

CHAPTER - I

INTRODUCTION

1.1 Background of the Study

Competition in every business sector is increasing rapidly. As people became more conscious about the product or service they acquired from the surrounding market. Consumers get informed through different mode of media. Advertisement, sales promotion, and publicity, are some of them.

Promotion is any marketing effort whose function is to perform or persuades actual or potential consumers and users about the merits of the products or service for the purpose of introducing a consumer either to continue or to start purchasing the firm's product or service at given price. In other words promotion is the sales appeal. It is the art of telling and selling. It denotes communication message about the firms and its products to the target market. It consists of marketing communications that inform individuals, groups, organization about the firm's product and services and persuade them to use it. Promotion is the combination of advertising, sales promotion, personal selling, publicity and public relation.

Advertising is the most essential and widespread form of promotion. Simply, advertising denotes the means employed to draw attention to any object or purpose. In the marketing context, advertising can be defined as mass paid communication (presentation and promotion) of goods, services, or ideas by an identified sponsor. It is paid communication because the advertiser has to pay for the space or time in which his advertisement appears. Advertising usually provide information about the advertising firm, its products, quality, place of availability, etc. Popularity of firm's products is the basic aim of the advertising.

Sales promotion consists of short-term incentives to encourage purchase or sales of a product or service. Seller may use consumer promotion to increase short-term sales or to help build long-term market share.

Personal selling is a unique type of promotion presented on a personal basis. It is a process of informing customer and persuading them to purchase products through personal communication in an exchange situation. In personal selling, a firm's salespersons often referred to as salesmen or as to make an offer of sale, motivate them to positively respond to it and finally confirm the deal.

Publicity refers to building favorable image for the firm and its products primarily through coverage by the media in news and special-interest stories. A good publicity program requires regular contact with the mass media such as radio, television and newspapers. Some of common tools of publicity are press conference, speeches, news releases, features articles, publications, captioned photograph, etc.

Public relation is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest and plans executes a program of action to earn public understanding and acceptance. It also refers the management of communications and relationships to establish goodwill and mutual understanding legislator, government, shareholders, media, intermediaries, customers and general people. The public consists of legislator, government, shareholders, media, intermediaries, customers and general people. A firm should keep smooth publics for the success of marketing.

Promotional strategy is one of the major tools to introduce new product to hold current user, to load current user, to increase product usage, to trade consumer up,

to reinforce brand advertising, to react new user, for internal sales promotion policy to gain new distribution, to obtain trade support for consumer sales promotion program likewise there are lots of effect of promotional strategy.

However, promotional strategy provides valuable information to buyers about the product, its availability, prices, utilities and benefits. The information helps buyers to make a choice decision that favors the organization and its product. Due to, versatile activities of Promotional Strategy, I would like to show the effect of its in GSM Mobile service reference regarding to Spice Nepal Pvt. Ltd. (Mero Mobile) which commenced its operation since September 17, 2005 in the capital KTM and surrounding within Kathmandu valley using one of the most advanced GSM equipment of SIEMENS available in the international sector. It is the first private GSM mobile operator offering services like GPRS, MMS, and PRBT in Nepal. It is also one of the fast growing companies better known for its quality and innovative services.

1.2 Significance of the Study

The choice of this subject for research is due to the fact that, the Nepalese companies are using promotional strategy for their newly launched product as well as existing product but nobody has tried to do research and find out its effectiveness in Nepalese communication service. The researcher had chosen this topic, because this is virgin challenging area for research. As the focus of study is base on the effectiveness of promotional strategies with reference to Mero Mobile service. This study researched about the promotional technique, tools, policies, and different means of media which are used for distributing information.

1.3 Statement of the Problem

Nepalese information technology service system basically GSM mobile service till Sep 17 2005, was not competitive because there was monopoly market which was

run by Nepal Telecom. NT GSM prepaid and post paid was only the mobile service known by Nepalese people. But after September 17, 2005 when Spice Nepal Pvt. Ltd (Mero Mobile) launched its GSM mobile service both post paid and prepaid market became large and competitive. Mero mobile introduce lots of service like GPRS, PBRT, and MMS first time in Nepal. And gain popularity among people within short period of time with the help of promotional strategy.

Promotional strategy refers to communication process through which public get informed and respond towards the service (product). So, due to effective communication process large numbers of people attracted towards Mero Mobile service though having such a strong competitor Nepal Telecom and expand its service to all 14 zone of the country and now focus to expand all over the Nepal.

At present people are more conscious about the service (product) through communication process. Promotional strategy and tools plays a vital role to give effective impact about the service. So, I would like to show effect of promotional strategy with reference of Mero Mobile service.

In the view of the foregoing discussion the problem encompassed by the present study are stated as follow:

-) How the Mero Mobile penetrate into Nepalese market?
-) How promotional activities effect the general public towards its service?
-) What kinds of promotional strategy were used to drag the people from monopoly market of NT?

1.4 Objective of the Study

The study is based in promotional strategy and its effect to society people. Here, I would like to show the response towards the product with effect of promotional strategy. Even with limitation, the following are main objectives of the study.

1. To identify response of target audience of Mero Mobile.
2. To identify the brand awareness of Mero Mobile.
3. To identify the promotional tools adopted by Mero Mobile.

1.5 Limitation of the Study

This study is conducted for partial fulfillment of master's degree in business studies. Being a student, I prepare this thesis in rush of time and in lack of resources. Thus the study has certain limitations which are as follow:

1. This study is based on primary data and it would be supported by secondary data.
2. The study would be conducted on KTM Valley only.
3. The responses of the respondents are analyzed with percentile method and also graph chart of necessary places.

In spite of these limitations, lots of effort has been made to make this study more reliable and accurate.

1.6 Organization of the Study

This study has been sub divided into five chapters.

The first chapter deals about the introduction that includes Background, significance of study, statement of problem, objectives of the study, limitation of the study and organization of the study.

The second chapter deals with review of related literatures. The chapter includes introduction, meaning of promotional strategies and its elements like advertisement, sales promotion, and public relation, brand awareness, review of previous related research and research gap.

The third chapter deals about research methodology. The chapter includes introduction, research design, nature and sources of data, sampling, data collection procedure and data processing and data analysis technique.

The fourth chapter incorporates the main body of the study. This chapter deals about the presentation, tabulation, interpretation, analysis of data and major finding of the study.

Finally, the fifth and last section, we have presented summary, conclusion and recommendation. In addition, an extensive references and appendix are presented at the end.

CHAPTER - II

REVIEW OF LITRETURE

2.1 Introduction

Effective communication plays vital role in today's business. Market became more competitive and people are more conscious before buying any product or service. The competition in the market place forces a company to concentrate not only to its promotion, public relation, advertisement, but also at brand awareness.

Promotion elements consist of advertising sales promotion, personal selling, and public relation and some how it related with supporting brand awareness.

2.2 Meaning

Promotional strategy is persuasive communicating process. It is a highly visible component in the marketing mix. It tells the target customers about product, price, and place. A good producer an attractive price and on accessible distribution must be supported by an effective promotion to satisfy customer needs. It consist of advertising, sales promotion and public relation, and brand awareness.

Promotion disseminates information to target customers. The information is about the product (service), its price and viability. It helps to develop brand awareness and brand preference about the service. Information helps customers for making purchase choices.

At present there is no more monopoly market of mobile service. Competition became high except NT. Mero Mobile service and UTL is also exists in market. So, customers have many products to choose from. Organizations face intense competition in the market. Effective promotion persuades customers to make the purchase decision in favor of the promoted brand. Persuasive communicate stimulates product demand.

Customers generally have short-lived memory. They have limited capacity to remember brand names. There is intense competition for customer attention in the market. Promotion reminds customers about a brand and its potential to satisfy needs. It builds image of the organization.

It is said that advertising and publicity play the most important role in the awareness stage. Advertising is one of the nine ways to build brand awareness and brand preference.

One of the most effective strategies of promotion is advertising. Advertising “brings the consumer to the product”. In other words, advertising aims at creating a demand even before the consumer enters the shop, while consumer promotion will generally seek to make the product more interesting and attractive once the consumer sees it. So, advertising is essentially a method of influencing customer indirectly through public media, which has an indirectly impact to the promotion strategy.

