people that fall in housewives, 45% of them try to know what the advertisement wants to say, 25% turn towards the other band, 15% and 15% curious about advertisement and just hear to the advertisement respectively. Among officials, 55% try to know what the advertisement wants to say, 30% curious about advertisement, 10% just hear to the advertisement and 5% turn towards the other band. Among students, 70% try to know what the advertisement wants to say, 15% curious about advertisement, 10% turn towards the other band and 5% just hear to the advertisement. 45% pedestrians also try to know what the advertisements wants to say, 30% curious about advertisement, 10% turn towards the other band and 15% just hear to the advertisement. Another professional, the rickshaw puller, 50% just hear to the advertisement, 30% try to know what the advertisements wants to say and other 10% & 10% have curious about advertisement and turn towards the other band.

Above information can be presented in the multiple bar diagram as follows.

Figure: 4.18.1
Profession level Reactions

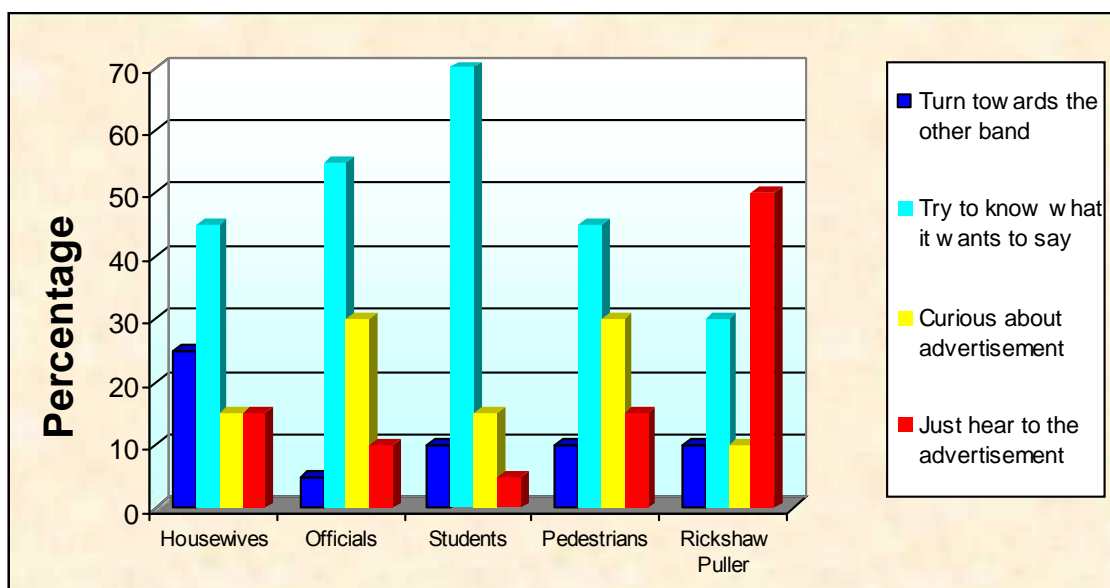


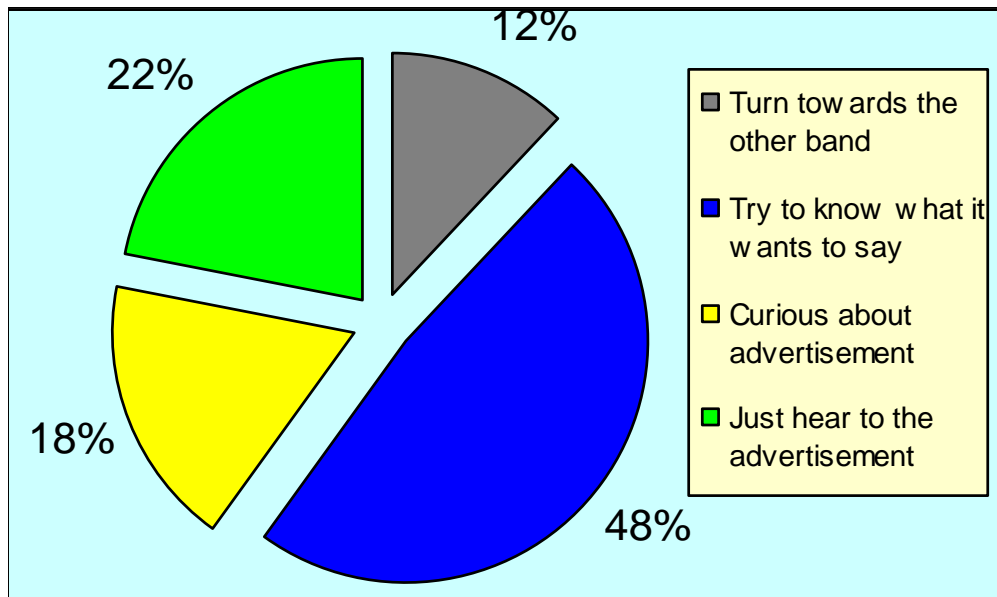
Table No. 24
Sex level reactions

SN	Profession	Turn towards the other band	Try to know what it wants to say	Curious about advertisement	Just hear to the advertisement	Total
