

**TELEVISION ADVERTISING AND IT'S  
IMPACT ON THE BUYING BEHAVIOUR  
OF THE CONSUMER**

**(WITH REFERENCE TO VATIKA SYMPHOO)**

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# VIVA-VOCE SHEET

We have conducted the Viva-voce examination of the thesis

Submitted by:

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Entitled:

**TELEVISION ADVERTISING AND IT'S IMPACT ON THE BUYING  
BEHAVIOUR OF THE CONSUMER.  
( WITH REFERENCE TO VATIKA SHAMPOO )**

And found the thesis to be the original work of the student and written according to the prescribed  
format. We recommend the thesis to be accepted as partial fulfillment of requirements.

Master's Degree in Business Studies (MBS)

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# Recommendation

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## DECLARATION

I here by declare that the outcome of this thesis entitled "**Television Advertising and Its Impact on the Buying Behaviour of the Consumer**" has been submitted to Lumbini Baniyya Campus, Faculty of Management, T.U., Butwal, is my creative work done in the form of partial fulfillment of requirement for the Master Degree in Business Studies (MBS) under supervision **Mr. Krishna Prasad Gautam**, lectore of Lumbini Baniyya Campus, Butwal, Rupandehi.

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Date:.....

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## ABBREVIATIONS

A.M	:Amplitude Modulation.
ADV	: Advertise.
AMA	: American Marketing Association.
B.C.	: Before Christ.
B.S	: Bikram Sambat.
B/W	: Black and White.
CBS	: Central Burro of Statistics.
ETC	: Extra.
F.M	: Frequency Modulation.
i.e.	: that is
M.B.S.	: Master of Business Studies.
N.G.O.	: Non-governmental Organization.
N.T.V.	: Nepal Television.
No.	: Number
NTRC	: Nepal Television Rate Card
P.V.T- L.T.D	: Private Limited.
PSA	: Public Service Ads.
R.C.	: Red Cross
R.N.	: Radio Nepal.
Rs.	: Rupees.
S.L.C.	: School Leaving Certificate
T.B.S.	: Television Broadcasting Service.
T.U	: Tribhuvan University.
T.V.	: Television
VCRS	: Video Cassette Recording System

# CHAPTER-I

## INTRODUCTION

### **1.1 Background of the study**

The term "Advertisement " is very popular in today's world. All the countries of the world use it. We can see it everywhere, i.e., on the television, on the matchbox, in the newspaper, magazines, on the trash containers, on the vehicles even in the sky and so on. We can also hear it on the radio. "Advertising is the means by which we make known what we have to sell or what we want to buy" (Jelkins: 1985). Advertising is one of the more important and most complex decision areas facing business executive. "Many people use advertising at some time in their life. Some may use it privately while others may use in business. And many people respond to advertisements. They enjoy the choices available to them in every sphere of life" (Kotler: 1994). It is one of the major tools that companies use to persuade target buyers and publics to buy their products or services. The main purpose of advertising is to persuade the consumer to buy the products or services. The other purposes can be to inform the consumers about the products availability features, uses etc.

Different people have defined advertising in many ways; however they all mean nearly the same thing. Some of the popular definitions of advertising are as follows:

“Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.”(Jain Sc 1991)

The advertisers include not only business firms but also museums, professionals, and social organizations that advertise their products or services. So the advertisers have different choices of media to advertise their product, service or an idea. The advertiser needs to choose the medium which best reach the customers. In this respect, the study of the media impact on the media impact on consumer is the must.

Advertising is used by different organizations in different ways. A large company set up its own advertising department whose job is to develop the total budget, help develop advertising strategy, select media, approve advertising agency. However, most companies use an outside advertising agency to help them create advertising campaigns and to select and purchase media.

Many important decisions have to be made before undertaking the advertising program. It is certainly one of the most important complex decision areas facing business executives. Major decision areas in developing advertising program include setting the advertising objectives, deciding on the advertising message, deciding on the media and evaluating advertising effectiveness.

There are various types of advertising media. Media are the instruments or the way through which the advertisement messages are put before the public. The most brilliant original advertising ideas will be wasted if they are not supply through the right media to the right readers, viewers, listeners or passers-by.

Among different types of media, television medium plays a vital role. The importance of television advertising is increasing day by day. Television gives information to a large number of people than any other medium of advertising. Due to the satellite facility, television programs are viewed internationally. In today's glamorous world, we can show all the aspects of products and services through television advertising. It is always said that people believe in things until they hear and see. This can be possible through television advertising only.

Television advertising first came into prominence in the 1950s in America. At first, the popularity of television was hindered by the expensive cost of TV sets and lack of programmers. But its impact was so deep that within a decade it was spread over the world. Nepal is not an exception. In Nepal, television was first commissioned in 2041 B.S. in the name of Nepal television. It started to

telecast the program in 2042 B.S. while the commercial telecasting started only in 2044.

Television advertising has many advantages. Firstly, it combines sight, sound and motion. It is quite appealing to the senses. It arouses high attention and it has high reach. It has certain disadvantages also namely high absolute cost; high clutter; fleeting exposure and less audience selectivity. However, we cannot deny the fact that television enjoyed the dominant position in the media mix.

## **1.2 Focus Of The Study**

Television Advertisement has become a vital part in advertisement world. The visual media has been the best medium of advertisements. Moreover, today the number of Television Channel has been increasing and become an indispensable. The means and types of television advertisement can be presented in the form of slice of life, lifestyle, fantasy, mood or image, musical, personality symbol, technical expertise, scientific evidence, testimonial evidence etc. Different people prefer different types of television advertisements. The selection of the target market and the product's nature plays a significant impact on choosing the media. The boundaries within which, the product are intended to be sold sets limitation on choice of media. Different people show different attitudes toward the same message aired, telecast and published. In Nepal many advertisers fails to give due importance in this regard. This leads to the failure of advertisement in generating due positive response from consumers. Thus, the understanding of the impact of any media on consumer behavior is extremely important for any advertiser. In Nepal , business houses can generate many ideas in the field of marketing area through this type of survey. In addition, the survey like this will be very helpful for the advertiser for the success of the television advertisement. In overall, in a developing country like Nepal, this type of study is very crucial and mostly

essential. The major focus lies on a product, “VATIKA SHAMPOO”, one of the favorite cosmetic hot cake which is the product of Dabur Nepal Pvt. Ltd. The product being equally popular not only in Nepal but also neighbouring countries such as India, China etc. has been included in the subject area.

### **1.3 Statement of the Problem**

Advertising is one of the most important tools where most of the companies use to persuade target buyers to buy their products or services. There are many special and specific reasons for advertising. The main factors to announce a new product or service or an idea to expand the market to :

- a. new buyers,
- b. announce a modification,
- c. announce a price change,
- d. announce a new pack,
- e. make a special offer etc.

Therefore, the advertising plays a crucial role in marketing and related sectors.. Today , the importance of advertising gains its popularity in many companies to introduced product in target markets. The role of advertising shift the products demand curve upward. For this, the effectiveness of advertisement is one of the major areas advertiser needs to consider. The success or failure of product is determined by the success or failure of advertisement. Among various types of media, television enjoys the dominant position. Advertisement can reach to various countries at a time through television. It has world wide approach.

In today's world, the popularity of television is increasing day by day. It is very useful for the advertiser to know the popularity of television among different people. Different types of advertisement through television appeal to the different customer differently. Careful analysis should be done in this regard

for the success of any advertisement campaign. This is lacking in Nepal. Very few analysis and research is conducted to the concerned subject matter. Hence, the main objective of this thesis is to provide useful information regarding the effectiveness of television advertising to different group of people particularly in urban areas. This study covers the following problems:

1. Is Television Advertisement become popular in urban areas?
2. Is it popular among youngsters or middle-aged or ageing people?
3. What is the impact of these advertisements on general people?
4. How effective are these advertisements?
5. Are common people influenced by it?

The above findings can be more useful for the advertiser while selecting among media according to their product types.

#### **1.4 Objectives of the Study**

The specific objective of this research work is to analyze the general impact of television advertising on consumer behavior. However, the basic objectives of the study can be outlined as below:

1. To examine the consumers preferences on television advertisement.
2. To identify the consumers reactions to the television advertisement.
3. To examine the popularity of the television advertisement.
4. To analysis the effectiveness of the advertisements of cosmetic products.
5. To study the factors that influence to buy the cosmetic product.



## **1.5 Significance of the Study**

Advertising has proved to be effective i.e. less costly source of information than other sources. In today's modern business world, the need of advertising is indispensable. Every stage of product life cycle needs advertising, volume of which may be low and high depending upon the natures and stages.

- 1) Advertising helps to increase the demand for both the products and services.
- 2) It helps in the introduction of mass production, installation of up-to-date machinery and consequent reduction of cost of article.
- 3) It is beneficial not only to the producer and retailer but also to the consumer.
- 4) Some other benefits of advertisement are market expansion, brand credibility, customer consciousness etc.

## **1.6 Limitation of the study**

Any research study may not be free from its own limitations. Mainly this study is made for the partial fulfillment of M. B.S. level. So, there are couples of limitations, which weakens the generalization. The main limitations are- inadequate coverage of industries, time period taken, reliability of statistical tools used and other variables, which are not included in the study. The following limitations are presented of this study are:

1. The analysis is based on both primary and secondary data such as product report of selected companies, journals and magazines, interview, survey etc.
2. The study is based on advertisements i.e. mainly on TV commercial.
3. Variation in data itself is another limitation of the study.

4. Analysis is mainly based on the tools developed in the context of an efficient market condition.
5. The reliability of conclusions of this study is based upon the accuracy of secondary data.
6. The study is based on secondary data of 7 years from F/Y 2000/01 to 2007/08.

In addition, time and resources are also the limitation of this study.

## **1.7 Organization of the study**

The study organized into five chapters, each devoted to some aspects of the study of Impact of Television Advertisement to the Buying Behaviours of the Consumer. The fields of each of these chapters are as follows:

Chapter I: Introduction

Chapter II: Review of Literature

Chapter III: Research Methodology

Chapter IV: Presentation and Analysis of Data

Chapter V: Summary, Conclusions and Recommendations

### **Chapter I**

This chapter contains the introductory parts of the study, statement of problem, focus of the study, objectives of the study, importance of the study, limitations of the study and organization of the study.

### **Chapter II**

This chapter is devoted to the theoretical analysis and brief review of related and pertinent literature available. It includes the conceptual framework and review of past research study related with television advertisement.

### **Chapter III**

This chapter deals with the research methodology to be adopted for the study consisting research design, sources of data, data gathering procedure, population and sample, research variables and data processing procedure.

### **Chapter IV**

This chapter deals with presentation and analysis of both primary and secondary data by using mathematical and non-mathematical tools and it deals with the major finding of the study.

### **Chapter V**

This chapter states the summary, conclusions and recommendations of the study. The bibliography and annexes are incorporated at the end of the study.

## **CHAPTER-II**

### **REVIEW OF LITERATURE**

#### **2.1 Conceptual Framework**

##### **2.1.1 History of Advertising**

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

“Advertising by ‘word’ of mouth is probably the earliest form of advertising, because oral skills were developed before reading and writing. Advertising was given the commercial status the day man entered into the process of exchange.”  
(Albert 1961)

Word of mouth praise of products was the way of advertising used in medieval times. This gives rise to a simple but effective form of advertising, the use of so-called town criers. The criers were citizens who read public notices aloud. Merchants also employed these town criers to shout the praises of their wares. Even in Nepal, during Rana Regime, town criers walked through the streets announcing the opening and closure of gambling periods during the Laxmi Puja and other occasions. This form of advertising was called ‘Jhyali Pitne’ in Nepali. ‘Jhyali’ means a certain type of an instrument which produces music and “pitne” means ‘to beat’. This is so called because the town-crier beat the "Jhyali" while making announcement or informing the public. The town criers

were forerunners of the modern announcer who delivers radio and television commercials.

Although graphic forms of advertising appeared early in history, printed advertising made little headway until the invention of the movable type printing press by German printer Johannes Guttenberg about 1450. This invention made the mass distribution of posters and circulars possible. The first advertisement in English appeared in 1472 in the form of a handbill announcing a prayer book for sale. Two hundred years later, the first newspaper ad was published offering a reward for the return of 12 stolen horses. (Sonthoki, 1989: 245)

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

During the 16<sup>th</sup> century, newspapers were the largest among the prints, and these newspapers were in the form of newsletters. The first newsletter was started in 1622 in England. Latter half of the 16<sup>th</sup> century witnessed newspapers in the form of news books and by the middle of the 17<sup>th</sup> century, there were special advertising periodicals. By 1675, newspaper published excellent news books. By the end of 17<sup>th</sup> century, newspapers were well established in England undertaking advertising on a regular basis. (Sonthoki, 1989: 246)

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

early 1930s produced dozens of radio dramatic series in America that were known as sponsored by soap companies. (Sonthoki, 1989: 247)

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

The tone of the advertising is also changing. No longer does advertising simply present the product benefit. Instead it creates a product image.