An advertisement is a long-term strategy of creating brand awareness whereas promotional campaigns boost selling of a product. So, a combined effort of advertisement and sales promotion is made to make consumer aware of the products and to motivate to purchase the product.

There are many factor and elements of effective promotional strategy some of them are as follow:

a. Sales Promotion

A program of limited duration that encourages sales by attraction of the price, gift voucher or perceived product or service value.

b. Advertising

A message designed by the advertiser to persuade whoever receives it to accept an idea, buy a product or take some other action desired.

c. Public Relation

Public relation involves a variety of programs designed to promote and protect a company's image or its individual product.

d. Brand Awareness

Brand awareness refers to creating attention toward the product/service to build brand image and preference. Brands are more than just names & symbols. Brands represent consumer perceptions and feeling things that the product or service means to consumers. Brands provide protection from competition and control in planning the market mix.

2.3 Sales Promotion

"Sales promotion is sometimes described as the bridge between advertising and sales" (Frank Jefkin, 1984: 284).

Sales promotion consists of short-term incentives to encourage purchase or sales of a product or service. Whereas advertising and personal offer reasons to buy a product or service sales promotion offers reasons to buy now.

Sales promotion includes consumer promotion and trade promotion. Consumer promotion tools are those that a manufacturer may offer to the consumers. These may include advertising. According to Kenneth E. Runyon: "There are definitions which depict sales promotion in terms of what it is not. It is thus said that sales promotion is not advertising, although advertising may be used in its support. It is not product publicity although publicity is often a part of a sales promotion

programme. It is not sales activity although sales promotion is an indispensable tool of the sales force. And it is not packaging may have a major role in particular sales promotion programmes"(Kenneth E. Runyon, 1982:473).

The main objective of sales promotion is to encourage greater purchase volume, attract new customers, introduce new products, carry and push new items, support new product etc. in fact sales promotion works as a quick stimulator, which stimulates the consumer or the trader to buy the particular products. The tools of sales promotion vary from the consumer to consumer and product, so same nature of sales promotion couldn't be used in all the product, likewise same tools of sales promotion might not be effective to all the consumer and marketers.

Method of sales promotion differs according to the target audience. They can be directed at consumer promotion, trade promotion and sales force promotion.

The main consumer promotion tools include samples, coupons, cash refunds, price packs, premiums, and advertising specialties, point of purchase displays and demonstrations, and contests. The trade promotion method is also called intermediary promotion method. For increasing sale volume the channel members such as wholesalers, retailers, dealers etc. should be encouraged by performing different tools like free goods, allowance, price off/reduction, credit facilities. Sales force promotion includes tools like bonus and commission, trade shows and convention, sales contests and promotional kit.

2.4 Advertising

"Advertising is any paid form of non personnel presentation and promotion of ideas goods, or services by an identified sponsor" (Kotler Armstrong, 2004:494).

The main purpose of advertising is the promotion of ideas goods or services, or any combination of these, that are paid for by an identifiable sponsor. Advertising

is among the most visible, most expensive and most controversial of the elements and techniques of marketing communications.

‘Bruce Barton, the legendary advertising executive who helped develop the image of General Motors in the 1920s, said that ‘the role of advertising is to help corporations to find their soul. The medial philosopher, Marshal McLuhan, called it the art form of the 20th century. Advertising has attracted artists, intellectuals, movie directors, politician, poets, hard-headed businessmen.....and controversy (Charles Doyle, 2003:7).

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

John Philip Jones used data provided by Nielsen, a market firm, to study the effects of advertising. Jones found that 70% of the advertisement campaigns in his sample boosted sales immediately, but the effect was strong only in 30% of the cases. Only 46% of the campaigns appeared to result in along-term sales boost. Jones also asserts that increased sales can come from a single advertisement, that blitz campaigns suffer diminishing returns, and those Ads that do not generate extra sales on their first airing, should be pulled”(Phillip Kotler, 1995: 52).

The main objective of advertising is to inform, persuade, remind, reinforce, and image building and to face competition by the target audience through different media or channel like newspaper, magazines radio advertising, film advertising, television advertising, poster advertising, traveling display, bill board and hoarding board by transmission of advertising message.

2.5 Public Relation

Public relations is to building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling off unfavorable rumors stories and events.

Public relations can have a strong impact on public awareness at a much lower cost than advertisement can. The company does not pay for the space or time in the media. Rather, it pays for a staff to develop and to manage events.

Good public relations can be a powerful brand-building tool. In fact, two well-known marketing consultants have concluded that advertising doesn't build brands, PR does. Despite its potential strengths, public relation often describe as a marketing stepchild because of its limited and scattered use.

According to Philip Kotler "Public relations involve a variety of programs designed to promote and/or protect a company's image or its individual products" (Dr. Govind Ram Agrawal, 2007:305).

Step done by Mero Mobile with Target of Public Relation: (Secondary data source from Advertising Agency).

1. Extreme Rock Show at National Stadium.
2. 100% live concert in Tudikhel.

By distributing free pre-paid sim card with concert ticket, it was a step intended to give the public (the youth in particular) a taste of Mero Mobile's services, there by creating awareness and increasing the volume of subscribers.

2.6 Brand Awareness

Brands are more than just names and symbols. Brands represent consumer perceptions and feeling about a product and its performance- everything that the product or service means to consumers.

Brand awareness is a process of promoting particular brand with its entire service feature through the help of aggressive promotional tools. A full brand communication strategy and program is developed to build awareness of the brand attribute.

As one branding expert suggests, “ultimately, brands reside in the minds of consumers” (Philip Kotler, 2003:419). Thus the real value of a strong brand is its power to capture consumer preference and loyalty and continuously.

Major brand marketers often spend huge amounts on advertising to create brand awareness and to build preference and loyalty. For example General Motors spend nearly \$ 820 million annually to promote its Chevrolet brands. MC Donald’s spend more than \$ 660 million (Advertising Age, July, 2001:S2).

Advertising campaign can help to create name recognition, brand knowledge, and maybe even some brand preference. Today, customers come to know a brand through a wide range of contacts and touch point. These include advertising, but also personal interactions with company people, telephone interactions, company web pages, and many others.

Lots of effort had been done by the company to aware the consumer to accept brand at initial phase though help of promotional campaign. Some of endeavors are as follow:

Promoting Brand of Mero Mobile

Companies must carefully manage their brands. First, the brand's positioning is must (Secondary Data Source from Advertising Agency).

- **One Paisa Campaign**

This campaign was directly aimed at increasing sales and creating habitual Mero Mobile users.

- **Extreme Rock Show at National Stadium & 100% Live Concert in Tudikhel**

By distributing free pre-paid simcards with concert tickets, it was a step intended to give the public (the youth in particular) a taste of Mero Mobile's services, thereby creating awareness and increasing the volume of subscribers.

- **One Hour Talk Time Campaign**

This scheme which offers subscribers one hour free talk time per month is a brand building exercise that creates an image of Mero Mobile as being committed to providing optimum services to its customers .

Localizing the brand of Mero Mobile

Through festival ads like Holi Ad: The festival of Holi Linked with One Hour Free Talk Time Campaign.

Dashain Ad: An Ad that incorporates the various elements of Dashain was released in all the major local newspaper (Secondary Data Source from Advertising Agency) (Press ads are attached in Appendix).

All the above campaign were some how succeed to create awareness among the people which can ascertain by the increasing subscriber of Mero Mobile and now people take this service as a strong competitor of NT. Within in a short span of time people get alert about the service due to effective promotional impact.

2.7 History of Mobile Service in Nepal

In the history of telecommunication service Nepal Telecom, is first telecommunication provider of Nepal. Telecommunication department was established in B.S 2016. To modernize the telecommunications services and to expand the services, during third five-year plan (2023-2028), telecommunication department was converted into telecommunication Board in B.S 2026. After the enactment of Communications Corporation Act 2028, it was formally established as fully owned Government Corporation called Nepal Telecommunications Corporation in B.S 2032 for the purpose of providing telecommunications service to Nepalese people. After serving the nation for 29 years, Nepal Telecommunication Corporation was transformed into Nepal Doorsanchar Company limited from Baisakh 1, 2061. Nepal Doorsanchar Company limited is a company registered under the companies Act 2053. However the company is known to the general public by the brand Nepal Telecom as registered trademark.

