

CHAPTER I

INTRODUCTION

1.1. General Introduction

Advertising plays crucial role in the promotion of a Business Organization Advertising consists of non-personal presentation of products or services through paid media like Radio, Television, News Papers, Magazines etc. It involves the decision regarding the size of Advertising budget, message for advertisement, media selection etc.

An advertisement is an announcement to the public of a product, service or idea through a medium to which the public has access. The medium may be print (such as News papers, banners and hoardings), electronics (Radio. Television, Cable Phone) or any other. An advertisement is usually paid for by an advertiser at rates fixed or negotiated with the media. It is a form of persuasive communication with the public. The communication is usually one sided, in one direction from the advertiser and to the public.

Advertising is the most visible marketing tools which seeks to transmit an effective message from the marketer to a group of individuals. The marketer pays for sponsoring the advertising activity. Advertising, unlike salesmanship which interacts with a buyer face to face, is non-personal. It is directed at a mass audience; and not at an individual, as in personal selling.

Advertising aims at drawing attention to a product or service. It seeks to create and awareness about the existence of advertised product or service. It passes on information about the product or service in such away that interest is created in the mind of the prospective customer about the product or service. Then there is a growing desired to possess the product or service. There are convening arguments in favour of the product or service. All this leads us to a buying inclination.

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

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

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

is one of the most important aspects of human behavior.

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

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

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

Before Television, Radio occupied the powerful media over a period of fifty years from 1920s to 1970s. Its supremacy has slashed by the arrival of the greatest and latest rival namely, television by 1950s in America and its impact was so deep that within a decade it was spread over to European countries as well as in Asia and other developing countries too, and our country

Nepal is not an exception. In Nepal television was first commissioned in 2041 B.S. In the name of Nepal Television (NTV) and started only in 2044 B.S. Nepal Television currently covers 61% of the countries population and 41% of the land area. (www.explorenepal.com/ntv)

Nepal Television is 21 years old now. The advertising of TV is more ever younger, more glamorous and more specialized as it provides scientific synchronization of sound, light color and immediately that no other medium does it.

Twenty-one years ago when Nepal Television began its first transmission there was hardly one minute of advertising in a two hours transmission. Today NTV has more than 30 minutes of advertisement per day of transmission and over the years the format and presentation of the NTV advertisements has changed dramatically. Initially the NTV laid visual over advertisements jingles which were already visual basic, a product packet a smiling face and the product being used whether it was a cake of soap or something else. Then the trend began to change and new jingles and message especially for TV were composed. The visual became special effects and TV studio magic.

NTV advertisement has been changing during the time period. Still there are so many advertisements that are dubbed only in Nepali, despite of the fact advertiser are eager to make the advertisement more attractive, but the scenario is slowly changing over the time being. Some multinational and foreign collaboration companies have good and attractive advertising like Colgate, Coca cola and Pepsi etc. Likewise private television

channels such as Kantipur Television, Image Metro, Channel Nepal, Nepal 1 and a TV have also been launched in the time being which have more and more advertisements.

In the modern world Television advertising plays a vital role in marketing. The main cause of this is that it gives information to a large number of people that other medium of advertising. It can give message to millions of people through sound and visual pictures, which makes it more personal than the printed words.

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

Today, the 'word' advertising is a very common term known to us. It figures in each of our lives everyday. We see it on TV. In newspapers, in the sky, in the roads, in the magazines in the stores we visit, on the vehicles, on the walls and so on. It is a part of our daily life and everyone is conscious of it. Yet we have failed to trace in the exact meaning of the term 'advertising'. This has two specific meanings.

1. It is macro concept representing the entire advertising industry and is an institution.
2. It is micro managerial function of any organization to send the information to other members of the society (Advertising: Sontakki, C.N., Kalyani Publishers, 1999).

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

After the movement of 1990, the government has shown commitment towards strengthening the private sector as a means for developing national economy. After the promulgation of the 1991 constitution there have also been opportunities for the development of the press. Government has been following a course of trade liberalization, deregulation and intuitional reform and encouraging private sector development and foreign investment. The reform in industrial policy was implemented in

the industrial Enterprises Act of 1987 which liberalized the requirements for establishing industries introduced regulations governing existing enterprises and cataloged various fiscal incentives and facilities for eligible industries. In line with these policies, the government had also realized the importance of advertisement and allowed the advertisement expenses to be deducted from the taxable amount. Recently the government has decided to implement Value Added Tax (VAT) on advertisement. Though, the policy of VAT is not so bad, our advertising industry is still in its infancy and the introduction of VAT can be premature. Not only this, our entrepreneurs also do not have sufficient fund to spend on advertising to compete with foreign enterprises. So in this situation, the government should make policies to encourage entrepreneurs to advertise their products as much as they need to realize the benefits of advertising. Even the communist giant China has been giving priority to advertising.

1.1.1. Definitions of Advertising :

Nepalese society has known advertising and its usefulness to the business. They know that even a superior product cannot be sold if the advertiser fails to speak about the product or service.

In the early stages, the needs and wants were very limited and the products were also very limited. The Nepali proverb "Bolneko pitho bikchha nabolneko chamal pani bikdama" points out that the Nepalese society has known advertising and its usefulness to the business for a long time. The proverb means that even a superior product cannot be sold if the marketer fails

to advertise about it. It shows that advertising has been deep-rooted in our culture and was prevalent long back. Certainly, other forms of communications did advertising in those days. News spread by rumors Government used public announcers to communicate information and orders Even in the late Rana period, public announcers went through the streets announcing the opening and closure of gambling periods during the Laxmi Puja and on the other occasions. There used to be such announcements were known as "Jhali" and announcing "Jhali Pitne". Perhaps the announcers came with an instrument of the same name and beat while making announcement.

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

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

The Rising Nepal was first established in the year 1957 B.S. At first, it used to be called the Gorakhapatra only. It was not until much later that the paper began to advertise about commodities in Nepal.

The history of Radio Broadcasting in Nepal starts from Magh, 2007 B S. At first, the radio broadcast was made from the premises of the Raghupati jute mills at Biratnagar on 41 muh-eband on 2007, Chaitra 20 (2 April, 1992) a Broadcasting station was established in Singh Durbar School Ghar under the name of Nepal Radio. One and half-hour daily program of Hindi record songs and advertisement was broadcasting from the beginning during the afternoon transmission and the advertisements were handled through commercial department.

The history of advertising agencies in Nepal was started after establishing advertising agency in 2017 B.S. At the time advertising was only about the official notice and information and number of advertiser were also very few Advertising was rarely done in private newspaper while advertisement from Radio Nepal was not in practice. But in the recent years a number of advertising agencies have come in operation, which gives professional advertisements to television channels, radios, FM stations, newspapers and magazines.

1.1.2 Development of Advertising in Nepal :

In the primitive period of development the needs and wants were very limited and the products were also very limited. A very popular Nepal i proverb "Bolneko pitho bikchha nabolneko chamal pani bikdaina" points out that the Nepalese society has known advertising and its usefulness to the business for a long time. The proverb means that even a superior product cannot be sold if the marketer fails to advertise about it. It shows that advertising has been deep-rooted in our culture and was prevalent long back.

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1.1.3 History of Electronic Media in Nepal :

The History of Television broadcasting in Nepal starts from 2014 B.S. in the name of Nepal Television and started to telecast the program in 2042 B.S while the commercial telecasting started only after four years.

Today there are a number of television channels operating in Nepali language from Nepal and abroad. The Nepali television channels that have come into existence are as follows :-

- 1) Nepal Television
- 2) Nepal Television Metro

- 3) Channel Nepal
- 4) Kantipur Television
- 5) Image Channel
- 6) Nepal 1
- 7) Sagarmatha TV
- 8) a TV News

Like wise the History of F.M. (frequency modulation) program broadcasting in Nepal starts from Kartic 2052 B.S. (16* November 1995) There are around 52 F.M. stations operating in many areas of Nepal. Kathmandu alone has around 11 F.M. stations while the other operate from various parts of the country. The names of F.M. Stations operating in Nepal (See Appendix-2)

1.1.4 Types of Advertising :

Advertising may be classified into the following six categories:

- (i) Product Advertising
- (ii) Service Advertising
- (iii) Institutional Advertising
- (iv) Public Relations Advertising
- (v) Public Service Advertising
- (vi) Financial Advertising.

(Advertising Theory and Practice: Himalaya Publishing House, Chunawalla, Kumar, Sethia, Subramanian, Suchak)

1.1.5 Advertising and Advertisement :

"Advertisement consists of activities involved in presenting to a group of a non-personal, oral or visual, openly sponsored message called as advertisement, is disseminated through one or more media and is paid for by identified sponsor" (Fundamentals of Marketing: William J. Stanton, 1978)

This definition clearly distinguished between advertising and advertisement is simply a message, but advertising is the process. The process includes programming the series of activities, which are necessary to plan and prepare the message and get to the intended market. Another point is that the public knows who is behind the advertising because the sponsor is openly identified in the advertisement itself. The sponsor should also make payment

for the media which carries the message, because advertising is used fro help to sell product and services.

1.1.6 Some Definitions of Advertising:

The simplest definition of an advertisement is that it is a 'public announcement' (Advertising Theory and Practice: Himalaya Publishing House, Chunawalla, K-umar, Sethia, Subramanian, Suchak)

"Advertising consists of all activity involved in presenting to a group, a non personal, oral or visual, openly sponsored message regarding a product, service or ideas. This message called and advertisement is disseminated through one or more

media and is paid for by the identified sponsor" (Advertising: B. N. Ahuja, S. Chhabra)

"Advertising includes these activities by which oral message are addressed to the public for the purpose of informing them and influencing them either to buy merchandise or service or to act or be inclined favorably towards ideas, institutions or persons featured". (Fundamentals of Marketing: William J Stanton 1978)

Advertising is a form of communication intended to promote the sale of a product or service to influence a particular cause to gain political support, to advance a particular cause or to elicit some other response desired by the advertiser". (Ibid)

Thus advertising is defined as a form of mass communication where as such message is distributed by marketers through different sources by sourcing and acquired by the consumers. It is referred, as non-personal presentation because communications is only two viz. publication and electronic transmitter the radio and television.

"Clearly advertising includes the followings forms of message the message carried in newspaper and magazines or outdoor broads or street car, buses and train, cards and poster. In radio and television broadcast and in circulation of all kinds, whether distributed by mail, by person through tradesmen. Or by insert in packages dealer help materials: windows display and country display materials and efforts: stone sign: houses organs when directed to dealers and consumers: nation pictures used for advertising and novelties, bearing advertising message or

signature of the advertiser." (Advertising Management: Borden/Marshall: 1989)

All above mentioned definition except last one tells that advertising is a mass communication media, which help to sell goods.

1.1.7 Advertising and Consumers :

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

The advertiser wants best bargain for his money or increase their revenue. Skill in advertising lies in increasing the revenue by selling more products or services. The communicator must start with the audience. Because the audience determines what is to be said, how it is to be said and who is to say it. So it is very important to know what kind of message is more effective for communicating the target audience. Advertising should be so simple that the target audience could know about it easily.

A study about the consumer behavior is necessary psychological, sociological. culture and anthropological factor of the society that should be studied before designing the message for advertising. It is very important to know who are the target customers like children, adult, men, women, educated, uneducated etc.

So the effective advertising can be made, if not, there will be only waste of money and time. Advertiser should not give any false information about the goods or services which creates risk for the users.

1.2 Statement of Problem:

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

It is very necessary to find out the effect of me advertisement on the consumer so that the sale rate of commodity is increased. The more effective the advertisement the more selling

takes place. Furthermore the effect of advertisement differs from the types of consumer. And what type of advertisements should be made to keep up with the most of the consumers It is also necessary to know what types of consumer are expected to buy the particular types of commodity. All these things should be taken into account to increase the interest of advertisement. As the TV is a new but most effective type of media, advertisement is the main source of income of TV, so TV should have all good information about the effect of its advertisement so that more interesting type of programs can be produced to attract its audience.

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

Therefore, the present study focuses to analyze the present situation of TV advertisement in Nepal. Besides that, they should be further analyzed the viewers attitudes, their comments and suggestion through different sector of viewers which would be helpful to both advertisers and viewers in future.

1.3 Objectives of the Study :

The main objective of this study is to analyze the impact of electronic Media

advertising to consumer buying behavior and other specific objectives are as follows :-

1. To analyses the effectiveness of Electronic Media Advertising.

2. To identify the present situation of Electronic Media Advertising in Nepal.
3. To know what kind of Electronic Media Advertising consumer prefer and why?
4. To examine how the different group of people perceive and react Electronic Media Advertising.
5. To know the role of advertising on consumer buying behavior
6. To make suitable suggestions & Recommendations.

1.4 Significance of the Study :

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

This study will to the marketing manager to improve upon their advertising policy. As advertising involves cost and every cost should bear ample return, in the interest of business enterprise to study the factors hindering its development and way to develop it. For example, if the product is for highly educated

people the advertisers must refer to make advertisement having good wording and so on. This study will try to find out the consumer's behavior and their thought regarding the television, so this study will also be helpful to them who are related to TV advertisement.

1.5 Research Questions :

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

- 1 . What kind of advertisement media is preferred by different group of people? (Age, gender and education)
2. What is the reaction of the people regarding present situation of electronic media advertising?
3. Do people buy goods because of media advertising?
4. Does the advertisement from electronic media attract people's attention?
5. Is the advertisement from electronic media helping the people in the time of purchasing goods and services?
6. What is best electronic media for the product?

1.6 Limitation of the Study :

No study can be free from its own limitations. So, the present study has also some limitations. Reliability of statistical tools used and lack of research experience are the major limitations and some other limitations can be enlisted as follows:

a) Limited scope of the study:

This study is based on the TV advertising in Nepal. This study is simply presented to fulfill the partial requirement of M.B.S. programme. It is neither a Ph. D. thesis, nor any masterpiece of work.

b) Coverage of time period and area Constraints:

The study covers the time period of two years from fiscal year 2060/2061 to 2061/2062. Due to various reasons the primary data are collected only from Birgunj Sub-metropolitan city.

c) Financial & Time Constraints:

The study is fully based on the students financial resources and it is to be conducted and submitted with in a time constraint. Further, the study is not a final study on the subject.

d) Sample Size:-

Due to time & resource constraints, only around one hundred respondents are selected using sampling technique.

e) Lack up of up-to-date Data:-

The study is primarily based on the secondary data source such as related books, journals, newspapers, websites and thesis submitted by different students on related matters to the Faculty of Management, T.U. The up-to-date and complete data are very difficult to obtain due to inability of providing the required data by concerned authority. Variations in the data itself are also found when comparing with different sources. So, the reliability of

conclusion of the study depends upon the accuracy of secondary and primary data.

1.7. Plan of the Study.

The study has been comprised into five chapters. The titles of each of these chapters are summarized and the contents of each of these chapters of this study are briefly mentioned here.

Chapter I: Introduction

Chapter II: Review of Literature

Chapter III: Research Methodology

Chapter IV: Presentation and Analysis of Data

Chapter V: Summary, Findings and Recommendation

The first chapter deals with the subject matter consisting introduction development of advertisement in Nepal, the historical development of NTV. meaning and some definitions of advertising, statement of problem, objective of the study, significance of the study, limitations of the study and the organization of the study.

The second chapter concerns with the review of literature that are done from the various sources such as books, newspapers, journals, websites etc.

The third chapter describes the research methodology adopted in carrying out the present research.

This chapter deals with method and techniques that are used in the study. This study are based both on primary and secondary data. Primary data is collected by taking interview with different people and secondary data are collected from documents related to TV, newspapers, magazines, various website, dissertation submitted to the institute of management, etc.

The study is based on survey Research design. In this, impact of TV advertising has been evaluated. The opinion of people about TV advertising has been gathered. Hence, for this both questionnaire and published data have been used.

The entire questionnaires are objective, which has been prepared to collect the scope of improving advertisement and need to adopt the changes as per the public opinion The data collection work has been conducted at Birgunj Sub-metropolitan city of Parsa District, so collected information may differ from most of other parts of the country.

Population of the study :

There are approximately 100 respondents interviewed during the process of data collection. The samples under the study are on random basis. All the samples are from Birgunj Sub-metropolitan city of Parsa district. The samples are from different

age group, education level and gender.

Sampling procedure :

In order to select the simple units, random sampling method has been used. Primary data gathering instrument is questionnaire method and these questionnaires has been prepared and filled by the different level of people from different age, gender and education with the help of interview. The secondary data has been collected from various different sources related to the study e.g. Books, Websites etc

Data collection procedure :

The study is based on primary data. The sample is classified on the basis of age into five different groups. The sample is classified on the basis of age into five different groups. The population under study is also classified on the basis of level of Education. There are five different categories on which the total population is classified on the basis of education attained or literacy level.

Area of the study :

The area of the study is Birgunj Sub-metropolitan City of Parsa District. All the households may not be included so the survey is done by sampling procedure.

The fourth chapter is concerned with the analytical

framework. Data collected from questionnaires is tabulated and analyzed according to objective. Total around questionnaires have been filled with peoples of different age groups. The approximately 100 questionnaires is filled with different educated groups and questionnaires is filled with the consumer selecting around 50% male and 50% females after taking interview with them. The main aim to do this is to know the views of different level of people about TV advertising and its impact on consumer behavior.

The fifth and the final chapter is concerned with the suggestive framework that consists with the overall findings, issues and gaps, conclusions and recommendations of the study.

The bibliography and appendices are incorporated at the end of the study.

CHAPTER II

Literature Review

This is the chapter, of literature review which deals with the literature of previous studies on the use of Electronic Media in Advertising. It covers studies research work, published articles conducted with Electronic Media Advertising, and Nepal Television. This chapter provides some conceptual approaches of advertising and review of related topics. This chapter provides different information about advertisements from various articles, books, dissertation, websites etc.

2.1 Need and Evolution of Advertising:

Advertising is the communication link between the seller and the buyer or the consumer. It does not simply provide information about products and services but is an active attempt at influencing people to do a particular work by an overt appeal to reason or emotion, in this way, advertising is not solely related to impart information to the buyer but it influences and persuades people to do a work or to abide by a belief. But there is another view point as well that is the marketing for the purpose of the promotion of business the business enter prizes use advertising to influence customer or buyers to buy a particular product service or an idea . They use it because it facilitates the communication

process.

Any business organization has its marketing objectives and marketing plan to achieve them. An organization also identifies the segments of the market it intends to serve. In order to achieve the goal of marketing, the marketing department uses several marketing tools, in course of marketing process four variables are identified they are product, place, price and promotion.

The right product should be developed and offered through a distribution network suitable to the organization and the target market segments. The product should be offered with a suitable promotion strategy. Under promotion the marketer provides face to face communication with individual or a small group as well as mass communication with a large audience by way of advertising. In this, it can be said that the advertising is apart of the marketing mix under the major variable of promotion.

Different organizations handle advertising in different ways. In small companies, advertising is handled by someone in the sales or marketing department, who works with an advertising agency. A large company will often set up its own department, whose manager reports to the vice president of marketing. Most companies use an outside agency to help create advertising campaigns and to select and purchase media. Global companies use a large number of advertising agencies. Companies like IBM and Hewlett Packard use only a few agencies or even one that can supply global advertising public relation, sales promotion, and web consulting.

In the preface of the first edition of 'advertising-Theory and Practice' it has been remarked advertising has become a great influence on our society helping it choose from a wide impressive array of products and services which has flooded market. 1 There is a great need of advertising in present marketing perspective. It is considered that there is no brand differentiation and complete knowledge in the buyers. But it is evidently correct to say that no products are similar in quality, place. Package, price and even shape. They are offered to the costumers in the bulk or in small quantity either in cash or credit.

"In the idealized model of an efficiently acting market mechanism, consumers are supposed to be well informed. They recognize low quality and avoid it; they never buy drugs that turn out to be poisonous or ineffective. Most important of their desires are supposed to represent genuine" "wants" and "needs" and "tastes". But in actual life, as Galbraith never tires of representing business firms spend much money on advertising to shape and some insist distort consumer demands.

Advertising creates need, builds public relations and facilitates buying decision, m lack of proper knowledge of the product, very often, the consumers are confused. The advertising guides then in selecting a particular product or brand from among a host of brands or products. Advertising has a greater role when we are selling a tangible or intangible product.

Advertising is meant for a group of users of product called

me target audience. After identifying the target audience, we must determine the response desired. The ultimate response desired is of course the buying of the product or service. The effectiveness of advertising depends upon to what extent the advertising message is received and accepted by the target audience. Research has identified that an advertisement to be effective has to :

Attract attention

Secure interest

Build desire for product and finally

Obtain action

All advertisements obviously do not succeed on these counts. This is one solitary reason behind the great divergence between the number of people exposed to the advertisement and those who ultimately take the purchase decisions 3

In reality manufacturers have to be active to inform the consumers of the availability and want satisfying qualities of the product. The buyers then become aware of the product. Only the awareness of the Consumer with regard to the existence of the product is not sufficient enough. There are so many brands available in the market before the consumer or buyer to satisfy one of his needs. As such it is pertinent on the part of the manufacturer or marketer to the personnel the customer to decide to buy a particular brand.

It is not sure that the buyer will buy his product only. As such, he must be persuaded persuasively. Thought in the market there are a number of products and the competitors and well who are trying to persuade the customer to use their own products. In such cases, the customers must be continually reminded to their brand. The continuous patronage by the customer leads to the brand choice which should be the previous objective of a business enterprise that is in the market to get a great gamut of share.

"A need arose to extend markets geographically and the manufacturer had to find way of communicating the value of his product to people who knew nothing of his reputation, as was the case when goods were made to order by local craft workers".

There has always been desire of a man to get a thing of his interest and need "Sing is as old as man. There is a semblance of advertising in the many activities of a human being, especially those activities which influence others, either favourably or otherwise. A baby crying for its feed, a doting wife desirous of having a new sari is all aspects of advertising. They want to communicate, to persuade, to influence and to lead to some action. All this has been a part of human life almost from the time it took shape. We shall go a step further and state that the persuasive form of communication that is advertising pre-existed human life...The dancing daffodils or sweet smelling roses which silently invited butterflies to achieve the objective of pollination. There were fruits, flora and fauna all advertising them even before man existed. Yes, but advertising informally is interwoven with nature and the evolution of the world."

There is a citation of Padamsee's, Ex-CEO of Lintas saying in the above book. "When a man wears trouser shirt ensemble instead of a dhoti, he is advertising he is westernized. When a woman wears lipstick, she is advertising that she wants to look beautiful. When a Neta delivers a speech, he is advertising that he wants to be noticed." Ads are part of human nature to be noticed."

Though advertising in its present form is the product of current century, as a business force, it is not a new to. It has a longest history taking us back to the history of mankind me human civilization. Though one fails to answer the question as to the exact age of advertising, it can be said that advertising began the movement the man discover the art of communication, historical documents and archeological researches have confirmed the existence of advertising in the ancient times. Advertising by "word" of mouth is probably the earlier form of advertising; because oral skills were developed before reading and writing. Advertising was given the commercial status the day man extended into the process of exchange.

The form of advertising for the transmission of information dates back to ancient Greece and Rome. Criers and signs were used to carry information's for advertising goods and services well before the development of printing Even during the middle age, advertising sign were very extensively used These sign generally consisted of illustration of symbols of the products advertised. The upsurge in advertising came after the development of printing. When printing techniques were perfected, and as this industry

developed, the signs were replaced by written words or message.

After industrial revolution advertising has evolved as a tool of marketing communication. In the United States, it holds a more important position in comparison to other places. Great Britain can be placed at second rank where as non-English speaking nations are concerned, they are poor in the field of advertising. In old days, advertising was more passive and extremely limited as the knowledge of psychology and the art of printing were not developed. The earliest forms were sign board and writing on the wall of prominent buildings shouting loudly to be sold was the only method of attracting public attention. The field of the old type of advertising was not so active and dynamic as it is day, with the publication of newspaper and development of the modern technique of printing a new era dawned for advertising which now become more colorful and attractive. The reading habit had made sufficient progress. The means of communication had to be developed before advertising over a wide area could become possible.