The changes in advertising correspond with social, economic and political changes of the country. There are so many advertisements of products and services on television and in the popular press today which were not there only a few years ago. We can see many advertisements of domestic airlines like Necon air, Buddha air etc on Nepal Television. There are many advertisements of cosmetic products, noodles etc. in mass communication media like newspapers, radio etc. Before, people were not bombarded with as many advertisements as seen today. Never before there have been so many excellent advertisements about offering prizes by noodles like Wai-Wai, Mayos, Rum-Pum etc.

The face of Nepal has changed and people are more sensitive about the particular types of products and services which best satisfy their needs. Life styles are changing. Advertisements help people in their buying decision. Since people are faced with many products that satisfy their particular need, decision making process has become complicated. In this regard, advertisements come to their rescue. People have started to take decision on the basis of advertisements preferred. For instance, some teenagers choose the cosmetic

that is well advertised from among other cosmetics which are not much advertised. The importance of advertising is growing day by day and becomes effective tools in the field of business sector. No one can predict what new forms of advertising may take in future. The most recent advanced form is advertising through internet i.e. by creating different websites in the internet etc.

In Nepalese product market there are various cosmetic products are available for consumer use. These products are manufactured by various national and international manufacturers and out of them Vatika Shampoo is one of the most favorites cosmetic product .Which is produced and introduce into the Nepalese product market by Dabour Nepal Pvt. Ltd. and this is the sister concern of Dabour India Ltd. However there are no previous research reports are available in Nepal in the field of marketing studies regarding the Nepalese cosmetic products Like wise, there is no any research can be found with reference to Vatika Shampoo though there is a necessity of such type of research in Nepal . Thus, researcher has attempted to prepare and present this report to fulfill the requirements of such reports.

Advertising is a form of mass communication which is designed to promote the sale of a product or service or a message on behalf of an identified sponsor. Most advertising is designed to promote the sale of a particular product or service. However some advertisements are designed to promote an idea or influence behavior such as encouraging people to not use illegal drugs or smoke cigarettes, informing people about family planning etc. Such type of advertisements is often called public service ads (PSAs). Some advertisements are also made to promote an institution, such as the Red Cross or Maiti Nepal and are known as institutional advertising. The basic purpose of this type of advertising is to encourage people to volunteer or donate money to the institution.

We can say that the basic purpose of advertising is to draw an attention of people towards particular product, service or an idea. However, in today's world of competition, it is not enough for the advertisements to draw the attention of buyers. They should be able to persuade the consumers to use the advertised product, service or an idea. Then, only the goal of an advertisement is achieved.

“Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor. (Kotler1991)

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

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

**The above definition includes many features of advertising:**

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



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

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

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

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

Some other definitions of advertising are as follows:

“Advertising is the means by which we make known what we have to sell or what we want to buy.” (E.J Mccarthy 1975)

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

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

### **2.1.2 Specific Reasons for Advertising**

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

1. To announce a new product or service
2. To expand the market to new buyers
3. To announce a modification
4. To announce a price change
5. To announce a new pack
6. To make a special offer
7. To invite inquires
8. To sell direct
9. To test a medium
10. To announce the location of stockiest
11. To obtain stockiest
12. To educate consumers
13. To maintain sales
14. To challenge competition
15. To remind
16. To retrieve lost sales
17. To please stockiest

18. To please the sales force
19. To recruit staff
20. To attract investors
21. To export
22. To announce trading results"

Announcing a new product or service usually means a costly and dramatic launch. To create a market for a product is not an easy job. The buying public is conservative, skeptical and is hard to shift from established habits. The advertising has to be bold, dramatic, persuasive and convincing to promote something new. A long term campaign of advertising is required instead of a solitary big splash. The advertising should be persistent and insistent for the new product to create the market.

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

An existing product is sometimes modified. It may be given a 'face lift' with an additive, a new finish or casing such as a new pack or container etc. The product is advertised to announce a modification with an attempt to revive the sale of a product because of competition.

Advertisement announcing a price change is more common form. We can see many examples of these types of advertisements during festival festive discounts and hence change in price.

Some advertisements announce a new pack sometimes; a manufacturer may update a very old-established and probably old fashioned container. At that

time, it is necessary to promote the product to assure the consumers that the product is the same or better in quality. Consumers may suspect that a new pack means a different or inferior product so the new pack is announced through advertisement assuring the consumers about the quality product.

For various reasons such as competition, slack season, the business houses may plan to give special offers need to be advertised. For example, Buddha Air announcing mileage card system offers to their regular clients traveling some sectors.

Some manufacturers advertised to sell direct while other advertise to test a medium. The advertising objectives or reasons for advertising differ as per the advertisers' requirement. The other objectives of advertisements can be to educate consumers, to announce the location of stockiest, to challenge sales, to maintain sales etc.

### **2.1.3 Types of Advertising**

Advertising can be divided into two broad categories:

- (a) Consumer Advertising and
- (b) Trade Advertising.

Consumer advertising is the type of advertising which is directed at the public where as trade advertising is directed at wholesalers or distributors who resell to the public.

Consumer advertising can be further divided into national advertising and local advertising. National advertising is directed at consumers throughout the entire country. This type of advertising usually aims to create awareness among the public of a product or service, or it tries to build loyalty to a product or service. Local advertising aims to inform public in a particular area where they can purchase a product or service. Advertising to the public also take the form of

institutional advertising, image advertising, cooperative advertising or informational advertising.

Rather than trying to sell a specific product, institutional advertising seeks to create a favorable impression of a business or institution. It is designed solely to build prestige and public respect. For non-profit institutions, such advertising helps support the institution's activities i.e., by encouraging blood donations or cash contributions for the work of an organization like the Red Cross. However, profit earning business

#### **2.1.4 Methods of advertising**

Medium is the instrument or the way through which the advertisements are put before the public. It is the vehicle that carries the messages to the right readers, viewers, listeners or passers by. In advertising agencies there are media planners and media buyers who are highly experienced experts. The media owner exploits the advantages of their media in order to sell air time, space or sites.

One of the functions of advertising is to select medium from among the available alternatives that will maximize the number of people reached and the frequency with which they are reached. The advertisers must first set the target market they want to reach and then they must decide (a) the desired frequency of the message exposure in order to effect the change in behavior that will affect the sales of their brand (b) the maximum number of the people in the target market that can be reached with the desired frequency. The greater the frequency desired, the smaller the reach obtainable with a given budget.

The media selection is a complicated process because not only is it necessary to choose among major media types, such as television, radio, newspaper, but also specific selections must be made within each general type. For instance, if magazines are chosen, specific magazines and even issues must be selected.

Similarly, in case of radio and television, there is not only the question of what networks or stations, but what programs, what day or days of the week, time etc. to be considered as well.

The classification of different mediums into different groups differs from author to author. The eastern concept and the western concept of classification are different. For example, author Chunawala with other four authors in their book Advertising Theory and Practice have classified advertising media as broadcast and non-broadcast media. Broadcast media include radio and television where as the non-broadcast media include videos, cables, network, cinemas etc. Besides these media, there is print media which includes newspaper and magazines. These three media are called the “mass media” or “technological media”. In addition to these three media, they have explained the outdoor media like hoarding, postures, banners, transit media etc. However, the media can be classified as:

### **1) Print media**

The print media also can be classified in to:

- (a) Newspaper, magazines
- (b) Other papers

### **2) Electronic media**

The electronic medial includes:

- (a) Radio
- (b) Television
- (c) Video
- (d) Cinema
- (e) Electronic signs
- (f) Sky-writing

### **3) Direct Advertising media:**

The direct advertising media is also in four types

- (a) Envelop enclosure
- (b) Catalogue and booklets
- (c) Sales letters
- (d) Gift novelties

#### **2.1.4.1 Print Media of advertising**

Print media is one of the pioneer media where all the information is in written forms. In today's world of visualization, print media are still preferred more for advertising. This may be due to its wide reach. Print media can be classified into following categories:

- a) Newspaper: - Daily, Weekly, bi-weekly
  - # Morning edition, Evening edition.
- b) Magazines: - Weekly, Fortnightly, Monthly and Annual
  - # Fashion, Women, Sport, Tourism, Geography, Films etc.

#### **a) Newspaper advertising**

Newspaper as a mean of communication has become a part of life. It is really hard to imagine life without newspaper. Many people are habitual to start the day with newspaper. "Newspaper is one that gives news, views, ideas, interpretations, opinions, comments and explanations regarding the social, economic, political, educational, moral, cultural, ecological, methodological developments and the like"<sup>1</sup> We can find news and views of different types in the newspaper. There are economical, social, educational, political, moral, cultural, ecological etc. news and comments in newspapers.

Newspaper has been one of the largest media used to advertise the product, service or idea. It is estimated that 45% of the space in the newspapers is used

for advertisements. It has continued to remain the most powerful message carrier. The role of newspaper as an advertising medium is increasing day by day and it will go on increasing with the development in the business field.

Newspapers are printed and circulated based on many aspects. They may be classified according to the coverage (area), frequency, language etc. The habit of reading newspaper among people is increasing day by day. As such the advertisement in the newspaper is receiving favorable response from the prospective customers. Newspaper as a medium of advertisement still occupies the first position in the American business society. It is said that every newspaper is read by at least three readers.

The newspaper medium enjoys the advantage of a wide coverage within and outside the country. With the addition of supplements on holidays, there is something of interest for everyone. It reaches to the readers of every age and income group. We can take an example of weekly newspaper “Saptahik” in Nepal which is read by every age and income group.

Newspaper is usually read at leisure time. As the readers are fresh and in receptive mood, the advertisements published in newspaper have a better chance of creating a favorable response from the prospective buyers.

Regular advertisements in the newspaper continuously remind the reader about the product, service or an idea. Moreover, seeing the same advertisement in the newspaper leaves a strong impact on the mind of the prospective buyers. There is also a high believability among the reader about the published advertisement.

There is a great flexibility as any changes or modifications can be made in the advertisement published in the newspaper. Besides, the announcement can be



made on time, as the newspaper appears every morning or evening in the regular time.

The cost of advertising is low as compared to other media. This cost become even lower if there is increment in the circulation because more the circulation, lower the cost per reader.

The life of advertisement in the newspaper is very short. A reader may read the newspaper for 10-15 minutes so the life of advertisement published in the newspaper is even shorter than that. Besides, the newspaper becomes old as soon as the next edition comes into the circulation. So the life of newspaper is only one day.

Mostly the paper used in the newspaper is of cheaper quality so the reproductions of the advertisement lack the finer details of the layout. If we compare the reproduction of the advertisement of newspaper to that of magazines, or other media, we can see that there is a vast difference between them. Both the color and B/W production of the advertisement are of poor quality in newspaper as compared to magazines or the other media. Due to this, there is a greater possibility that the readers are not attracted to the advertisement published in newspaper.

#### **b) Magazines advertising**

Magazines are the periodicals, which may be published weekly, fortnightly, monthly, quarterly or annually. Usually, magazines are printed in better quality papers with good articles. It is read at leisure time. It can be either special or general interest magazine. Special magazines are the type of magazines which are specialized in one particular field. Examples of such magazines are sports magazines, fashion magazines etc. where as general magazines cover a lot of areas. They include variety articles on different subjects. One example of such

magazine is “Reader’s digest”. “The chief advantages of magazine advertising are: the manner in which magazines select their audiences/ simultaneous, uniform coverage of the entire nation; thoroughness with which the magazine is read; covered with its longer life and its multiple areas. Opportunities offered the advertiser to reproduce in life like fashion, full, sol or if he chooses, his products in use and its consumer advantages; and completeness of presentation”.<sup>1</sup> There are some disadvantages of magazine as well.

#### **2.1.4.2 Radio Advertising**

Radio is one of the most popular media that reaches to ear of mass public. There are usually two types of radio broadcasting i.e., FM and AM. FM is frequency modulation in which signals are received with great regularity and with clear sound where as AM is amplitude modulation in which sound wave length varies in size though the frequency remains constant.

“Advertising is carried on in radio either by the use of short commercials, also known as ‘spot advertising’ or by the use of sponsored programs. In spot advertising, short advertisements of the duration of a few seconds are introduced as a part of the usual broadcasting programs. The advertisements may consist of jingles, dialogues, and opinions of well known personalities or such other advertisements. Sponsored programs going on for fifteen minutes or more may be prepared by advertisers, for combining a popular program with advertising.”<sup>1</sup>

In a country like Nepal, advertisement through radio can have a great impact on the prospective buyers because other media like television and newspaper cannot reach to the remote place. Due to the lack of electricity and the expensive cost of the Television sets people from remote places are deprived of it. On the other hand, due to the high illiteracy rate in villages, press media cannot provide the necessary impact on the prospective buyers.

Radio broadcasting first started on the United Kingdom and spread to the other countries. In Nepal, Radio Nepal was established on 20<sup>th</sup> Chaitra, 2007.

The radio advertising has a human touch. The advertisements in the form of jingles, dialogues of the live broadcasters and opinions of well known personalities from their own mouth are more effective. The listeners can listen to their favorite anchor's voice. In some programs, the listeners can present their opinions and broadcast their voice on air as well, which appeals to the mass.