Nepal telecom has launched its GSM mobile service on 1999 A.D. At the moment only post paid service was available. Later it's GSM prepaid service has launched from 2003 A.D. At that time NT run monopoly market.

Spice Nepal private ltd, popularly known under its brand name "Mero Mobile" is the first private GSM mobile operator in Nepal. Company was established in 2004 A.D and commercially launched on 17th September 2005. Starting from moment of commercial launch spice Nepal has extended its service in major areas of Nepal such as: Dhulikhel, Banepa, Nagarkot, (surrounding of Kathmandu valley) Bharatpur/Chitawan, Hetauda, Birgunj, Simara, Biratnagar, Itahari, Birtamod, Chandragadi, Kakarvita, Dharan, Duhabi, Rajbiraj, Lahan, Malangwa, Nijgadh, Dhakebar, Janakpur (eastern part of Nepal); Pokhara, Bardagath, Bhairawa, Nepalgunj,(western part of Nepal); Dhangadhi and it is one of the most fact growing company known for its better quality and innovative service.

Mero mobile is the first GSM Company in Nepal to introduce services like GPRS (general packet radio service), MMS (multimedia messaging service), and PRBT (personal ring back tone) to its users. Mero mobile technically well equipped and operates band frequency: 900 MHZ and 1800 MHZ thus catering to more customers in terms of capacity and coverage. It allows effective and higher capacity and data transfer for service like GPRS & EDGE.

Through effective promotional strategies public informed about service provided by Mero mobile and become popular in short period of time.

2.8 Review of Previous Related Research Work

I have presented some of my study related research with their objective and finding which had conducted by seniors and my friend some of them are as follow:

Shree Chandra Bhatta (1998) the title of the study is “Sales promotion and its effect on sales: A case study of Beer Market of Nepal.” The objective of the study was to find out which mode of sales promotion is more acceptable by the Nepalese consumers and which mode is more wisely used by the manufacturers as sales promotion tools, to find out the most suitable media to advertise about the sales promotion to evaluate the effectiveness of sales promotional activities in the sales of beers in Nepal and to predict the sales of coming year if every factors remain same. Thus, this study specially dealt with the most recent and widely used methods of promotion, sales promotion and its impact on product.

Kishor Raj Aryal (2002) is found in market share with title “The study of Market Share of Colgate in Comparison with other Brand.” The study tried to show that sales promotion, advertising, price and consumer behavior impact on sales of the product and how it effect on market share with having objective like, what is the position of market share of Colgate in the market? To identify the market share of

Colgate toothpaste in comparison with other existing brand, to find out the popular media of advertisement for toothpaste, which can easily attract the potential consumers on each brand of companies, to identify the competition of Colgate toothpaste the term of sales, to identify the purchase/buying behavior of Colgate toothpaste, and to observe the impact of pricing factor on Colgate toothpaste.

Dipankar Raj Bjracharya (2007) in his thesis “Advertising and sales promotion of Samsung Television in Nepal” the study is based on advertising and sales promotional activities of marketing mix. The objective of the study is to evaluate the effectiveness of advertising and sales promotion for attaining and retaining the market share of television business in Nepal, to analyze the important of sales promotion in building company’s reputation, to review the market status of Samsung television, and to examine the brand awareness of customer. Thus the study specially dealt with findings like advertising play vital role in sales of TV in this competitive market and trade promotion is more effective way to increase the sales of company.

Joyti Shrestha (2007) in thesis entitled “A study on advertising and its impact on the buying behavior of the consumer.” The study is based on advertising and its impact on the buying behavior of consumer. The objective of the study is to find out the relationship between consumers’ attitude towards advertising and buying decision, to understand the consumers’ credibility towards advertising and its effect on buying decision and to get insight about the factors affecting consumer decision process. Thus the study show the finding likes advertising is the first effective source of conveying information which affect the consumer while making buying decision.

So, these are some of the thesis submitted to T.U on related subject matter.

2.9 Research Gap

I have found so many previous research reports on marketing field with related subject matter. But the choice of this subject is due to the fact that, there is no previous research found on making studies on effectiveness of promotional strategy on mobile service sp: (Mero Mobile). The study tried to show that how various promotional tools help to create awareness and increase sale volume from initial phase of Mero Mobile to till now with having such a strong competitor Nepal Telecom. Research has attempted to prepare and present this report with full enthusiasm and all possible primary as well as secondary data source are collected analyzed and presented here in respective manner.

CHAPTER - III

RESEARCH METHODOLOGY

3.1 Introduction

“Research methodology is way to solve the problem systematically. It facilitates the research work and provides reliability and validity to it. Market research specifies the information required to address these issues; designs the method of collecting information; manage and implements and data collection process; analyze the result; and communicate the finding and implication” (Marketing News”, January, 1987:1).

3.2 Research Design

In planning and designing a specific research it is necessary to anticipate all the steps to be successful in collecting valid and reliable information. If it were broken down into very small parts or activities, the marketing research process would consist of a great number of steps. The research design under this study will be descriptive cum exploratory in nature.

On the other hand if we cluster the various steps according to major activities, we can view the marketing research process as consisting of the following steps:

1. Nature and source of data
2. Population and Sampling
3. Data collecting procedure
4. Data processing
5. Data analysis

3.3 Nature and Source of Data

According to the study there are two types of data, primary and secondary data. Primary data are those data collected from consumer and agent, subagent and customer care. Secondary data are those data collected from company Spice Nepal Pvt. Ltd, ad agency and collected from the published advertisement in general daily news paper, television, radio, hoarding board and through internet and websites.

3.4 Population and Sampling

Under this study population represent the total number of Mero Mobile user in KTM valley. Sample is the selection of certain no. of respondents out of population. For consumer survey the researcher took only 100 sample size on his research by randomly selected in order to get general information which is based on different cities of KTM valley and for trade survey only few no. of questionnaire were distributed among agent, subagent and customer care centre, the researcher took these areas and the sample size for consumer survey.

The researcher took these areas, sample size and the respondent's no. for consumer survey

Area o f KTM	Sample size	Respondents No.
New Road	10	10
Putalisadak	10	10
Baneshwore	10	10
Chabahil	10	10
Kalimati	10	10
Kupondole	10	10
Pulchowk	10	10
Jawalakhel	10	10
Lagankhel	10	10
Patan Dhoka	10	10
Total	100	100

(Source:-Primary Data)

The sample size and distribution for trade survey are as follow:

Outlets	No. of Outlets	No. of Respondents
Agent	2	2
Sub agent	10	10
Customer care	1	2
Total	13	14

(Source: -Primary Data)

3.5 Data Collection Procedure

A structure questionnaire was developed for the purpose of collecting data from the Mero Mobile user who are the real consumer. The questionnaire were distributed through personal contact and requested to the respondent to fill it and the researcher also filled the questionnaire by personal interview with agent, sub agent and customer care executives and receptionist.

The researcher collected the secondary data from company Spice Nepal Pvt. Ltd, Ad agency, and published advertisement in different media for example general daily news paper, television, radio, hoarding board and through internet and websites.

3.6 Data Processing

When the researcher collected the response for the entire questionnaire they have been computed coded and tabulated under different headings for the analysis purpose.

3.7 Data Analysis Techniques

Tables of data must be compiled percentage and average must be computed and comparison must be a set of information that coincided with the list of needed information established in the second step of the research process.

Finally the researcher tried to find out the effectiveness of promotional strategy of Mero Mobile in the society through filling the questionnaire supplied. Analysis has been made by percentile method. The research tried to find out all the objectives of research through this research.