"Modern advertising is a product of the industrial revolution of the nineteenth century. Before transportation and communication were developed, means of public expression were limited. But the desire of early attempts to influence the action of his fellows goes back to the beginning of the recorded history."⁸ The innovative spirit that has made the concept of writing to change gradually from writing on cave walls with stones to the present day to paper pen Waterman invented fountain pen in

1984.

Till then, hollow reeds were used by Egyptians (4000 B.C.), followed by stylus pens (1300 B.C.) and quill (1500 A.D.) for writing. Load devised the ballpoint pen in 1888. Inventions of printing and continuous innovation in this area have made advertising more wide, universal and effective.

In olden days, however, stone, soft, clay, wood, leaf and bark formed the writing media. Pressed papyrus reeds were used in Egypt in 3500 B.C Thinned animal skins came to be used as writing media later (1300 B.C.). Papermaking, and art known to Chinese, spread to Japan and Arabia. Paper was made from rags. It developed further with the invention of printing (15th and 16th century) and the emergence of newspaper. The credit of first papermaking machine goes to a French man Nicholas-Louis Robert (1798) A British improved the same in 1903. Paper from wood pulp was an art perfected by Germans in 1840.

It was the year 1275 in which the new advertising media and first forms of mass advertising like printed poster, hand bills and news paper advertisements were developed. In London in about 1472, the first painted advertisement in English, tacked on Church doors, announced a prayer book for sale. The first newspaper advertisement, which appeared on the back of the London newspaper in 1650, offered a reward for the return of 12 stolen horses. On later date, advertisement appeared for coffee, chocolate, tea, real estate and medicines as well as "Personal

ads". At that time, advertising was directed to a limited number of customers.

Innovation in printing from letterpress, Gravure (printing by transferring ink from etched metal surfaces). Lithography to offset printing and DTP (desktop publishing) has added a chapter to the advertisement history. The invention in photography in the late 1880 made advertisement fast, attractive and less costly. As previously, advertisement could be illustrated only by drawing photography.

"During the 16th century newspapers were the largest among the prints, and these newspapers were in the form of news letters. The first newsletter was started in 1622 in England. Later half of the 16th century witnessed newspapers in the form of news books and by the middle of the 17th century, there were special advertising periodicals. By 1675, newspapers published excellent news books. By the end of the 17th century, news paper were well established in England undertaking advertising on a regular basic"

Though 'Ekta Deuma' is considered to be the first magazine published in Italy a one-page magazine, with the purpose of advertising, but it cannot be the first. "During the 19th century, it was marked by new fried of brand advertising magazines both weeklies and monthlies started catching the imaginations of the people by popularizing the brands. This is the period that welcomed window and counter display, exhibitions and trade

fairs."

Advertising is a potent tool of marketing and a component of overall promotion activities. The marketing operation of any business is guided by its marketing plan, which has the best possible mix of four variables, namely the nature of the product, the price of the product, the channels of distribution which take the product to the consumer from the producer and the promotional activities. These variables are also called the 4 Ps. McCarthy developed the concept of four Ps Advertising is sub-component of the overall promotion component one of the 4 Ps.

Previously, it was not so realized. But when advertising entered in the twentieth century, there were so many miracle happened then before on Oct. 29, 1929 the stock market crashed, the great depression began and advertising expenditure were drastically reduced. However, perhaps due to depression, false and misleading advertising continue to thrive. At the same time several best selling books exposed advertising as an unscrupuloiter of consumers, giving role to the consumer's movement and resulting in further government regulation. Advertising as a part of the total marketing mix influences me sale of the product.

During the depression and the budget-cutting attitude of management, it was necessary to research to regain its credibility and effectiveness. The role of advertising has been unrivalled.

Radio started on Nov 2, 1920 in Pittsburgh, Pennsylvania, National advisers used radio extensively as they could reach large

captive audiences. At the time of broadcasting, advertising added another significant milestone in the field of advertising. It has become the primary means of mass communication. Through radio programmes, it was possible to make customers aware of the product significance.

Advent of television has diversified the area of advertising. In 1955, color television was introduced and today television has become the largest advertising medium in terms of total money spent by advertisers. The use of graphics and CAD has further facilitated advertising. Computers have not only been helpful in displaying advertisement through internet but have also been useful in making advertisement colorful, attractive and simple.

A new kind of advertising strategy formulated in the year 1970's facilitating positioning of the product considering competitors strength. It was considered important to rank a product in the consumers mind against the strategy of the competitors.

"Positioning is a popular term in marketing, first coined by two advertising executives Al Ries and Jack Trout in 1972. They started writing about positioning in the late 60's. They authored a series of articles captioned 'The Positioning Era' in Advertising Age. Later, they wrote a book titled 'Positioning: The Battle for Your Mind (McGraw Hill, 1980). According to them, positioning is a creative exercise which starts with a product. But positioning is not what you do to a product. Positioning is what you do to the mind of the prospect. "

The advertising industry started with 'barkers' and has reached to a very powerful mass media of communication. It is an industry of multi million rupees, employing millions, making the entire world of business to dance with its tunes.

James Walter Thompson started in early thirties. Alyque Padamsee has cut his advertising teeth as a copywriter at JWT. Gerson da Cunha spent a year at JWT and then went to build up Lintas. Now it has turned to Hindustan Thompson Associates, Mumbai. It is ranked today as the largest ad agency with billing of RS 292 crores in 1993 - 94. HTA was established in 1929 as the Bombay office of J Walter Thompson Co. USA started on September 25, 1929 atop Taj Mahal Hotel in Bombay. Another ad agency named Ogiivy and Mather; Bombay established in 1928, its campaign for Asian Paint, Cadbury leaves a mark. Its billing is 76.4443 crores. Lintas worldwide N.Y. is also a famous advertising agency with its 40% share, Lintas India Ltd, was established in 1939.

The brief history hitherto shows that advertising reflects the world we have in just as advance in technology are changing our lives so will the action and altitudes of special interest groups from big business to big labour with a great strides, the advertising has come to this stage. It has not been essential for marketing a product, positioning in the mind of the consumer but a major source of income for the agencies engaged in the business. Unless it was invented, marketing would be crippled.'

2.2 Significance of Advertising :

Advertising is a process by which a marketer or manufacturer of a product tries to evoke a positive response amongst the target group and creates good will. The advertising also tries to establish a competitive advantage while advertising their brands by making use of both emotional and rational appeals. Thus, advertising is an important component of the marketing mix. Marketing executives decide about the marketing mix elements to be used, and the proportion in which they are to be blended into their marketing programmes.

The right choice makes the marketing executives successful. "Together with other elements of the promotion mix such as personal selling and sales promotion activities, the point of purchase displays, coupons, premium offers, demonstration and trade shows- advertising ensures that these important functions lead to successful marketing program of selling mass produced mass marketed consumer goods."12 Advertising is a part of the marketing mix under the major variable of promotion.

The word advertising is derived from two Latin words "Ad" means "towards" and "verto" means "turns". So, the meaning of advertising is to turn people's attention to the specific thing. In other words, advertising is to draw attention of the people to certain goods, service, or ideas. Most advertising is to stimulate people to buy a particular branded product offered for sale by a particular seller.

It is an important element in modern marketing process, but it can produce consistently profitable only when the entire structure is sound and coordinated, in comparison to other promotional tools, advertising is controllable to large extent and reaches a diverse group of audiences at a same time. For mass marketing, advertising is most suited device.

Advertising aims at drawing attention to a product. It seeks to create awareness about the existence of advertised product. It passes on information about the product in such a way that interest is created in the mind of the prospective consumer about the product. Then there is the growing desire to possess the product. There are convincing arguments in favour of the product. All this leads us to a buying decision.

John E. Kennedy who was a Canadian ex- Mountie formerly and was a copywriter at Lord and Thompson Advertising Agency described advertising as "Salesmanship in print." (1905). Sidney Bernstein (1990) reinforces Kennedy's definition by describing 'advertising as a substitute for the human salesman.' Bob Isherwood, creative director, Saatchi & Saatchi, Australia, says that a good advertisement is born out of selling an idea that has been seen somewhere.

The advertising process includes programming series of activities, which are necessary to plan, prepare the message and get it to the intended market. It is known to the public that who is behind the advertising because the sponsor is evidently identified. The sponsor pays for the media which carry message Advertising is helpful in selling product and service.

An advertisement is an announcement to the public of a product, service or an idea through a medium to which the public has access. The medium may be print (such as newspapers, posters, banners, and hoardings), electronic (radio, television, video, cable, phone) or any other. An advertisement usually paid for by an advertiser at rates fixed or negotiated with the media.

"Advertising is one of the most widely used promotion tools. It is used by business, non-government organizations, charities and service institutions."

"Advertising is a form of persuasive communication with the public."

The communication is usually one-sided, in one direction from the advertiser and to the public. Through communication of message, presentation and promotion of products and persuasion are possible.

The American Marketing Association, Chicago, defines advertising as "any paid form of non-personal presentation of ideas, goods and services by an identified sponsor."

The definition contains following elements.

Any form- Presentation may be in any form. It may be a sign, a symbol, and an illustration, an ad message in a magazine or newspaper, a commercial on the radio or on television, a circular dispatched through the mail or a pamphlet handed out at a street corner, a sketch or a message on a billboard or a poster.

Non-personal- Person to person selling is excluded in the

advertising. Goods, Services, Ideas for Action- Advertisements are employed to communicate information about products and services and even promotion of ideas. During Diwali, it is often displayed on to teach children simple rules of safety to preserve life.

Openly paid for by an Identified Sponsor- In comparison to publicity, advertising is openly and directly paid for. The sponsor has control over the form, content and scheduling of the ad. The sponsor is identified by his company's name or brand or both.

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

Really, advertising is useful in building an image of the product in the minds of the customers to whom goods are exposed. Through advertising, it is easier to achieve the objective of the organization.

Advertising is a form of mass communication where "The source is in direct contact with the receiver and the receiver is always a group or more precisely an aggregation rather than another individual."

Advertising presents products and services to the buyers but simple presentation will not serve the marketer's purpose through the customer. Advertising is used for promotion of the sales and salability of the products. Advertiser seeks to persuade the consumers to try his product through advertising and on such it is regarded as persuasive communication. Advertising is also

said to be mass selling but by itself advertising never sells, rather it helps to sell by creating desire, to buy awareness to the product attributes.

Advertising is different from publicity in case of publicity no payment is made. But advertising on the other hand is published or broadcast when the advertiser purchases time or space to tell his saying. All advertising is not paid for by the advertiser. Some advertisements may be made without paying any charge. The advertising agency creates ads as social service. Direct mail and specialty ads do not appear in the space or time.

"Advertising consists of all the activities involved in presenting to a group- a 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."

Advertising planning ultimately boils down to creative strategy and its execution. The advertising message is a response by an agency to advertising goals. The ultimate success of the message is measured in terms of its reception by the target audiences. It depends on the product offering and its relevance to the prospect's requirements and mental disposition.

"An advertising includes the following forms of message , the message carried in newspapers and magazines, or outdoor boards, or street cars, buses and trains, cards or posters, in radio and television broadcasts, in circulation of all kinds, whether distributed by mail, by person, through tradesmen or by inserts in

packages; dealer help material windows display and country materials and efforts, stone signs, house organs when directed to dealer and consumers, motion pictures used for advertising message or signature of the advertiser. "

Considering all views noted above, in conclusion, advertising can be said process through which the advertiser communicates the prospect to make aware and persuade him for a product, service or idea so that buying decision can be made. This non-personal communication is made orally or visually by an identified sponsor on basis of payment.

2.3 Historical Development of Advertising in Nepal :

History of advertisement of Nepal is not very old. Previously, government used public announcers to communicate information and orders. Even in the late Rana period, public announcers went through streets announcing the opening and closure of gambling periods during the Laxmipuja and on the other occasions. There used to be such announcement when somebody was to be sentenced to the capital punishment. Probably, the announcers used an instrument and beat that instrument at the time of making announcement There is not exact date in the history when such work was started.

In later period, written government orders, information and decrease were used for communication purpose. Such orders or information were pasted at the place where the public were able

to see them. With the passage of time, the thing has changed; Nepali Newspapers, Magazines, Radio Nepal broadcasts, Nepal Television services, and development of advertising agencies are the causes of development of advertising in Nepal.

"The first advertising agency was established in 2017 B.S then the advertising business got the path of development. The advertiser's were very few at that time. The advertising was only about the official notice and information Advertising was seldom done in private newspapers. The advertisement from the Radio Nepal was not in practice. The organized advertising agencies were not felt necessarily by the Radio and newspapers. The Nepal Advertisers, established in 2017B.S had to limit its services only in the press cutting services indeed of artistic and attractive advertising news, magazines. For the press cutting it used to take Rs. 76 per a year."

In order, Nepal printing and Advertising was the second, which was established in 2020B.S the advertising agency, started advertising service to the Nepal Bank Ltd, RNAC and Janakpur cigarette factory and some official and semi-governmental offices. It also started printing service as well as sponsoring advertising which was a difficult task at that time. There was scarcity of quality manpower servicing facilities for starting advertisement.

Table 1



There is an advertising agency in Birgunj also, is just started. "The advertising agencies were developed according to the number of industries and tradition increased, once, there agencies increased heavily, 50 agencies in 2043 B.S whereas 52 were registered in the end of Jyestha 2052, 1035 agencies were registered the end of Jyestha 2057 B.S. 20

At present, approximately 250 advertising agencies are running out of registered advertising agencies. "The reason behind the increasing number of agencies is because of the open policy of this Majesty's Government. For only Nepali who applies for the Advertising Agency with a Nepali citizenship and a scheme paper the government could give a formal permission. Such permission is provided by the development of industry as well as the Domestic and Industry Department."

Though the government had to give such large permission for advertising agencies but they were not fully approved by the communication media of the government itself. Out of 1035 Advertising Agencies permitted by the government 45 from the

NTV."22 50 from the Radio Nepal²³ and 57 from the Gorkhapatra Sansthan²⁴ got the approval for advertising. It is found that not more than 65 agencies had been approved by the Advertising Agencies Association of Nepal (AAAN)

2.4 The Advertising Electronic Media Available in

Nepal:

Now, the need of advertising is felt everywhere or in any country whether that is developed or underdeveloped. The message is communicated verbally or in written form or with pictures or both. Nepal is not exception to it. All advertising media are available in Nepal. The present status of various media in Nepal is analyzed here.

i. The Radio Nepal

The Radio Nepal was established on 20th Chaitra 2007 B.S (1st April 1951). At the outset, the transmission coverage was 4.5 hours through a 250-watt transmitter. Over the years, the Radio Nepal has strengthened its institutional capacity and diversified itself in terms of programme format technical efficiency and nationwide coverage. The shortwave broadcasting of the Radio Nepal covers almost the whole country and even some part of India as well. The medium wave transmission covers about 80% of population. The areas where medium wave transmission fails to cover, in cooperation with local participation, services are

gradually extended through Frequency Modulation (F.M).

"The medium wave transmission centers operating in all five development regions broadcast news, songs and music in various national languages in addition to news broadcast in Nepal. Ever private sector agencies have been issued licenses to operate Radio Broadcasting centers through FM transmission with a view to broadcast information and entertainment oriented programmes. The Radio Nepal provides programmes for a duration of 15 hrs daily with 5 hrs in the morning and 10 hrs including afternoon and evening However on public holidays there are additional 2 hrs extending the total duration to 17 hrs despite 2 hrs regional broadcasting."

The services of the Radio Nepal is effective and efficient in disseminating information, education to people and entertaining them as it easily covers difficult and inaccessible areas . It is also the cheapest and quickest means of communication. It has been providing various programme for creating mass awareness since the literacy rate of Nepalese People is low and there are several remote areas, where newspaper cannot reach in time, "The Radio has been the most suitable means of disseminating information and providing entertainment to the people in Nepal.

The Radio has greater reach in both urban and rural areas. Radio has become secondary medium for TV owners but its potential reach is higher especially among poorer families in urban areas. Advertisers like to use radio as a reminder medium. According to Ketki Gupta radio is always used in addition to not instead of another medium. "The Radio Nepal's programmes on

information and education constitute 40% of the total programming and entertainment programme cover the remaining 60% including commercials."²⁷ There are five medium wave transmission stations located in:

The Eastern Development Region in Dharan

The central Development Region in Kathmandu

The Western Development Region in Pokhara

The Mid- Western Development Region in Surkhet and

The Far- Western Development Region in Dipayal

"The Radio Nepal uses a wide range of formats including feature, documentaries dramas talk shows, interviews, music shows, live commentaries etc.

Recognizing the citizens' right to be informed under a multiparty democracy, the Radio Nepal attempts to provide informative, educational as well as entertainment programmes. "

With regard to advertising, all materials and script for commercial time must conform to the requirements of the sensor. The agency and Advertising will be responsible for all material transmitted under contract and agree to indemnify Radio Nepal against all action, claims, and demand brought and made against Radio Nepal by reason of the said transmission.

Commercials tending to have an adverse impact on the society or those that contain obscene words or those that tending to perpetuate superstition will not be broadcast.

As radio offers local coverage on its medium wave channels, hence local markets can be tapped by local products and retail stores, though broad casting authorities impose certain restrictions on the extent and time of airing of advertisements and sponsorships, and as it is only an audio medium, the impact of radio advertising is not as much as the other media.

a. The FM Programme :

The concept of FM is still new to many people FM has been thrown open private producers. The marketing potential of the channel will depend as its ability to attract the listeners and the advertisers.

"In consonance with the policy of forgoing ahead in tune with the changing broad casting scenario the Radio Nepal launched the transmission of the first FM channel in Nepal on the 30th of Kartik 2052B.S(16th November 1995). The FM channel airs programme on MHz on the FM band through a 1kw transmitter installed at Kathmandu. A state of the art studio with stereo facilities has been established at Singh Durbar with sufficient facilities to broadcast programme on live. "

It plays music and passes on information on public utility services like traffic airlines. The phone-in programmes have become very popular.

"The FM transmission began initially with one hour 45 minutes breakfast show on an experimental basis for a one and half month and went on six hours regular programming from the 15th Poush 2052 with the objective of further expansion. The

programmes on the FM channel are directed to the Kathmandu valley segment and cater to grow entertainment information needs of a younger and glamorous generation. "

"With the aim of enabling private sector to broadcast recreational and information programmes 11 private sector agencies have been licensed to operate radio centers through FM system, out of which 7 agencies have already stated their operations'

"Currently, the FM channel has been serving Nepali, Indian and western music, talk shows on the various relevant themes, live telephone interviews etc. The Radio Nepal, FM Kathmandu, has adopted a policy to sell airtime to interested parties from the private sector in order to facilitate a wider programming of interesting programmes for the discerning urban audiences."

The audio re-kindles the visual association of a previously viewed advertisement FM is the ideal medium for niche marketing which required tailor made advertising for specific demographic segments.

In local areas FM is catering services and is a better medium of advertisement

b. The Marketing Division :

The Radio Nepal has adopted a policy of selling commercial airtime to interested parties. "Promotional advertisements in the

forms of jingles and other format as well as sponsored programme are aired."

Radio has become an integral part of our daily lives. We rely on clock radios to wake-up early in the morning. In fact Radio has become the daily companion of millions of people for its unique character Radio is not obsolete in urban areas but it is less used mere. Whereas rural areas are concerned, it is still much useful means of media.

In order to make the coverage of rural areas, one must have to resort to radios. FM bands, as they are accessible by most of the people and even the places where there is no electricity. Therefore, its utility may not be under estimated as still 19,509,05534 people live in rural areas and 53.405% of population has radios.

c. The Nepal Television (NTV)

Credit goes to J.L Baird who invented Television and there after the supremacy of radio which reigned over a period of 50years from 1920,s to 1970,s was slashed by its arrival in America. It was effective then and still is. Its impact was so deep that within a decade it spread over to European Countries, Canada, Australia, and Japan.

As a means of reaching a mass audience, no other medium today has the unique of sight, sound and movement, the opportunity to demonstrate the products, the potential to use effects, the believability of seeing it happen right before your eyes, and the empathy of the viewer from the advertising viewpoint, television has been most effective means of media.

"Television broadcasting in Nepal started on regular basis on 2041 B.S (1985). Television broadcasting services of Nepal Television (NTV) which with limited resources, now broadcast its programme for 114 hours a week basis through its 3 studios, regional programme production and broadcast center in Kohalpur (Banke) and Murtidanda (11am), Nanijedanda Bhedetar (Dhankuta), Jaleshwar (Mahottari) Hetauda (Makwanpur), Daunge (Nawalparasi), Pulchauki (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 programme of Nepal television (NTV) programme to increase broadcasting capacity and extending reception area coverage are underway."

"To make Nepal Television broadcast viewable throughout the kingdom, by using satellite broadcasting, preliminary infrastructure preparation work has been started. To associate private sector in broadcasting Nepal Television (NTV) has arranged broadcasting of their programme by making its air time available to the broadcasting agencies of private sector from last year. There are 117 licensed cable TV operators in private sector out of which 99 have already started their services."

"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 30 seconds of advertising per day of transmission and over the years the format and presentation of the Nepal Television has changed dramatically.

Initially the Nepal Television (NTV) should lay visual over advertisements Jingles which were already being broadcasted on the Radio Nepal. The visual were basically a product packet- a smiling face and me product being used whether it was biscuits or soap. Then the trend began to change. Now Jingles and message especially for television were composed, the visual became more sophisticated with the use of available special effects and television studio magic. Really, television is more effective in comparison to radio transmission.

Time has changed the pattern and style of the programmes of NTV. However. the standard of the advertisement produced by NTV lacks desired standard.

Some of the telecasts for NTV are produced in India. Still, there are so many advertisements, which are dubbed only in Nepali; despite of the fact the advertisers are eager to make the advertisement more attractive, impressive and informative.

Some multinational and foreign collaborated companies have good and attractive advertising. We can take the example of Coke, Pepsi, Liril and others, whereas some has to resort to the national advertising. Still there is a need to improve the quality and effectiveness of advertising. There is a need for research for comprehensive media research.

It is difficult to have television for everyone- as not all can afford it. More than 40% of the people are below the poverty level. Though some of them can afford for it, however, due to technical problem, the reception is poor and not all can have the opportunity to use and watch all TV programmes. Only 23.80 % people have television sets.

Only high-income group and middle-income group possess TVs Comparatively TV is costly item. Each individual of the society cannot afford for TV. The possession of TV also depends on the area where TV signal is available. At present almost all areas of the country have access to the reception of TV signal. A few years back it was not possible for every person to make available the benefit of TV.

The progress report of NTV presented by Ministry of Finance gives knowledge of telecasted programmes.

Table 2

NTV Progress Report 40

s N	Particulars	Unit	2054-055		2055-056		2056-057
			Actual	Aim	Aim	Progress	aim
1	Total telecasted period	Hrs.	3170	106.2	3300	3300	5S25
2	Among telecasted						- -
	Scheduled programmes	Hrs	2570	104%	2500	2600	3000
	Advertisement	Hrs	160	128	150	200	500
	Sponsored programmes	Hrs	450	112.5	350	500	2325

Source : Sarkari Sansthan Karya Pragati Ra Lakshya Vivran (2054/055-057) Ministry of Finance

The following table shows viewers of Nepal Television (NTV) on the basis of Time and Region, the outcome of viewer survey.