There are many locals and national radio broadcasting systems that the listeners as well as advertisers can select among them. The listeners tune in to the most interesting and good station as per their choice. The advertisers can take into consideration the listening habit of their target customers and broadcast the advertisement according to them. They can select the programs or station and time of broadcasting suitable to their target customers.

Radio advertisement is comparatively cheaper than other media of advertising. As it covers to the mass in every hook and corner of the country, per listener cost is definitely cheap. In other words the advertisement cost, thus, is cheap for the advertiser. In a country like Nepal, where due to low literacy level, press is wastage and television cannot reach the remote places, the importance of radio is high. Radio sets are also available in relatively cheap price so the poor people can also offer

The message broadcasted through radio has a short life. The advertisement through radio is wasted if the target listener is not listening to the advertisement. The life of message ends. Even if the listeners listen, he cannot refer back to the message

Visual display is not possible through radio. Other media have this advantage over radio medium. As such advertising through radio may not be effective. Radio advertising only tries to impress listeners through hearing only. It uses word, sound and music for the advertisements.

There is a certain time allotted to the advertisement in radio. As the allotted timings, the advertisement is also limited. The advertisement must not be lengthy as an advertiser cannot buy long announcement timings so there is always limited time in radio.

Radio advertisement covers the mass so specific coverage of special groups like youth, old age etc is not possible. Besides, listeners are more interested on music, news so the advertisements are often not given attention. As such, there is wastage of advertisements.

#### **2.1.4.3 Television Advertising**

Television is one of the most powerful media in today's world. It is the latest medium of mass communication and is now extensively used for advertisement.

The invention of television was a lengthy, collaborative process. An early milestone was the successful transmission of an image in 1884 by German inventor Paul Nipkow. His mechanical system, known as the rotating disk, was further developed by Scottish scientist John Logie Baird, who broadcast a televised image in 1926 to an audience at the Royal Academy of science in London. However, television becomes popular by 1950s in America and within a decade it was spread over to European countries, Canada, Australia and Japan. It gains popularity in Nepal much later. "Television broadcasting in Nepal started on regular basis on 2041 B.S. (1985). Television broadcasting

services of Nepal Television (NTV) which started with limited resources, now broadcast its program for 114 hours a week basis through its 3 studios, regional program production and broadcast center in Kohalpur (Bankke) and Murtidanda (Ilam), Nanijedanda Bhedetar (Dhankuta), Jaleshwar (Mahotarri), Hetauda (Makwanpur), Daunne (Nawalparasi), Pulchowki (Lalitpur), Kakani (Nuwakot), Sarangkot (Kaski), Tansen (Palpa), Butwal (Rupandehi), Harre (surkhet) and 11 broadcast centers in other locations in the kingdom. It is estimated that about 47% of the population living in 32% of area of Nepal can watch the programs of Nepal television (NTV). Programs to increase broadcasting capacity and extending reception area coverage are underway."<sup>1</sup>

Television as a medium of communication uses a scientific synchronization of sound, light, motion, color etc. Because of these dominant characteristics of television, television advertising is gaining popularity day by day.

Fifteen years ago when the Nepal Television (NTV) began its first transmission there was hardly one minute of advertising in a two hours transmission. Today, the Nepal Television (NTV) has an average of 16 minutes 30second of advertising per day of transmission.

As television combines sight, sound and motion, advertisement through television is most impressive and effective. Television advertisements have the capability of affecting the eyes, ears and the feelings of the viewers. True to life presentation can be made through television. Availability, out look, special features, utilities etc information of the products can be easily demonstrated through television advertising. It appeals to the senses of viewers and can draw their high attention.

Advertisement through television has a dominant advantage of life like presentation which no other medium has. Advertisement with movement, color,

sound, and sight is more appealing than that without these characteristics. As such television advertising is the most advanced form of advertising.

Television is a flexible medium as changes can be made at any time. The advertiser can change the content of advertisements at any time. They can edit and retake their advertisement if they are unsatisfied with the result though the process is costly. They can also select the suitable time; channel etc. to broadcast their advertisement more effectively. There are a wide variety of channels so the advertisers have more alternatives to choose. They can also choose on the basis of the interest of their target customers and the coverage of the television like local, national, international etc.

Television is one of the mass communication media. It has been observed that a person normally watches television for three hours a day. As such people come across television advertisement more often than other form of advertisement. The effect of television advertisement is so much that the people can't help themselves singing the advertisement jingles or act like the actors in the advertisements. There are varieties of programs that every viewer has something of interest. While watching the programs, the viewers also come across the advertisements of the sponsor products. They are regularly reminded about such products. In this way, television advertising appeals to the mass.

Television is very expensive medium of advertising. Therefore, the small business unit cannot afford television advertisement. In India, the cost of advertising through television for only ten seconds is Rs. 45,000 to Rs.70,000. This is about 800 times more than the cost of radio advertisement. In Nepal, the rate of advertising through television is different for Nepali product and foreign product. In ordinary time, television advertising for ten second cost Rs. 900 for Nepali product and Rs. 1800 for foreign product. This rate is doubled if

advertisement is to be transmitted at prime time. (Statistics: 2045). Now, television advertising is much expensive and is increasing.

“For a long time, television enjoyed the dominant position in media mix, other media were neglected. Then media researchers began to notice television’s reduced effectiveness, which was due to increased commercial clutter (advertisers beamed shorter and more numerous commercials at the television audience, resulting in poorer audience attention and impact.), increased “zipping and zapping” of commercials, and lowered commercial TV viewing owing to the growth in cable TV and VCRS.”<sup>1</sup> Many advertisements are broadcasted one after another in Television. Seeing too many advertisements for different products, the prospective buyers often get confused irritated and hence, loose interest in advertisements and switch on to another channels for programs avoiding advertisements.

Advertisement in television comes at once and then gone. It is like a flash of communication which cannot be referred back as in newspapers and magazines. As such, the life of television advertisement is short. The frequency of television advertisement will have to be more to have an impact on the prospective buyer and it is so expensive.

In a country like Nepal, where there is vast difference in urban and rural life style, not all people afford to enjoy television. This is due to the fact that it is very expensive. Rural poor people cannot afford to buy it. More over, in many villages of Nepal still there is no electricity facility. So the advertisement which target audience also includes rural people, television medium is not effective as it cannot reach to them.

### **2.1.5 Advertising as a part of marketing activities**

“Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others.” (W. Alderson 1957)

Marketing consists of activities that facilitate exchanges such as selling, buying, product planning, production, branding, pricing, packaging, advertising, sales promotion etc. For an exchange to happen, four conditions must be satisfied.

Firstly, there must be two or more individuals, groups or organization.

Secondly, each party must have something of value to exchange with other party.

Thirdly, there must be willingness on part of one party to give up its “something of value” in exchange for the “something of value” held by the other party. This something of value can be product, service or idea or it can be financial resources like money or credit.

Lastly, there must be communication between the two or more parties.

Advertising is one of the components of marketing. There are four Ps in the marketing mix i.e., product, place, promotion and price. Advertising falls under promotion mix.

The common characteristic of all marketing activities is that they are performed to achieve the common goal of increasing the sales of product, service or an idea. The marketing activities are distinguished from each other on the basis of the methods they use to accomplish this common goal. For example, sales promotion uses the short term incentives to encourage trial or purchase of product or service whereas direct marketing uses telephone mail and other non-personal contact tools to communicate with specific customers and



prospects. Personal selling use the method of face to face interaction with one or more prospective purchasers to facilitate the sale of product or service where as public relations and publicity uses a variety of programs in order to promote the company's image or its individual products. In contrast to all this, advertising uses various mass communication non-personal media like television, radio, newspaper etc to present and promote the ideas, goods or services to the target market.

### **2.1.6 Advertising and personal selling**

“When a persuasive communication is directed toward a single individual, it is an act of salesmanship. When it is directed towards a large group of individual it is called advertising.”

This definition distinguishes the advertising and personal selling on the basis of number of individuals to whom the communication is directed. However, there are some striking differences between personal selling and advertising. Some of these are as follows:-

#### **1) Non-personal communication**

Unlike personal selling, in advertising a company communicates with its target consumers through non-personal media. Personal selling involves an interactive relationship between two or more persons. As a result, customer's immediate reaction to the communication can be seen and the sales person can make immediate adjustment on the spot.

#### **2) Paid but independent media**

Personal selling and advertising both are paid form of communication. The difference is that the salesmen are a company's employ but advertising media are not. Media are engaged only on a task/assignment basis. As soon as the

assigned task of communicating the message is over, the media get disengaged and work independently.

### **3) Objective**

The objective of advertising is usually to create a favorable impression towards the advertised product or service so that the consumers are prepared to receive the message through personal selling and buy the product.

### **4) Audience**

Unlike personal selling, in advertising the message is directed towards a broad spectrum of consumers. In personal selling, consumers are approached individually.

### **5) Intensity of communication**

Personal selling is more intensive in the transactional phase, whereas advertising is relatively more intense in pre- and post- transactional phases. In the former, advertising develops consumer's favorable predisposition while in the latter it prevents or dilutes past-purchase dissonance."<sup>1</sup> Personal selling also makes the buyer feel more obliged to listen to the sales talk. The buyer responds to the salesperson even if the response is simply "Thank you".

## **2.1.7 Advertising and sales promotion**

Sales promotion involves marketing activities, other than advertising, publicity, or personal selling that increases sales and dealer effectiveness. The forms of sales promotion include trade shows, demonstrations, samples, contests, coupons, rebates etc.

According to American Marketing Association "Sales promotions are those marketing activities other than personal selling and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, show and

expositions and various non-recurrent selling efforts not in the ordinary routine.”

Sales promotion tools are generally short term measures which are designed to stimulate quicker and greater purchases of products or services by consumers or traders. Sales promotion is also called as aggressive selling”. The major differences between advertising and sales promotion are as follows:-

### **1) Management Perspective**

In sales promotion, the management’s perspective is relatively short term for example, arrest of declining sales or facilitating new product purchase where as in advertising, management’s perspective may be both short term and long term. For example, the long term perspective may be to build up the company image with no immediate increase in sales.

### **2) Media**

There is a vast difference between the media of communication in advertising and sales promotion. Sales promotion tools includes coupons, contests, premiums, prizes, product samples and the like where as the advertising media include audio-visual, press, outdoor etc.

### **3) Timing**

“Although advertising and sales promotion are used as communication media in all the three phases of transactions, advertising is more pronounced in pre- and post-transaction phase where as sales promotion is more pronounced in the transaction phase, Thus, sales promotion serves as an important adjunct to selling.”<sup>1</sup> Sales promotion invites the buyers to engage in the transaction now. Sales promotion provide incentive to the consumers to buy the product which result in immediate sale.

#### **4) Frequency**

Sales promotion is less repetitive and frequent than advertising. Advertising is more repeated as its impact is long-term and cumulative whereas sales promotion is conducted when certain objectives are to be achieved for example, by offering product samples to introduce new product.

#### **2.1.8 Advertising and Publicity**

Publicity is another medium of communication through which a company makes known its target consumers about its product, service or an idea. It has been defined by the American Marketing Association as “non-personal stimulation of demand for a product, service or business unit by planting commercial significant news about it in a public medium or obtaining favorable presentation of it on radio, television or stage that is not paid for by the sponsor.”

As publicity is not paid for, its appearance is not always certain and its presentation is not programmed. The major advantage of advertising over publicity is that the advertiser can control their advertisement about the product or service or idea as he pays the media for the time or space. Advertiser is also guaranteed about the transmission of the message. However, publicity has some advantages too. Publicity as a medium of communication is often used by companies because of its effectiveness in transmitting the desired message, generating sales and achieving other objectives. Many companies often feed to the press slanted stories and features of sponsors which lends credibility to the message. This arouses interest in consumers who are otherwise indifferent to advertisements.

### **2.1. 2 Review of Major Past Studies**

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

The first study on advertising field is conducted by Pandey.

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

The major findings of the study stated that the advertising is the main method of promotion practiced in the country. Advertising in the company is handled by persons at the senior level, when there is a separate advertising department in the company. Regarding to the services rendered by the advertising agencies, none can offer full services properly. A few agencies concentrating on producing interesting advertisement from the advertisers and other specialists service such as block markets printers etc. Publication media, radio and cinema are the most used media for commercial advertising. But there are very few alternatives and the advertising programs are not well coordinated with the other elements of marketing and promotional strategy. The effects of advertising are generally not evaluated.

**Upadhaya (1981)** conducted a study regarding on "**Radio advertising and its impact on purchasing acts in consumer goods**". As radio was only the reliable medium of advertising in Nepal, he conducted the research on the radio advertising and its lively impact on purchasing acts in consumer goods. In his study he has listed twenty different findings regarding the radio advertising and its impact on purchasing decision. The objective of this study were to study the availability and comparative cost of different forms of advertising in Nepal to find out t he impact of radio advertising on consumer buying behaviors and to study the influences of radio advertising on sales of the advertised product. Thus his study is strictly confined to the impact of advertising on sales and consumer buying behaviour.