1.	Female	6	24	9	11	50
2.	Male	6	25	11	8	50
Grand Total		12	49	20	19	100

The above table shows the reaction of female and male concentrated on 'What is your reaction when advertisement comes from Radio Bageshowari FM' 48% of female respondents among 50 respondents try to know what it wants to say while 22% of them just hear to the advertisement, 18% curious about the advertisement and 12% turn towards the other band.

The data can be presented in the pie-chart as follows.

Figure: 4.18.2
Sex level reactions (Female)



The responses from male is same as female, 50% try to know what it wants to say, 22% of them curious about the advertisement, 16% just hear to the advertisement and 12% turn towards the other band when advertisement comes from Radio Bageshwari FM. It has been presented with the help of following pie chart also.

Figure: 4.18.3
Sex level reactions (male)

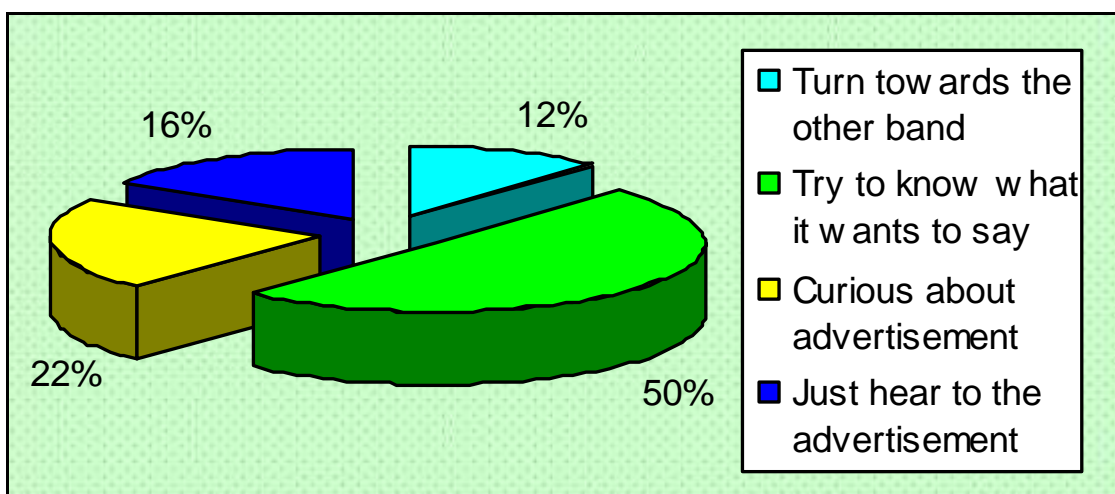


Table No. 25
Age level reactions

SN	Age level	Turn towards the other band	Try to know what it wants to say	Curious about advertisement	Just hear to the advertisement	Total
1.	16-25	3	14	50	3	25
2.	26-35	2	13	8	2	25
3.	36-45	3	15	4	3	25
4.	46-55	4	7	3	11	25
Grand Total		12	49	20	19	100