Table No. 3

Numbers of TV Viewers by Time & Region

Times/Places	Beginning Time	After 7PM	AfterSPM	After 9PM	Total
Bhairahawa	68	250	141	33	492
Pokhara	65	244	110	5	424
Biratnagar	46	217	190	29	482

Janakpur	32	190	180	76	478
Bhaktapur	95	204	143	58	500
Lalilpur	57	196	171	47	471
Kathmandu	63	162	152	76	453"
Total	426	1463	1087	324	3300

The above table shows interview of 3300 viewers representing 44.33 or 1463 persons watching the TV after 7 PM, 32.93 % or 1087 after 8 PM, 12.90 % or 426 persons watching beginning time and 9.81 % or 324 viewers watching the NTV after 9 PM.

Table No. 4

Patterns of the NTV Viewers by the Age Group

Place	Age	Total

	6-16	17-35	36-50	50>onwards	
Bhairahawa	443	2209	446	210	3308
Pokhara	227	1605	248	323	2403
Biratnagar	576	1989	583	243	3391
Janakpur	1168	2340	634	432	,4574
Bhaktapur	1110	1516	796	541	3963
Lalitpur	547	1721	255	311	2834
Kathmandu	749	1738	443	426	3356
Total	4820	13118	3405	2486	23829

The above table shows the patterns of the NTV viewers according to Age Group. Out of the total viewers 23829, 20.22% or 4820 viewers are of 6-16 years of age, 55.05 % or 13118 viewers are of 17-35 years of age, 14.28 % or 3405 viewers are of 36-50 years of age, whereas 10.43 % or 2486 are of 50 and above age.

The advertising through television is glamorous and specialized as it provides a blend of sound, light, motion and color, which is not possible in other medium of media.

2.5 Advertising and other Promotional Tools :

Electronic Media is one of the elements of promotion.

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

2.5.1 Advertising and Sales Promotion :

Electronic Media is usually addressed to large group of people but the distinction can be made as follows. Sales promotion is the temporary offer of a material reward to customers or sales prospects, whereas advertising is the communication of information. (Advertising: Kenneth A. Longman 1971) From the definition, it is apparent that Electronic Media may well be the medium through which a sales promotion on after is made. The distinction is also bringing out an important fact about Electronic Media. An Electronic Media by definition transmits a persuasive message, but the element is not necessarily the ads itself. When a sales promotion offered is the

subject of and advertisement the promotion is the persuasive element and advertisement is an information channel.

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

2.5.2 Electronic Media and Salesmanship.

The basic distinction between Electronic Media and salesmanship can be stated as follows "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. "(Ibid). Electronic Media are presented to a group of people whom the advertiser does not know as individuals, whereas a salesman spends much of his time deciding which people he/she should see for individual approach.

2.5.3 Electronic Media and Publicity :

Publicity is an effort to make available certain information to

the public. It is the sum total of those activities that are directed to the flows of information to the knowledge of public. Perhaps, the association of teachers of marketing and advertising America once gives the best definition. According to its terminology "Publicity is any form of non personal presentation of goods, services or ideas to a group, such presentation may be or may not be sponsored only by the one responsible for it and it may or may not be paid for". In this sense. Electronic Media is only a type of publicity. That is, term "Publicity" is more comprehensive than the word Electronic Media itself Therefore it can be said that all Electronic Media is publicity but all publicity is not advertising

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

2.6 Some Electronic Media and Their Relative Advantages and Disadvantages :

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

1. Indoor Advertising Media :

- a. Press Media
- b. Film
- c. Radio

- d. Video
- e. Television
- f. F.M

2. Outdoor Advertising Media

- a. Posters
- b. Sky Writing
- c. Hoarding Board
- d. Sandwichmen
- e. Electric/Electronic Signs
- f. Traveling displays

3. Direct Media :

- a. Envelope Enclosures
- b. Broad Sides
- c. Booklets
- d. Sales Letters
- e. Gift-novelties
- f. Package Inserts

4. Display Media :

- a. Window Display Mobiles

- b. Mobiles
- c. Counter Display
- d. Exhibition and Trade Fairs.

(Advertising: Sontakki, C.N., Kalyam Publishers, 1999)

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

2.5.1 Newspaper :

The newspaper has become an integral part of the life of almost every community. It is really hard to imagine life without newspapers in nowadays. It takes its place alongside office, schools, campus, bank and department stores as a necessary thing to life. It is as essential as a good cup of tea in the morning or even more important than tea to start the day. "Newspaper is one that gives news - views - ideas - interpretations - opinions - comments and explanations regarding the social economic, political, educational, moral, cultural, ecological, methodological, development and the like (Advertising: Sontakki, C.N., Kalyani Publishers, 1999). It entertains and enlightens of all the media, newspapers considered as a backbone of advertising program as it has continued to remain the most powerful message carrier.

The newspaper in particular provides a unique, flexible medium for advertisers to express their creativity. The newspaper is a mass medium that is read by almost everybody and everyday. Newspaper is a manor community serving medium today for both news and Electronic Media.

The newspapers are classified in terms of the basis of coverage, frequency and language. Here coverage means geographical and subject coverage. On the basis of area a newspaper can be national, regional and local. In Nepal national and daily newspapers are Kantipur, Gorkhapatra, Space Time Dainik, Rajdhani, Annapurna Post etc (Nepali) and Kathmandu Post, Rising Nepal, The Himalayan Times etc (English). In the same way weekly newspapers are Ghatna Ra Bichar, Dristhi, Budhabar, Deshantar, Saptahik, Dristikon etc. The government publishes Gorkhapatra and The Rising Nepal and the others are published by the private sector that are available for Electronic Media advertisement.

The Newspapers have reached a new height after the promulgation of the 1991 constitution of Nepal. As the government has been following a course of trade liberalization, deregulation and institutional reform and encouraging the private sector the private publishing houses have had a boom in their business and it is continuing to grow.

Advantages of Newspaper Advertising.

1. They are widely read by the people simply because they carry news.

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

Disadvantages :

1. The life of newspaper is very short.
2. Display possibilities are limited because of rough paper.
3. Their costs are often difficult to determine, just because many small papers do not have one price system and their circulation statements are unreliable.
4. Newspaper particularly like daily papers are read very hurriedly which reduces the possibility of the advertisements being seen or noticed.

5. Lack of guidance selectivity, poor production quality, heavy advertising competition, portentously poor and placement and overlapping circulations etc.

2.5.2 Magazines :

The medium can seldom be used for strictly local coverage, but it is more suitable to regional and national advertising programs. Magazines offer different advantage. They are flexible in both readership and advertising Though magazines advertiser can reach any market segment in terms of different demographic variables like age, income, occupation, education, educational level, sex etc. They offer unsurpassed availability of color, excellent reproduction quality, believability and authority permanence and prestige at the efficient cost. However, they require long reading time, they have problems offering reach and they are subject to heavy cost of advertising so the cost of advertising in some magazines is very high. Some magazines in Nepal are Himal, Samay, Nepal, Yuva Manch, Nari, Bimochan, Mulyankan, Antrastra Manch, Madhupark etc.

Advantages :

1. The life of magazines is long in comparison to newspaper every morning there is a fresh issue of newspaper but magazines are read over a month or week at leaguers.
2. Almost all the members of the family read the magazines and they also pass it to friends, while newspaper attract the

attention of elders only.

3. Magazines are often stored for reference and therefore the advertisement are remembered longer.
4. Magazines are printed in better paper enabling more artistic and colorful production of the advertising copy.

Disadvantages :

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

2.5.3 Cinema :

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

Advantages :

1. It is a flexible medium for narrating scientific details and complicated history clearly and with dramatic effect. They have a demonstration value too.

2. The motion picture always makes an interesting and dramatic appeal.
3. Advertising through a motion picture can be understood by all, even by illiterate people.

Disadvantages :

1. It is limited to only urban area.
2. It can access to only rich people.
3. Some people think that watching cinema is itself bad, so any advertisement that comes on cinema may be regarded bad by them.

2.5.4 Radio :

The radio broadcasting is one of the cheapest and quickest and widely covered means of mass communication in Nepal. In the difficult geographical structure like Nepal, radio broadcasting has proved a very effective and efficient medium in disseminating information, educating people and entertaining the message. It has been providing various programs aimed at creating mass awareness. The people in the hilly areas and many remote villages have no access to motor able roads, communication and entertainment facilities Illiteracy being a common feature among the people, little use of newspaper, no link to satellite channels and other frequencies are not able to reach them. Therefore, the radio has been the most suitable means of disseminating information and providing entertainment to the people in Nepal.

Advantages :

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

Disadvantages :

1. Radio advertisement has no visual excitement, short exposure time and perishable message.
2. It has difficulties to convey complex information.
3. It has lack of illustration through which it is impossible to illustrate the product.
4. Electronic Media Advertising message can be carried only to those who have radio sets.
5. It is costly media of advertising than newspapers and magazines.

6. Radio advertising is not suited to all types of product. Goods of frequent purchase and rapid turnover may be advertised on radio with good results. Goods advertised must range within everyday orbit of the listeners. If the wrong type of product is advertised on the radio, it will not be of good result and a waste of time and sources.

2.5.5 Direct Mail :

Direct mail is the utilization of the postal agency to distribute advertising materials and sales literature to customers and prospective buyers. The message is planned to go directly from the advertiser to the customer. The advertiser opportunity to expand or contact the number of names to be used and to stop starts his programmes at will, makes direct mail advertising highly flexible. (Shivaji Thapa 1990) Though this type of advertising medium is not used in our country Nepal.

Advantages :

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

few customers.

Disadvantages :

1. Its appeal is restricted to those, to whom the materials are sent and wide coverage is not possible except at a huge cost.
2. Postal delays in delivers can also hurt the timing of the message.
3. There is high possibility of time literatures being thrown away without having been read.
4. Due to the high illiteracy rate of our country it is not an effective medium for advertisement.

2.5.6 Television:

John Logier Baird invented television in 1926. Television came into being at a time of unprecedented prosperity in the United States. Television is the newest and fastest growing media in the developed as well as developing countries. Its appeal directly reaches into the ear and eyes of the viewer Hence, medium of advertising is considered as most effective. Most of the advertisers use this medium nowadays. Television advertising combines the merits of both radio and cinema, meaning people can see and hear the advertisement message at their homes.

Advantages :

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

Disadvantages :

1. It is high cost to prepare and run advertisements, short time exposure and perishable.
2. The audience is low in developing countries because of the low range of telecasting.
3. It is also very costly medium of advertising, so small advertiser cannot afford to advertise their product and services in it.
4. The commercial message has a very short life. Once it is viewed and heard, it is gone.

2.5.7 Websites :

The youngest and the latest form of advertising is the Website. It has made a revolution not only in advertising but also in various fields of life. This newly developed technology is a

boom for many industries and it itself has turned into a fast growing industry employing thousands and thousands of people and generating millions for the investors. This form of advertisement is specially targeted to working professionals and the new generation.

Advantages :

1. It is a form of advertisement that can be viewed in any part of the world having access to internet.
2. Advertisement in websites can give a lot of information.
3. There is no time limit because advertisement can be kept for a long span of time.
4. Once advertisement is hosted in the website, it can be viewed in any time of day or night at the consumers convenience.
5. It is a mass media very popular in developed countries.
6. The hosting of the advertisement is very attractive which makes an interesting and dramatic appeal.
7. Sexually explicit advertisements can also be shown by giving some kind of warning to under age people.
8. This is a highly flexible and selective media which can be used locally, regionally, nationally and internationally.

Disadvantages :

1. Advertising in websites can be very expensive for the

advertiser.

2. Only educated people who can use computers can be given information
3. Internet is not accessible in many parts of our country so it is not suitable for poor and low rate of literacy countries.
4. Internet subscription is expensive so only rich people can afford it.

2.7 Some Advertising Media Available in Nepal :

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

2.7.1 The Radio Nepal :

The Radio Nepal was established on the 20th Chaitra, 2007 B S. (1st April 1951). Initially, the transmission was done through a 250 Watt transmitter. Over the years, the Radio Nepal has strengthened its institutional capacity and diversified itself in terms of program format, technical efficiency and nationwide coverage. Radio Nepal now has programs on the short wave as well as on the medium wave frequencies and most recent

development is the launching of FM. channel (see appendix No.-III).

2.7.1.1 The Role of the Radio Broadcasting in Nepal :

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

The transmission capacity of Radio Nepal is the short wave and the medium wave, and recently they have launched Frequency Modulation (F.M.) in many areas of the country. The short wave transmission of Radio Nepal is estimated to reach listeners throughout the kingdom. But, the medium wave transmission reaches from 80% to 90% of the population. There are five medium wave transmission stations in Nepal.

i. The Eastern Development Region in Dharan

- ii. The Central Development Region in Kathmandu
- iii. The Western Development Region in Pokhara
- iv. The Mid Western Development Region in Surkhet
- v. The Far Western Development Region in Dipayal.

From these transmissions, the radio broadcasts various regional languages as Magar, Gurng, Newari, Rai, Bhojpuri, Maithali etc.

2.7.1.2 F.M. Radio :

After the promulgation of the 1991 constitution of Nepal, there has been a steady development in the media field and as a result various FM stations have been launched and started its transmission. Radio Nepal launched the first FM channel in Nepal on the 30m Kartik, 2052 B.S. (16th November, 1995). The FM channel airs programmes on the 100 MHz on the Frequency Modulation band through a 1 Kilowatt transmitter installed at Khumaltar, Lalitpur. There are other stations through which Radio Nepal broadcasts through FM band in various parts of the country like Illam 100 MHz, Birgunj 100 MHz, Hetauda 95 MHz, Bharatpur 103 MHz, Jomsom 100MHz, Jumla 100 MHz, Dang 100 MHz, Budikhola 100MHz, Humla 100MHz. A state of art studio with stereo facilities has been established at Singha Durbar with sufficient facilities to broadcast programs live. Similarly private FM Radio Stations like Kantipur, Radio city. Hits, Image, Sagarmatha etc in Kathmandu and many FM stations in various parts of the

country like Radio Birgunj, Kalika, Synergy, Palpa, Bheri, etc operate commercially and in community as well. These all stations provide cheap and effective advertisement in the local areas where they operate.

2.7.1.2.1 RADIO BIRGUNJ 99 FM :

Radio Birgimj is a milestone in the electronic media in Birgunj, the commercial capital of Nepal. This is the pioneer FM radio for Parsa District. It was established in 28/08/2060 with an objective to provide the wide variety of information, current news, thrilling entertainment and many more. Radio Birgunj has the largest collection of Nepali, Hindi and Bhojpuri songs. It is also dedicated to promote the regional culture and talents. The strong and effective network provides the latest regional news as well as National news. BBC news and all the news of Communication Comer, Kathmandu.

Radio Birgimj is on air for non-stop 18 hours a day starting at 4:45 am till 11 pm everyday. Radio Birgunj broadcasts more than 70 different programs in a week from folk to modem music.

The transmission is not only heard in Narayani Zone but also partially received in Janakpur, Gandaki and Bagmati Zone making a total of 16-18 Districts besides some bordering part of Bihar, mdia also gets then-transmission clearly. Radio Birgunj estimates that more than 3 million people are entertained by their transmission.

Rates of Advertisement of Radio Birgunj 99 FM
Time Slot

a) Super Prime Time :

During the News Time

b) Prime Time :

6 am – 9 am and 5 pm – 9 pm

c) Normal Time :

Any other time apart from the above mentioned
time between 5 am to 11 pm

General Commercial :

Time Duration	Rate
10 Sec.	150/-
15 Sec.	225/-
20 Sec.	275/-
30 Sec.	400/-
45 Sec.	600/-
60 Sec.	725/-

Programm Sponsorship :

Time Duration	Rate
Up to 15 min.	2500/-
Up to 30 min.	4500/-
Up to 45 min.	6000/-
Up to 60 min.	7500/-

(13%VAT-will be applicable in all transactions.

(www.birgunjfin.com)

2.7.2 Printed Media :

The first newspaper, in the modern sense is said to have appeared in the Netherlands in the year 1529 A.D. Archer's weekly news first published in May 23rd 1622 is however regarded as the earliest newspaper. Nepal was late by 279 years in entering the field of newspaper. "History of Nepalese newspaper is undoubtedly a recent phenomenon. Unlike the United States, magazines entered the field of journalism prior to the advent of newspaper in Nepal. The pioneer of Nepalese journalism was Motiram Bhatta, a Nepali poet who edited and published the first Nepali monthly "Gorkha- Bharata- Jeevani" printed at Banaras in India in the year 1886. It was Motiram Bhatta who collaborated with Krishna Dev Pandey in setting up the Pashupati press, the first print in Kathmandu. A Nepali monthly Sudha Sagar was printed and published in that press in 1898. The same Pashupati press printed the first Gorkhapatra during the premiership of Dev Shumsher Jung Bahadur Rana in 1901. (T.B.Karki 2033)

In 1662 A.D., the Gorkhapatra Corporation was set up to run the paper on commercial basis with public participation. Gorkhapatra Corporation expanded its field by publishing the first English newspaper. The Rising Nepal. Nowadays Gorkhapatra is a daily newspaper and its circulation reaches to most of the districts of the kingdom. Gorkhapatra Corporation these days publishes the Rising Nepal and magazines like Yuvamanch, Muna, Madupark etc.

There are many other local, regional, national papers,

magazines etc on daily, weekly, fortnightly, monthly, quarterly, half-yearly basis published in the country. Today modern technologies have pierced into this print media giving more color, mixing and life to the advertisements.

2.7.3 Cinema :

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

This medium is considered as a best medium because looking at the 48% literacy rate in Nepal, films represent an effective advertising medium in reaching the message.

The presentation of cinema starts in 2006-2007 B.S. Prior to this English and Indian movies were shown in Singh Durbar for the dignitaries. After that, films were also made in Nepali languages and the first film in Nepali was Raja Harishchandra produced in Bombay, India. Now films are not only made in Nepali in Nepal but Bhojpuri, Maifhali, Newari, Gunmg and other languages too. The Nepali film industry has made a lot of progress in the last fifty years.

2.7.4 Nepal Television :

INTRODUCTION

Nepal Television (NTV) is perhaps one of the youngest television stations in Asia, It started as a project in January 1985 under the Sixth Development Plan (1980-1985) in which a provision was made "to undertake feasibility study of the establishment of television in the country and to begin TV transmission service at selected places if found feasible from economic and technical standpoints." Despite doubts felt by many, it began its experimental transmission for Kathmandu Valley in a very modest manner with VHP equipment and in the UHF band. In those days there were only about 400 TV sets, the majority of which were used basically for video purposes. Some of these receivers were also used for receiving Doordarshan signals. The thirst for TV programmes was growing. When Nepal TV went on air with its thirty minutes transmission, the number of TV sets increased dramatically. A 100 watt transmitter was then set up to cover Kathmandu valley during this experimental transmission. Regular transmission of two hours commenced by the end of 1985. In February of 1986, it became a full fledged corporation under the Communication Act of His Majesty's Government.

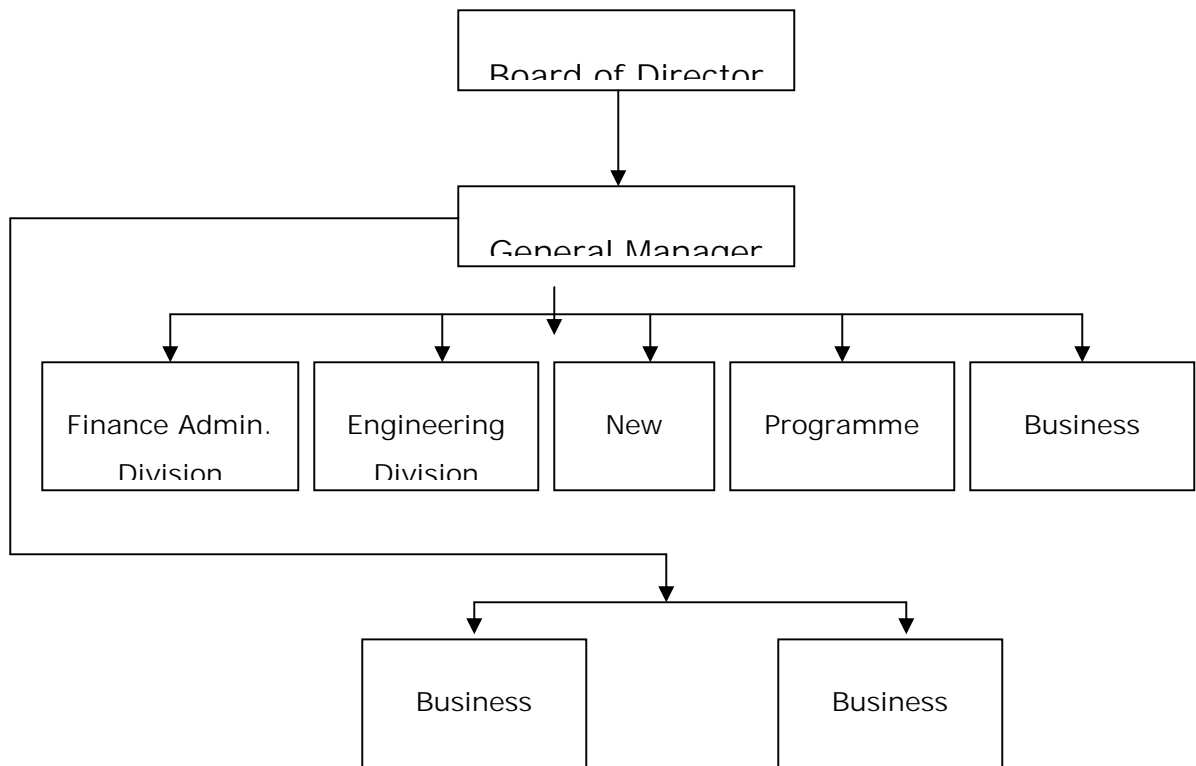
Thus mostly geared to Established as an electronic medium to enhance the country's socio-economic development, Nepal Television currently covers 42% of the country's population and 32% of the land area. Programmes are inform and educate the general mass. With the extension of the network transmission

hours have also increased 119 hours per week.

Organization Structure :

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

ORGANISATION CHART



Human Resources :

After twelve years of service, the total number of staff has increased to a total of 304. Out of these 203 are permanent and 101 are on contract basis. Most are on the technical side, totaling 191 and the remaining 140 are non-technical. The Organization is constantly seeking to further enhance the staffs talents by way of training and motivation.

The Asia Pacific Institute for Broadcast Development (AIBD) has been the major source for Nepal Television in getting its staff trained in various areas of television. The other institutes who have supported NTV in training are Asia Pacific Broadcasting Union, Radio Netherlands Training Center, JICA, Tun Abdul Razak Broadcasting Institute, Deutsche Welle Television Training Center, Worldview Foundation and other related institutions.

Besides these NTV also conducts its own in-house training programmes at regular intervals.

Future Plans :

Considering the difficult terrain of the country' it is almost impossible for NTV to reach the entire population without the use of satellite. Therefore, as the 21.

Satellite transmission has been incorporated in the Ninth Five Year Plan (1998-2002) of His Majesty's Government As per the Ninth Plan the first two years will concentrate on the preparation, Le, network planning, studio design. maintenance

center and calibration lab, a research on the 21st century approaches and in keeping pace with development efforts, NTV looks ahead into transmitting its programmes via satellite within the next three years. This would not only cover the entire country, it would also make its signals available to Nepalese living abroad and to others who would be interested in knowing more about Nepal. Possibility of participation from the private sector, equipment purchase etc. Transmission, programme production, updating, evaluation etc. will be carried out in the following three years. A channel will be dedicated solely for Distance Education.

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

Membership :

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

Programme Division:

Programme Division, largely numbered by producers, cameramen, soundmen, and other technicians consisted of several programme production sections. A new approach has now been adopted with the formation of Team One, Team Two, Team

Three and Team Four to cover all areas of programming in order to bring forth quality productions.