Similarly, **Baral (1995)** conducted a study on "**Advertising and Brand preferences of instant noodles**". His study has been contributed to the evaluation of communicative function of advertising and its impact on brand selection in the case of consumer non- durable goods. The objective of the study was to explore the effect and communication of product rand attributes and its likely impact on consumer brand selection regarding to the instant noodles case as the basic product. Thus his study specifically dealt with communicative aspect of advertising.

**Shrestha (1998)** has done one more attempt in the field of advertising. The study entitled "**The Role of Advertising in Brand Choice and Product Position**" has been conducted to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision. If the consumers brand choices for low involvement goods are completely partial or not impressed through advertisement, if there other promotional tool exist which has more weight in brand choice decision than advertising.

Another research conducted by **Pant (1999)** entitle "**The study on Brand Loyalty**" focused to find out whether or not brand loyalty exists in the Nepalese consumer market, while purchasing low involvement consumer products. Despite of this, the objectives of the study are to analyze and overlook what is brand? What are correlates of brand loyalty and how far these correlates of brand loyalty and how fat these correlates are decisive to make consumer brand loyalty in Nepalese market. What is the strategy further to be taken for making consumer brand loyalty?

For this research work some consumer products are taken such as detergent soaps instant noodles saving blade, toothpaste and soft drinks. Through this study, it is found that the consumer give high importance to brand names at movement of purchasing. They emphasize in brand. Brand awareness to the Nepalese consumer is found to be high and majority of the Nepalese consumers are found brand loyal. It is found that the factor such as, sex, age, martial status, income, family size, specific deal, and favorite brand of the other member, of the family influence brand loyalty, but the degree and direction of relationship varies across product. Major recommendation of the study are branding is necessary for the products benefits, qualities such as action of colour, easy to pronounce, recognize and remember as well as distinctive, Brand loyalty is absolutely a great asset of company. For the achievement of the great asset the marketing strategy of the company into product, price, place and promotion should be sound and well defined.

The other significant study on promotional effort conducted by **Bhatta (2000)** entitle "**Sales promotion and its effect on sales: A case study of Beer Market of Nepal.**" The objective of the study was to find out if the sales promotion does impact on sales of Beer. To find out which mode of sales promotion is more wisely used by the manufacturers as sales promotion tools, to find out the most suitable media to advertise about the sales of Beers in Nepal and to predict the sales of coming year if every factor remains same.

This study specially deals with the most recent and widely used methods of sales promotion and its impact on product market.

**Some of the Unpublished Thesis :**

**Pradhan (2003)** has conducted the research on the topic of “**Adverting Play vital role of Promoting Product**” submitted to faculty of management centre department for the partial fulfillment of M.B.S. In this study, Mr. Pradhan has pointed out the following major finding:

1. Advertising effect the directly to the child not a young people. According to the most of the respondents, the adverting provided all information of the new product.
2. Most of the respondents said that the adverting is one of the easy ways of publicity.
3. According to the most of the respondents, Adverting is a soul of message. It links to the product with the target customer. It is information comprising ideas, facts, opinions, themes, persuasive arguments and unique selling points.

**Subedi (2004)** has submitted research on the topic “**Television Advertising and it Impact on Consumable Goods**”. In his research he has tried to point about some advantage and effect of adverting to the public in Nepalese market. In his study, Mr. Subedi has pointed out following major findings

1. It is the most powerful media for advertising it easily accessible in house hold goods.
2. Television directly impact on consumable goods and they are ready to buy goods.
3. Most of the respondents said that the television adverting is one of the easy ways of publicity which helps publicity goods on visual basis customer interesting to bye that type of goods.
4. If consumable goods not show in television consumer not ready to bye it.



**Koirala (2005)** has submitted research on the topic “**Radio Advertising is a Cheap Method of Publicity**”. In his research he has tried to point about some advantage and effect of adverting to the public in Nepalese market. In his study, **Mr. Koirala** has pointed out following major findings

1. According to responds radio adverting is cost effective.
2. It is reach far and wide
3. It is especially effective for rural areas.
4. According to most of responds it is provide an extensive entertainment to the listeners, as various commercials are prepared with the aid o stunning tones.
5. According to responds it has messages effectiveness because it is suitable of all people.

The above are the remarkable research studies found in the subject of advertising and sales promotion through the Tribhuvan University Central Department of management and Tribhuvan University faculty of management, Shanker Dev Campus in marketing studies.

In the Nepalese product market, there are various cosmetic products are available for consumer use. These products are manufactured by various national and international manufacturers and out of them Vatika Shampoo is one of the most favorites cosmetic product, which is produced and introduce into the Nepalese product market by Dabur Nepal Pvt. Ltd. and is the sister concern of Dabur India Ltd. However, there are no previous research reports are available in Nepal in the field of marketing studies regarding the Nepalese cosmetic product. Likewise, there is no any research can be found with reference to **Vatika Shampoo** though there is a necessity of such types of research in Nepal. Thus, researcher has attempted to prepare and present this report to fulfill the requirements of such reports.

## **CHAPTER- III**

### **RESEARCH METHODOLOGY**

Research methodology describes the methods and process applied in the entire extent of the study. In other words, research methodology is a systematic way to solve the research problem. Research methodology refers to the various sequential steps (along with a rationale, of each step) to be adopted by a researcher in studying a problem with certain object in view (Kothari, 1994: 19). A focus is given to research design, sample selection and size, data collection procedure, data processing, definition of variables, meaning and definition of statistical tools used. This chapter highlights the research methodology used for the study. This study is based on both primary and secondary data. Primary data were collected by taking interview to different peoples and secondary data were collected from newspaper, magazines, NTV views survey, NTV rate card, dissertations submitted to the institute of management etc.

#### **3.1 Research Design**

A research design is a plan, structure, and strategy to obtain the objectives of the study. The research was mostly based on the primary data and information. Hence, survey research design has been used. In this study media of advertising and impact of television advertising have been evaluated. The opinions of peoples about television advertising have been gathered. For these both, thus, questionnaires and published data are used.

#### **3.2 Population and Sources of data**

The population for this study is made by covering the various organization and people from the F/Y 2000/01 to 2007/08. Data used in this study are both primary and secondary in nature. 120 questionnaires were filled by people of different age groups and 120 questionnaires were filled with the consumers

selecting 60 males and 60 females which were the main source of primary data. And secondary data were collected from the NTV viewers survey (official report), Nepal Television Rate Card, Introduction card of NTV, dissertation submitted to the institute of management and manuals and papers.

### **3.3 Data Collection Techniques**

A primary data collection technique is questionnaire. A set of questionnaire has been prepared and filled by the different level of people with the help of interview. This questionnaire is prepared to support all the objective of this research and researcher herself was presented to take interview with the people. While, secondary data were gathered from different sources, some of the major sources are NTV library, Central Burro of Statistics (CBS) central library etc.

### **3.4 Analysis Techniques**

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

## **Statistical Tools**

Some of the statistical tool used to implicit the comparative results are as follows:

### **3.5.1 Multiple Bar-Diagrams and graphs**

Diagrams and graphs are visual aids which give a bird's eye view of a set of numerical data which show the information in a way that enables us to make comparison between two or more sets of data . Diagrams are in different types. Among them, multi Bar diagram is used in this study to present data and compared.

### **3.5.2 Pie-Diagram**

A Pie-diagram is a widely used aid that is general used for diagrammatic presentations of the values differing widely in magnitude. In this method, all the given data are converted into  $360^0$  as an angle of circle and all components of data are presented in terms of angle that total of  $360^0$  for one set of data.

### 3.5.3 Percentage

It is one of the most useful tools for the comparison of two variables. Simply, the word "percentage" means per hundred. In other word, the fraction with 100 as its denominator is know as percentage and the numerator of this fraction is know as rate of percent.

### 3.5.4 Simple Arithmetic Mean

It is the some of the values of all the elements in the sample and divides by the number of elements in the sample.

$$\text{Mean} = \frac{\text{Sum of Total Values}}{\text{Number of values}}$$

$$\bar{X} = \frac{\sum x}{N}$$

### 3.6 Data Processing and Tabulation

The consistency of the answer provided by the respondents was checked and tabulated according to age, sex and education status. Different sets of tables 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. The sample data collected covering the various backgrounds are presented in table below:

The situation of gender wise data collection is presented in table -1

**Table-3.1**

#### **Gender-wise Sample Collection**

Description	Sample size
Male	60
Female	60
Total	120

Similarly, the data collected from covering the various educational backgrounds is presented in table-2

**Table-3.2**

**Educational wise sample collection**

<b>Description</b>	<b>Sample size</b>
Below S.L.C.	24
S.L.C.	24
Graduate	24
Above Graduate	24
Uneducated	24
Total	120

Likewise, the situation of age-wise sample collection from various age groups are Presented in Table-3

**Table-3.3**

**Age-wise Sample Collection**

<b>Description</b>	<b>Sample size</b>
Below 15	24
16-25	24
26-35	24
36-45	24
Above 45	24
Total	120

## CHAPTER-IV

### PRESENTATION AND ANALYSIS OF DATA

#### 4.1 Introduction

This chapter includes the presentation and analysis of data. Analysis is based on both primary and secondary sources. The primary data are used to analyze the people awareness, benefits and their expectation from Television Advertisement. The secondary data are used to analyze to highlights the positive benefits of television advertisement to know the changing behaviours of buying pattern of consumers. The collected data have not been tested through sophisticated tools. Collected data have been analyzed as in percentage, simple average etc. The purpose of the analysis is to achieve the objectives set in the first chapter.

The advertising business in Nepal is flourishing day by day, which passes through an appropriate media like television, radio, press and magazine. The television advertising is not ordinary communication but marketing communication. Communication is an integral part of modern marketing without which communication is unimaginable in these days. Television advertising relays the message of different product in the easy touch of common people. This analysis covers some urban areas of our country such as Kathmandu City, Butwal, Pokhara etc. and glances upon the behavior of different consumers.

The sample populations of the study were 120 respondents belonging to different age group, which comprises of 60 males and 60 females. The major objective of this part is to analyze the view of different people regarding television advertisement. The views of people have been analyzed as follows:

## 4.2 Age-wise consumers' preference on TV advertisement

The table below shows the age level and their advertisement preference. The sample size of total people is 120 and it is divided into five groups of 24 respondents in each group. The detail situation of response has been presented in table- 4.1 below:

**Table-4.1**

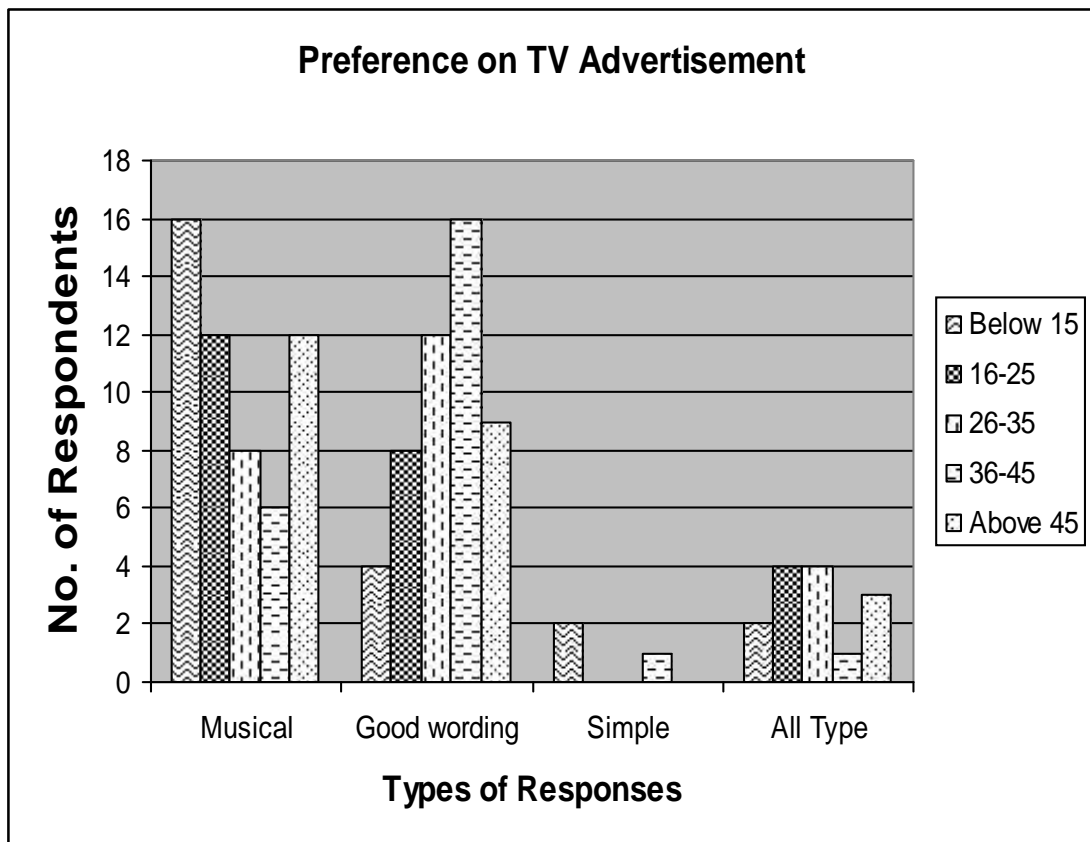
**Age-wise consumers' preference on TV advertisement**

Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Below 15	24	16	66.67	4	16.67	2	8.33	2	8.33
16-25	24	12	50	8	33.33	0	0	4	16.67
26-35	24	8	33.33	12	50	0	0	4	16.67
36-45	24	6	25	16	66.67	1	4.16	1	4.16
Above 45	24	12	50	9	37.5	0	0	3	12.50
Total	120	54	45	49	40.83	3	2.50	14	11.67

*Source: Field survey- 2007*

It was found that 66.67% of people i.e. Below 15 years preferred musical advertisement mostly, 16.67% of people are found to prefer good wording, 8.33% of people are found to prefer simple advertisement and 8.33% of people are found to prefer all the advertisement i.e. musical, good wording, and

simple. The reaction of the people those fall in age group of 16-25 like this: 50% of people like in the musical, 33.33% of people like the good wording, whereas no one likes simple advertisement of this age group and 16.67% of people like all types of advertisement. Under the age group between 26-35, 50% of people preferred advertisement having good wording, 33.33% of people preferred musical and under the 36-45, 66.67% of the people preferred the advertisement of having good wording as same as the group of 36-45 followed by the people who like the musical 25% and 4.16% of people are those who like all the types of advertisement under the age group above 45 years like the musical advertisement (50%) mostly followed by good wording(37.5%), all types advertisement (12.5%) and simple advertisement is (0%). This can be shown on multiple bars diagram as below:



**Fig. no. 4.1**



### 4.3 Literacy-wise consumers' preference on TV advertisement

The situation of consumers' preferences on the basis of literacy level of consumer is presented in table-4.2:

**Table-4.2**

**Literacy-wise consumers' preference on TV advertisement**

Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Below S.L.C.	24	16	66.67	4	16.67	2	8.33	2	8.33
S.L.C.	24	12	50	6	25	3	12.5	3	12.5
Graduate	24	10	41.67	12	50	0	0	2	8.33
Above Graduate	24	8	33.33	15	62.5	0	0	1	4.17
Uneducated	24	12	50	6	25	3	12.5	3	12.5
Total	120	58	48.33	43	35.83	8	6.67	11	9.17

Source: Field survey- 2006

The above table shows that lower educated respondents preferred to musical advertisement. Regarding musical advertisement, 66.67% of people preferred below S.L.C. and 16.67% of people preferred good wording and 8.33% of people like the simple as well as all types of advertisements. In the sample size of 24 persons in S.L.C. level, 50% of people like musical advertisement and 25% of people like good wording and 12.5% of people like simple advertisement and 6.25% of people like all of the above advertisements. In graduate groups of people give the first priority in good wording like 50%, 41.67% of people preferred the musical advertisement and 8.33% of people preferred the all types of advertisements. The above graduate people liked good

wording in 62.5% of the total person, 33.33% of people preferred musical advertisement and 4.17% of people preferred all types of advertisements. The people who are uneducated show their attitude to musical advertisements by 50% of them. Then 25% of people liked good wording, 12.5% of people like simple advertisements and as well as all types of advertisements. The above table shows that above graduate people focus on good wording advertisement and uneducated people and below S.L.C. is focused on musical advertisements. To understand the above information easily and quickly it has been presented with the help of multiple bar diagram.

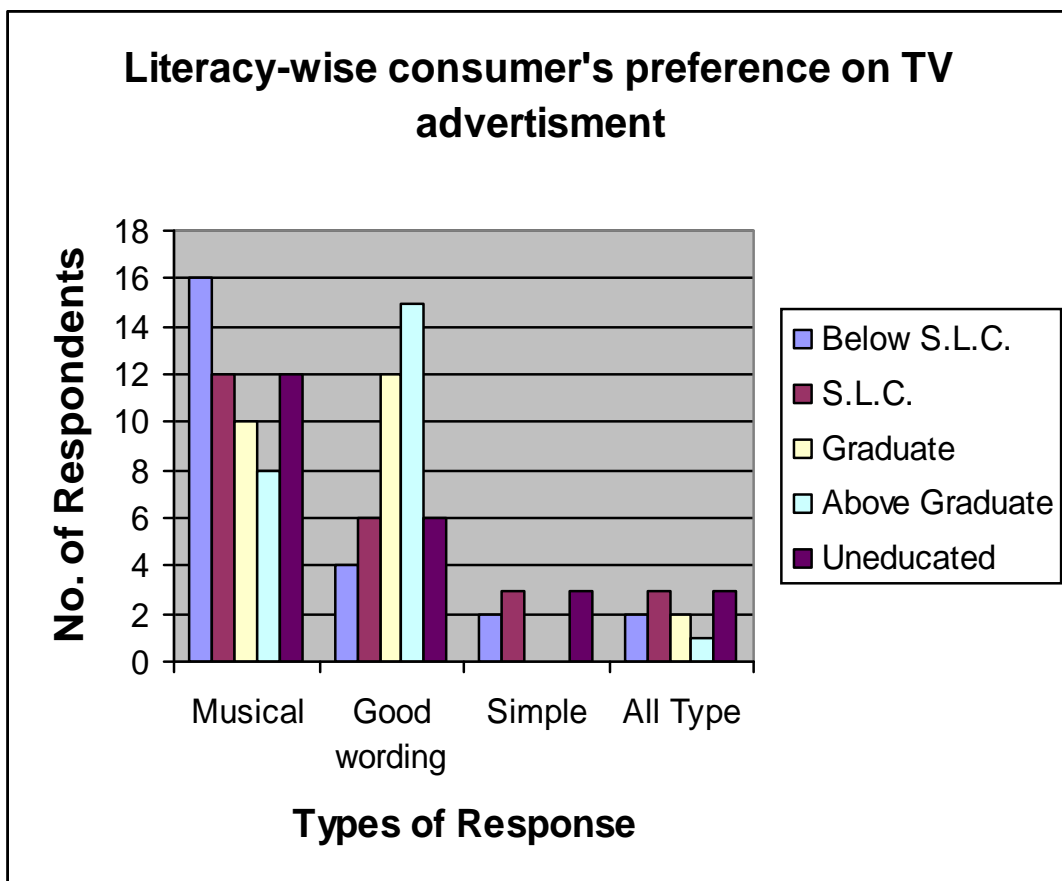


Fig. no. 4.2

#### 4.4 Preference of advertisements according to gender (Sex)

The situation of preferences of consumer on television advertisement according to the gender or sex is presented in table below:

**Table-4.3**

**Preference of advertisements according to gender (Sex)**

Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Male	60	30	50	22	36.67	5	8.33	3	5
Female	60	35	58.33	18	30	2	3.33	5	8.33
Total	120	65	54.17	40	33.33	7	5.83	8	6.67

*Source: Field survey- 2007*

The above table shows preference of advertisement according to gender. Out of 60 male, 50% of respondent are found to like the musical advertisements, 36.67% of respondent preferred good wording, 8.33% of respondent preferred simple advertisement and 5% respondent liked all types of the advertisements. Regarding female respondents, 58.33% of respondents like the musical advertisements, 30% of respondent like the good wording, 3.33% of respondents like simple and 8.33% of respondents like the all types of the advertisements.

From the analysis it can be concluded that the female consumers seems to give more priority to musical advertisement than the good wording advertisement than the male. Altogether, they preferred the musical advertisements than the good wording advertisements. For more clarity the above information is presented with the help of the pie-chart.

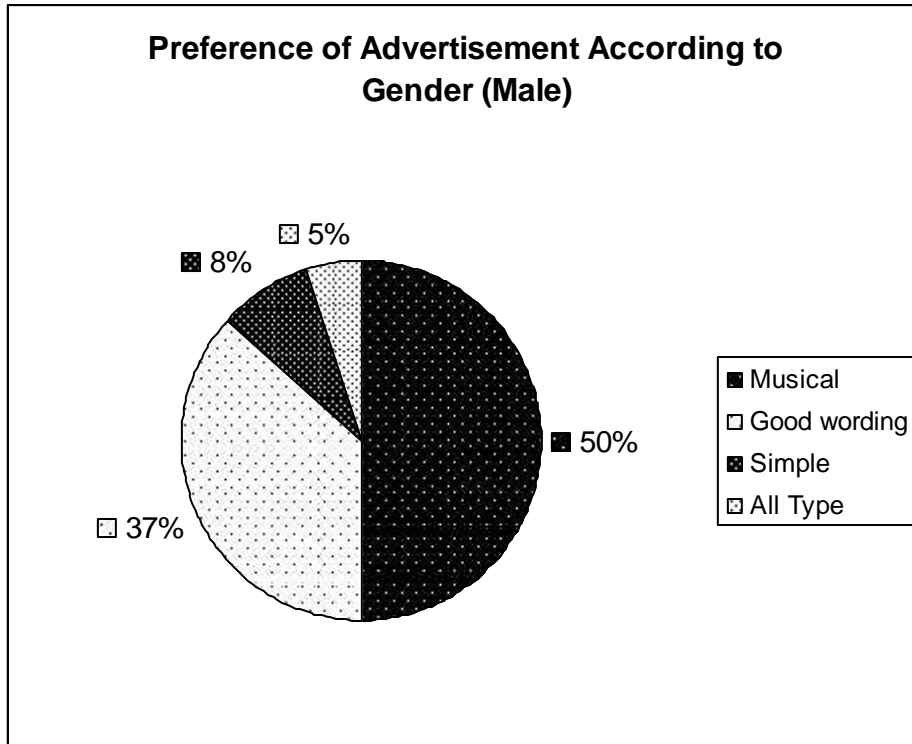


Fig. no. 4.3

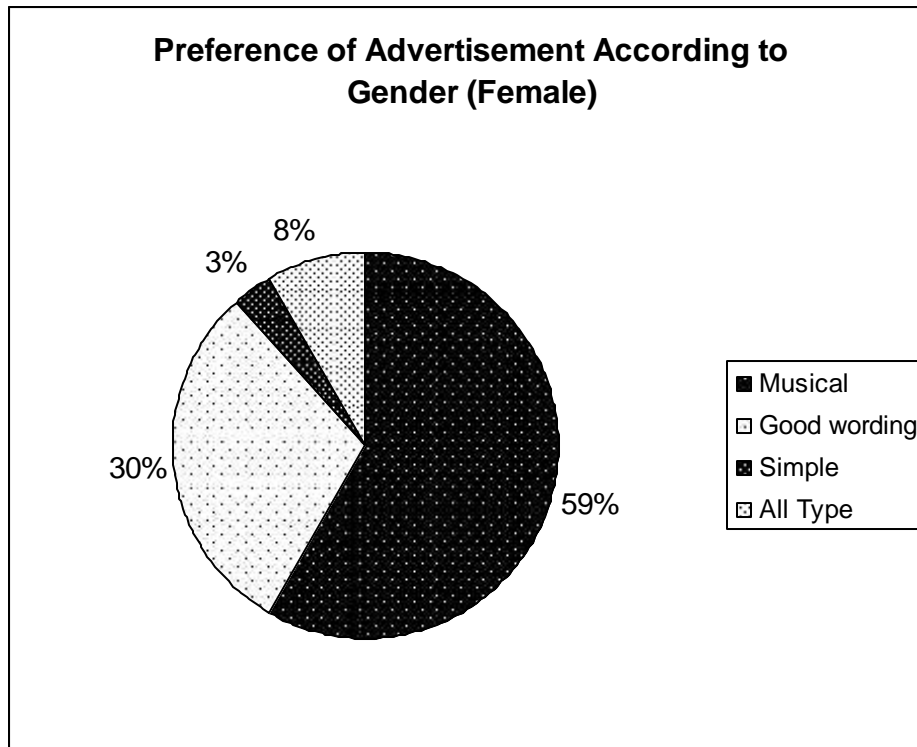


Fig. no. 4.4

#### 4.5 Consumers' television watching habit

The table below presents the consumers television watching habits when the advertisement comes in the television:

**Table- 4. 4**

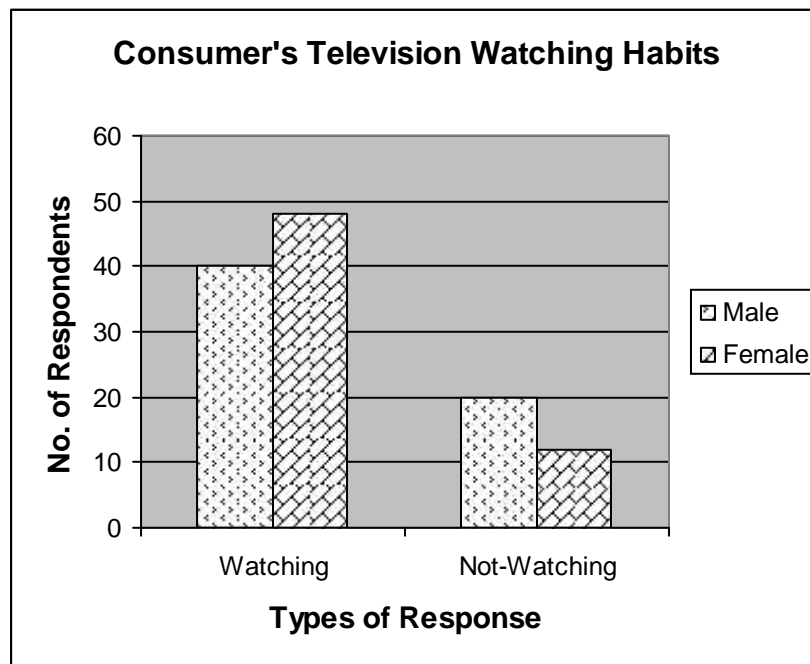
**Consumers' Television Watching Habits**

Description	Sample size	Watching	%	Not-Watching	%
Male	60	40	66.67	20	33.33
Female	60	48	80	12	20
Total	120	88	73.33	32	26.67

*Source: Field survey- 2007*

The above table presents that the habit of people watching television living in urban areas. Out of total sample population, 73.33% of people are found to have the habit of watching television. To analyze the figure of male and female,

66.67% male and 80% female, the percentage of women watching television seems to be higher by 14%. Likewise, 20% female are found not to have the habit of watching television whereas male percentage is only 33%.The above statistics is presented below through multiple bar diagram.