The above table shows reaction on advertisement of different age group. The reaction of people those fall in group of 16-25, 56% of them try to know what the advertisement want to say, 20% people curious about advertisement, 12% people just hear advertisement and next 12% people turn towards other side when advertisement comes from Radio Bageshowari FM. Among the people of 26-35, 52% of them try to know what the advertisement wants to say, 32% curious about Radio or FM advertisement, 8% turn towards other side and another 8% also just hear advertisement. Regarding the people of 36-45, 60% of them try to know what advertisement wants to say, 16% of them curious about advertisement, 12% of them turn towards other side and another 12% also just hear advertisement. Among the age group of 46-55, 44% of them just hear advertisement, 28% try to know what advertisement wants to say, 16% turn towards other side and 12% curious about the advertisement.

For further, it has been presented in the multiple bar diagram as follows.

Figure: 4.18.4
Age level reactions

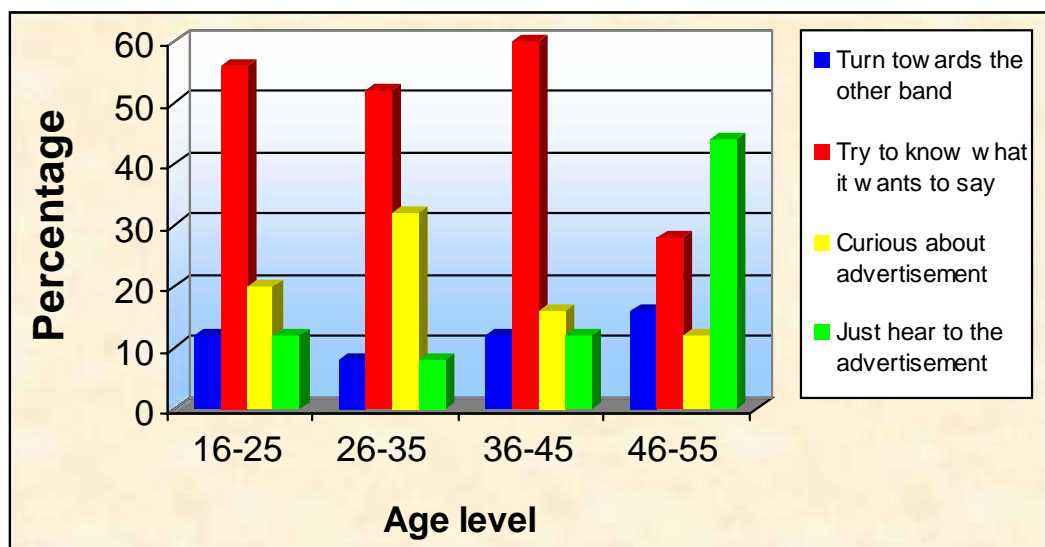


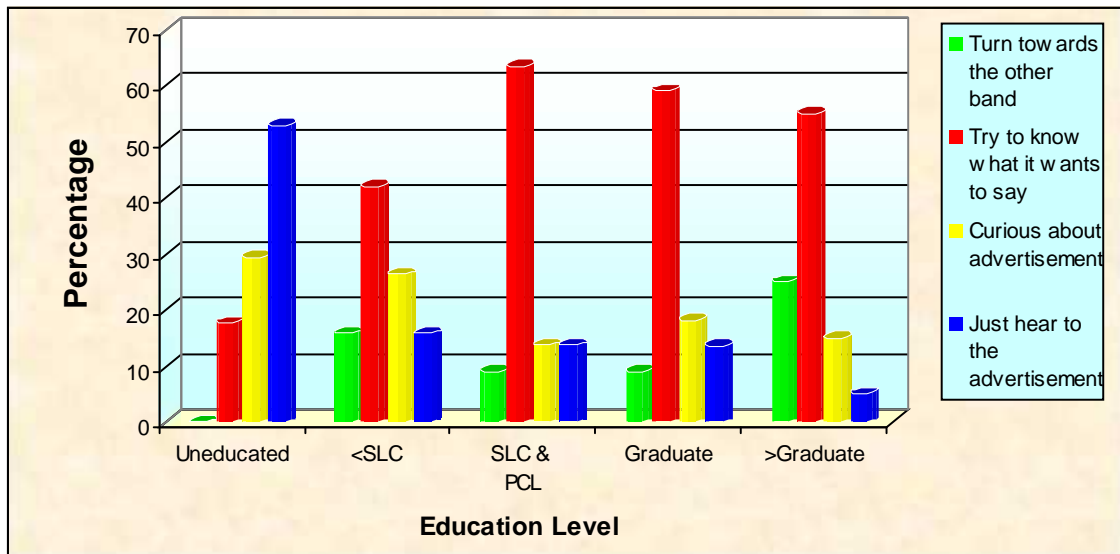
Table No. 26
Education level reactions

SN	Age level	Turn towards the other band	Try to know what it wants to say	Curious about advertisement	Just hear to the advertisement	Total
1.	Uneducated	-	3	5	9	17
2.	Below SLC	3	8	5	3	19
3.	SLC & PCL	2	14	3	3	22
4.	Graduate	2	13	4	3	22
5.	Above graduate	5	11	3	1	20
Grand Total		12	49	20	19	100

The above table shows that among 17 people, those who are uneducated, 52.94% of them just hear to the advertisement, 29.41% curious about the advertisement, 17.65% try to know what it want to say and no one is turn towards the other band. Those people who fall in below SLC group, 42.1% of them try to know what it want to say, 26.31% curious about the advertisement, 15.8% just hear to the advertisement and 15.8% turn towards the other band. The people who have the qualification of SLC & PCL, among them 63.63% try to know what it want to say, 13.63% curious about the advertisement, 13.63% just hear to the advertisement and 9.1% turn towards the other band. Regarding the people having graduation, 59.1% try to know what it want to say, 18.18% curious about the advertisement, 13.64% just hear to the advertisement and 9.1% turn towards the other band. The people who hold above graduation, 55% try to know what it want to say, 25% turn towards the other band, 15% curious about the advertisement and 5% people just hear to the advertisement.

The data can be presented in multiple bar diagram as follows.

Figure: 4.18.5
Education Level reactions



4.19 Major Findings