The Division is also responsible for planning programs for the entire year as well as producing programmes for the South Asian Audio Visual Exchange Programme. Further it also looks after the standards of the local as well as international programs whether they are canned or live.

2.7.4.1 NTV Present Status :

In the media history of Nepal, NTV has maintained a steady pace in its network development. Since grown from 2000 viewers in the capital to approximately 3 million viewers across the country spread most in the southern plains and urban areas. The biggest drawback for NTV to have its signal reach to as many people as possible has been the difficult terrain of the country, 75% of whose land area consists of the land area in the south bordering, India is the only stretch, which is easily accessible to all kinds of communication

Now, twenty-one years later, NTV has transmitting station and sub stations linked by off air reception at different strategic points on top of hills and mountains in different parts of the country. The central transmitter in Katmandu is located atop the highest hill, Phulchki (9075 feet). It is linked to the master control room via micro-wave. The transmitting tower is further 300 feet in height. The signal from this transmitter is then picked by off air antennas of different parts of the country. In this way, NTV's

transmission, which was available only to the capital in the beginning now, reaches 61 % of the total population. However, the total number of viewer is far less due to the unavailability of electricity.

Considering the difficult terrain of the country, it would almost be impossible for NTV to reach the entire population without the use of satellite. Therefore, NTV has been using the satellite technology on 30 Ashad 2058 (July 4, 2001) to transmit its program nationwide and also abroad. NTV now covers more than 23 countries of Asia and is linked with the internet to the whole world having access to internet.

Foreign channels :

Due to the increase in global economy, more and more new channels have come into existence since the beginning of this decade. Consumerism has helped in establishing more and more TV channels. AS TV has a huge impact in daily lives of the people and the craze of TV is increasing day by day in every economy, TV has been a very profitable business. Big houses are into TV producing. Due to the cable network it has been possible to view a large number of TV channels not only in urban areas but in remote areas as well. As Nepal is heavily linked with India socially, economically, culturally, so a wide number of consumers watch Indian channels. But with the spread of education, other foreign channels are also liked by the Nepali people. Due to the competition in this field, TV channels have gone in one special

sector like News channels. Film channels. Serial channels. Comedy channels. Animal channels. Children channels. Mythological channels. Sports channels etc.

Programming:

Since the time of its inception, Nepal TV has been offering various programmes to its viewers- from news, information, and education to entertainment. The objective of Nepal Television, as mentioned earlier, is to educate and inform the general mass in helping to uplift the country's socio-economic condition. Further, it also aims to preserve and promote the country's culture. To this regard it has always planned its programme accordingly with entertainment programmes transmitted at regular intervals.

Bulk of the transmission, about 30%, is covered by news and current affairs and current affairs related talk programmes. There are three news bulletins a day, each with duration of 20 minutes, two of them in Nepali and one in English. There is also a weekly news bulletin for those with hearing impair.

Another fifty percent is covered by various other programmes produced by either NTV or by local production houses. The percentage of foreign programmes is twenty percent, (website: www.explorenepal.com/ntv)

The ratio between educational, entertainment and information programmes presents a good balance and the percentage of local productions proves NTV's interest in

encouraging local productions, and to avail itself as a medium of education for the mass.

In the early years, the duration of NTV's transmission was only two hours per day. Keeping in pace with local production and the demand of its viewers, the transmission time increased steadily. Today it stands at one hundred and nineteen hours per week.

**NTV's Programming and Transmission
Schedule is as follows;**

Time	Programmes
AM	
6:00	Religious Programme
6:40	Sameer Sar
7:05	Music in Nepali
7:30	Image Channel
8:00	Music in English
	Day Transmission
11:00	Music in Nepali
	Day Transmission
3:00	Music in Nepali
3:45	Day Transmission
5:00	Entertainment
5:30	Children Programme
6:00	News in English
6:10	Krishi Karyakram
6:20	News in Nepali
7:00	Entertainment
8:00	News in Nepali

8:30	Current Affairs
9:00	Entertainment
9:30	Entertainment
10:00	News & Current Affairs
10:15	Entertainment
11:00	News & Current Affairs

(Source: The Rising Nepal)

Business Division:

Since the last few years the Government's financial contribution to Nepal TV has only been made for the expansion of its network. It has to sustain itself for its day-to-day operation. Furthermore, the system of TV license fee which would otherwise go to the state TV is yet to be implemented. To this regard a portion of NTV's programmes are commercial. It is with this revenue that the day-to-day operation is met.

The Business Division looks after marketing commercial programmes as well as selling commercial spots. It also markets NTV produced documentaries based on Nepal's culture and traditions to TV organizations around the world Over the years the revenue generated by the Business Division has increased in pace with the increase of employees and the expansion of the network.

International Relations :

The International Relations Section which falls under the General Manager's office handles all international affairs at the

primary stage. This includes all correspondence, negotiations, coordination, liaison, co-productions, guest relations etc.

Rate Structure for Advertisement :

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

Rate for Domestic Product :

Effective from 2055 Shrawan 1 (17th July, 1998)

Time Category	Spot Duration	N.C. Rs.	Rate in Words
Ordinary Time	10 Sec.	1,450/-	Up to 20 Words
	20 Sec.	2,200/-	Rs. 1,450/-
	30 Sec.	3,050/-	Extra per word
	60 Sec.	3,050/-	Rs. 65/-
Fixed Time	10 Sec.	1,950/-	Up to 20 Words Rs.
	20 Sec.	2,900/-	1,950/-

	30 Sec.	4,100/-	Extra per word
	60 Sec.	8,150/-	Rs. 85/-
Prime Time	10 Sec.	2,900/-	Up to 20 Words Rs.
	20 Sec.	4,400/-	2,900/-
	30 Sec.	6,050/-	Extra per word
	60 Sec.	12,100/-	Rs. 150/-
Super Prime Time	10 Sec.	4,000/-	Up to 20 Words Rs.
	20 Sec.	6,050/-	4,000/-
	30 Sec.	7,150/-	Extra per word
	60 Sec.	14,300/-	Rs. 160/-
Between Nepali News	10 Sec.	4,650/-	
	20 Sec.	7,050/-	
	30 Sec.	8,250/-	
	60 Sec.	16,500/-	
Between English	10 Sec.	2,650/-	
	20 Sec.	4,000/-	
	30 Sec.	5,500/-	
	60 Sec.	11,000/-	

Greetings on the occasion of H.M. the King's H.M. the Queen's and the C. Brown Prince's birthdays. Democracy Day &

New Year for two slots @Rs. 2000/- (Before the morning and evening news bulletins)

Other greetings for two slots. Rs. 3,000/- (Before the morning and evening Nepali News bulletins)

Rate For Foreign Product :

Effective from 2055 Shrawan 1 (17th July, 1998)

Time Category	Spot Duration	N.C. Rs.	Rate in Words
Ordinary Time	10 Sec.	2,900/-	Up to 20 Words
	20 Sec.	4,400/-	Rs. 2,900/-
	30 Sec.	6,100/-	Extra per word
	60 Sec.	12,100/-	Rs.130/-
Fixed Time	10 Sec.	3,966/-	Up to 20 Words
	20 Sec.	5,800/-	Rs. 3,900/-
	30 Sec.	8,200/-	Extra per Words
	60 Sec.	16,300/-	Rs.170/-
Prime Time	10 Sec.	5,8007-	Up to 20 Words
	20 Sec.	8,800/-	Rs. 5,800/-
	30 Sec.	12,100/-	Extra per Words
	60 Sec.	24,200/-	Rs.300/-

Super Prime Time	10 Sec.	8,000/-	Up to 20 Words
	20 Sec.	12,100/-	Rs. 8,000/-
	30 Sec.	14,300/-	Extra per words
	60 Sec.	28,600/-	Rs. 320/-
Between Nepali News	10 Sec.	9,300/-	
	20 Sec.	14,100/-	
	30 Sec.	16,500/-	
	60 Sec.	33,000/-	
Between English	10 Sec.	5,300/-	
	20 Sec.	8,000/-	
	30 Sec.	11,000/-	
	60 Sec.	22,000/-	

NOTE:

- a) Advertisement order in written form should reach NTVs Business Division one day before transmission date. 25% extra will be charged (except for agencies registered with NTV) for orders for same day transmission. Orders for same day transmission made by agencies registered with NTV will result in the concerned agency fore fitting its commission.
- b) 50% discount will be made to all advertisement order for morning transmission.

c) VAT on the above rates.

Rate of Studio and Other Services:

Betacam Camera per Shift -Winter Season 6 hrs. -Summer Season 7 hrs.	Rs. 6,000/-
High band camera & Rec. Deck One shift - Winter Season 6 hrs. - Summer Season 7 hrs	
Lights: - Per light per shift	
Betacam editing set 1 hr.	
High band editing set 1 hr.	
Studio (Pro.) rate for 1 hr. -Simple recording -Visual Mixing -Special effect	
Studio (Trans.) rate for 1 hr. - Simple (Subtitling) - Special effect	

<p>Transfer Charge:</p> <ul style="list-style-type: none"> - Audio Transfer to High-band With one caption (Per Notice Ad.) - Betacam to High-band <p>VHS up to 10 Minutes</p> <p>Extra per Minute</p> <ul style="list-style-type: none"> - High Band to VHS, VHS to Highband upto 10 Minutes <p>Extra per Minute</p> <ul style="list-style-type: none"> - NTV's visual transfer for commercial use per minute - Feature film transfer celluloid to Video cassette per Minute 	
<p>Programme Telecast charge:</p> <ul style="list-style-type: none"> - Educational and Development <p>Programme per Minute</p> <ul style="list-style-type: none"> - Commercial programme per Minute 	
<p>O.B. Van one shift I (one shift 6 hrs. with 1 hr. break)</p>	

Terms & Conditions :

Advertisements are accepted in Nepali & English languages only.

- a) Payment in full must be made in advance for any advertisement order.
- b) All materials for commercial time must conform to the requirements of the censor of Ministry of Information & Communication. The decisions of NTV for approval of materials will be final and shall not be contested by the Agency/Advertiser NTV reserves the right to refuse to transmit any advertisement material or programme without assigning any reason. In such cases NTV will refund the money paid for the order.- NTV reserves the right to change the rates and conditions without any prior notice. However, NTV will allow advertisers 10 days from the date of the announcement of change in rates and conditions to cancel or amend their contracts.
- c) Agency commission will be as per NTV's rules.
- d) Apart from the above mentioned rates, the rates for special programme and for live transmissions will be fixed accordingly. Nepal Television(NTV) began its regular transmission towards the end of 1985 on an experiment basis, and became a full fledged corporation under the Communication Act of His Majesty's Government in 1986. In the media history of Nepal, NTV has maintained a steady pace in its network development. Its signal, in the beginning, covered only the valley of Kathmandu. The

second and third phase of expansion enabled access to NTV's signal to 22% of the population. The popularity of NTV grew to such an extent that it resulted in the hastening of the Organization's fourth phase of expansion. A separate transmitter to cover Banke and Bardia was also established in Kohalpur. By the end of 1998 the station in Kohalpur will be linked to the central station. Currently the signal covers 32% of the population and 44% of the country's land area. (source- [www. explorenepal. com/ntv](http://www.explorenepal.com/ntv))

2.8 Review of related Studies in Nepal :

In order to proceed further the related literatures have been reviewed and their objectives, findings and methods have been given as follows :

In order to proceed further, the related literatures have been reviewed and their objectives, findings and methods have been given as follows:

1. Prakash Raj Pandey, A study of " Advertising in Nepal"

(Degree Dissertation submitted to IBACPA),TU, Kathmandu, 1980.

Advertising in Nepal is noteworthy; it has following objectives :

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

This study is conducted on the basis of primary data.

The major findings of the study are as follows:

- > Advertising is the main method of promotion practiced in the country.
- > Effect of advertising is generally not evaluated.
- > Advertising in the company is handled by persons in the senior position, when there is a separate advertising section in the company.
- > The advertising programmes are not well coordinated with other elements of marketing and promotional strategy.
- > In regard to the services rendered by the advertising agencies, none are full service agencies and except a few agencies concentrating on inserting the advertisements prepared by the advertisers and specialists service groups such as block makers, printers, artists etc.

- > Publication media, radio and cinema are the most used media for commercial advertising. But there are few alternatives. The Gorkhapatra is the only medium with any significant circulation.
 - > Advertisement related to business is presented in simple language and are found to be more effective.
 - > Both the advertisers and the advertising agencies recognized the need for advertising in the present context of their markets in Nepal.
 - > The advertisers, advertising agencies, and the mass media are yet to create an environment of mutual understanding and help.
 - > Advertisers think that advertising has favourable impact on their customers, sales and profits. Customers responds are favourable to advertising through most of them are economically backward and uneducated.
2. Another thesis by S. K. Upadhyaya, " Radio Advertising and its Impact on Purchasing Act in Consumer Goods ^M is notable here which has following objectives:
- > To study the availability and comparative cost of different forms of advertising in Nepal.
 - > To study the impact of the radio advertising on the consumer purchase behaviour, and
 - > To study the change in sales of firm due to the radio

advertising.

This study has also been made on the basis of primary as well as secondary data.

The Major findings of the study are:

- > Both consumers and advertisers recognize the need of advertising (especially media) in the present context of the Kathmandu market.
- > For promoting product, advertising is a main method used by the producer.
- > All the advertising business is conducted by the senior personnel. But there is no separate section for conduction advertising.
- > Of all the advertising media available media in Nepal, the radio advertising ranked top in the list.
- > Most of the consumers consider utility aspect while buying the products.
- > The major percentage of the listeners listen the radio advertising seldom. The percentage of regular listeners is very few.
- > The effect of advertising is to be seen on new products rather than on old or existing products.

- > The effective forms of media to reach the hearts of consumers are radio, cinema and periodicals, which ranked first, second and third respectively ⁴³
- 3. Another study with respect to communication effect of advertising has been made by R. P. Giri. The Dissertation is "A Study on the Communication Effect of Advertising and Brand Preference of Instant Noodles".

The study has following objectives:

- > To analyze the popular media of advertisement, its strengths and weaknesses.
- > To analyze the advertising appeal and relation between brand preference and advertisement qualities of instant noodles.

The study was based on primary data filled by educated people of Kathmandu.

The major findings of the study are :

- > Most of the educated people of Kathmandu are aware of brands (The Rara & the Maggi) of instant noodles because of their advertisements.
- > Most of the uneducated people of Kathmandu could not say anything about the advertisements.
- > Of all the advertising media available in Nepal, the Radio

has proved itself a leading one to create awareness in customers about the advertised product, especially edible goods like instant noodles after that the film / cine slide comes orderly.

- > In case of the newspaper advertisement, the Rara has attracted many customers because of its style of photo presentation while the Maggi has attracted its customers with the help of layout headlines.
 - > The weak side of the newspaper advertisement of the Rara has been headline and typography and photo presentation in case of advertisement of Maggi.
 - > In case of Radio advertisement, the Rara has attracted its customers mainly with the help of vocals. After then comes expression and music while music has played a pleading role to attract the customers in case of Maggi's advertisement. After the set up, expression and vocals come orderly.
 - > The newspaper advertisement of the Rara has created more of its gain than in case of the advertisement of the Maggi.
 - > Advertisement qualities of instant noodles have made no change in brand preference.
4. "A Study on Brand Loyalty" is a Dissertation made by Mr. Yogesh Pant, and has the following objectives:
- > To examine brand awareness of the Nepalese consumers.

- > To find out whether Nepalese consumers are brand loyal, i.e. what percentage of Nepalese consumers are brand loyal?
- > To identify the correlation of brand loyalty.
- > To recommend measures helpful or important for developing marketing strategies and for conducting further researchers on brand loyalty.

This study is based on primary data. Respondents, to whom the questionnaires were served, have filled in the data.

The major findings of the study are:

- > "Nepalese consumers give high importance to brand in both the consumer durable goods and the consumer non-durable goods.
- > Most of the consumers are found buying the products brand rather than by inspection.
- > Brand awareness of the Nepalese consumers is found to be high.
- > Brand loyalty is independent of the consumer's store loyalty.
- > Brand loyal consumers are not to be influenced by special

deals such coupons, free samples, discounts etc.

- > The brand loyal consumers are found to be least influenced by price activity and advertisement."
5. Mr. G.R. Sharma has made a study named "The Movies Stars Endorsement in Advertising" and the dissertation has the following objectives:
- > To examine the role of movies-stars endorsement in advertising is creating brand awareness among the audiences.
 - > To find out the role of movie stars endorsements enhancing the advertisement message recall.
 - > To find out the contribution of the movie stars endorsed in advertising to create believability of the advertisement message contents.
 - > To examine the audiences perception of the product brand for which movies-stars have been endorsed in their advertisements, and
 - > To find out whether the movie-stars endorsement create positive attitude towards the advertisements.

This study is also based on primary data.

The major findings of the study are as follows:

- > The youth of the selected soap brands are highly aware of

the brand endorsed by movie stars on non-endorsed brands.

- > Message of recall is highly associated with movie stars endorsement in advertising.
- > The product quality of advertised brand is found major factor contributing to the believability of the message. The believability of message is depended upon consumers perception and among of the brand.
- > An effective advertisement creates association of feelings with certain events or certain ways of life styles.
- > The advertisers have ignored the matching of the product personality with the requirement of the life styles of the stars.
- > An effective advertisement is supposed to create positive attitudes towards it among the audiences.

Because of high association of brand awareness and movie stars endorsement in advertising, the manufacturers of new products will be fruitful to endorse movie stars in product positioning. The product quality and movie stars endorsement in advertising can enhance the believability of advertisement message.

6. The other study on "Communication Effects of Advertising and Brand Preference" made by Mr. Laxmi Prasad Baral has following objectives:

- > To examine the effectiveness of advertising.
- > To understand advertising and brand preference.
- > Which is the popular media of advertising? and
- > What are there strengths and weakness while advertising of instant noodles?

This study was made on the basis of primary data. For this purpose school students were selected for collection of information.

The major findings of the study are:

- > Instant noodles are in different product life cycle and they require different media and techniques of advertising in different stage.
- > There is a high degree association between brand preference and advertisement qualities.
- > The advertisements are still traditional and ordinary in nature and style.
- > It is necessary that advertising should be more attractive, informative and enjoyable both reader as well as listeners
- > Advertising should be constructed for the long term impression by making more moral and social responsibility.

- > While selection advertising media the marketer should clearly analyze the objectives of advertising.
 - > The message and media should be unique and distinctive according to the requirement of the target market.⁴⁷
7. In another study by Rajendra Krishna Shrestha. "The Role of Advertising in Brand choice and product positioning" has the following objectives.
- > To analyze the effectiveness of advertising on brand of consumer product
 - > To evaluate the role of advertising in product positioning from the consumer perspective, and
 - > Do consumers give more importance to advertisement rather than any other promotional tools while making selection decision?

The study is based mainly on primary data filled by respondents of Kathmandu valley.

The major findings of the study are

- > Nepal Television is the most popular media within Kathmandu valley and Radio Nepal holds the second position along with among the youth generation FM broadcasting is also being popular.
- > Most of the respondents are in favour of entertaining types of television advertisement.

- > Most of the marketers are using electronic media to advertise their product such as radio, TV are supposed to be the effective media while considering the present situation of Nepalese market.
- > Advertising is the main sources of information about popular brand as well as mostly sensitive subject in the country in course of promotion.
- > Consideration to different variables while purchasing is not significantly different due to the age, sex and family size.⁴⁸

8. The other study -"The Role of Advertising in Brand Loyalty" carried out by Binay Kumar Thakur has the following objective:

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

The study is based mainly on primary data collected from respondents of Kathmandu valley.

The major findings of the study are :

- > Both Coca-Cola and Pepsi Cola realize the essence of advertising in the present situation.
- > Advertising is the main source of information about particular brand as well as most sensitive subject in the country in the course of promotion.
- > Advertisement plays an important role in changing brand of soft drink.
- > Soft drink holds the second position in consumption after tea among the drinks in Nepalese market.
- > Brand awareness of the Nepalese consumers is found to be high.
- > Majority of the Nepalese consumers are found brand loyal.
- > Consumers involvement in purchasing of soft drink, mostly self.
- > Most of the consumers' brand choice decision about mentioned products is dependent on themselves.
- > Most of the consumers have given first preference to the taste of the product while the quality of the product is considered second important factor in case of soft drink.
- > Most of the consumers' first choice as soft drink is coke than others.
- > Pepsi holds the second position among consumers in

Nepalese markets.

- > Most of the consumers like entertaining advertisements than other types advertisements.
- > Most of the consumers have shown satisfactory level of reaction about advertisement believability.
- > It is found that advertisement has a great contribution for purchase of soft drink.
- > Most of the consumers prefer the advertisement of Coke than that of Pepsi.
- > Consumer's first reasons of brand switching are taste and quality of the product.

- > Repeating an advertisement more frequently than the competitors affect brand loyalty.
- > Consumers' second reason of brand switching is advertising.

- > Advertising plays an important role in brand loyalty behavior of consumers in case of soft drink.
- > Role of variables are independent of age, sex and family size while selecting soft drink.
- > The role of advertisement in changing brand habit is found effective.
- > The taste and quality of the product are the major

considerable factors for brand loyalty.

- > The effective advertising in time is regarded as the best tool for brand loyalty.
- > The role of advertising is regarded important for brand loyalty in the course of soft drink.

The above-mentioned are the major research works carried out by different researchers on the related subject in the marketing in T.U.

9. In another study by Shambhu Prasad " The Role of Advertising in Product Positioning and Brand Choice" (With special reference Coke and Real Juice) has the following objectives.

- > To examine the effectiveness of advertising on product positioning.
- > To analyze the effectiveness of advertising on brand choice.
- > To evaluate the role of advertisement in product positioning in Nepalese market.
- > To evaluate the importance of advertisement for making buying decision than any other promotional tools.

The study is based mainly on primary data filled by the respondents of Birgimj city.

The Major Findings of the study are :

- > Advertising is considered the prime process to provide information about a particular brand to the customer.
- > Changing of brand is affected by advertisement.
- > Nepalese consumers are providing to brands.
- > Not all consumers are brand loyal however, most of them are so.
- > Consumers themselves decide purchasing of soft drink.
- > Brand preference of consumers is not imposed.
- > Consumers have accorded first priority to taste and thereafter quality.
- > Coke is considered the first preference of the customers.
- > Real juice does not hold superior position in comparison to coke.
- > Entertaining advertisement is liked by the most of the consumers.
- > Advertisement plays important role in the purchase of soft drink.
- > Taste is considered first reasons for brand switching quality.
- > Advertising is considered second important reason for brand switching.

- > Age sex and family size are not important variable in selecting soft drink.
 - > Repeat of advertisement attracts consumers and tend them to brand loyal.
 - > The advertisement is crucial factor in changing brand.
 - > Real Juice holds 2nd choice of consumer.
 - > The product positioning is very important for the achieving the marketing good.
 - > Coke is positioned well in the Nepalese market.
 - > Attempt has been made to position Real Juice through price.
 - > Real juice is positioned as offering the best value for the money.
 - > There is large availability of Real Juice in the market.
10. The other study - A critical study on the Role of advertising and its impact on consumer behaviour. (With special reference to The television Advertising) carried out by Jyoti Raj Shakya has the following adjectives.
- > To identify the present situation of advertising of NTV.

- > To know what kind of advertisement consumer prefer.
- > To examine how the different group of people perceive and react about TV advertising.

The Major finds of the study are :

- > Most of the people under the study think that repetition of an advertisement attracts their attention than the non-repeated one.
- > Most people feel inclined to buy product when they watch television advertisement.
- > Most people of all level of age, education and gender watch television advertisement and they try to know more and more information from the advertisements.
- > Considering the education factor of the people under the study, uneducated and above graduate people prefer good wording advertisement where as people below S.L.C., S.L.C. and graduate people prefer simple and entertaining advertisement.
- > Many people thin that the price of advertisement products are higher than the not advertised products.
- > Most people buy the product when they need it, the sometimes people by product after mduced by advertisement and similarly some people buy the products and services because of both reasons.