CHAPTER - IV

DATA PRESENTATION AND ANALYSIS

4.1 Consumer Behavior

Consumer behavior is a process through which an identifiable group of consumers actually make buying decisions. Any study of consumer buying behavior must also include the forces that influence them in making their decisions in their final choice of a brand at a given time, place and price. In the quest of understanding why consumer behave as they do, what their mental processes are and what influences them.

The data has been collected and interpreted into two categories consumer survey and trade survey. Consumer survey refers to survey perform among real user of mobile service. And trade survey refers to survey perform among agent subagent and customer care centre.

First type of data are those from the survey conducted by person who live in different cities of KTM valley and the one-to-one interview through customer care executives, receptionists.

Second type of data is based on secondary data, which was taken from ad agency, published advertisement, and websites and managed by taking interview from the executives, officers and managers of the spice Nepal Pvt. Ltd.

Within the boundary of certain limitation among the large population, only 100 sample sizes has taken, researcher took as questionnaires from real consumer and perform trade survey through agent 2, subagent 10, customer care centre 1.

So, in this report for consumer survey the researcher has shown the demographic profile buying motive, buying decision, advertisement impact, brand loyalty, and market competition.

Trade survey is performing through only few no. of questionnaire which is distributed among agent, subagent and customer care centre. As trade survey is highly performed by secondary data the research has perform through taking interview from the executives, officers, manager of the spice Nepal Pvt. Ltd. The researcher has shown demographic profile, promotion mix impact and external environment impact.

4.1.1 Respondent Profile

Out of the 100 questionnaire all were distributed to the real consumers who are from KTM valley. The following table gives the details:

Table 4.1
Respondents Received
(In KTM valley)

Place	Questionnaire	Percentage
Kathmandu valley	100	100

(Source:-Primary Data)

Interpretation

Table 4.1 Out of questionnaire distributed, we have received 100% responses from target respondents.

Table 4.2
Age Group of Respondents
(In KTM valley)

Age group yrs	Respondents	Percent
Below 20	25	25
20-30	45	45
30-40	15	15
40-50	10	10

50+	5	5
Total	100	100

(Source:-Primary Data)

Interpretation

Table 4.2 shows the age group of respondents who were participated on research according to above table 25% of respondent below 20 yrs which indicate to college students, 45% of respondents are 20 to 30 yrs which is highest among all. Age group of 30 to 40 is 15%, age group of 40 to 50 is 10% and the respondents those who are above 50 are only 5% which is very lowest among all.

Conclusion

Maximum no. of respondents age group fall under 20 to 30 and minimum no. of respondents whose age group falls under above 50.

Table 4.3
Education level of Respondents
(In KTM valley)

Education	Respondents	Percent
Up to SLC	5	5
Certificate	10	10
Graduate	60	60
Master	25	25
Total	100	100

(Source:-Primary Data)

Interpretation

Table 4.3 shows the educational background of respondents. Respondents with educational level up to SLC level is 5%, similarly certificate level, graduate level and master level is 10%, 60%, and 25% each respectively. Here, the rate of respondents whose educational level is Graduate is higher among all and up to SLC level is lowest among all because survey is done in different college and office with age limit. As the research is about mobile service, so the school going person are not included. Most of the respondents are student plus jobholder with above 20 yrs age limit.

Conclusion

The number of respondents participated in survey with educational background of Graduate degree is higher among all and up to SLC level is lowest among all.

Table 4.4
Profession of Respondents
(In KTM valley)

Profession	Respondents	Percentage
Student	20	20
Housewives	5	5
Jobholder	34	34
Businessman	10	10
Others	21	21
Total	100	100

(Source: Primary Data)

Interpretation

Table 4.4 shows that the respondents belongs to student is 20%, housewives is 5% likewise jobholder is 35% which is the highest among all profession, respondents belongs to businessman is 10% and any other profession include student cum part time jobholder which is the second highest among all.

Conclusion

Maximum no. of participated respondent are jobholder, minimum no. of respondent are housewives

Table 4.5
Monthly Income of Respondents
(In KTM valley)

Income level	Respondents	Percent
3000-5000	20	20
5000-10000	55	55
10000-20000	20	20
20000+	5	5

Total	100	100
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(Source: Primary Data)

Interpretation

Table no. 5 shows the monthly incomes of the respondents. According to the table, the respondents whose monthly income lies between 5000-10000 is highest among all which is 55% and the income level more than 20000, is lowest level among all which is only 5%. Actually, nobody wants to tell their accurate income level due to several factors. As the participate respondents belongs to jobholder is high so, the level of average income is high.

Conclusion

According to this particular study the rate of income level which is earn by respondents lies between 5000-10000es more than the respondents whose earning is more than 20000. This research is on the basis of per month income.

Table 4.6
Family size of Respondents
(In KTM valley)

Family size	Respondents	Percent
3-1	5	5
3-5	50	50
5-8	30	30
8+	15	15
Total	100	100

(Source: Primary Data)

Interpretation

Table 4.6 shows the no. of member in family of the respondents. According to table 5% of the respondents have 1-3 members, 50% respondents have 3-5 members, 30% have 5-8 members and the 15% of respondents belongs to more than 8 members in their family.

Conclusion

Maximum no. of the respondents belongs from 3-5 members and the minimum respondents have a family size below 1-3 members.

4.1.2 Consumer Buying Motive

In this particular research, researcher wants to find out the respondents motivating factors while buying 'Mero Mobile' service. So, the researcher asked very simple questionnaire, what motivate you to buy 'Mero Mobile' service?

The following table present the response acquired:

Table 4.7
What motivate you to buy 'Mero Mobile' Service?
(In KTM valley)

Option	Respondents	Percent
Service feature	35	35
Service charge	10	10
Promotional activities	15	15
Others	40	40
Total	100	100

(Source: - Primary Data)

Interpretation

Table 4.7 wants to shows the different motivating factors of respondents. 35% of the respondents motivated through service, while 10% re motivate through charge, likewise 15% through promotional activities. As we know that every person are different in this world. Nobody have same perception, aspiration so, different person have different person have motivating factor according to their perception. So, here we can see that 40% respondents are motivated with others factors according to their inspiring factors.

Conclusion

Every person have different motivating factor according to their perception and aspiration. So, 40% of respondents have their own different motive.

4.1.3 Buying Decision

The researcher tried to show the response of respondents regarding buying decision through very simple and specific question such as, “what kind of things you consider while buying any service?” “What factors plays a vital role in Mobile service buying decision?”

“What influence you to decide to buy ‘Mero Mobile’ Service?”

Table 4.8

What kind of things consider while buying any Service?

(In KTM valley)

Factor consider	Respondents	Percent
Price	20	20
Brand name	25	25
Service	20	20
Facility	35	35
Total	100	100

(Source: - Primary Data)

Interpretation

Table 4.8 shows the things consider by respondents while buying any service. Regarding to the particular research 35% of respondents consider facility provided by service which is highest among all. Likewise respondents who consider price are 20% brand name is 25% which is second highest and those who consider service are 20%.

Conclusion

According to the research, respondents are more conscious about the buying decision. They give more emphasis on facility provided by service while buying.

Table 4.9
What factors plays a vital role in mobile buying decision?
(In KTM valley)

Factors	Respondents	Percent
Network coverage	40	40
Service charge	15	15
Service features	35	35
Others	10	10
Total	100	100

(Source: - Primary Data)

Interpretation

Table 4.9 shows that, out of total respondents 40% of respondents whose important factors in Mobile service buying decision belong to Network coverage which is highest among all. Likewise respondents whose important factor is Service charge is 15% and Service features is 15% and Others factor is 10% which is lowest among all.

Conclusion

Maximum respondents give emphasis to Network coverage and Service features because without them buying any Mobile service is useless. And others factors are less important to respondents according to above table.

Table 4.10

What influence you to decide to buy Mero Mobile Service?

(In KTM valley)

Influencing factors	Respondents	Percent
Network coverage	20	20
Hassle free	40	40
One hr talk time	25	25
MMS	5	5
Ramro tariff	10	10
Total	100	100

(Source: - Primary Data)

Interpretation

Above table shows the factors which influenced the respondents while buying Mero Mobile service. 20% of respondents influence to buy service due to Good Network Coverage. While 40% of respondents influenced by Hassle Free Service which is highest among all. 25% acquired by One Hr Talk Time, 5% by MMS, and 10% through Ramro Tariff, which is recently launched promotional tools.