From the above interpretation of the facts regarding the population under study, the following conclusion can be drawn as findings:

1. 56% of the people hear Radio Bageshowari FM in Nepalgunj and its surrounding VDCs.
2. 70% housewives have 1-7 pm is applicable time to hear Radio Bageshowari FM although 55% pedestrians have 8-12 am.
3. News is a most wanted program for all types of the listeners broadcasting from Radio Bageshoari FM.
4. Considering the profession level of the people mostly housewives prefer good wording and simple advertising, students prefer, pedestrian and rickshaw puller prefer simple advertisement.
5. Considering the age factor of the people mostly young prefer musical and entertaining advertisement and old age people prefers simple advertisement.
6. Considering the education factor of the people mostly uneducated, SLC & PCL and graduate people prefers entertaining advertisement where as other people like below S.L.C., and above graduate level prefers simple advertisement.

7. Considering the gender (sex) factor female prefers entertaining where as male prefer to hear simple advertisement.
8. Most people buy any product when they need that, but some times people buy product after inspired by advertisement and similarly, some people buy product because of both reason.
9. Among the advertising media (i.e. daily news paper, weekly & bi-weekly news paper, Poster & pamphlet, magazines, cinema and Radio Bageshowari FM), most of the people gave first priority to Radio Bageshowari FM advertisement than other because of its wide coverage.
10. Most people think that repetition of an advertisement attracts their attention than non repetition one.
11. The information which consumer gets from advertisement is not credible, because they don't get quality in product, what advertisement says. It means consumers are deceived by advertisement.
12. Considering the categories of Radio Bageshowari FM advertisement, most of the people gave first preference to so so followed by few are good and few are boring, attractive and quite good. It means Radio Bageshowari FM advertisements are good but not excellent or consumers are not fully satisfied.
13. Most people feel inclined to buy product when they hear advertisement broadcast from Radio Bageshowari FM.
14. Most of the people prefer to choose advertised product if price and quality are same.
15. Most people responded that advertisement help to recall brand or product name while buying.
16. Many people think that the price of advertisement product will be higher then the price of not advertised product.
17. Most of the people of all level (i.e. profession, gender, age and education) hear Radio Bageshowari FM advertisement and they try to know more and more information from advertisement.