- > Most people prefer to choose advertised product if the price and quality of both the product are the same.
- > Advertisement with comes of Nepali channels are not very liked by the people under the study.
- > Most people, said that advertisements helped to recall brand of products while purchasing them.
- > Among various advertising media like news paper, radio, magazines, television, poster and cinema, most of the people gave top priority to television advertisement than any other media because of facilities like audio and visual.
- > Considering the age factor of the people under the study, children prefer musical and entertaining advertisement, young age and old age prefers good wording advertisements.
- > The information which consumer gets from advertisements are not credible because they don't get the quality in products, what advertisement says, which means consumers are deceived by advertisements.
- > Under the gender factor, both male and female prefer to watch good wording advertisements equally.

The present study- The Role of Advertisement on Consumer Buying Behaviour is based on the primary data collected from different sources to find the impact of Electronic Media Advertising to consumers buying behaviour.

CHAPTER III

Research Methodology

Research Methodology is concerned with various methods and techniques which are used in the process of research studies. It includes wide range of research methods including the quantitative techniques for the purpose of data collection, presentation analysis and Interpretations.

The present studies conducted to analyze the objectives and research problems related to the application of Electronic Media. The research methodology has been followed to attend the basic objective and the solution of the research problems.

3.1 Research Design:

The research design this study is descriptive as well as analytical. This is the study of practical investigation about the understanding and uses of Electronic Media in advertisement. The formidable problem that the following in the task of defining the research is the preparation of design of the research project. Popularly known as

research design'. (J.K. Pathak, Management Dynamics, Vol.2 No.1, 1982)The study is based on survey research design. In this, impact of TV advertising has been evaluated. The opinions of people about TV advertising have been gathered. Hence, for this both questionnaire and published data are used. The questionnaire has been prepared in such a way that will help to find the different types of advertisement which are preferred by people, the peoples reaction about advertisement, buying habits of advertised products, cause of product buying, consumer's favorite advertising media, reaction about repetition of advertisement, categories of advertising by people, impact of media on human mind, different information provided by advertisement and its comparative benefits, ability to recall commercial and other benefit of advertisement besides product awareness.

The entire questionnaires are objective, which has been prepared to collect the scope of improving advertisement and need to adopt the changes as per the public opinion. The data collection work will be conducted at Birgunj Sub-metropolitan city of Parsa district, so collected information may differ from most of other parts of the country. The respondents themselves with the help of the researcher fill in most of the questionnaires. The data collected are strictly their opinion and their own habits and answers.

3.2 Population and Sampling:

There are approximately 100 respondents interviewed during the process of data collection. The samples under the study are collected on random basis All the samples are from Birgunj Sub-metropolitan city of Parsa district. The sample from different age group, education level and gender helps a lot in comparison of the samples.

3.3 Data collection Procedure:

The study is based on primary data. The collection of data is done on the basis of different factors found in most of the samples of the population. The total samples are classified on the basis of different attributes and consumer habits Firstly, The sample is classified on the basis of age into five different groups The sample will be classified on the basis of age into five different groups. Group A (below 15), Group B (16-25), Group C (26-35), Group D (36-45) and Group E (45 above). There are approximately 20 samples in each group. The motive behind classifying the sample age wise is to collect data belonging to all age groups There is no upper limit in the last group i.e. E. The samples below 15 years are also considered in the population. The populations under the study are also classified on the basis of level of education. There are five different categories on which the total population will be classified on the basis of education

attained or literacy level.

(a) Uneducated

(b) Below SLC

(c) SLC

(d) Graduate

(e) Above Graduate

(i) Uneducated people represents those samples of the total population, who have not got any formal education and who can neither read or write. The total numbers of population under this category are twenty.

(ii) Below SLC represents those groups of population who have got their formal education but have not appeared for the School Leaving Certificate examination. This category can also be categorized as able to read and write category. The total numbers of sample falling under this category are twenty.

(iii) SLC represents those samples of the total population under study that have passed SLC and either reading in or above and have completed the intermediate level of education. The total number of sampling falling under

this category is twenty.

- (iv) Graduate level represents those samples of the total population, who have completed their graduation. The total number of population falling under this category is twenty.
- (v) The above graduate level represents those sample of the total population who have already passed the masters level of education in any discipline. There are twenty people falling under this category.

The total population is further classified on the basis of gender. There are altogether fifty male and fifty female in each sample.

3.4. Data Analysis Procedure:

The consistency of the consumer provided by the respondents is checked and tabulated according to age, education and gender. 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.

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 as far as practicable.

3.5 Statistical Tools and Techniques used :

Simple statistical tools such as percentage, ratio along with diagrams have been used in the process of analysis. Simple bar diagram and pie chart too have been used to show the trend of watching television advertisement by the respondents in the study.

Mean:

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

St, Deviation :

$$s = \sqrt{\frac{\sum X^2}{N} - \frac{(\sum X)^2}{N^2}}$$

N

N

Correlation Analysis :

$$r = \frac{N \cdot \sum XY - \sum X \sum Y}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}$$

CHAPTER IV

ANALYSIS AND INTERPRETATION OF DATA

The previous incorporated introduction of the studies. Review of Literature and the research methodology employed in the study respectively. This chapter incorporates analysis and interpretation of data. The data and information collected from the various sources are presented, analyzed and interpreted in this chapter for attaining the stated objective of the study. The data and information collected from the respondents are presented interpreted and analyzed according to the research questions formulated for this study.

Altogether 100 respondents has been selected for the study. A questionnaire has been developed for the purpose of data collection and it should be distributed to various age group, education level and gender level communicate and electronic media uses.

4.1. Preference of TV Advertisement (Age, Education

and Gender) :

The tasks given below present the performance of T.V. Achievement in different age group.

Table No. 1

Age Level Preference

Description	Musical		Good		Simple		Entertaining		All of the Above		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Below 15	7	35	2	10			7	35	4	20	20
16-25	4	20	5	25	4	20	5	25	2	10	20
26-35	2	10	4	20	2	10	2	10	4	20	20
36-45	2	10	7	35	4	20			5	25	20
Above 45			4	20	4	20	5	25			20
Grand Total	15		25		16		19		15		100

The above table shows the age level and advertisement preference of selected twenty people of each group. According to above table, 35% of the people that is below 15 years of age prefer musical and entertaining advertisement mostly, then 20% prefer all types of advertisement that is musical, good wording, simple and entertaining. 10% like good wording and no one likes simple advertisement. The reaction of people those who fall in

age group of 16-25 prefer this. 25% people like good wording and entertaining respectively. 20 % people like musical and simple. 10% people like all types of advertisement In age group 26-35, 50 % prefer the advertisement having good wording. 20 % prefer all types of advertisement and 10% prefer musical, another 10% entertaining and remaining 10% likes simple advertisement. Age between 36-45, 35% of them prefer good wording, 30% simple and 25% likes all types of advertisement, 10% musical and no one likes entertaining advertisement Similarly, under the good wording advertisement (55%) mostly, 25% entertaining and 20% simple, but no one prefers musical and all types of advertisements.

The above explanation is also shown on the multiple bar diagram as follows.

Figure No. 1
Pie Chart
Age Level Preference

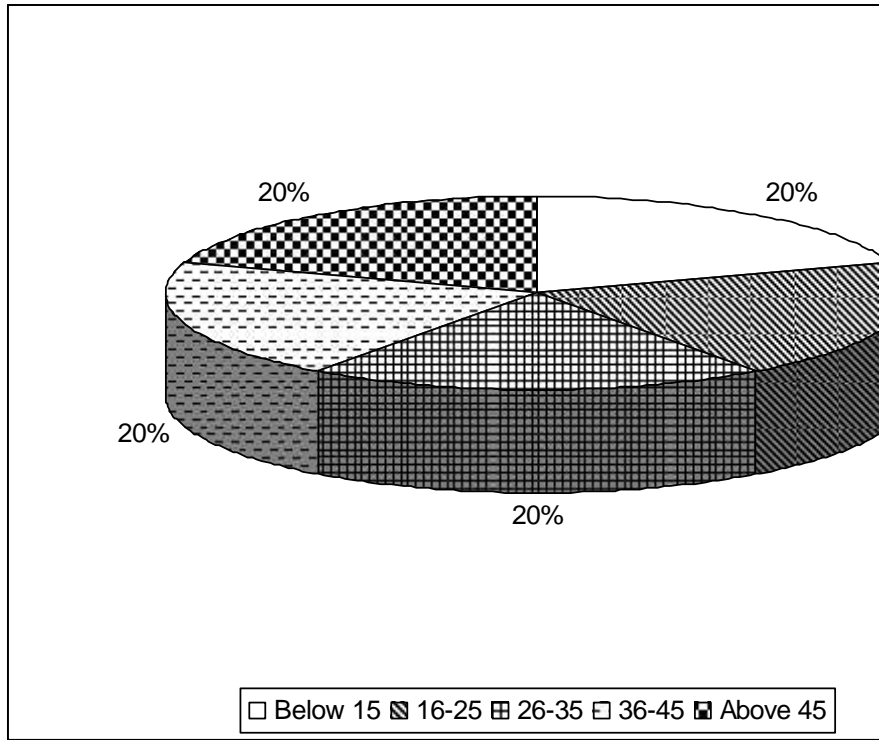


Figure No. 2
Bar Diagram
Age Level Preference

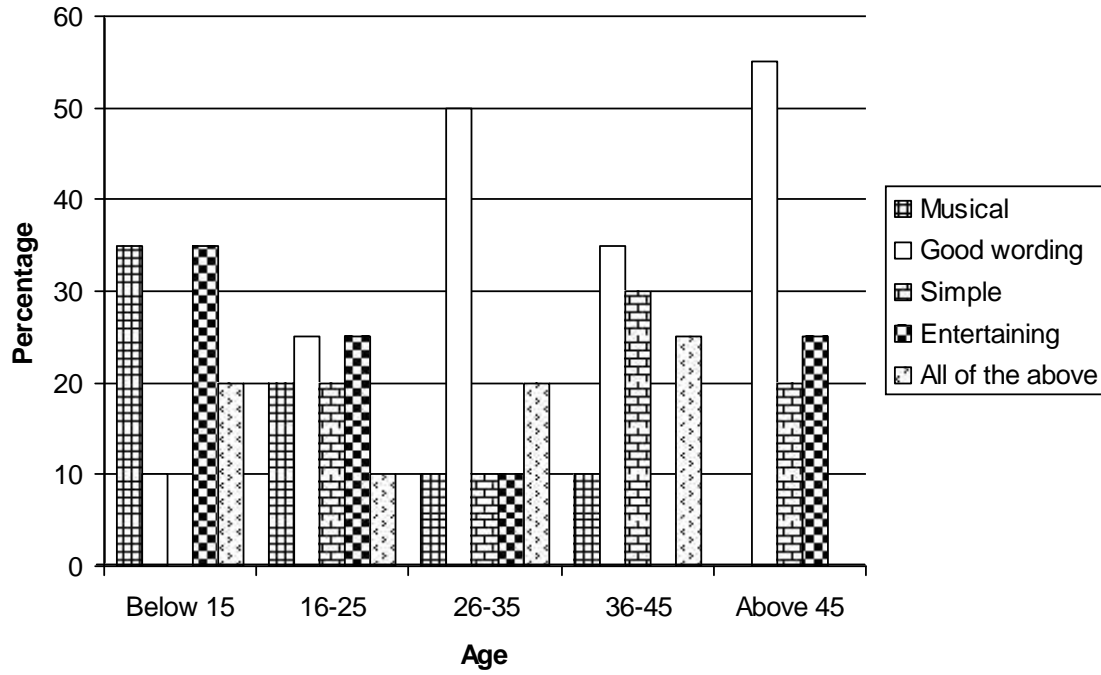


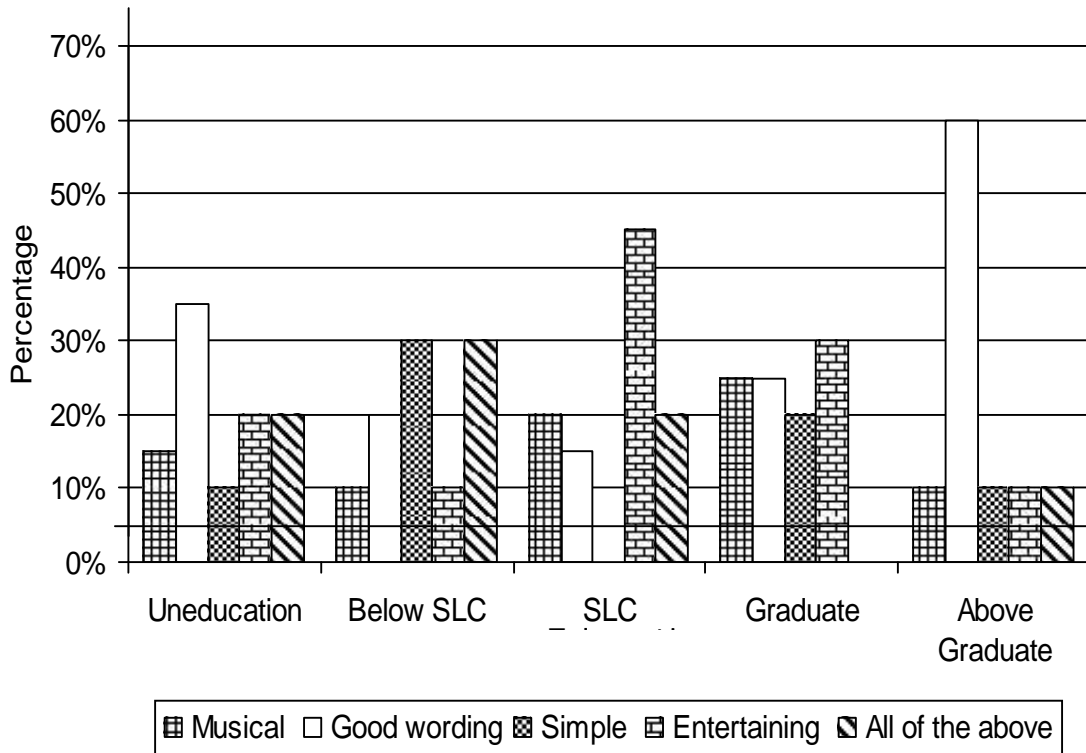
Table No. 2

Education Level Preferences

Description	Musical		Good		Simple		Entertaining		All of the		Total
	No	%	No	%	No	%	No	%	No	%	
SLC	4	20	3	15			9	45	4	20	20
Above	2	10	12	60	2	10	2	10	2	10	20
Grand Total	16		31		14		23		16		100

Figure No.3

Education Level Preferences



The above table shows that among 20 people, those who are uneducated, 35 % of them prefer good wording advertisement, 20% entertaining, another 20% likes all types advertisement, 15% musical and 10% simple. Those people who fall below SLC group, 30% of them prefer simple as well as good wording, 10% prefer musical as well as entertaining advertisement. The group who have the qualification of SLC, among them 15% prefer entertaining advertisement, 20% musical as well as all types of advertisement, 15% good wording

and no one likes simple advertisement. The relation of graduate people highly prefer advertisement on entertaining basis i.e. 30%, 25% of people like musical as well as good wording, 20% prefer simple and no one likes all types of advertisement.

Regarding the group of people having the qualification of above graduate like the advertisement having good wording i.e. 60%. Similarly each 10% people prefer musical, simple, entertaining and all types of advertising respectively.

The above table also shows that uneducated and above graduate people prefers to watch good wording advertisement.

To understand the above information easily and quickly, it has been presented with the help of a multi bar diagram.

Figure No. 4

Education Level Preference of Advertisement

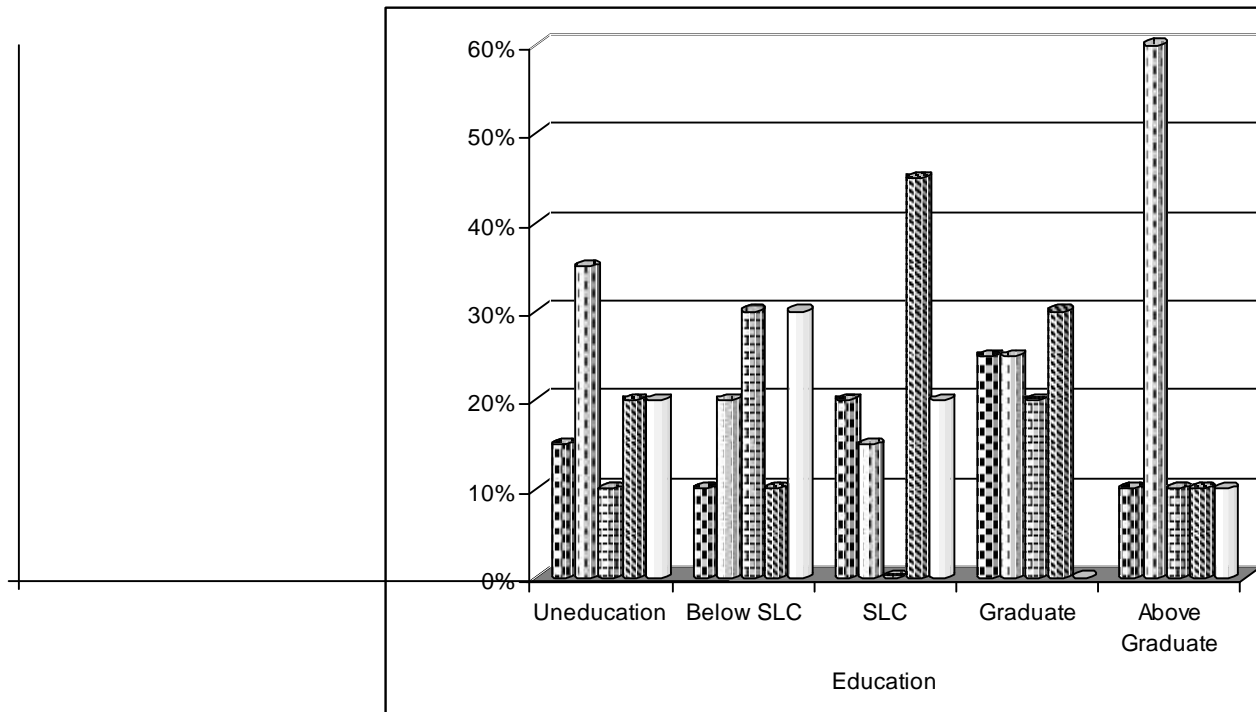


Table No.4.3

Gender Level Preference

Description	Musical		Good		Simple		Entertaining		All of the		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Male	7	14	16	32	7	14	13	24	9	18	50
Female	8	16	16	32	10	20	8	16	8	16	50
Total											

The above table shows that preference of advertisement according to gender level preference. Out of the 50 males, 32% likes the advertisement having good wording followed by 24% of

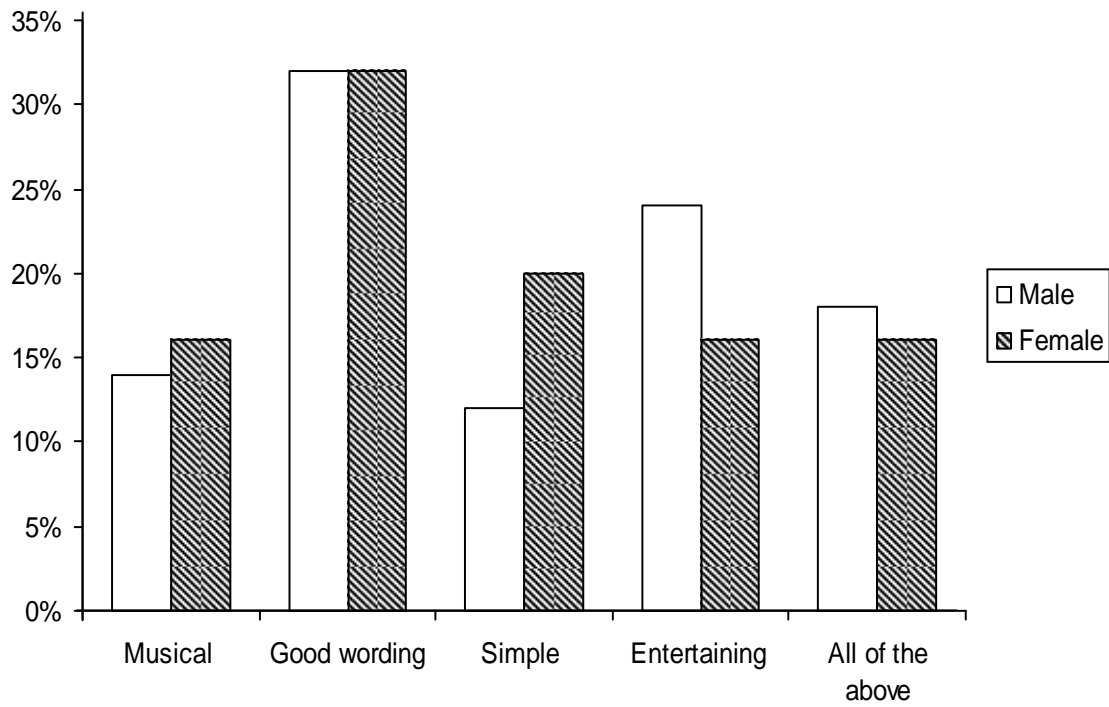
males that like entertaining advertisement, 18% of them like all type of advertisement, 14% of them like musical and 12% of them like simple.

Regarding the women, 32% likes good wording advertisement, 20% like simple, 16% like musical and the next 16% like entertaining and other 16% of the women likes all types of advertisement shown on the television.

To understand the above information in an easy and quick way, it is presented with the help of the under shown pie chart.

Figure No. 5

Gender Level of Advertisement Preferences of Male & Female Respondents



4.2. Consumer Reaction when Advertisement Comes from the Television (Age, Education and Gender):

Table No. 4

Age Level Consumer Reaction

Description	Turn towards		Try to know		Curious about		Just watch the		Total

Grand Total	12	68	4			15			100

The above table shows reaction of different age groups. The reaction of the people who fall in group of below 19, 90% of them try to know what the advertisement wants to say, 10% people turn towards other side when the advertisement comes on the television and no one is curious about the advertisement. Among the people who fall in the age group between 16-25, 40% if them try to know what the advertisement wants to say, 30% turn towards other side and another 30% only watch the advertisement and no one is curious about the television advertisement. Regarding the people of 26-35 years of age, 75% of them try to know what the advertisement wants to say, 15% of them just watch the advertisement, 10% of them don't want to watch the television advertisement and no one is curious about advertisement Among the age group of 36-45 years, 55% of them try to know what advertisement wants to say, 20% are curious about the advertisement, 15% only watch the advertisement and 15% are reluctant to watch the television advertisement. 80% of the people of the age above 45 years try to know what the advertisement wants to say, 15% of them watch me advertisement, 5% turn towards the other side and no one is curious about the television advertisement.

The above table also shows that most of the people from

all age groups try to know what the advertisement says.

To understand the above information in an easy and quick way, it is presented with the help of a multiple bar diagram below.