**Fig. 4.5**

#### **4. 6 Age-wise consumers' reaction to the television advertisements**

The people of different age groups react to the television advertisement differently like some of them tries to know what advertise meant, some of them may be curious about advertisement whereas some of them just watches the advertisement. The situation of consumers' reaction according to their age group is presented in table-5:

**Table-4.5**

**Age-wise consumers' reaction to the television advertisements**

Description	Sample size	Try to know	%	Curious	%	Just watching	%
Below 15	24	6	25	3	12.5	15	62.5
16-25	24	12	50	4	16.67	8	33.33
26-35	24	14	58.33	2	8.33	8	33.33
36-45	24	10	41.67	0	0	14	58.33
Above 45	24	9	37.5	1	12.5	12	50
Total	120	51	42.5	12	10	57	47.5

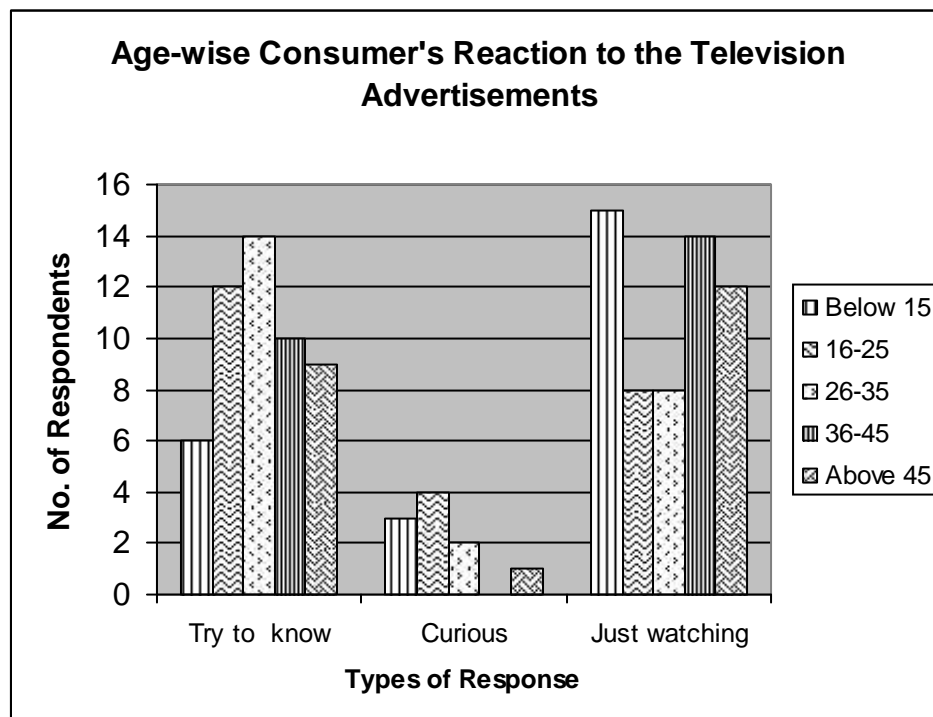
*Source: Field survey-2007*

The above statistics shows that the total sample populations belonging to different age group have not same opinion to the advertisement. The results regarding the consumers' opinion on advertisement indicated that , 25% respondents belonging to the first age group (i.e. below 15) replied that they wanted just to know the literal meaning of the advertisement, 12.5% respondents replied that they were really curious about the advertisement, whereas, 62.5% respondents were found to be passive television audience.

Likewise, among the respondents belonging to the second age group (i.e. 16-25), 50% respondents were found to be conscious only with the meaning of advertisement, 16.67% were found to be highly inquisitive to the advertisement while 33.33% were found to be mere audience. To analyze the third age group, i.e. 26-35, 58.33% respondents were exciting about the advertisement and only 33.33% respondents were only audience. In the fourth age group, (i.e. 36-45), 41.67% respondents were found to be conscious about the meaning of advertisement and no people were found to be highly interested to the advertisement, while 58.33% respondents were found to be only dull audience. To see the last age group (i.e. above 45) 37.5% were conscious with the simple

meaning of advertisement and 12.5% were inquisitive to the advertisement whereas 50% respondents were found to be mere audience.

Thus, from the above data, almost 43% respondents were found to be only conscious about to what the advertisement meant and only 10% were highly interested to the advertisement while 47.5% were found to be dull audience. This is presented in below with the help of multiple bar diagrams.



**Fig. no. 4.6**

#### **4.7 Educational-wise reaction to the TV advertisement**

The consumers' reaction to the television advertisement according their educational level is presented in table below:



**Table-4.6****Education-wise reaction to the TV advertisement**

Description	Sample size	Try to know	%	Curious	%	Just watching	%
Below S.L.C.	24	6	25	2	8.33	16	66.67
S.L.C.	24	8	33.33	4	16.67	12	50
Graduate	24	12	50	3	12.5	9	37.5
Above Graduate	24	15	62.5	3	12.5	6	25
Uneducated	24	13	54.17	3	12.5	8	33.33
Total	120	54	45	15	12.5	51	42.5

Source: Field survey-2007

Above data indicates the reaction of the respondents in term of their educational status. 25% of the respondents having the qualification below S.L.C. opined that they wanted to know only the meaning of advertisement and only 8.33% of the respondents were found to be highly interested to the advertisement whereas 66.67% of the respondents were seemed to be mere audience.

In the second group having educational degree above S.L.C., 33.33% respondents' tries to know what advertisement meant, 16.67% were curious to the advertisement while 50% were only audience. The third group having graduate degree, 50% respondents viewed that they were only conscious to the meaning of advertisement, 12.5% were inquisitive to the advertisement whereas 37.5% were found to be only audience. In the fourth age group (i.e. having qualification above graduate degree), 62.5% respondents were found to be aware of the meaning, 12.5% were exciting to the advertisement while 25% were found to be the inactive audience. To see the ignorant respondents, 54.17% respondents wanted to know what advertisement meant, 12.5% respondents were highly interested whereas 33.33% were dull audience.

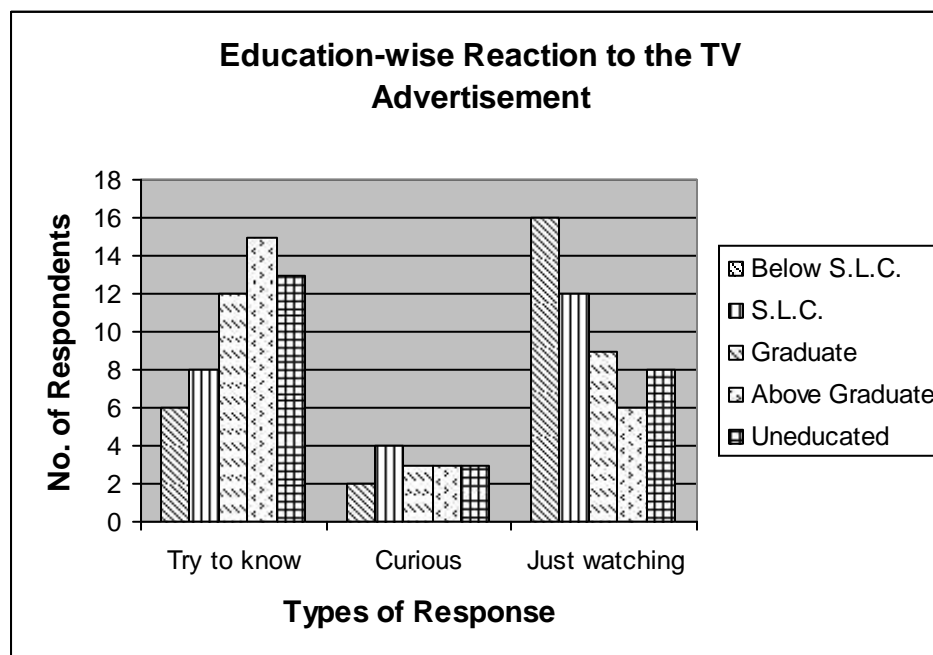


Fig. no. 4.7

From the above statistics, the majority of the fourth respondents group is found to be particular on the meaning of advertisement. The second and the third groups were found to be highly curious about the advertisement whereas the first group was found to be dull audience.

#### 4.8 Gender-wise reaction to the T.V. advertisement

The situation of gender-wise reaction to the television reactions is presented in the table below:

Table-4.7

Gender wise reaction to the T.V. Advertisement

Description	Sample size	Try to know	%	Curious	%	Just watching	%
Male	60	40	66.67	5	8.33	15	25
Female	60	45	75	3	5	12	20
Total	120	85	70.83	8	6.67	27	22.5

Source: Field survey-2007

The above figure or data shows the gender wise reaction of advertisement. Out of total 60 male population, almost 67% of the respondents viewed that they were particular only to the meaning, 8.33% were curious to the advertisement and 25% were found to be mere audience. To see the female population, 75% respondents were found to be concerned with meaning of adv. Only 5% were curious to the advertisement whereas 20% respondents were found to be mere audience.

From the above data, it can be concluded that female population seems to be more concerned with the meaning of adv. whereas majority of male population is found to be interested to the advertisement. This can be presented with the help of multiple bar diagram as given below.

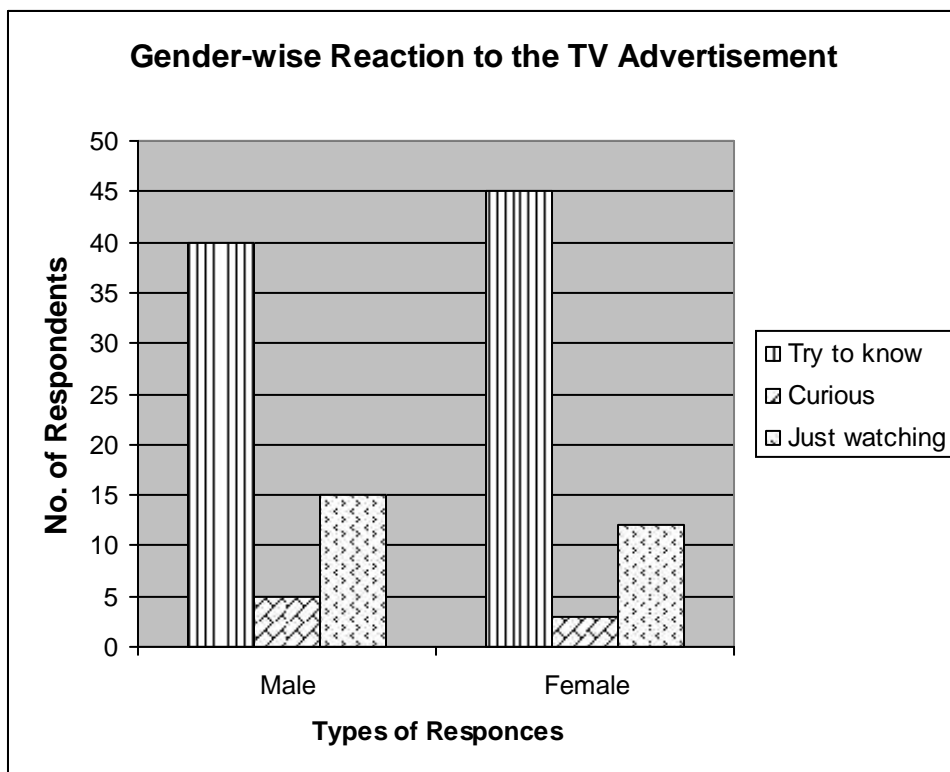


Fig. no. 4.8

#### 4.9 Effect of advertisement on consumers' purchasing decisions

The consumers goods buying decisions is depends upon various factors like advertisement influence them to buy that product by introducing that product or

that product was needed for them etc. The result of consumers' reaction in this regard is presented in table below:

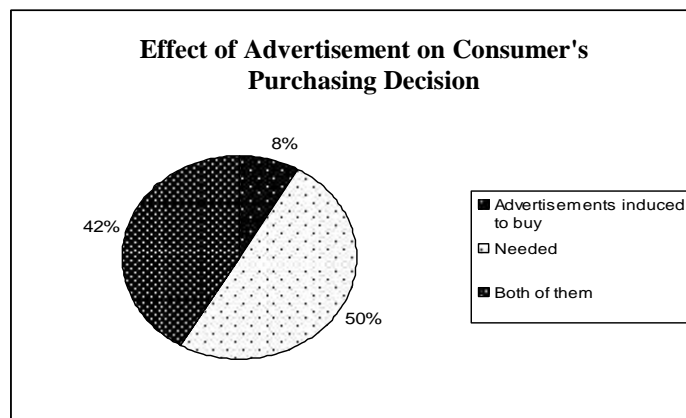
**Table- 4. 8**

**Effect of advertisement on consumers' purchasing decisions**

Description	No. of respondents	Percentage
Advertisements induced to buy	10	8.33
Needed	60	50.00
Both of them	50	41.67
Total	120	100.00

Source: Field survey-2007

The above table shows that out of total respondents, 8.33% respondents were found to be the customers of the product because they were influenced by the advertisement, 50% responded that they became customer of the product because of their need not due to the effect of advertisement whereas 41.67% customers were found to support both of the reasons. Thus, from this above result it can be concluded that majority of the respondents used the particular product to fulfill their needs.