Conclusion

Maximum No. of respondents are influenced by Hassle Free service because Nobody have much time to involved in same task for a long period. Minimum no. of respondents is influenced by MMS service.

4.1.4 Advertising Impact

A huge variety of media channels is used for the display of advertising, usually in the form of combination or mix. The most recent addition to these channels is interactive, involving a two-way exchange between the presentation of advertising and the target audience. Researcher tried to find out an advertisement impact on respondents which is deliberated by different media channel.

In this particular research, researcher tried to show the advertising impact towards the service. A question was asked what factors in advertising attracts you most?

Specific question like “Have you seen the ‘Mero Mobile’ advertisement?”

“Do you think advertising provides us with valuable information about product features?”

“Has regular advertising in different media been able to create positive response towards particular product?”

The following series of table presents those answers to these questions:

Table 4.11
What factors in advertising attract you most?
(In KTM valley)

Factors	Respondents	Percent
Presentation	25	25
Theme	25	25
Information	35	35
Artists	15	15
Total	100	100

(Source: - Primary Data)

Interpretation

According to above Table 4.11, 25% of the respondent most attracting factor in advertising is Presentation. Similarly, other 25% attracted by Theme, again 35% of respondents attracted by Information and 15% is attracted by artists. As we all know that advertisement is informative mass communication process through which valuable information can be attained so, the highest no. of respondents are attracted by information factor. Likewise, very low no. of respondents is attracted by artists.

Conclusion

Maximum no. of respondent is attracted by informative factor of advertisement well minimum no. of respondent attracted by artist.

Table 4.12
Have you seen the Mero Mobile advertisement?
(In KTM valley)

Option	Respondent	Percent
Yes	95	95
No	5	5
Total	100	100

(Source: -Primary Data)

Interpretation

Table No.4.12 indicates that 95% of the respondents have seen the advertisement in different media. Only 5% of respondent haven't seen the advertisement. This means 'Mero Mobile is very popular among the respondents.

Conclusion

Maximum no. of respondents had seen 'Mero Mobile' advertisement. Only the few respondents hadn't seen the advertisement. Respondents are really attracted by Mero Mobile promotion that' why they are aware about the service.

Figure 4.1
Respondent those who have seen Mero Moblie Ad

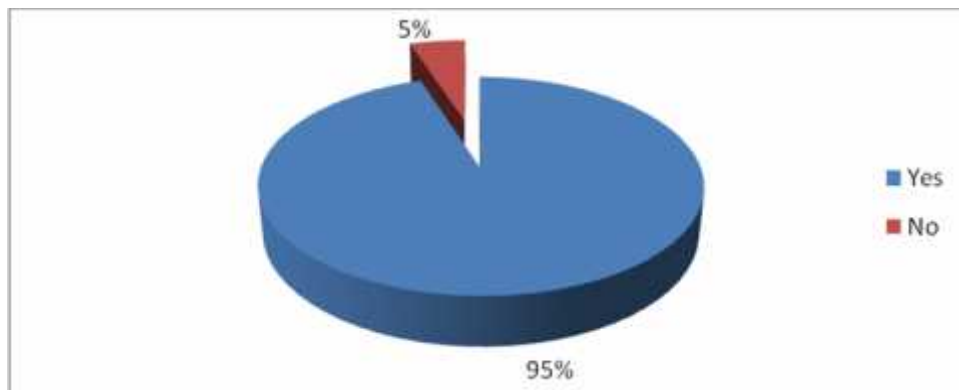


Fig 4.1 shows the data of above table 4.12 in pie chart from.

Table No. 4.13
If yes, can you name any of them?
(In KTM valley)

Advertisement	Respondents	Percent
One paisa	10	10
Concert	10	10
One hr talk time	20	20
PRBT	5	5
MMS	5	5
Ramro tariff	10	10
All above	40	40
Total	100	100

(Source: - Primary Data)

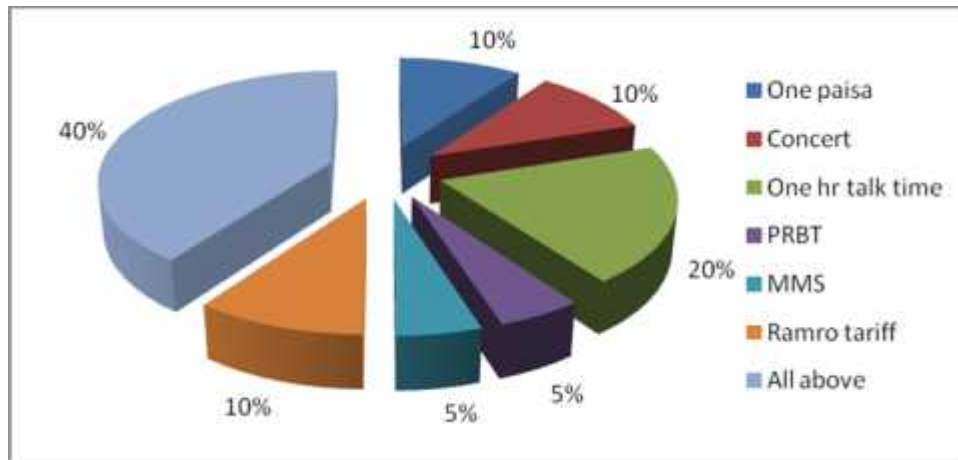
Interpretation

According to above table out of total respondents, 10% of respondents had noticed One paisa campaign, another 10% of respondents had noticed Concert, and 20% of respondent noticed One hr talk time which is second highest among all. PRBT and MMS campaign had noticed by 5% each respectively. The recently launched one of the successful campaign called ‘Ramro tariff’ had notice by 10%. As all above advertisement is popular and specific so 40% respondents had noticed all of the advertisement and which is highest among all option.

Conclusion

Maximum No. of respondents had noticed all of the advertisement of Mero Mobile. The respondent who had noticed PRBT and MMS is very low in comparison of others.

Figure 4.2
Ad Campaign noticed by respondents



The above fig shows the % of respective respondents those who had noticed ad campaign.

Table 4.14
Do you think advertisement provides us with valuable information about product features?

(In KTM valley)

Option	Respondents	Percent
Yes	75	75
No	25	25
Total	100	100

(Source: - Primary Data)

Interpretation

Table 4.14 shows that the respondent who thought advertisement provides valuable information about product features is 75% and the respondents who have opposite thought is 25%. Highest group of respondents believe that through promotional activity they get information about the product features which is available in market and help them to make buying decision. And small group of respondents have different feeling according to their behavior.

Conclusion

Maximum No. of respondents believe that advertisement provides valuable information. Only few respondents denied it.

Table 4.15

Has regular advertisement in different media been able to create positive response towards particular product?

(In KTM valley)

Option	Respondent	Percent
Yes	85	85
No	15	15
Total	100	100

(Source: -Primary Data)

Interpretation

Above table indicates that 85% of respondents believe that regular advertising in different media been able to create positive response towards the particular product while 15% of respondent doesn't believe in that regular advertising can provides positive response towards particular product.

Conclusion

Maximum No. of respondents agree regular advertising obviously provide positive response towards particular product.

4.1.5 Brand Awareness

The cost of winning new customers is much higher than retaining and cross selling to existing customers, so brand awareness and important economic factor in profitable brand development. So, the researcher tried to know about brand loyalty about the simple question like "How much confidence you have in your ability to judge brand?"

Table 4.16

What factors cause the brand awareness of Mero Mobile?

(In KTM valley)

Factors	Respondents	Percent
Promotional blend	70	70
Service feature	15	15
Service charge	10	10
Others	5	5
Total	100	100

(Source: -Primary Data)

Interpretation

According to the table 70% of respondents which is the highest no. of respondents those were aware about the particular brand through the help of promotional blend. 15% through service feature, likewise 10% through service charge, and 5% through other factors. Mero Mobile had launched various campaigns to promote brand in initial period to till date to create brand awareness which seems successful by obtaining the result of above table.