Figure No.6

Age Level Consumer Advertisement About Television Advertisement

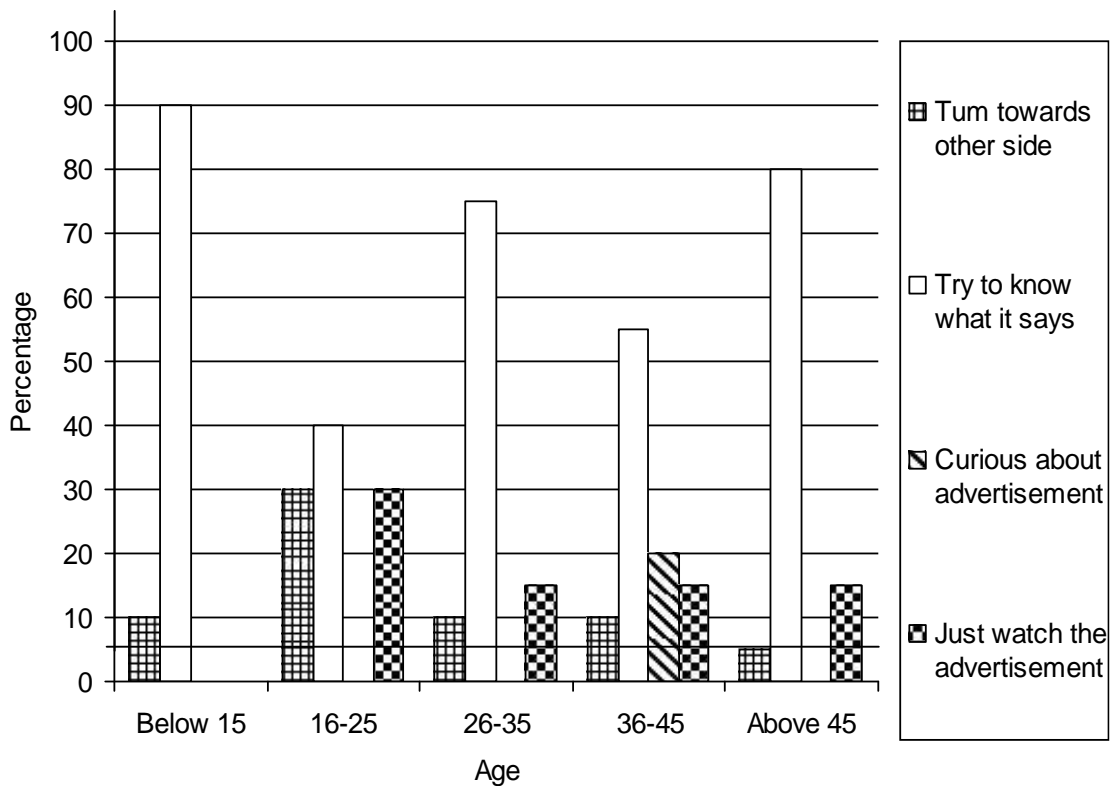


Table No. 5

Education Level Consumer Reaction

	N	%	N	%	N	%	N	%	
Uneducated	2	10	18	90					20
Below SLC	5	25	12	65			2	10	20
SLC	4	20	8	45			7	35	20
College	2	10	11	70			1	5	20
Above Graduate	2	10	12	60	4	20	2	10	20
Grand Total	15		66		4		15		100

The above table shows that the reaction of different qualified people. According to the table, among 20 people of the uneducated group, 90% want to know what the advertisement wants to say, 10% don't watch the television advertisement and no one is curious about the advertisement. Among the below SLC level, 65% try to know what advertisement want to say and 25% don't watch the television advertisement. 10% of the respondents only watch and no one is curious about the advertisement. Similarly, 45% of the group SLC want to know more information, 35% of them only watch the television advertisement and 20% of the people falling in this category don't watch the television advertisement.

Regarding the graduate respondents, 70% of them are interested about information, 20% only watch television advertisement and 10% turn their head towards other side out

of the 20 of above graduate level, 60% are interested in information, 20% are curious, 10% turn towards other side when advertisement comes from the television.

From the above table it can be found that all people from different educational level are highly interested to know information from television advertisement

To understand the above information in an easy and quick way, it has been presented in the below shown multiple bar diagram.

Figure No.7

Education Level Consumer Reaction

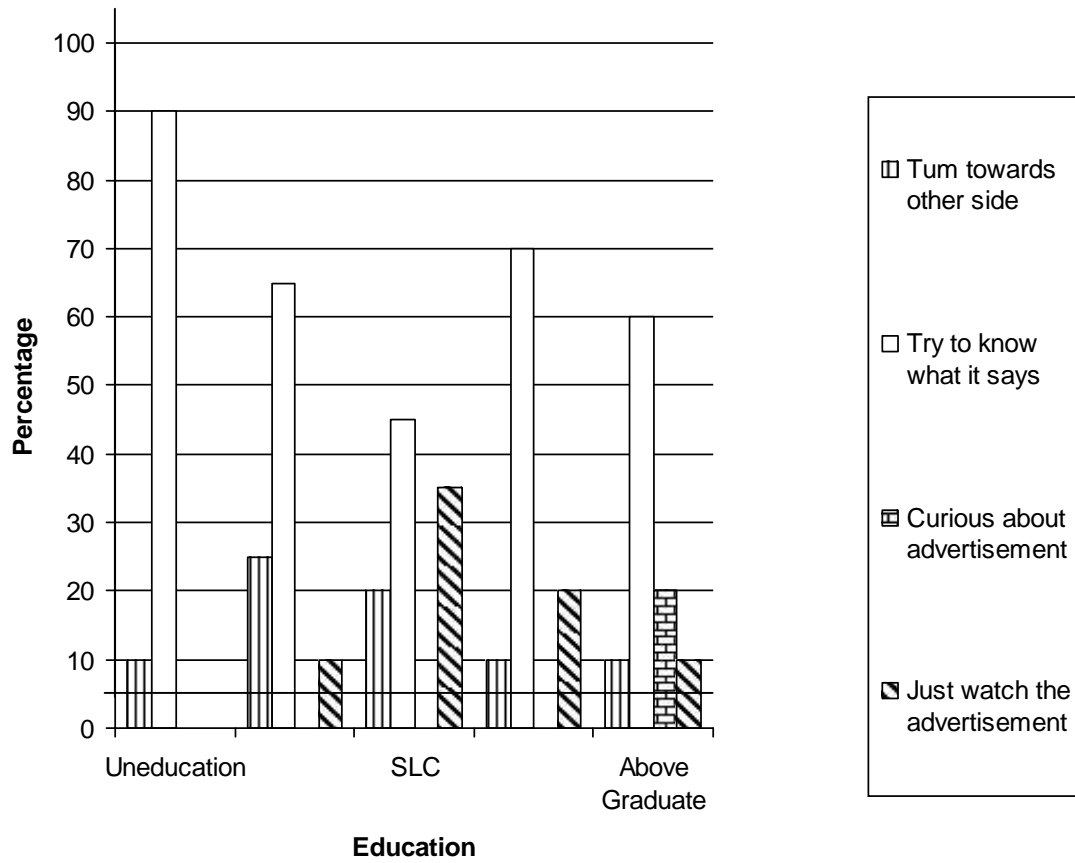


Table No. 6

Gender Wise Consumer Reaction

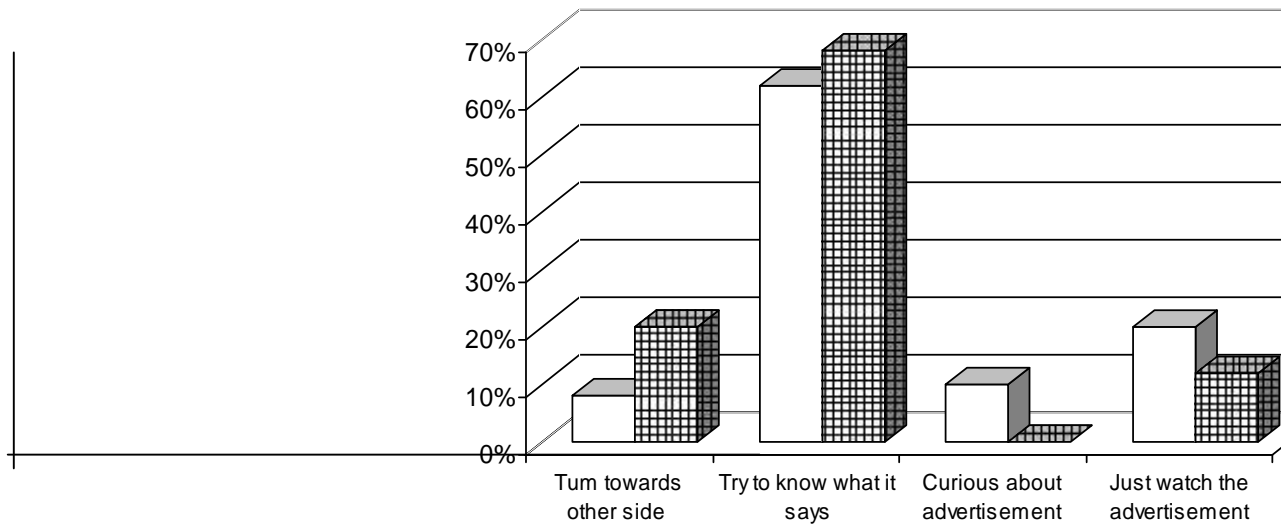
Description	Turn towards other side		Try to know what it wants to say		Curious about advertisement		Just watch advertisement		Total
	No	%	No	%	No	%	No	%	
Male	4	8	21	42	5	10	10	20	50
Female	10	20	24	48	5	10	6	12	50
Total									

The above table shows the reaction of male and female concentrated on what is your reaction when advertisement comes from television. 62% of the male respondents among the 50 gave response that they try to know what it wants to say while 20% of them just watch the advertisement and 10% are curious about advertisement. Similarly 8% consumers are not interested about the advertisement. The response from the female is as same as the male. 68% of them try to know what it wants to say and 20% of them are reluctant to watch the advertisement, 12% only watch the television advertisement and no one is curious about advertisement.

To understand the above information in an easy and quick way it has been presented with the help of the under mentioned pie diagram.

Figure 8

Gender Wise Consumer Reaction about Television
Advertisement



4.3 Television Advertisement Watching Habit (Age, Education and Gender) :

Table No. 7

Television Advertisement Watching Habit

Age	Watching		Not Watching		Total Number
	Number	Percentage	Number	Percentage	
Below 15	11	100	0	00	11
16-25	20	100	0	00	20
26-35	17	85	3	15	20
36-45	20	100	0	00	20
Above 45	16	80	4	20	20

The above table shows that different level of age persons are highly interested in watching television advertising. Age level between 16-25 and 36-45 are 100%, 26-35 are 85% and age below 15 and above 45 are 80% in habit of watching television advertisement.

Figure No. 9

Television Advertisement Watching & Not Watching Habit

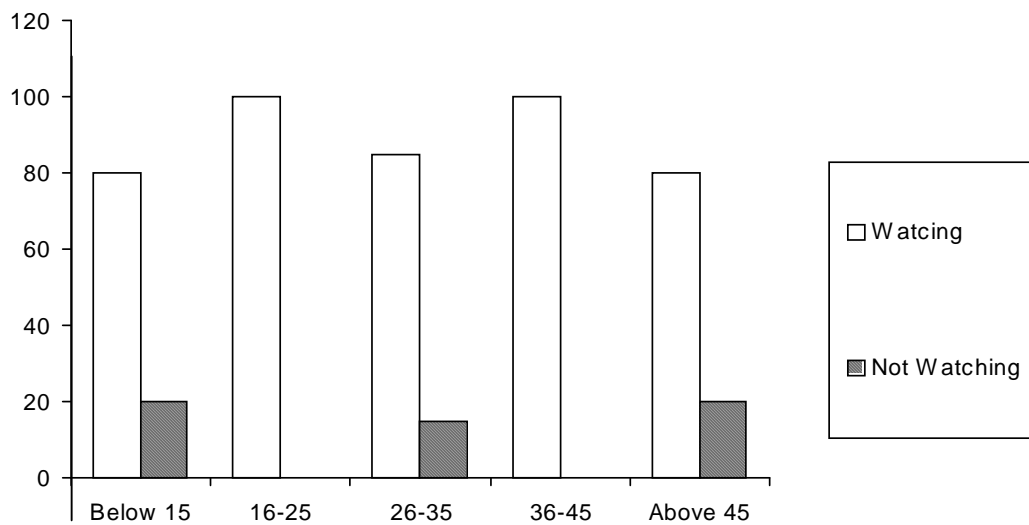


Table No. 8

Television Advertisement Watching Habit (Education)

Education	Watching		Not Watching		Total
	Male	Female	Male	Female	
Uneducated	10	00	20	10	30

Below SLC	17	88	88	15	88
SLC	16	88	4	88	88
Graduate	16	88	4	20	20
Above Graduate	20	100			20

The above table shows that 90% uneducated, 85% SLC, 80% both SLC and graduate and 100% above graduate people were in habit of watching television advertisement.

Figure No. 10

Television Advertisement Watching & Not Watching (Education)

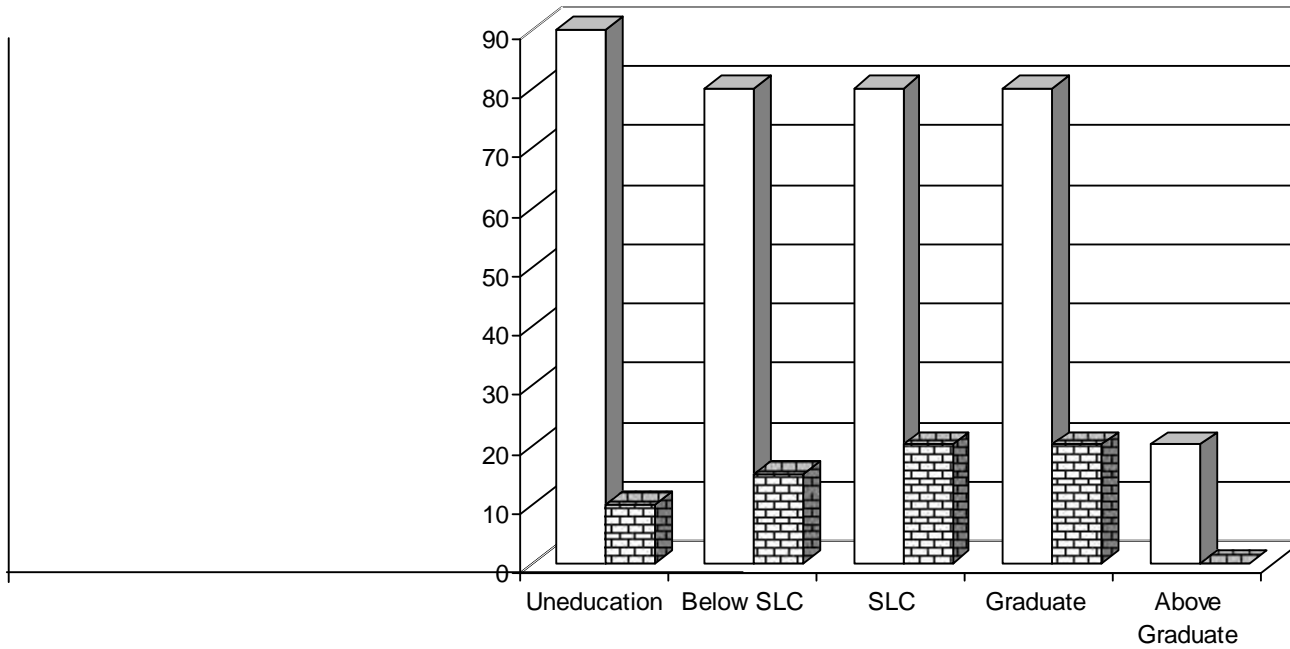


Table No. 9

Television Advertisement Watching Habit (Gender)

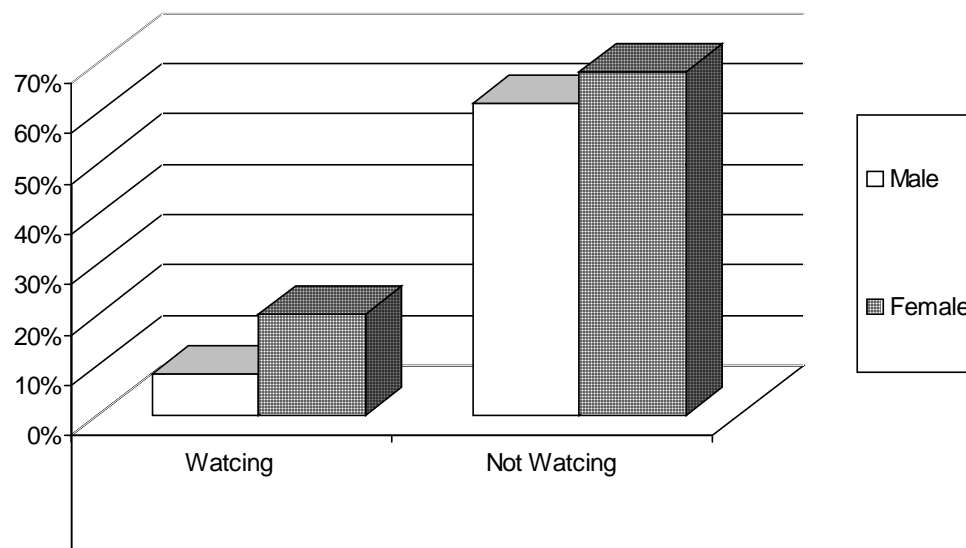
Gender	Watching		Not Watching		Total Number
	Number	Percentage	Number	Percentage	
Male	42	86	7	14	50
Female	44	88	6	12	50

The above table shows that 86% male and 88% female were in habit of watching television advertisement. While going through above table 7,8,and 9 related to television watching habit, we see that age level, education level and gender does not make any difference to television watching habit. The table shows minimum 80% different age level, education on level and gender were in habit of watching television advertisement.

So, we can conclude that television advertisement is very good media for communicating information to all level of people whether they are young or old- educated or uneducated and male or female.

Figure No. 11

Television Advertisement Watching & Not Watching Habit (Gender)



4.4 Reason of Product Buying :

Table No. 10

Reason of Product Buying

Description	No. of	Percentage
Advertisement induces	8	8
Need it	55	55
Both of them	37	37
Total	100	100

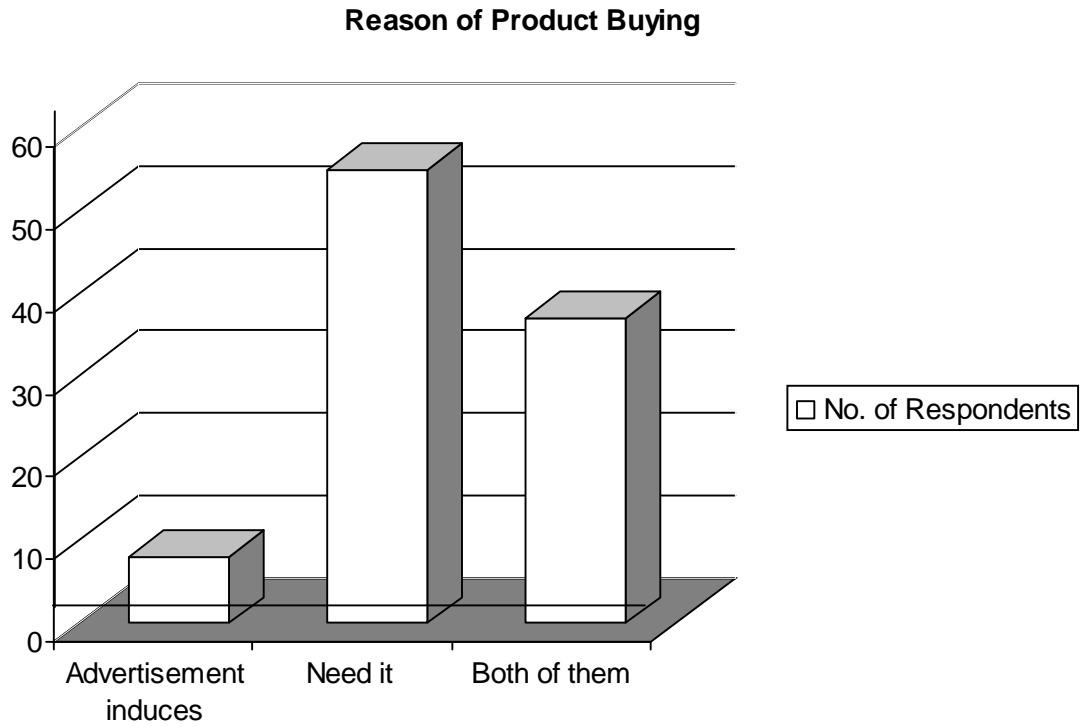
People buy the product because they need it, but different people buy different products of different brand and quality. Why does this happen? To know this, the following question was asked to different level consumer. Why do you buy a product? and their choices were given to them as:

- (i) Advertisement induces
- (ii) Need it and
- (iii) Both of them

While going through the responses to them, answer is

found that advertisement induced only 8% of them, 55% buy the product because they need the product and the remaining 37% buy the product because advertisement induces them when they are in need of some product.

Figure No. 12



4.5 Consumer prefers
Advertised Product or Not
Advertised:

Table No.11

Product Preferred by Consumer

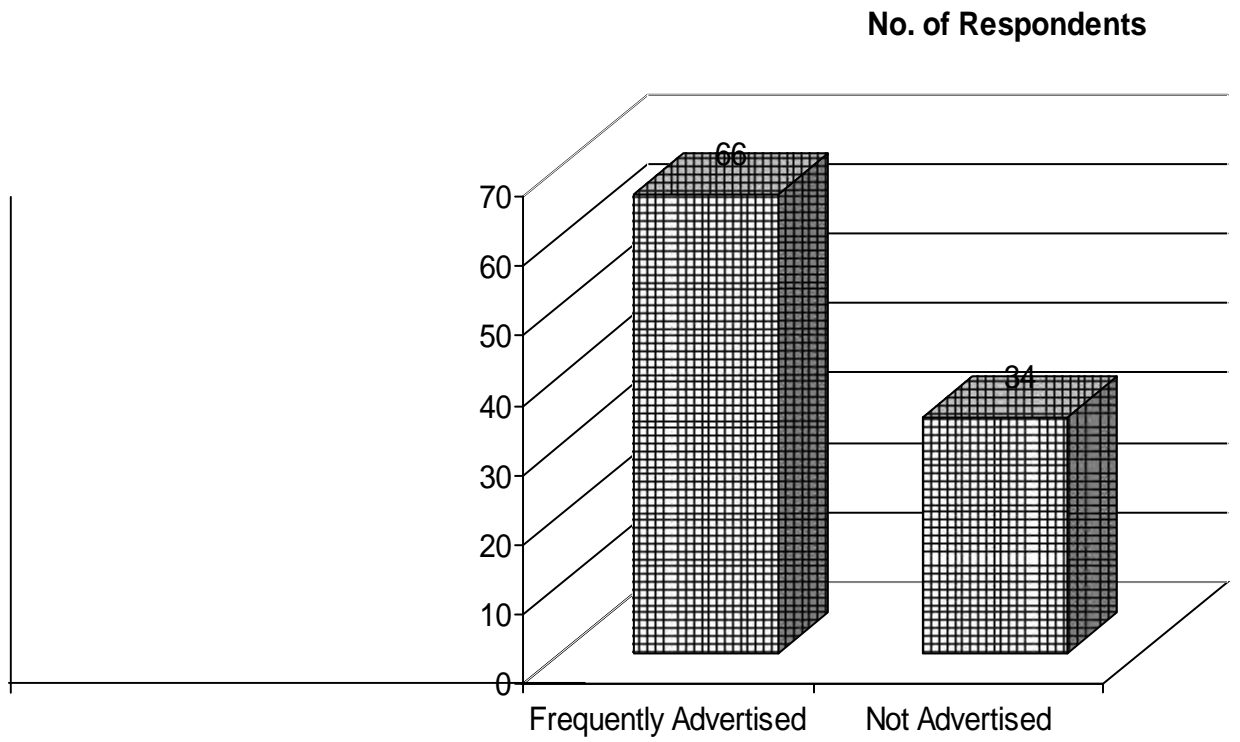
Description	No. of	Percentage
Frequently Advertised	66	66

Not Advertised	34	34
Total	100	100

In the above table, the response of question, which product do you prefer to buy? - The advertised one or the product that is not advertised. The response was that 66% chose the product that was advertised and 34% of the respondents chose the product that was not advertised in the television.