CHAPTER -V

SUMMARY, CONCLUSION AND RECOMENDATIONS

5.1 Summary

Radio Bageshowari advertisement is one of the most effective factors to give information about the products, because advertisement through radio directly reaches in to ear of listeners. Our country like Nepal, where various janjati are inhabitants in the village, for them advertisement combines the merit of the television and cinema, people can understand the message through FM radio advertising easily.

Advertisement help to sale more and more product, which leads the producer to mass production, which creates job opportunities to the unemployed population of the country and certainly increase the living standard of those people. Thus advertisement directly effect in develop the economy of the country.

Real marketing situation study is important in marketing and advertisement field. It helps to study the target audience choice, preferences tastes, desires and their regular media habits. This information provided by the target audiences becomes very useful while determining advertisement for promoting the product. Moreover, the nature and types of commercials prefer by the customers, emphasis they provide for different products features, their likes and dislikes for particular product, their expectation towards advertisement in future, the ability of the current advertisement to influence the customers, etc could be easily ascertained through this types of research activity, if conducted in mass sale. This information becomes very useful better understanding of the market situation and the customers 'king of the market place.'

As the test of different people are different according to their professional level, sex level, age level and education level, the advertiser must know what kind of product he is advertising. From this research any one know that children, women, old people and uneducated people prefers to watch musical and entertaining advertisement whereas graduate and above graduate people prefers to advertisement with good wording rather than musical one. Similarly female prefers to advertising having entertaining and than male and so on. In this way we can conclude that advertising have to advertise their product after knowing and their opinion about the advertisement.

5.2 Conclusion

Generally, people buy product after only knowing about it and advertisement plays vital role to provide information. A consumer may impress himself by advertising and then motive himself to purchase product. In this way, there is direct relationship between advertising and consumer.

This study is focused in impact on consumer behavior from Radio Bageshowari FM advertising its appeal directly reaches into the ear of listener. Hence, this medium of advertising is considered as the most effective most of the advertisers use this medium these days. Radio advertisement combines the merits of both local and non local language; people can hear the advertisement message in their home. It is also more effective than television for poor, rickshaw puller and pedestrians as well. Radio Bageshowari FM is the fasted means of communication in the villages of mid western region. Where there is no access of roads, it is also equally effective for those who can not read papers.

Different group of people, whether they are old or young, educated or uneducated, female or male prefer to hear Radio Bageshowari FM advertisement than other media and also impress themselves by if and purchase goods sometimes. But consumer wants only those types of Radio advertisement which is informative, attractive, demonstrative, credible, relevant, full information about product.

5.3 Recommendations

Manufacturing company hardly conducts research of this type before it actually starts production. Thus, many products can't satisfy the consumers' wants and desire, ultimately customers became unwilling to accept the product. Many manufacturing unit have failed to satisfy the customers despite heavy investment. Before producing any product, the market situation should be analyzed properly, as the customers rule the market place. The initiation of the production should start with the customers need and desire and end with his consumption.

From the above findings regarding the population under study the following recommendations can be made to the advertisers and manufacturing companies.

1. Advertisers have to advertise their product considering their targeted consumer, such as if the targeted consumer are housewives and students then advertisement should be entertaining. If targeted consumers are below SLC level then advertisement should be simple and if they are SLC & PCL then advertisement should be musical.
2. Advertiser have to advertise their product, considering their targeted consumer such as, if the targeted consumer one young, old, graduate above graduate level then advertisement should be good wording.
3. Radio advertisement must provide full information in local language about the product, so that consumer can know every thing about product, such as price, quality, quantity, manufacturing date, etc.
4. All level of people whether they are professional, female or male, young or old and educated or uneducated are interested to hear Radio Bageshowari FM advertising because both languages of national and local can be found in advertisement. So it will be better to use Radio Bageshowari FM as advertising media than others local media available in the region to convey message effectively to the target audience.