Conclusion

Promotional blend is succeeding to create brand awareness among maximum no. of respondents.

Table 4.17

For brand awareness which promotional tools is most effective?

(In KTM valley)

Promotional tools	Respondents	Percent
Advertising	45	45
Sales promotion	20	20
Public relation	30	30
Others	5	5
Total	100	100

(Source: - Primary Data)

Interpretation

According to above table, though having such strong competitors likes Nepal Telecom, Mero Mobile is success to aware respondents about new brand in GSM mobile service due to effective promotional tools. As a result 45% of respondents were aware by Advertising, 20% through Sales Promotion 30% from Public Relation and through other factors 5%.

Conclusion

Among all promotional alternative advertising is indispensable factor for brand awareness of Mero Mobile.

4.1.6 Market Competitors in the Feeling of Respondent

Nepalese Information Technology service system, especially GSM Mobile service till sep17, 2005 was not competitive because there was monopoly market which was run by NTC. But after September 17, 2005 when Spice Nepal Pvt. Ltd launched its GSM Mobile service both post paid and prepaid with brand name called 'Mero Mobile' market become competitive. So, through this research, researcher wants to show how the respondents feel about both services. So the research had asked very specific question regarding to the subject matter like, "Do you think 'Mero Mobile' is strong competitors of NTC?"

"If yes, what must be factor?"

Table 4.18
Do you think 'Mero Mobile' is strong competitors of NTC?
(In KTM valley)

Option	Respondents	Percent
Yes	75	75
No	25	25
Total	100	100

(Source: -Primary Data)

Interpretation

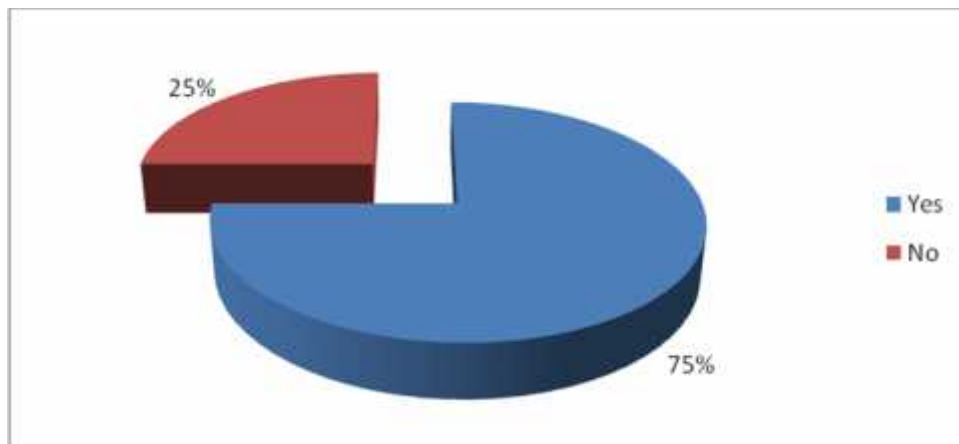
According to Table 4.18, 75% of respondents think that Mero Mobile is strong competitors of NT because within very short period of time Mero Mobile become popular among the respondent through promotional strategy. 25% of respondents still don't think that Mero Mobile is strong competitors of NT because they are loyal to their existing brand. But largest no. of respondents believes that Mero Mobile is strong competitors of NT.

Conclusion

Maximum no. of respondents think that Mero Mobile is strong competitors of NT and only Minimum participated respondents feels there is no competition among them.

Fig no 4.3

Market Competition in the feeling of Respondents



Above figure 4.3 shows the market competition in the feeling of respondents. 75% of respondents feel that NT and Mero Mobile as strong competitors and 25% have opposite feelings as the NT is government concern service provider and first service provider of nation.

Table 4.19
If yes, what must be the factors?
(In KTM valley)

Factors	Respondents	Percent
Easy To Get Sim Card	40	40
Widely Distributed	5	5
Cheap Cost	5	5
Least Network Problem	20	20
Improved GSM Technology	5	5
Heavy Promotional Campaign	25	25
Total	100	100

(Source: - Primary Data)

Interpretation

According to Table 4.19, 40% of respondents feel Easy to get sim card is the competitive factor of Mero Mobile. Likewise respondents those who feel widely distribution, cheap cost and Improved GSM technology as the most competitive factor of Mero Mobile are 5% each respectively. While 20% of respondents those who believe least network problem as the competitive factor of Mero Mobile. Last but not least 25% of respondent those who believe in Heavy promotion campaign as the most effective factor of Mero Mobile to compete with NT.

Conclusion

Maximum respondents feels Easy to get sim card is the competitive factor of Mero Mobile and minimum no. of respondent feels cheap cost, widely distribution, Improved GSM technology as the factor to get NT sim card one has to engage in very long procedure which is time consuming.

4.2 Trade Survey Report

4.2.1 Trade Survey Procedure

Total respondents: Agent 2

Sub agents: 10

Customer care centre: 1 (Baneshwor)

Methodology

One-to-one interview through customer care executives and receptionist.

Secondary data are managed by taking interview from the executives, officers and managers of the Spice Nepal Pvt. Ltd.

-) Brand Manager
-) Marketing Officer
-) Customer Care Executives

Mero Mobile: Brief Introduction

Mero Mobile is a GSM service Mobile and directly competitive to NT GSM. If we once looked the history of GSM service mobile, NT is the first service provider in Nepal that is owned by government. In 2005 sep 17th , the Spice Nepal company has launched the GSM service mobile named Mero Mobile by aggressive promotion strategies which we can easily understand through their present wide network and subscriber base. Now the brand covers around 54 urban cities (14 zones) with more than 1.7 million subscribers.

Secondary Data I have collected through the company Spice Nepal Pvt. Ltd.

Distribution channels:	
Customer care centre (company's)	Company's Agents
Krishna Towers (New Baneshwore)	Sila Trade International Pvt. Ltd.
Pulchowk	Ohm Solution Pvt. Ltd.
Pokhara	Digitel.com.np Pvt. Ltd.
	Satelite Nepal Pvt. Ltd.

There are more than 1300 sub-agents that are witnessing upward spiral day by day. Due to well conceptualized advertising and promotional blitz, Mero Mobile has emerged as an acknowledged player in the country's cellular mobile telephony market.

Demographic Data

- Total number of urban population 5 million
- Total Population of Nepal 26.5 million approx
- Total Youth population (Age 14 yrs – 24 yrs) 19.5%

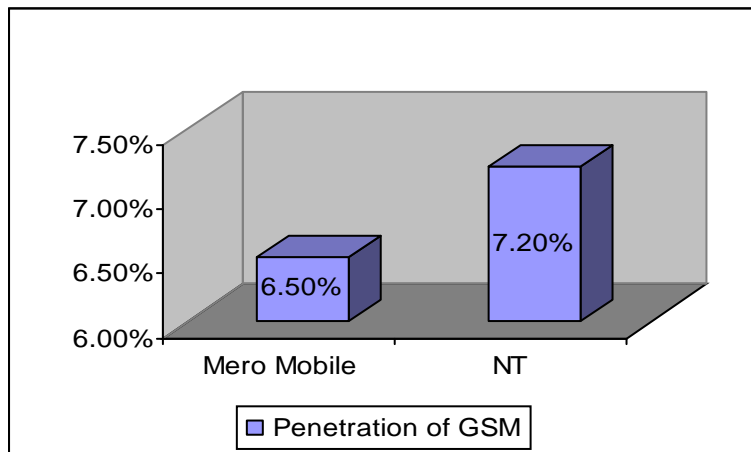
Official figure

- The number of NT mobile users- 1900000
- The number of Mero Mobile users-1710000
- The number of UTL users- 150000

Total Penetration of GSM service mobile in total population of Nepal:

Figure 4.4

Penetration of GSM



As per the given fig 7.2% of total population is using NT GSM service and 6.5 are banking on Mero Mobile users.

The above data shows that with in a very short period of time Mero Mobile has invigorated its foothold in the market.