The reason behind this may be that advertisement gain faith and brand loyalty upon the product as it is easier to ask for a product that is known which means that is advertised.

Figure No. 13



4.6. Media of Advertisements which Consumer Prefers:

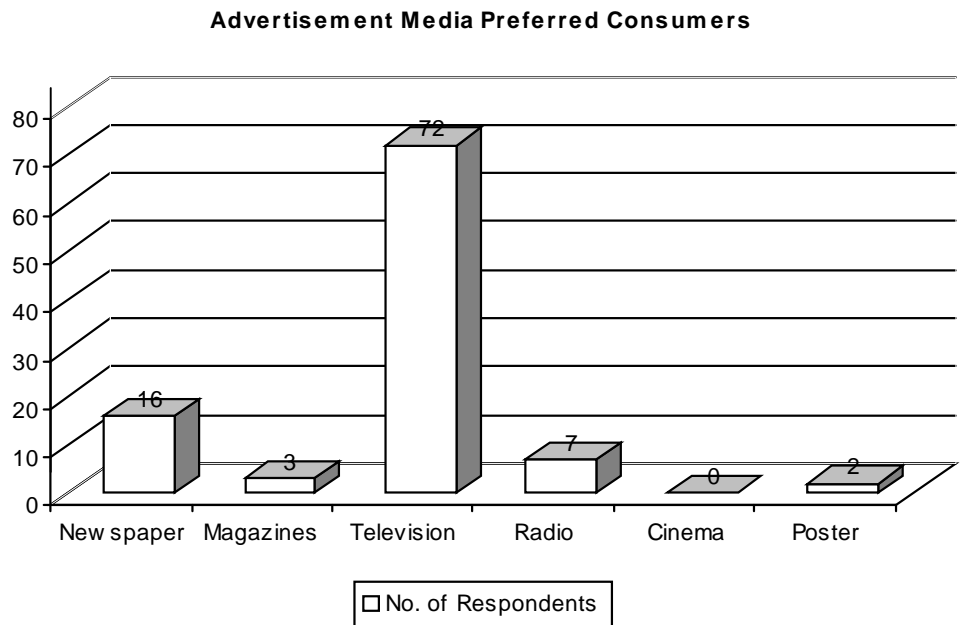
Table No. 12

Advertisement Media Preferred by Consumers

Description	No. of Respondents	Percentage
Frequently Advertised	66	66%
Not Advertised	34	34%

The above table shows the preference of respondents to the advertisement media. While going through the table 73 % of the respondents preferred the advertisement on television, 16% in the newspaper followed by radio that is 6%, magazines is 3%, and poster is 2% but no one was attracted by the advertisement shown in cinema.

Figure No. 14



ADVERTISMENT ATTRACTS CONSUMER

Attention or Not :

Table No. 13

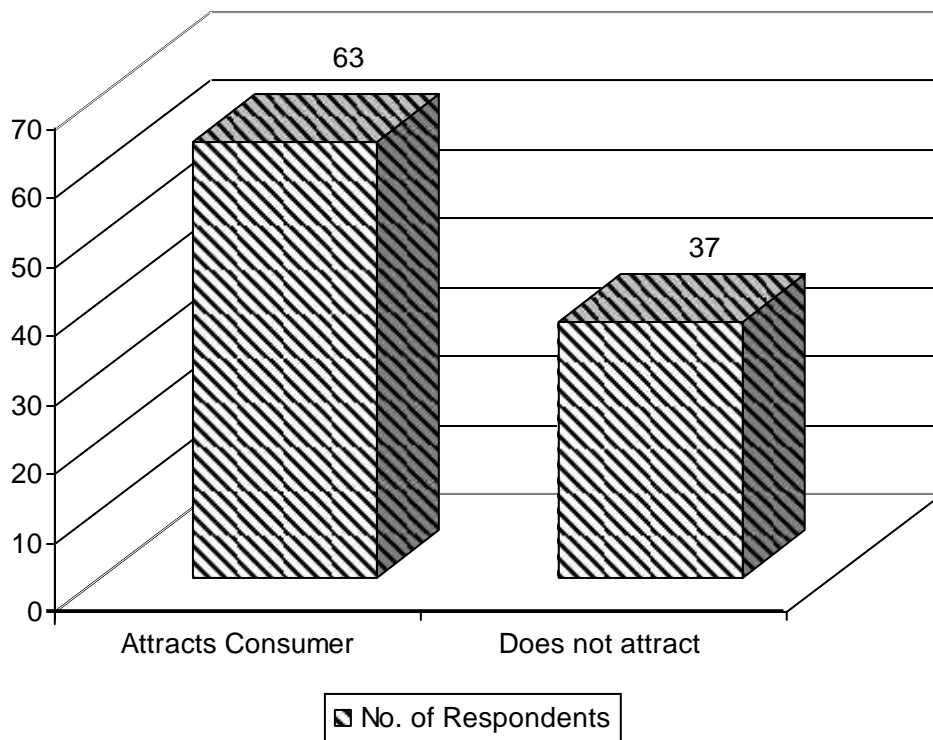
Repetition of Advertisement Attracts Consumers or Not

Description	No. of Respondents	Percentage
Attracts Consumer	63	63
Does not attract	27	27
Total	100	100

The above table shows the reaction of people about the repetition of advertisement on television. 63% are positive while 37% are negative. This shows that repetition of advertisement attracts consumers attention to some extent.

Figure No. 15

Repetition of Advertisement Attracts Consumers or Not



4.8 Advertisement has what Consumers Want or Not:

Table No. 14

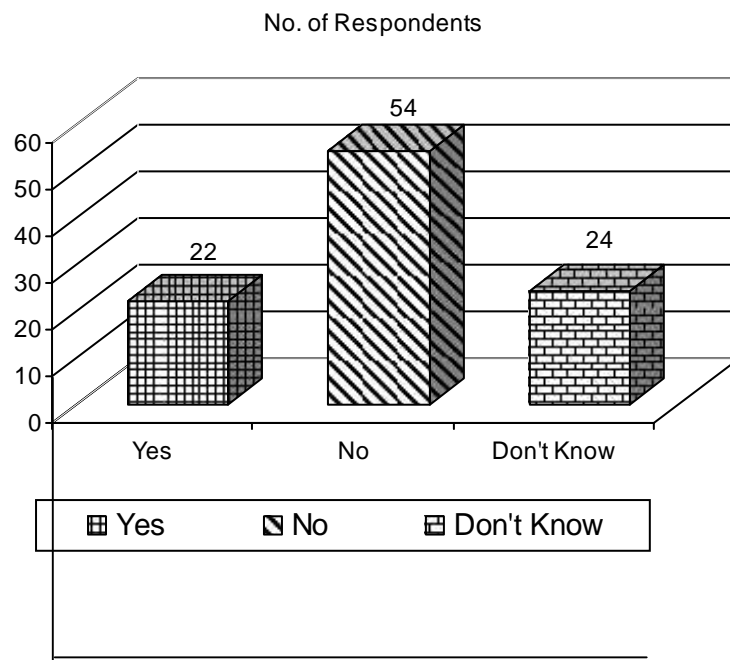
Advertisement has what Consumers Want or Not

Description	No. of	Percentage

The above table has shown whether advertisement has what consumer wants or not. To know the consumer's reaction this question was asked. Does advertisement has what you

want? The response is 22% are positive which means advertisement gives the true information which the consumer wants whereas 54% are not satisfied with the advertisement what it says. Similarly 24% of the respondents don't know whether television advertisements have their wants or not. It may be because of many reasons like limited time, high price, low quality of advertisement etc.

Figure No. 16



4.9 Reaction of Consumer in Interesting Advertisement:

Table No. 15

Consumers Reaction about Interesting

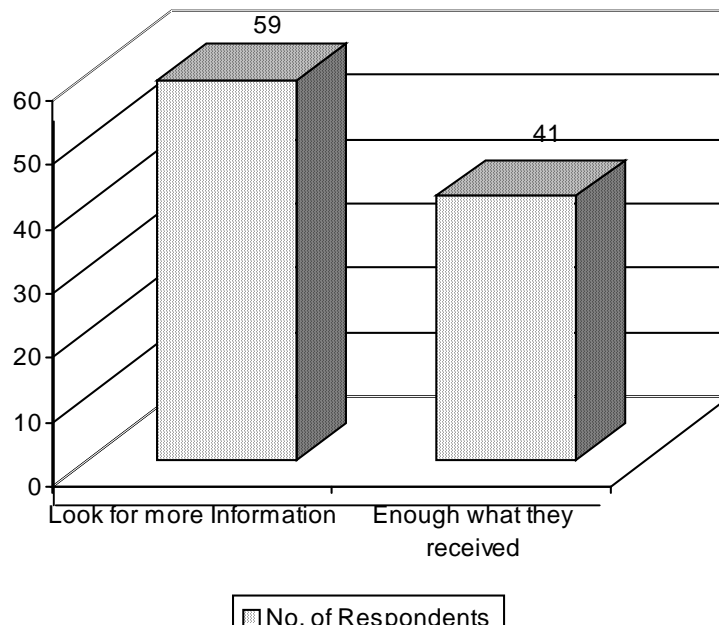
Advertisement

Description	No. of	Percentage
Look for more Information	59	59
Enough what they received	41	41
Total	100	100

The above table shows that the reaction of respondents to the advertisement on television which attracts or interests them. While going through the table, out of 100 respondents 59% of them are not satisfied, they still want more information from advertisements but 41% of them say that it is enough what they have received.

Figure No. 17

Consumers Reaction About Interesting Advertisement



4.10 Advertisement Deceives Consumers or Not:

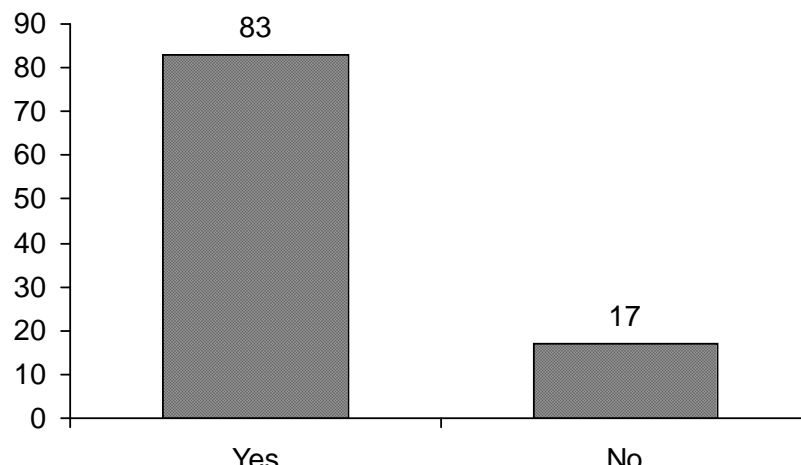
Table No. 16

Advertisement Deceives Consumer or Not

Description	No. of	Percentage

To know how advertisement deceives consumer, the question - has an advertisement ever deceived you? was asked. The response is 83% positive This means maximum people are deceived by advertisement, but this is not good practice because if consumer do not get what the advertisement claimed, they will never buy such a product again, thus to gain the faith of consumer, advertisement must have true information. In the above table only 17% are not deceived by television advertisement.

Figure No. 18



|

4.11 Categories of Television
Advertisements as
preferred by Consumers:

Table No. 17

Categories of Television Advertisement

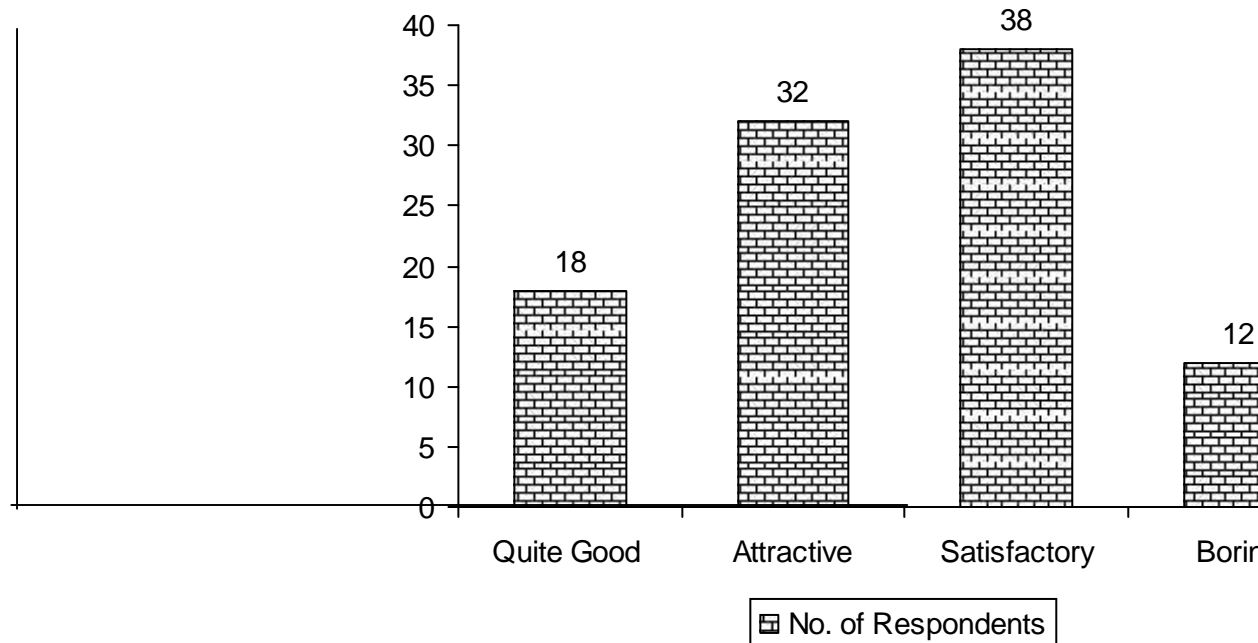
Description	No. of	Percentage
Quite Good	18	18
Attractive	32	32
Satisfactory	38	38
Boring	12	12
Total	100	100

The above table shows the qualities of Television advertisement. To know the quality of advertisement, the

question - How would you categorize most of the television advertisements as? was asked. Out of the hundred respondents 38% said that the advertisements were satisfactory, 32% said that the advertisements were attractive, 18% of the respondents said that the advertisements were quite good and 12 did not like the advertisements and said that the advertisements were boring.

Figure No. 19

Categories of Television Advertisement



4.12 Influence of Advertisement
on Consumer when
they watch it on Television :

Table No. 18

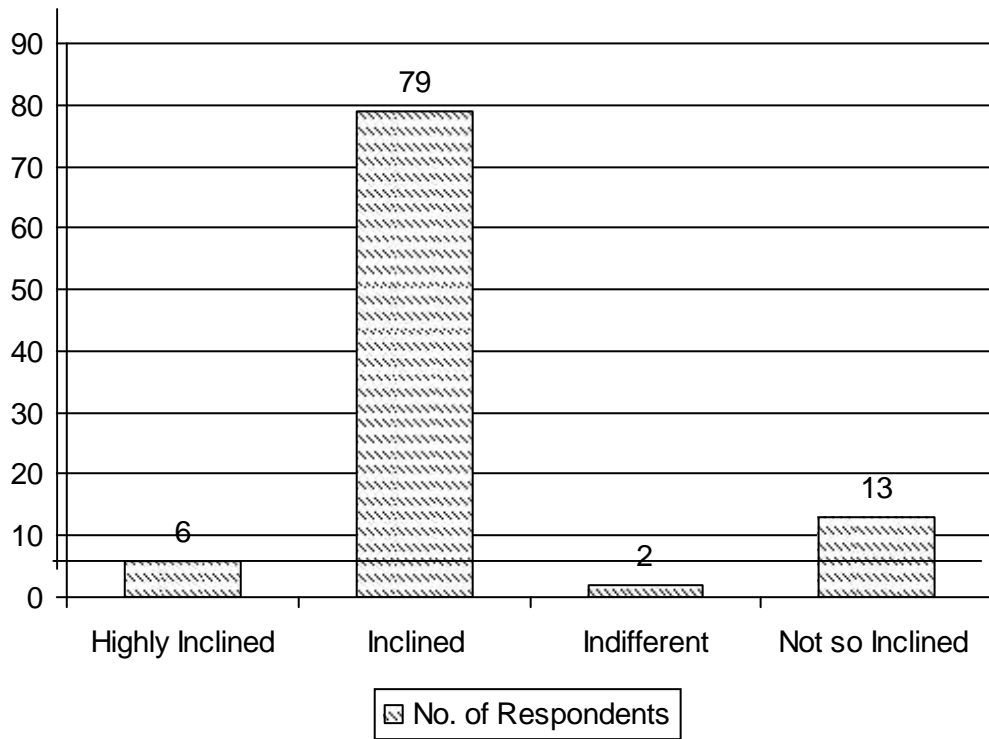
Influence of Advertisement on Consumer

Description	No. of	Percentage
Highly Inclined	6	6
Inclined	79	79
Indifferent	2	2
Not so Inclined	13	13
Total	100	100

The aim of advertisement is to incline the consumer to buy the products. To know how many advertisements are successful in their job the following questions were asked to hundred respondents. Do you feel inclined to buy when you hear an advertisement? The above table shows that 79% are inclined and 13% are not so much inclined to buy the product because of the advertisement. 6% are highly inclined and the remaining 2% are such that they totally are indifferent to advertisement when they watch the advertisement on television.

Figure No. 20

Influence of Advertisement on Consumer



4.13 Product which Consumer Prefers if Price and Quality are the Same :

Table No. 19

Consumer's Choice when Price and Quality are the Same

Description	No. of	Percentage
Advertised	85	85
Not Advertised	15	15
Total	100	100

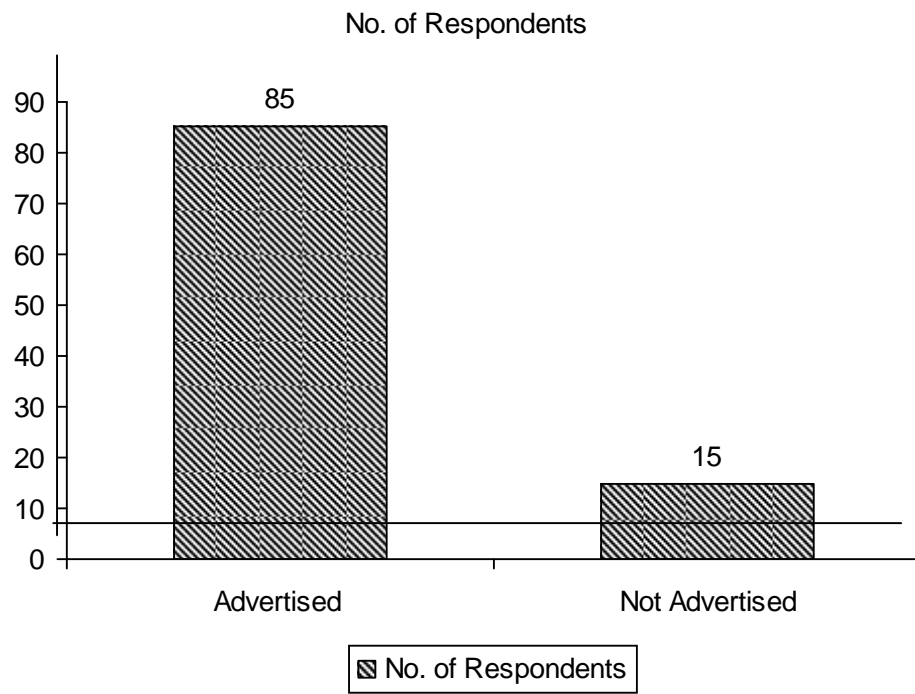
There are several kinds of products in the market, among them, which product consumer mostly buy? To find the answer to the question one question was asked if there are any kinds of product that they would buy? and two alternatives were given –

- (i) Advertised
- (ii) Not Advertised

The above table shows that 85% of the consumer prefers to buy the advertised product if the quality and price is the same where as around 15% of them are not in favor to buy the product which one is advertised.

Figure No. 21

Consumer's Choice When Price and Quality are the Same



4.14 Advertisement Generate Curiosity about the Product or Not:

Table No. 20

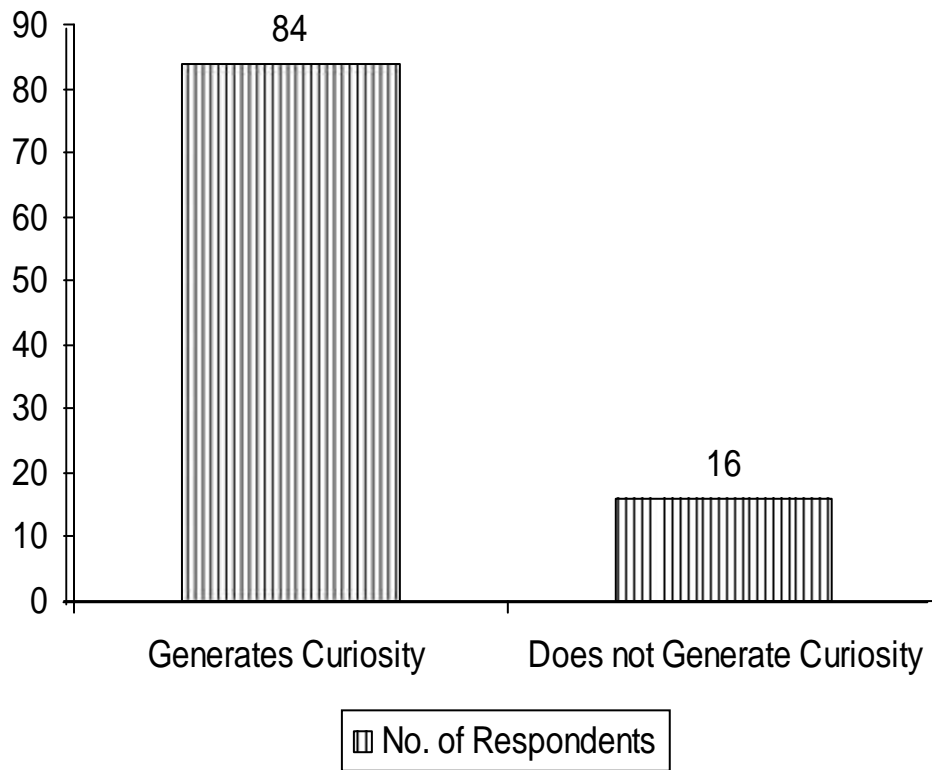
Advertisement Generate Curiosity or Not

Description	No. of Respondents	Percentage
Generates Curiosity	84	84
Does not Generate Curiosity	16	16
Total	100	100

The above table shows the ability of advertisement to generate curiosity about the product because 84% have given the positive answer. That means that the advertisement generates curiosity about the product while 16% are negative to the question if advertisement generates curiosity or not.