5. In comparison to unadvertised product people prefer to advertise one, so advertisement should be frequently broadcast to attract consumers' attention.
6. Some advertisement makes negative attitude in consumer's mind towards the product so advertiser should understand consumer's reaction about advertisement while making advertisement.
7. Some of the advertisements, which are broadcast by Radio Bageshowari FM, are in exaggerate nature. This is not good practice because if consumers do not get what the advertisement claimed, they will never buy such product again. Thus to gain the faith of consumers, advertisement must advertise their product with true information.
8. Few advertisements for which are broadcasting from Radio Bageshowari FM are boring nature; such advertising should be replaced by new interesting advertisement.
9. Advertisement, generate curiosity about product and also help to remember product or brand name while buying. So advertiser should be made that type of advertisement which can generate curiosity about product and make memorable.

Appendix-1

Dear Sir/Madam,

I am a student of Tribhuvan University, M.M. Campus Nepalgunj, MBS thesis year. Therefore I am writing a dissertation titled "Role of FM Radio Advertising and its Impact on Consumer Behavior" to fulfill the partial requirement of master degree in faculty of management.

I would be very much grateful if you kindly spare your valuable time in filling questionnaires including your suggestions.

Looking forward to your co-operation and support with many thanks.

Hari Subedi

Researcher, MM campus Nepalgunj.

Questionnaire sheet

Role of FM Radio Advertising and its Impact on Consumer Behavior

General Information:

Name of Respondent (Optional): Sex: Female Male

Address: Age: years

Profession:

Education: i. Uneducated ii. Below SLC iii. SLC
iv. Intermediate v. Graduate vi. Above Graduate

Questions:

Q 1. Do you hear Radio or FM?

i. Yes ii. No

Q 2. Which Radio or FM do you usually hear? (Please rank on priority basis)

i. Radio Nepal ii. Bageshowari FM
iii. Radio Jan Aawaj iv. Bheri FM
v. Kantipur FM vi. Other (Write up name)

Q 3. Do you hear Radio Bageshowari FM?

i. Yes ii. No

Q 4. Which time is applicable to you to hear Radio Bageshowari FM?

i. 5-7 am ii. 8-12 am iii. 1-7 pm iv. 8- 11 pm

Q 5. Which is the most wanted programme broadcast from Radio Bageshowari FM?

i. Religious ii. News iii. Janmdinko Shubkamana
iv. Zodiac sign v. Musical Programs vi. Literature programs
vi. Other (write up name)

Q 6. Do you generally hear the Radio Bageshowari FM advertising?

i. Yes ii. No

Q 7. What kind of advertisement do you prefer on Radio Bageshowari FM?