Table 4.20

Various campaigns through which subscribers achieved by the company

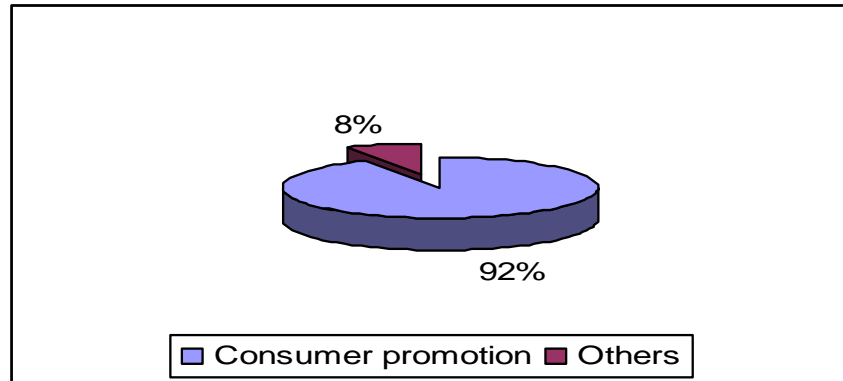
Campaign	No. of subscribers achieved
One paisa	150000
One hr talk time	400000
MMS (multi media messaging service)	30000
PRBT (Personalized ring back tone)	35000
Access	350000
Recharge card	15000
Ramro tariff	450000
Concerts	200000
Dashain and Tihar scheme	30000
Testimonials	50000

(Source: - Spice Nepal Pvt. Ltd.)

The above table attests to the fact that the expanding community of subscribers of Mero Mobile has much to do with the well orchestrated promotional campaigns. And, I can assuredly state that the most successful campaigns are One hr talk time and Ramro tariff. The total number of subscribers the Mero Mobile has achieved till date stands at 1710000. As such, I can say, as per the above table 1575000 no. of subscribers, are achieved from the consumer promotion and the rest are from other activities

Consumer Promotion Vs Other Activities

Figure 4.5
Consumer Promotion Vs Other Activities



So, the above fig shows that Mero Mobile subscribers are increasing at a healthy clip owing to the effective promotional strategies rather than other activities.

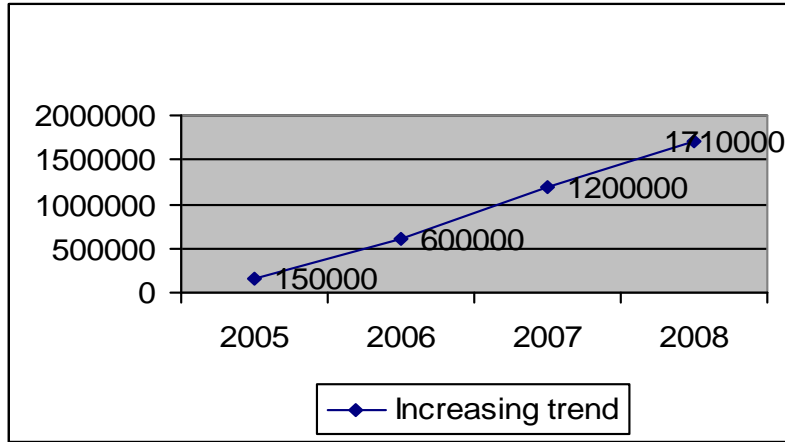
Trade Promotion

There is no any trade scheme provided by the Mero Mobile to any dealers. But they can get 2% to 5% commissions on different products.

This fact also implies that the strong brand image earned by the Mero Mobile can safely be ascribed to productive advertising gimmicks of the brand.

Increasing trend: Sales Data Sales Data.....2005/2006/20007/2008 (approx)

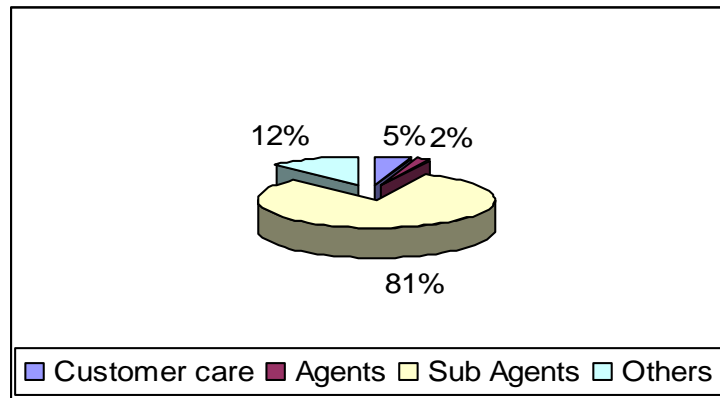
Figure 4.6
Increasing Trend



Sales of Mero Mobile are in increasing trend from its starting period to till now. The exponentially rising indicator of the sales volume of the brand also suggests that the advertising campaigns of the Mero Mobile were efficacious. Daily sales approx 2500 per day which is obtained through trade survey.

Selling various outlets

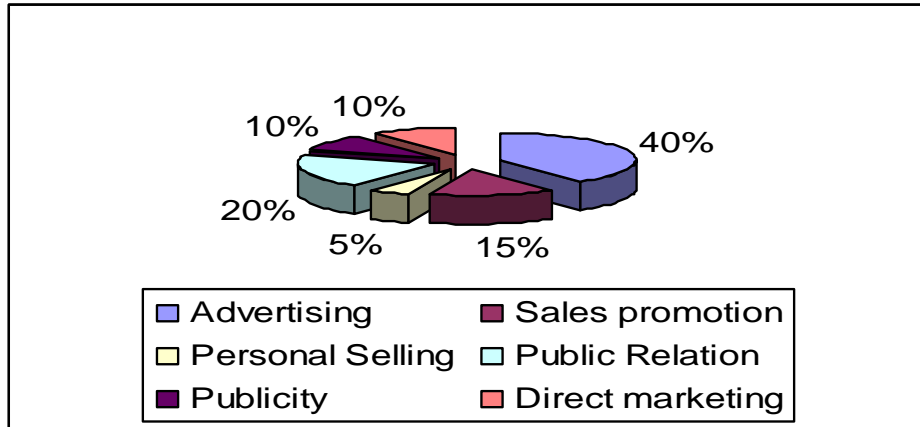
**Figure 4.7
Selling Figure of outlets**



Mero Mobile has two dedicated customer care centers located in Kathmandu and Lalitpur and has plans to open customer care center in different parts of the country where it has its network. There four agent and more than 1300 sub agent is available now.

Which of the promotional strategy do you think is effective?

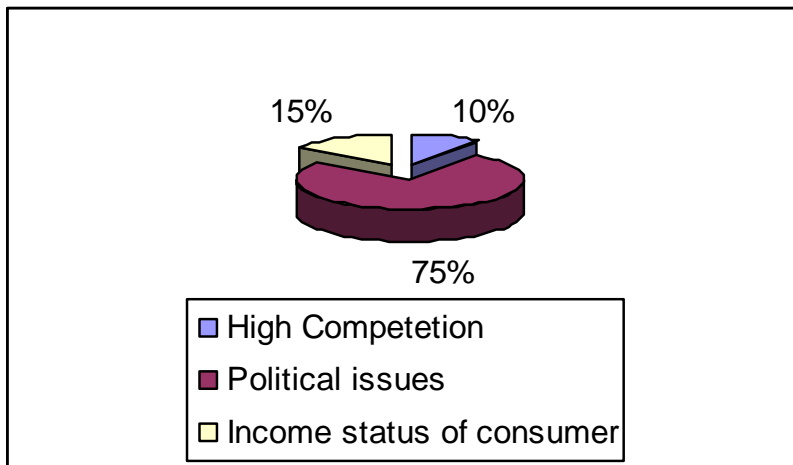
**Figure 4.8
Effective Promotion**



This graph also indicates the advertising should be the indispensable tool of the marketing protocol of the Mero Mobile.

What type of problem does your organization sense in ensuring effective business?