**Fig. no. 4.9**

#### 4.10 Consumers preferences to the product

Consumer prefers different product by considering various factors. Advertisement is also one of the important factors which affect the consumers' preferences of the particular product. The results of consumers preference to the various type of product is presented in table below:

**Table-4.9**

**Consumers' preferences to the product**

Description	No. of respondents	Percent
Product frequently advertised	100	83.33
Product not advertised	20	16.67
Total	120	100.00

Source: Field survey-2007

The above figure shows clearly and briefly the number of consumers' preferences to the product. Out of the total 120 respondents, 83.33%, responded that they prefer the frequently advertised product whereas 16.67%, respondents opined that they prefer to buy the product that is not advertised

From the above analysis it can be concluded that majority of the consumers give the priority or preference to the frequently advertised product.

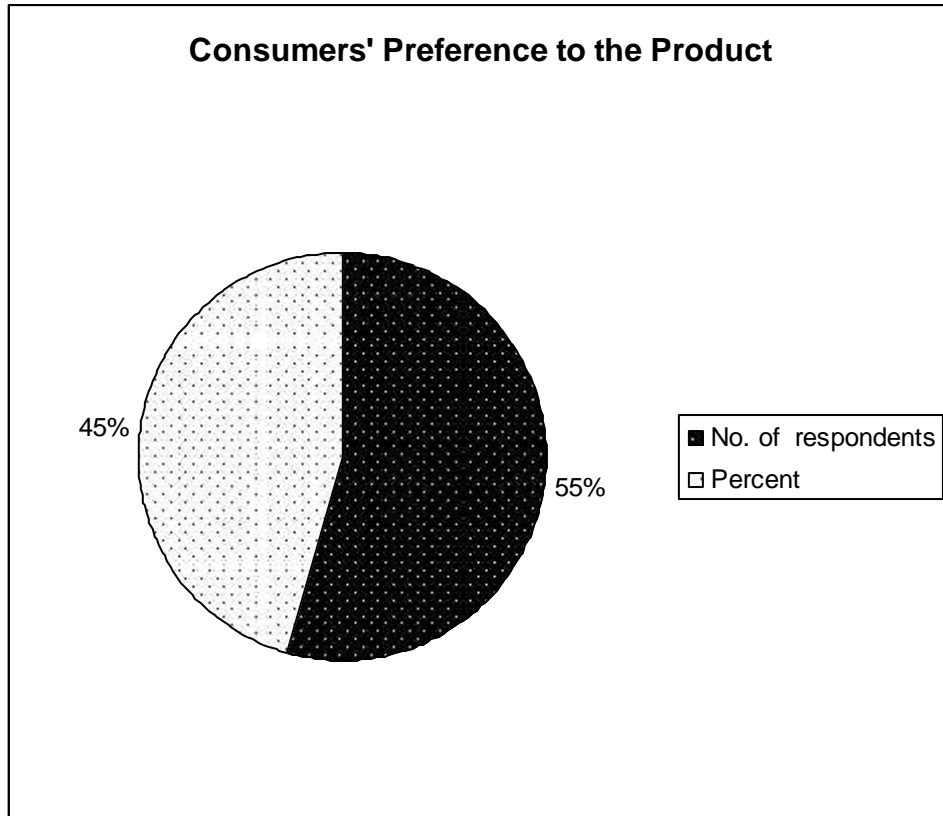


Fig. no. 4.10

#### **4.11 Consumers' preferences to the means of advertisement**

Consumers prefer different types of means of advertisement according to their needs, interests and priority. There are various types of means of advertisement available in the market like newspapers, magazines, television, radio, pamphlets etc. The situation of consumers' preferences to the various means of advertisement is presented in table below:

**Table-4.10**

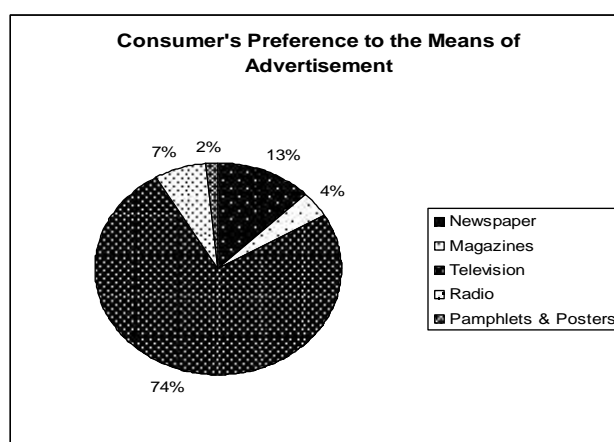
**Consumers' preferences to the means of advertisement**

Description	No. of respondents	Percent
Newspaper	15	12.50
Magazines	5	4.16
Television	90	75
Radio	8	6.67
Pamphlets & Posters	2	1.67
Total	120	100

*Source: Field survey-2007*

The above statistics presents the number of respondents preferring the means of advertisement. Out of the total 120 respondents, majority of respondents, 75% responded that they prefer the television whereas rest of the respondents opined that they prefer Newspaper, Magazine, Radio and Pamphlets & Posters by 12.50%, 4.16%, 6.67%, 1.67% respectively.

From the above analysis it can be concluded that television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.



**Fig. No. 4.11**

#### **4.12 Impact of repeated advertisement to attract the consumers' attention**

The repeated advertisement of various products through various means of advertisement sometimes attracts the customers' attention whereas sometimes that fails to attract. The impact of the repeated advertisement to attract the consumers' attention is presented in table below:

**Table -4.11**

##### **Impact of repeated advertisement to attract the consumers' attention**

<b>Description</b>	<b>No. of respondents</b>	<b>Percent</b>
Attract consumers attention	80	66.67
Do not attract consumers attention	40	33.33
<b>Total</b>	<b>120</b>	<b>100.00</b>

*Source: Field survey-2007*

The above figure shows the number of consumers being attracted by repeated advertisement in the media (i.e. through television). Among the total 120 respondents, most of the respondents, 66.67% (i.e. 80 out of 120) were found to be attracted by the advertisements broadcast in the Television whereas 33.33% respondents (40 out of 120) were seemed to have no effect of the advertisement. It shows that most of the advertisements are proved to be fruitful to lure the consumers.

#### **4.13 Consumers response to the adequacy of advertisement**

Consumers can receive various useful information regarding the product's usefulness or benefits, using techniques and its effects on their daily life etc. from the advertisement. The situation of consumers' response regarding the adequacy of advertisement is presented in table below:



**Table-4.12**

**Consumers' response to the adequacy of advertisement**

Description	No. of respondents	Percent
Seek for additional information	100	83.33
Adequate information	20	16.67
Total	120	100

Source: Field survey-2007

The above table shows in brief the consumers' reaction to the adequacy of the advertisement. Among the total 120 respondents, 83.33% respondents wanted some more information to be added in the advertisements whereas for 16.67% responded that the content of the advertisements were adequate i.e. they are fully satisfy with information received from the advertisement of particular product.

Therefore, from the above analysis it can be concluded that majority of consumers seem willing to add additional information in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the customers.

**4.14 Consumers' preference to the product having same price and quality**

Consumers may give different preference to the product having same price and quality due the effect of advertisement. The results of consumers' preferences towards such product due the impact of advertisement can be presented as follows:

**Table- 4.13**

**Consumers' preference to the product having same price and quality**

Description	No. of respondents	Percent
Advertised product	102	85
Not advertised product	18	15
Total	120	100

Source: Field survey-2007

The above table shows the preference of consumers to the product having same price and quality out of the total 120 respondents 85% respondents gives preference to the advertised product whereas 15% respondents gives preference to non advertised product. It proves that advertised products have good preference from the consumers.

**4.15 Impact of advertisement on customer**

Some advertisements create positive impact among the consumers regarding the advertised product while sometimes it may fail for this. The results of survey on this regard are presented in table below:

**Table No: 4.14**

**Impact of advertisement on customers**

Description	No. of respondents	Percent
Positive impact	95	79.17
No impact	25	20.83
Total	120	100.00

Source: Field survey-2007

The above table shows the impact of advertisement on different customers. Among the total respondents 79.17% respondents responded that advertisement could leave good impact upon them about the advertised product whereas 20.83% respondents opined that advertisement could not leave any impact

upon them. It proves that advertisement has played important role to leave positive impact towards the majority of people.

#### **4.16 Role of Advertisements to make the purchase decision**

Sometimes advertisement may play important role to introduce the product and influences for purchase whereas sometimes it may fail for this purpose. The result survey in this regard is presented in table below:

**Table No: 4.15**

#### **Role of Advertisements to make the purchase decision**

<b>Description</b>	<b>No. of respondents</b>	<b>Percent</b>
Indifferent	95	79.17
Purchase	10	8.33
Do not purchase	15	12.5
Total	120	100.00

Source: Field survey-2007

The above table (4.15) shows the role of advertisement to attract the consumers. From the analysis it can be found that, out of the total 120 respondents, 79.17% respondents could not say whether they decide to buy the product or not after they saw the advertisement broadcast in the television and only a few percent of people i.e. 8.33% opined that they will purchase the product after they saw the advertisement broadcast in the television. However, 12.5% respondents opined that they will not purchase. It proves that advertisement helped to the majority of customers to recall the brands' name to a greater extent but the purchase decision is not fully depends upon the advertisement.

#### **4.17 Effectiveness of the advertisement of cosmetic product**

The advertisement of the different cosmetic product sometimes reaches to the target group while sometimes it may fails. The result of the effectiveness of the advertisement of cosmetic good is presented in table below:

**Table No: 4.16**

##### **Effectiveness of the advertisement of cosmetic product**

Description	No. of respondents	Percent
Seen	120	100
Not Seen	0	0
Total	120	100.00

Source: Field survey-2007

Above Table- 4.16 shows the effectiveness of advertisement of cosmetic product. From the analysis of table it can be concluded that 100 percent of the respondents are familiar with the advertisement of cosmetic product which indicated that the advertisement is very much effective to introduce the product to the customer.

#### **4.18 Effectiveness of the advertisement of Vatika Shampoo**

Different customers take advertisement of cosmetic product like Vatika Shampoo differently. The result of the advertisement of Vatika Shampoo is presented in table below:

**Table No: 4.17**

##### **Effectiveness of the advertisement of Vatika Shampoo**

Description	No. of respondents	Percent
Seen	120	100
Not Seen	0	0
Total	120	100.00

Source: Field survey-2007

The above table shows that out of the total respondents all respondents opined that they saw the advertisement of Vatika Shampoo and they are familiar with this product which also indicates that the advertisement of Vatika Shampoo is very much effective to familiarize the product to the various customers.

#### **4. 19 Factors influence to buy the product (Vatika Shampoo)**

Many factors influences to the customers to buy the cosmetic product like Vatika Shampoo. The results of the factors that affect the customers to purchase the Vatika Shampoo are presented in table below:

**Table No: 4.18**

**Factors influence to buy the product (Vatika Shampoo)**

Description	No. of respondents	Percent
Quality	75	62.5%
Price	24	20
Skim	14	11.67
Advertisement	7	5.83
Total	120	100.00

Source: Field survey-2007

The above table shows the factors which influence customers to buy the product. From the table, majority of the respondents 62.5%, responded that they are influenced by the quality of Vatika Shampoo to purchase this product where as 20 percent are influenced by price, 11.67 percent are influenced from the skim attached in the product and rest 5.83 percent are influenced to buy from the advertisement of the particular product.