i. Musical ii. Good wording iii. Simple
iv. Entertaining v. All of above

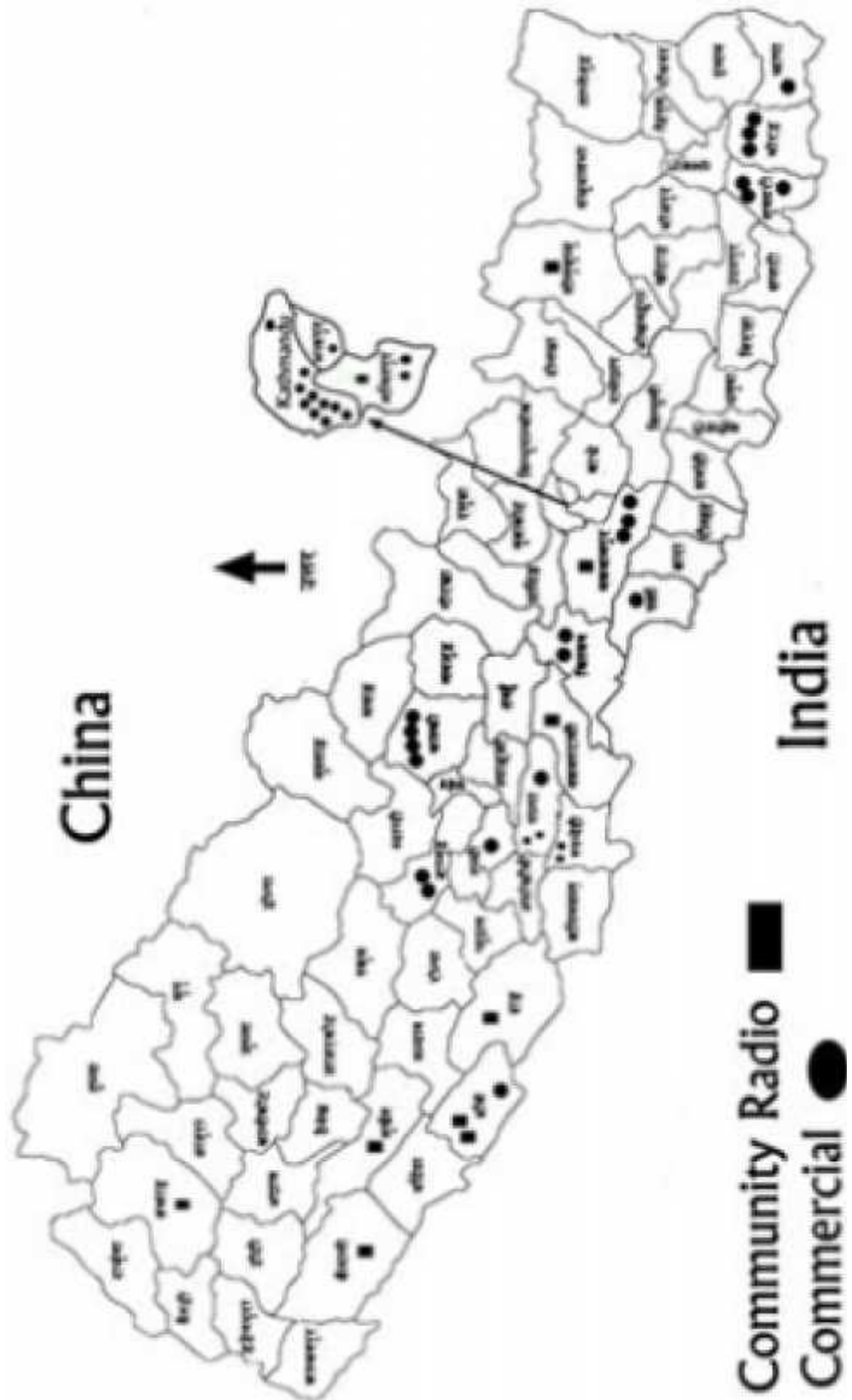
Q 8. Do you generally buy the product because of

i. Advertisement inspired to buy ii. Need of it iii. Both of them

- Q 9. Did you buy the product since 2006 because of Radio Bageshowari FM advertising?**
 i. Yes ii. No
- Q 10. What product do you prefer to buy?**
 i. Frequently advertised ii. Not advertised
- Q 11. Which media of advertisement do you prefer of this region? Please rank according to your preference (1 for most preferred, 2 for second and so on).**
 i. Daily news paper ii. Weekly & Bi-weekly news paper
 iii. Magazines iv. Radio Nepal
 v. Cinema vi. Posters & Pamphlets
 vii. Bageshowari FM viii. Other(Write up name)
- Q 12. Does repetition of an advertisement attract your attention?**
 i. Yes ii. No
- Q 13. Has an advertisement deceived you broadcast from Bageshowari FM?**
 i. Yes ii. No
- Q 14. How would you categories most of the Radio Bageshowari FM advertisement as?**
 i. Quite good ii. Attractive iii. So so iv. Boring
- Q 15. Do you feel inclined to buy when you hear an advertisement?**
 i. Highly inclined ii. Inclined iii. Indifferent iv. Not so inclined
- Q 16. If there are same kinds of product in the market in terms of quality at the price, which one would buy?**
 i. Advertised one ii. Not advertised
- Q 17. Does advertisement generate curiosity about the product?**
 i. Yes ii. No
- Q 18. Does advertisement make consumer to buy any product?**
 i. Yes ii. No
- Q 19. Does advertisement help to recall brands of product name while buying?**
 i. Yes ii. No iii. Can't say
- Q 20. Do you think that the price of advertised goods will be higher than the price of not advertised goods?**
 i. Yes ii. No iii. Don't say
- Q 21. What is your reaction when advertisement comes from Radio Bageshowari FM?**
 i. Turn towards the other band ii. Try to know what it wants to say
 iii. Curious about advertisement iv. Just hear to the advertisement