Figure No. 22

Advertisement Generate curiosity or Not



4.15 Whether Advertisement
Makes Consumer Buy
any Product or Not :

Table No. 21

Advertisement Makes Consumer to Buy A Product or Not

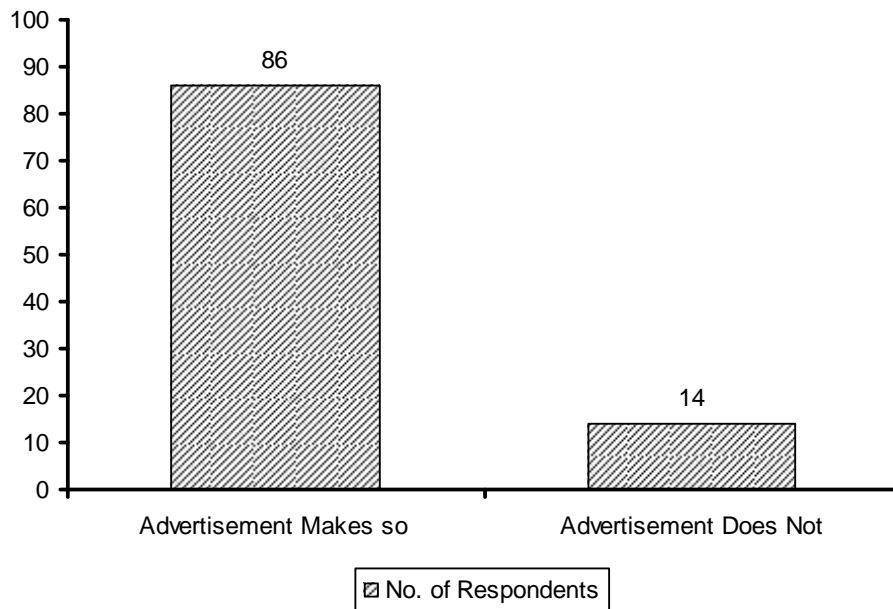
Description	No. of	Percentage
-------------	--------	------------

Advertisement Makes so	86	86
Advertisement Does Not	14	14
Total	100	100

The above table shows that advertisement makes 86% consumers to buy the advertised product while 14% consumer consumers do not buy advertised product after getting information from television advertisement.

Figure No. 23

Advertisement Makes Consumer to Buy A product or Not



4.16 Does Advertisement Helps to Recall Brand or Product names or Not :

Table No 22

Does Advertisement Help to Recall Brand and Product Names

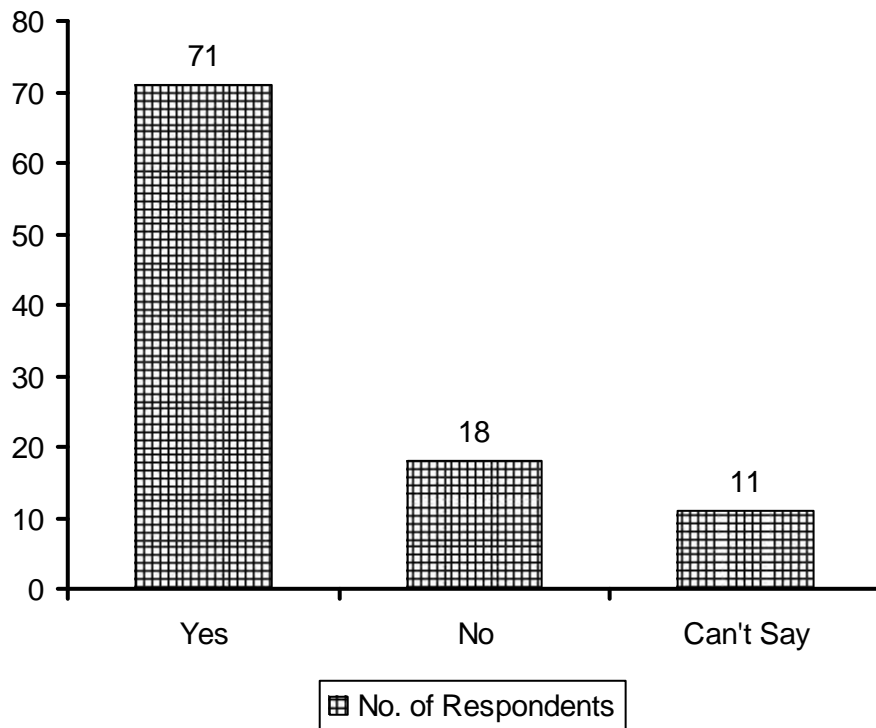
Description	No. of	Percentage
Yes	71	71
No	18	18
Can't Say	11	11
Total	100	100

Though all consumer don't buy the advertised product but do they recall brands or products name while buying it? To know this the following question had been asked to the hundred respondents. Does advertisement help to recall brand or product name while buying a product? The response is that 71% had a positive response meaning advertisement makes consumer recall the brand while buying any product, while 18% of the respondents were negative and 11 % could not say whether they

recall the brand or product name while buying any product or services. This shows that in majority of consumer television advertisement does help in recalling the brand name in their purchase behavior

Figure No. 24

Does Advertisement Help to Recall Brand and Product Names



4.17 Advertised Goods are More Expensive than Not Advertised Goods or Not

Table No. 23

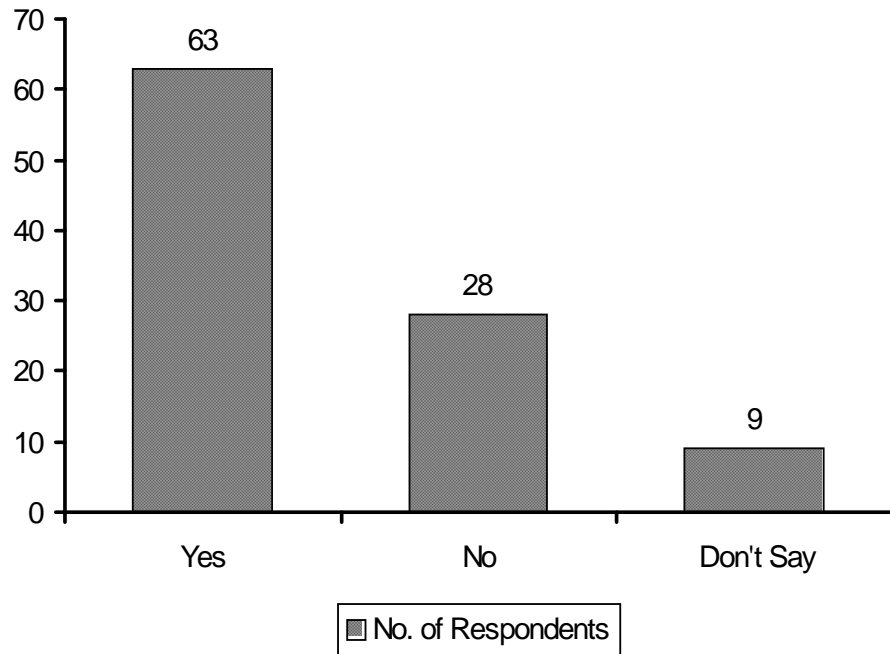
Advertisement Increases the Price of Goods or Not

Response	Number	Percentage
Yes	63	63
No	28	28
Don't Know	9	9
Total	100	100

Most of the people think that advertisement does increase the price of the product to some extent. To know the opinion of consumers regarding this matter the following question was asked to all the 100 respondents. Do you think that the price of advertised goods will be higher than the price of not advertised goods? The above response shows that 63% of the general people do think that the advertisement does increase the price of the goods and services. 28% of the respondents don't think that the price of the advertised goods are higher than the non advertised goods and the people falling in this category are mostly above graduate and graduate people and 14% of the people had no idea whether the advertisement increased the price of the goods and services or not. Hence from the above table we can say that majority of the people think that the advertisement increases the price of the product and services.

Figure No. 25

Advertisement Increases the Price of goods or Not



CHAPTER V

SUMMARY, CONCLUSION, FINDINGS AND RECOMMENDATIONS

5.1 Summary

Television advertisement is one of the most effective factor to give information about the products and services because advertisement through television directly reaches into the homes ears and eyes of every viewers. In a country like Nepal, where most of the people are illiterate, advertisement combines the merit of radio and cinema, and people can understand the message through television advertising easily. The first television was broadcasted by America in the year 1950s, its impact was so deep that within decade it was sprayed all over the world.

In Nepal, Nepal Television was first established in 2041 B.S. and started only after 2044 B.S. It is most effective electronic media of Nepal which cover broadcasting area of political, historical, social events through news bulletins, notice and serials.

Advertisement helps to sale more and more product and services, which leads the producer to mass production, which in

turn creates job opportunity to the unemployed population of the country and certainly increases the living standard of those people. Thus advertisement directly effects in the developing of the economy of the country.

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

As the test of different people are different according to their age level, education level and gender i.e. advertiser must know what kind of product he is advertising. From the research anyone can know that children, women, old people and uneducated people prefer to watch musical and entertaining advertisements whereas graduate and above graduate people

prefers advertisement with good wording rather than musical one. Similarly male respondents prefer to watch advertisement with good wording than the female and so on. In this way we can conclude that advertisers have to advertise their product after knowing the opinion about the advertisement the people prefer.

In this way, we can conclude that the electronic media plays a vital role to advertise the product and service of business organization and change the attitude behaviour and perception of the consumers.

5.2 Conclusion :

This research study is basically focus on the impact on consumer behavior from electronic media as its appeal directly reaches into the ear and eyes of the viewer. Hence, this medium of advertising is considered as the most effective and most of the advertisers use this medium nowadays. Television advertisement combines the merits of both radio and cinema where people can see and hear the advertisement message in their homes. It is also more effective than radio advertisement for deaf and illiterate people. Television advertising is the fastest means of communication even in the remote villages, where there is no

access of roads and it is equally effective for illiterate people or in the places where there is no circulation of newspapers.

Different group of people, whether they are old or young, educated or uneducated, male or female prefer to watch television advertisement than other media and also are impressed by them and purchase goods. But consumer wants only those types of television advertisement that is informative, attractive, demonstrative, credible, relevant, full information about the product. Thus, in this age of consumerism, advertisements should present the true fact of the products in an attractive way for a long term business.

5.3 Major Findings:

By the analysis and interpretation of the above mentioned facts regarding the population under the study, the below mentioned conclusions are the major findings of the study conducted.

1. Most people of all level of age, education and gender watch television advertisement and they try to know more and more information from the advertisements.

2. Most people buy the product when they need it, but sometimes people buy product after induced by advertisement and similarly some people buy the products and services because of both the reasons.
3. Among various advertising media like newspaper, magazines, radio, television, poster and cinema, most of the people gave top priority to television advertisement than any other media because of facilities like audio and visual.
4. Most of the people under the study think that repetition of an advertisement attracts their attention than the non-repeated ones.
5. Advertisement what comes on Nepali channels are not very liked by the people under the study.
6. Under the gender factor, both male and female prefer to watch good wording advertisements equally.

7. Considering the education factor of the people under the study, uneducated and above graduate people prefer good wording advertisement where as people below SLC, SLC and graduate people prefer simple and entertaining advertisements.
8. Considering the age factor of the people under the study, children prefer musical and entertaining advertisements, young age and old age prefers good wording advertisements.
9. Most people feel inclined to buy product when they watch television advertisement
10. Most people prefer to choose advertised product if the price and quality of both the product are the same.
11. The information which consumer gets from advertisements are not credible because they don't get the quality in products, what advertisement says, which means consumers are deceived by advertisements.

12. Many people think that the price of advertised products are higher than the not advertised products.
13. Most people said that advertisements helped to recall brand of products while purchasing them.

5.4 Recommendation:

Consumers are the sovereign power of the modern marketing world. The product and services manufacturer today are not the ones that the manufacturers want to sell, but the ones that consumer want to buy. The consumer are always right. Every successful product in the modern marketing world in an embodiment of the consumer needs, wants, prestige, preference, satisfaction, aspiration and mental horizon. Hence, understanding the consumer needs, wants, satisfaction, preference, aspiration and mental horizon or understanding the consumer in total is the success of today's business. From the above findings regarding the population under the study, the following recommendation can be made to the advertisers and manufacturing units before advertising any product or services.

1. Advertisers have to advertise their product considering their

targeted consumer, such as if the targeted consumer are children i.e. below 15 then advertisement should be musical and entertaining. If the targeted consumer are below SLC level then advertisement should be simple and if they are SLC and graduate level then, advertisement should be entertaining.

2. Advertisers have to advertise their product, considering their targeted consumer such as, if the targeted consumers are young, old, graduate then advertisement should be entertaining.
3. Few advertisement telecasted are boring in nature and such advertisements should be replaced with new interesting advertisements.
4. Television advertisement must provide full information about the product, so that consumer can know everything about the product or service, such as price, quality, quantity, manufacturing date, expiry date etc.
5. All level of people whether they are young, old, educated or uneducated and male or female are interested to watch

television advertising because television has both audio and visual facilities. So, it is better to use television-advertising media than any other to convey message effectively to the target audience.

6. Some advertisements are exaggerated, which is not a good practice and they lose the faith of consumers. Thus, to gain faith, advertisers must advertise their products with true information.
7. In comparison to unadvertised product people prefer to advertise ones so advertisement should be frequently telecasted to attract consumer's attention.
8. Advertisement generates curiosity about the product and also help to remember product or brand name while buying it. So advertiser should make those kinds of advertisement that can generate curiosity and make it memorable to the consumers.
9. Some advertisement makes negative attitude in the consumer's mind towards the product so advertisers should understand consumer's reaction about advertisement while making an advertisement.

10. Consumer are highly introduced about the product through advertisement, it is only one such type of tool which reaches to the mass economically, so marketers are suggested to advertise their products through modern effective electronic media i.e. Television.

11. At the time, when the consumer are already familiar about the product its brand then the producers are suggested to provide very entertaining types advertisement which creates positive image towards the products.

Appendix-1

Advertising agencies in Nepal

Thomson Nepal, Kathmandu

Alpha Advertisement Agency, Kathmandu

Prisma Advertising, Kathmandu

Mars Advertising Agency, Kathmandu

Eco Advertising Agency, Kathmandu

Avenues Media, Kathmandu

Resonance Media, Kathmandu

Creative Advertising Agency, Birgunj

Sagarmatha Advertising Agency, Birgunj

Key Advertising Agency, Kathmandu

Tricon Advertising Agency, Kathmandu

Water Communication, Kathmandu

Appendix-II

F.M. Radio Station operating in Nepal

1. Radio Sagarmatha 102.4MHz
2. Rupandehi FM 98.20 MHz
3. Radio Kamali FM 105.2 MHz
4. BijayaFM.....MHz
5. Radio Lumbini FM 96.8 MHz
6. Radio Palung FM 107.20 MHz
7. BhenFM105.5MHz
8. Radio Bheri FM 106.4 MHz
9. Mukti Nath FM 90.8 MHz
10. Radio BheriAwaj FM95.6 MHz
11. Saipal Radio FM 100.6 MHz
12. Radio Tulsipur FM 101.6 MHz
13. Radio MadanPokharaFM 106.9 MHz

14. Himchuli FM 92.2 MHz
15. Metro FM 106.7 MHz
16. Radio Swargadari FM 102.8
17. SoluFM 102.2 MHz
18. BulbuleFM.....MHz
19. Ghodaghodi FM MHz
20. Radio City FM 98.8 MHz
21. ParsaFM99MHz
22. Tmau FM 98.2 MHz
23. Kali Gandaki FM MHz
24. Shreenagar FM 93.2 MHz
25. Saptakoshi FM 90 MHz
26. Rainbow FM 91.8 MHz
27. Media Karent 100.8 MHz
28. Classic FM 100 MHz
29. Radio Paschimanchal FM 99.4 MHz
30. Image Channel FM 97.9 MHz
31. KATH FM 97.9 MHz

32. Hetauda FM 96.6 MHz
33. Radio Bmdabasini FM 95.4 MHz
34. Dhaulagin FM MHz
35. Radio Bageswori FM 94.6 MHz
36. BhaktapurFM105 MHz
37. H.BCFM94MHz
38. Kanchanjangha FM 92.6 MHz
39. Saptakoshi FM 105.6 MHz
40. KalikaFM95.2MHz
41. FM Adhyatma Joyati 104.8 MHz
42. Times FM 90.6 MHz
43. Butawal FM 94.4 MHz
44. Kantipur FM 96.1 MHz
45. Machhapuchhre FM 91 MHz
46. Manakamana FM 92.9 MHz
47. Smarji FM 91.6 MHz
48. Radio Annapurna FM 93.4 MHz
49. Pokhara FM 95.8 MHz

50. Hits FM 91.2 MHz
51. Koshi FM 94.3 MHz
52. FM Kathmandu 100 MHz
53. Narayani FM. 103.8 MHz
54. Gadhirnai F.M 91.4 MHz.
55. Indrem F.M. 97.6 MHz
56. ImageFM.97.9MHz.

(Radio Directory 2061, Community Radio Support Center)

Appendix No-III

Programme Schedule

Weekly Programme Schedule of Morning Shift on National Transmission

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4:56	Opening Signature Tune						
5:00	Opening Announcement / Hindu Religious Music						
5:05	His Majesty's Thought						
5:07	Moming Service Schedule / Programme Highlight of the Day / Religious Programme						
5:55	News in Sanskrit						
6:00	East to West						
6:15	News paper						
6:30	Ajako Sandarbha						
6:50	Slogan / Information/ Advertisement						
7:00	News in Nepal						
7:15	Programe Schedule / Bank Exchange Rate						
7:20	Good Governance	Paribesh					
7:35	Economic Activities (Arth Sansar / Artha Ra Bikas)						
7:50	Hello Nepal						
8:00	News in English						
8:10	Voice of Handicapped Persons	Economic Activities	Today's Interest	Sahitya Sansaar	Cottage Small industry 2/4, M. S.Uni. Activities 1/3 (10mins)	Road Board (1/3) Improvement of Rules(2/4)	Human Rights
8:25	Advertisement/ Song						Commercial Songs
8:30							
8:35	Red Cross Activities(1/3), Tourism(2/4)	Course for SLC	Guide	Songs	Our Culture & Tradition	Songs	Movie songs
8:40							Alternate Energy
8:50							

8:55	Advertisement / Song							
9:00	News in Nepal							
9:15	News in Newari							
9:20	Foreign Exchange Rate / Series of Radio Magazine							
9:45	Regional broadcast (Dhankutta / Dharan, Pokhara, Surkhet, Dipayal)							
10:00	Cinema World	Live Phone in programme(in 792 KHz and F.M frequencies)					Aaha	
10:30		Live Phone in Program	Program in	Circumstances	Introduction	Madhuban (Name of a garden)	Music Service	
11:00	News in Nepali							
11:05	Top ten	Mail.com	Young achiever	Midweek music	Artist of the week	Mismass	Phone in	
11:30	Hello Friend	Cine magic	Bhawana man ko	Love connection	Song of the day	Its your choice	Message from the capital	
12:00	SAARC news	News Headlines					Panchakanya folk song	
	Fool time	Chat masala	Srijanaka khojharu	Love connection	Song of the day	Tapaiko jawaf geet ma		
12:30	Fool time	Tapaiko Lagi	Bollywood express	Achuk nisana	Ghar Sangi	Have Fun	Aayo Noon folk Bud	

Weekly Programme Schedule of Day Shift on National Transmission

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12:56	Opening Signature Tune / Service begin						
1:00	News in Nepali						
1:05	Highlights of upcoming programmes of day shift / information / advertisement						
1:10	All together	Goddess of wealth	Sweet Talk	Jokes & Humor	Women's world	Path	Listen & Say
1:30							Drama
1:45	Knowledge is power	Classical Music	National Song		Classical Music	Everyday	

2:00	News in English						
2:10	Music series	National song	Music series	Distance Education	Music Series		
2:15		Service to Mankind					
2:30				Folk Songs			
2:45		Music Series					
3:00	News in Nepali						
3:10	Highlights of upcoming programmes / information / advertisement						
3:15	Message from Roamers	Musical Point	Flowers flavor	Ripples	Time Passes	Music Do-Re-Mi-Fa	Folk Song
3:30		Inside Heart		Modern Songs	Opinion		Talks of Hearts with Friends
3:45	Feeling of Hearts	Musical Garden	Decoration		Pulse	Today's Appointment	
4:00			Sometime Happy Sometime Sad	Quick & Sweet	Zonal Folksong		
4:15				Four You	What song Do You Like?		Desire
4:30		Folk Tune					
4:59	Day Service Closed						

Weekly Programme Schedule of Day Shift on National Transmission

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12.56	Opening Signatrure Tune / service begin						

1.00	News in Nepali						
1.05	Highlights of upcoming programmes of day shift / information / advertisement						
1.10	All together	Goddess of wealth	Sweet Talk	Jokes & Humor	Women's World	Path	Listen & say
1.30							Drama
1.45	Knowledge is Power	Classical Music	National Song		Classical Music	Everyday	
2.00	News in English						
2.10	Music Series	National Song	Music Series	Distance Education		Music Series	
2.15		Service to Mankind					
2.30		Music Series		Folk Songs			
2.45							
3.00	News in Nepali						

3.10	Highlights of upcoming programmes / Information / Advertisement						
3.15	Massage from Roamers	Musical Point	Flowers Flavor	Ripples	Time passes	Music Do-Re-Mi-Fa	Folk Song
3.30		Inside Heart		Modern Songs	Opinion		
3.45		Musical Garden	Sometime Happy Sometime Sad		Pulse		
4.00	Feeling of Hearts			Quick & Sweet	Zonal Folksong	Today's Appointment	Talks of Hearts With Friends
4.15		Folk Tune	For you		What Song Do You Like?		
4.30	Day service closed						
4.59							

Appendix-IV

Dear Ladies and Gentlemen !

This is the preparation about the Research Thesis on 'ROLE OF DVERTISEMENT ON CONSUMER BEHAVIOUR', as a part of the requirement for Masters of Business Studies (MBS) students of Tribhuvan University. I shall be grateful to have your opinion in this regard.

Thanking you,
Navin Pandey

Questionnaire

Name:

1. Gender : Male Female
2. Age : 15 Below 16-25 26-35
- 36-45 Above 45
3. Education: Uneducated Below SLC SLC
- Graduate Above Graduate

1. Do you generally watch the TV advertising?

- i. Yes ii. No

2. What is your reaction when advertising comes from TV?

- i. Turn towards other side
- ii. Try to know what it wants to say
- iii. Curious about advertisement
- iv. Just watch the advertising

3. What kind of advertisement do you prefer on TV generally?

- i. Musical ii. Good Wording iii. Simple
- iv. Entertaining v. All of Above

4. Do you buy the product because of.....

i. Advertisement induces me to buy

ii. Need it

iii. Both of them

5. Which media of advertisement do you prefer? Please rank according to your preference (1 for most preferred, 2 for second and so on....)

i. Newspapers ii. Magazines iii. Television

iv. Radio or Cinema vi. Poster

6. What product do you prefer to buy?

i. Frequently advertised ii. Not advertised

7. Does repetition of an advertisement attract your attention?

i. Yes ii. No

8. Do you think most of the advertisement has what you want?

i. Yes ii. No iii. Don't know

9. If an advertisement interests you what do you do?

i. I look for more information

ii. What I received is enough

10. Has an advertisement ever deceived you?

i. Yes ii. No

11. How do you categorize most of the TV advertisements as?

- i. Quite good
- ii. Attractive
- iii. Satisfactory
- iv. Boring

12. Do you feel inclined to buy a product when you hear an advertisement?

- i. Highly inclined
- ii. Inclined
- iii. Indifferent
- iv. Not so inclined

13. If there are same kinds of product in the market in terms of quality at the price, which one would you buy?

- i. Advertised
- ii. Not advertised

14. Does advertisement generate curiosity about the product?

- i. Yes
- ii. No

15. Does advertisement make consumer buy any product?

- i. Yes
- ii. No

16. Does advertisement help to recall brands or product name while buying?

- i. Yes
- ii. No
- iii. Can't say

17. Do you think that the price of advertised goods will be higher than the price of not advertised goods?

- i. Yes
- ii. No
- iii. Don't know

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