#### **4. 20 Major Findings of the Study**

**The major findings of the study are as follows:**

1. Majority of the respondents (66.67%) below age level of 15 years preferred musical advertisement mostly and it is followed by 16.67% of good wording whereas 8.33% of respondents prefer simple advertisement and as well as all the advertisement i.e. musical, good wording, and simple. The reaction of the people those fall in age group of 16-25 shows that majority of the respondents 50% like in the musical programs, 33.33% of people like the good wording whereas no one likes simple advertisement of this age group and 16.67% of people like all types of advertisement. In the context of age group between 26-35, majority of the respondents 50% prefers advertisement having good wording and it is followed by 33.33% respondents of musical programs. In case of the age group of 36-45 majorities of the respondents 66.67% prefers the advertisement having good wording it is followed by the respondents like the musical programs of 25% while in relation to the age group above 45 years majority of them like the musical advertisement 50% and it is followed by good wording (37.5%).
2. In context to the education- wise preferences to the advertisement indicates that most of the lower educated respondents preferred to musical advertisement. Regarding musical advertisement, 66.67% of people of below S.L.C. prefer such programs while in case of respondents having S.L.C. level majority of them 50% like musical advertisement. Similarly, in case of graduate group they give first priority in good wording like (50%) and it is followed by 41.67% of musical advertisement. Likewise, majority of above graduate people like good wording (62.5%) and it is followed by 33.33% respondents who prefer musical advertisement and the most of people who are uneducated show their attitude to musical advertisements (50%).

3. In case of the preference of advertisement according to gender majority of the (50%) male respondent found they like the musical advertisements and it is followed by 36.67% respondents who prefer good wording. Regarding female respondents, 58.33% of respondents like the musical advertisements and it is followed by 30% of respondents who like the good wording. From the analysis it can be concluded that the female consumers seems to give more priority to musical advertisement than the good wording advertisement than the male. Altogether, they preferred the musical advertisements than the good wording advertisements.
4. In relation to the television watching habits, majority of the respondents (80%) found to have the habit of watching television. From the comparison of male and female respondents, the percentage of women respondents for watching television seems to be higher than male respondents.
5. The results regarding the consumers' opinion on advertisement indicated that majority of the respondents of the age group below 15 (62.5%) found to be a passive television audience i.e. they just watch the television. Likewise, among the respondents belonging to the second age group of 16-25 years half of respondents (50%) are conscious with the meaning of advertisement. In case of third age group i.e. 26-35 years majority of respondents (58.33%) were exciting about the advertisement and in case of fourth age group of 36-45 years 58.33% respondents were found to be watching television and majority of the respondents are not highly interested to the advertisement. Similarly, in case of last age group of above 45 years, 37.5% were conscious with the simple meaning of advertisement whereas majority 50% respondents are found to be mere audience.

6. In relation to the reaction of the respondents in term of their educational status the majority of the respondents (66.67%) having the qualification below S.L.C. are seemed to be mere audience. In the second group having educational degree above S.L.C. only 33.33% respondents tries to know what advertisement meant while majority of them (50%) were only audience. The third group having graduate degree majority of the respondents 50% found that they are conscious to the meaning of advertisement. Similarly, in the fourth age group i.e. having qualification above graduate degree majority of (62.5%) respondents were found to be aware about the meaning and in case of uneducated respondents 54.17% respondents wanted to know what advertisement meant. From the analysis it can be concluded that the majority of the forth respondents group is found to be particular on the meaning of advertisement and the second and the third groups were found to be highly curious about the advertisement whereas the first group was found to be dull audience.
7. In subject to the gender wise reaction of advertisement most of the male (66.67%) respondents viewed that they were particular only to the meaning and in case of female population majority (75%) of the respondents were found to be concerned with meaning of advertisement. From the above data, it can be concluded that female respondents seems to be more concerned with the meaning of advertisement whereas majority of male population is found to be interested to the advertisement
8. In relation to the effect of advertisement on consumers' purchase decision majority (50%) respondents opined that they became customer of the product because of their need not due to the effect of advertisement whereas 41.67% customers were found to support both of the reasons. Thus, from this result it found that majority of the respondents used the particular product to fulfill their needs.



9. In context to the consumers preferences to the advertise product or not advertise product majority of the respondents (83.33%) responded that they prefer the frequently advertised product. From the analysis it is found that most of the consumers give the priority or preference to the frequently advertised product than not advertise product.
10. In relation to the consumers preference to the means of advertisement majority of respondents 75% responded that they prefer the television and rest of the respondents prefer Newspaper, Magazine, Radio, Cinema, Pamphlets and Posters. From the above analysis it is found that television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.
11. In subject to the impact of repeated advertisement to attract the consumers' attention most of the respondents, 66.67% were found to be attracted by the advertisements broadcast in the Television. It shows that most of the advertisements are proved to be fruitful to lure the consumers.
12. In relation to the consumers' response to the adequacy of the advertisement, majority 83.33% respondents want some more information to be added in the advertisements which indicate that the information included in television advertisement are not sufficient to influence the consumer and they are willing to add additional information in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the customers.
13. In subject to the preference of consumers to the product having same price and quality, most of the respondents (85%) gives preference to the advertised product as compare to non advertise product though they are similar in nature. It proves that advertised products have good preference from the consumers.

14. With respect to the impact of advertisement on different customers out of the total respondents most of the respondents 79.17% responded that advertisement could leave good impact upon them about the product. It proves that advertisement has played important role to leave positive impact towards the majority of people.
15. With respect to the role of advertisement to attract the consumer, majority of the respondents (79.17%) opined that advertisement helped to the customers to recall the brands' name to a greater extent but the purchase decision is not fully depends upon the advertisement.
16. With context to the effectiveness of advertisement of cosmetic product, all respondents (100 percent) are familiar with the advertisement of cosmetic product which indicated that the advertisement is very much effective to introduce the product to the customer.
17. In relation to effectiveness of the advertisement of Vatika Shampoo out of the total respondents all respondents (100%) opined that they saw the advertisement of Vatika Shampoo and they are familiar with this product which indicates that the advertisement of Vatika Shampoo is very much effective to familiarize the product to the various customers.
18. In relation to the factors which influence customers to buy the product majority of the respondents (62.5%) responded that they are influenced by the quality of Vatika Shampoo to make the purchase decision of the product.

## CHAPTER- V

### SUMMARY, CONCLUSION & RECOMMENDATIONS

#### 5.1 Summary

Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost." This is a professional definition, which emphasizes that advertising should be planned and created to achieve the most result for the least costs. The main objective of advertising is to sell. But unlike the salesman who sells in a face- to- face, or even voice t o voice situation, advertising sells in a broadcast fashion to numbers of prospects whose identity may or may not be known, and who may be close at hand or at a distance. The message is reached to the large number of prospective buyers at a timer. Advertising has remarkable flexibility and range of operation. This versatile and flexibility of the advertisement does have to be used intelligently. This is lacking in Nepal. In this regard the present study will be helpful. Before there is any expenditure on advertising, there is must first be an assessment of the likely return, and one method or medium should be judged against another on a cost benefit analysis. This thesis surveys the impact of television advertising **Television Advertising and it's Impact on the Buying Behavior of the Consumer**".

With reference to Vatika Shampoo, this study will be very important for the business sector especially advertiser.. It will help them to improve their adverting policy.

In Nepal, advertising is growing day by day. Advertising is widely used by business, government and social organization. Banks extensively use it to issue notices for repayment of overdue loans. The use of advertisement by private airlines is increasing every year. However, the impact of advertisement to the various consumers is unknown. Thus, the study to analysis the impact of

Television advertisement on consumer's behavior is most crucial in the today's business hour.

The main objectives of the study is to analysis the impact of television advertisement in consumer behaviour with reference to cosmetic product but the specific objectives are to :

- (a) examine the consumers preferences on television advertisement,
- (b) identify the consumers reactions to the television advertisement,
- (c) examine the popularity of the television advertisement,
- (d) analysis the effectiveness of the advertisements of cosmetic products,
- (e) examine the factors that influence to buy the cosmetic product.

Advertisement is one of the most important components to influence consumers for making them familiar about the product. The study regarding the impact of television advertisement in consumers' behaviour is perhaps first in Nepal. To achieve the objectives of the study required data are collected from primary sources through questionnaire. In total, 120 questionnaires covering the differing age groups, different gender, and educational background are collected by using various statistical and mathematical tools to analysis the data to achieve the objectives of the study.

## **5.2 Conclusion**

According to the findings of the analysis section, it can be concluded that majority of the people have habits of watching television and out of them, women are more curious in television than men which indicated that television advertisement is more popular means of advertisement than all other types of advertisement but most of them just watch the television rather than to know any new information. In addition to this, majority of the people of different age groups as well as different educational class and gender prefers to the musical

programs as compare to the other types television programs which indicate that musical programs are more popular among the people then other programs. Similarly, majority of the people prefers the product which is frequently advertise rather than not advertise product though they are same nature's product but most of them purchase the product due to their necessity not due the influence of advertisement. Likewise, the advertisement of cosmetic product like Vatika Shampoo is very much effective to make the customers familiar about the product but majority of them are influenced from its quality product not from the advertisement. Thus, in conclusion it can be concluded that television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured and that really promotes more in business sectors.

### **5.3 Recommendations**

On the basis of the findings of the study, following suggestions or recommendations are recommended for further studies:

1. The study shows that majority of respondents of different age groups and various educational backgrounds prefer musical programs rather than other programs. So, the producer as well as advertiser either makes their advertisement in musical form or broadcast the advertisement in musical program.
2. The study shows that majority of the respondents have television watching habits and it is more popular with women consumers. So, the advertiser and producer should give preference to the television advertisement by focusing more to the women advertisement programme.
3. The analysis shows that the information included in advertisement are not sufficient and majority of the respondents are willing to get the additional information. Thus, advertise manufactures and producer

should include sufficient information so that consumer can be satisfied regarding the matters.

4. The study indicates that most of the consumers prefer advertise product rather than not advertise product and it also indicate that advertisement draw the attention of the consumer. Hence, all manufactures should advertise their product to expand the market share.
5. The study indicates that the advertisement of any product leaves the good impact with consumer behavior regarding the product but to some extent their purchase decision is depends upon the need of the consumers. So, while advertising the product all manufactures and advertiser should try to create the necessity of the product through effective presentation of product and product related information in advertisement.
6. The advertisement of cosmetic product is very much effective to leave a positive impact upon consumer regarding the product and majority of the respondents prefer the quality of the product rather than other variables. So, all manufactures of cosmetic product should produce a product having good quality and advertise their product effectively which helps to increase their market share rapidly.
7. The study indicates that the Vatika Shampoo is more popular product than other cosmetic product. So, the firm should try to maintain this strength strategy in future too.
8. In the study, majority of the respondents stated that the price of the Vatika Shampoo is comparatively higher than other cosmetic product. So, the producer of Vatika Shampoo should remove this weakness and the price of the product should be comparatively reasonable as other competitive product.

## **Appendix – 1**

### **Questionnaire**

#### **Impact of Television Advertisement on Consumer Behavior for Cosmetic Product. With reference to " Vatika Shampoo"**

Dear Respondent,

I am doing research on "Impact of Television Advertisement on Consumer Behaviour in Cosmetic Product." with reference to Vatic Shampoo in Partial Fulfillment of the Requirement of the degree of Masters of Business Studies (M.B.S).Your sincere and unbiased co-operation will be highly appreciated and is invaluable. The information that you provide will be kept confidential and secrete and be solely used for only this research purpose.

#### **Respondent's Profile**

Name:-----

Address:- -----

Occupation:- -----

Ages: -----

1. In which education group you belong to?

- a) Below S.L.C.
- b) S.L.C.
- c) Graduate
- d) Above Graduate
- e) Un Educated

1. Do you watch television?

- a. Yes
- b. No

2. Do you have habit to write the television advertisement ?

- a. Yes
- b. No

4. What kind of advertisement do you prefer on Television.
  - a. Maspal
  - b. Good wording
  - c. simple
  - d. all of the above
5. How do you read the television advertisement?
  - a. Change the channel
  - b. To know the advertisement
  - c. Curious on advertising than the product
  - d. Indifference forwards the advertisement
6. Which product do you buy?
  - a. Frequently advertised
  - b. Not advertised
7. Does repetition of an advertisement draw you attention?
  - a. Yes
  - b. No
8. Have you been consumer's advertisement?
  - a. Yes
  - b. No
9. If yes, have you seen advertisement of Vitika Shampoo?
  - a. Yes
  - b. No
10. What factors influence you to buy the product?
  - a. Quality/ brand
  - b. Price
  - c. Scheme
  - d. Advertisement
  - e. Others.
11. Does the advertisement benefits you?
  - a. Yes
  - b. No
  - c. cannot say
12. If an advertisement interests you what do you do?
  - a. I look for more information.
  - b. What I received it enough.
13. If there are same kinds of products in the market in terms of quality and the price, which one would you, buy?
  - a. Advertised
  - b. Not advertise
14. Have you bought any product after getting information from advertisement?
  - a. Yes
  - b. No
  - c. cannot say
15. Which advertisement do you prefer?
  - a. Newspaper
  - b. Magazine
  - c. Television
  - d. Radio
  - e. Pamphlets



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