Name of Interviewer: Signature:

Appendix-2



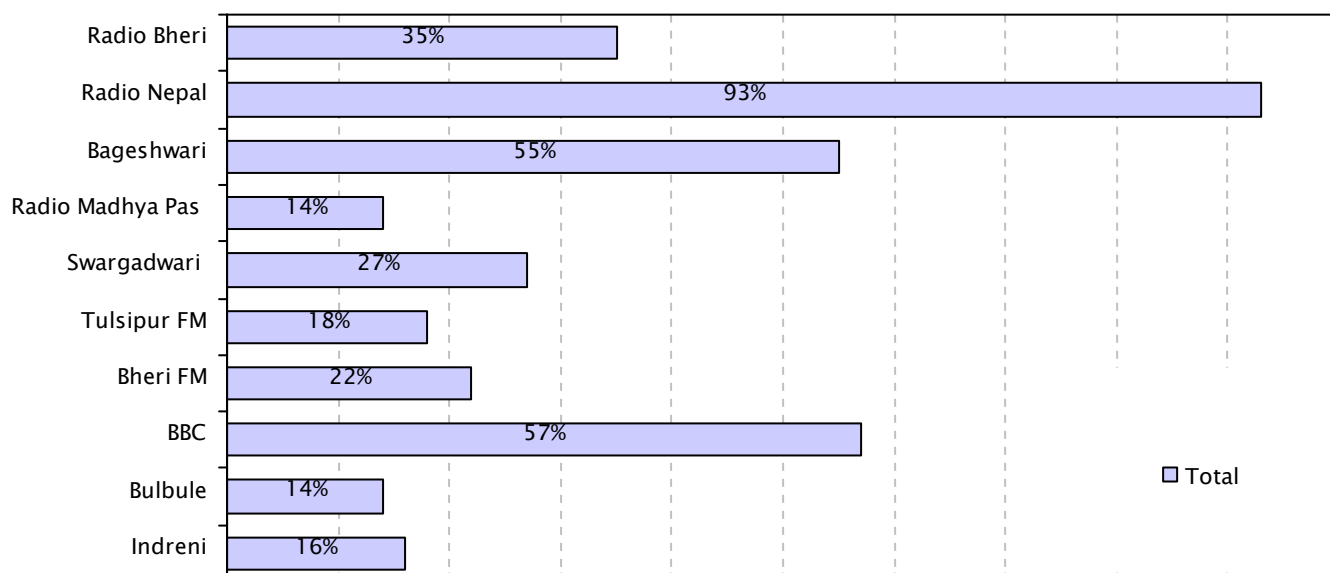
Appendix-3

Household Possessions

% Households owning		Urban	Rural	Total
Household Items	Radio	70%	59%	61%
	Television	63%	21%	28%
	Mobile Phone	23%	2%	6%
	Non-mobile Phone	27%	2%	6.3%
	Computer	8%	1%	2%
	Refrigerator	19%	1.4%	4.3%
	Fan	50%	13%	20%
Means of Transport	Bicycle	39%	31%	33%
	Animal Drawn Cart	1%	6%	5%
	Motorcycle/ Scooter	14%	2%	4%
	Car/ Truck/ Tempo	3%	1%	1%

Appendix-4

Radio Stations Listened to Nowadays (MW)



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- JASPER, vol 1 february 2006** A quarterly Business Review of City College of Management, Nepalgunj

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