Figure 4.9
Problem Making Effective Business



Of course, the volatile political situation can be termed as the major obstacle for the smooth growth of any business venture. Such being the scenario, it appears clear that the role of customer- centric should be stronger in this regard.

4.3 Major Findings

4.3.1 Major finding of the study of Consumer Survey

Main objective of the study is to identify response of audience of Mero Mobile, identify the brand awareness of Mero Mobile and to identify the promotional tools adopted by Mero Mobile. The research is mainly focused on consumer point of view. So, the following findings are drawn from consumer survey.

1. The maximum respondent age fall under 20 to 30 while having consumer survey.
2. The no. of male participate were higher than female.
3. Most of the respondents were graduate and jobholder with having average income level.
4. While buying respondents always gives preference to service features and facilities more than price.
5. Respondents buying decision regarding to mobile service highly affected by Good Network Coverage & Service Features.
6. Respondents have positive response towards the advertising of Mero Mobile.
7. Most of the respondents have noticed all of the ad campaign, but One hr talk is highly appreciated among all of the ad campaign.
8. Among all promotional alternative advertising is most powerful tool to create brand awareness of Mero Mobile.
9. Mero Mobile is strong competitor of NT ascertain through consumer survey.
10. Respondents feels Mero Mobile compete with NT due to its Sales Promotion Trend, Network Problem, Easy to get Sim Card and Heavy Publicity.

4.3.2 Major finding of the study of Trade Survey

While performing trade survey questionnaire where conducted by Agent, Sub-agents and customer care centre. And secondary data are managed by taking interview from the executives, officers and managers of the Spice Nepal Pvt. Ltd.

On the basis of research analysis of trade survey those findings can be drawn:

1. Mero Mobile provided its service through customer care service, located in Kathmandu and Lalitpur, four agents and more than 1300 subagent are available.
2. According to research approx percentage of selling through various outlets: Customer Care 5%, Agent 2%, Sub-agent 80%, and others outlet 12%.
3. According to survey reports obtained from Mero Mobile office demographic data: Total population of Nepal is 265 million approx out of which 5 million is urban population and total youth population (Age 14yrs-24yrs) 19.5% out of which
No. of NT Mobile users-1900000
No. of Mero Mobile users- 1710000
Which indicate that within short period of time Mero Mobile have invigorated its Foot hold in the market.
4. Sales of Mero Mobile is increasing trend with daily sales of approx 2500 new subscriber per day
5. The most successful campaign is One hr talk time and Ramro tariff through which 400000 and 450000 new subscriber achieved respectively.
6. The most effective promotional strategies according to trade survey are advertising, then sales promotion and then public relation. Direct marketing and personal selling is not yet in practice.

CHAPTER - V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

A marketing research on “The Effectiveness of Promotional Strategy of Mobile service in society with sp reference of ‘Mero Mobile’ service” was conducted. Questionnaire were distributed in different cities of KTM valley for consumer survey and for trade survey questionnaire were distributed to agent, sub-agents, customer care centre and interview were taken from the executives, officers, and managers of the Spice Nepal Pvt. Ltd. The study is about effectiveness of Promotional strategy. So, the researcher had promotional based survey analysis the effect. After analysis data interpretation and conclusion has been made. The main target of this study is to find out effectiveness of promotional strategy of Mero Mobile service. So, to fulfill this target consumer and trade survey has performed with very specific questionnaire method and essential statistical tools were used wherever needed.

The research found that though having such tough competitor NTC, Mero Mobile service attracted consumer towards its service through Heavy Promotional tools. Now the brand covers around 54 urban cities (14 zones) with more than 1.7 million subscribers.

From initial phase 2005 to 2008 Mero Mobile achieved increasing no. of subscriber and gain popularity among people though improved GSM technology

Finally study shows that ‘Mero Mobile’ is popular among the respondents. One of most effective factor of Mero Mobile for being popular is most effective way of

communication process which directly increased the sales volume. But personal selling and direct market is not yet in used by the organization.

5.2 Conclusion

The study shows that promotional campaign of 'Mero Mobile' service directly impact to its sales volume. Through different campaign the service have grab no. of subscribers.

The study also tries to find out the most desirable feature of mobile service. Number of respondent used Mero Mobile service it has least network problem, and it provides lots of facility like free talk time, MMS and Ramro tariff. Nobody have enough time to involve in same problem for long time. So, Hassle free is also most effective service of Mero Mobile.

The sales promotion and advertisement is the most attractive strategy used by Mero Mobile service while performing promotional strategy. One hr talk time, Ramro tariff is the most successful campaign.

The total no. of subscribers which the Mero Mobile has achieved till date stands at 1710000. As such, I can say as per the above table 1575000 no. of subscribers are achieved from the consumer promotion and the rest are from other activities.

So, I can say that Mero Mobile subscribers are increasing at a healthy clip owing to the effective promotional strategies.

5.3 Recommendations

Due to well conceptualized advertising and promotional blitz, Mero Mobile has emerged as and acknowledged player in the country's cellular mobile telephony market. And the expanding community of subscribers of Mero Mobile has much to do with the well orchestrated promotional campaign.

On the basis of findings of the present study the following recommendations are advised for the company.

1. Promotional campaign is highly focused and popular among youth population. So, the upcoming campaign should be able to cover remaining population too.
2. Advertising is indispensable tool of the marketing protocol of the Mero Mobile. So, the upcoming advertisement should be more entertaining, attractive and effective which will be able to cater the need of brand information too.
3. Good Network coverage of Mero Mobile service is highly appreciated by people. So, the company should be able to maintain such quality though achieving large quantity of subscribers.
4. Out of total no. 92% of subscribers are achieved through promotional campaign and 8% through other activities. Due to that fact, company must be concerned on launching fascinating consumer promotional campaign ratio can be maintained.
5. One Hr Talk Time and Ramro Tariff are most popular campaign among many others so such types of campaign have to launch for further sales and popularity.
6. The present market is very competitive, still NT is leading service provider. So, Mero Mobile has to compete with same pace with providing best quality communication service to their subscribers.

From the acquired data of this study we can advise that company should continue effective campaign like One hr talk time and Ramro tariff which is really increase the subscribers.

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Website

www.ntc.net.np

www.spicenepal.com

APPEDIX - I

Questionnaire for Consumer Survey

Dear Respondents,

I am a student of MBS from Tribhuvan University and going to conduct a survey for partial fulfillment of Masters Level. So, I request you to take a few minute times, I assure you that all your response will be kept confidentially and will be use only for my study.

Demographic Factor

1. Age group
 - a. Below 20 years
 - b. 20-30 years
 - c. 30-40 yrs
 - d. 40-50 yrs
 - e. 50+ yrs

2. Sex
 - a. Male
 - b. Female

3. Address

4. Education
 - a. Upto SLC
 - b. Certificate
 - c. Graduate
 - d. Master

5. Profession
 - a. student
 - b. Housewives
 - c. Jobholder
 - d. Business man
 - e. Others

6. Income Level(Rs)
 - a. 3000-5000
 - b. 5000-10000
 - c. 10000-20000
 - d. 20000+

7. Size of family
 - a. 1-3
 - b. 3-5
 - c. 5-8
 - d. 8+

BUYING MOTIVE

8. What motivate you to buy 'Mero Mobile' service?
 - a. Service feature
 - b. Service charge
 - c. Promotional activities
 - d. Others

BUYING DECISION

9. What kind of things you consider while buying any service?

- a. Price
- b. Brand name
- c. Service
- d. Facility

10. What factors plays a vital role in Mobile service buying decisions?

- a. Network coverage
- b. Service charge
- c. Service features
- d. Others

11. What influence you to decide to buy Mero Mobile service?

- a. Network coverage
- b. Hassle free
- c. One hour talk time
- d. MMS
- e. Ramro tariff

ADVERTISING IMPACT

12. What factors in advertising attracts you most?

- a. Presentation
- b. Theme
- c. Information
- d. Artists

13. Have you seen the Mero Mobile advertisement?

- a. Yes
- b. No

14. If yes, can you name any of the Mero Mobile advertisement?

- a. One paisa
- b. Concert
- c. One hour talk time
- d. PRBT
- e. MMS
- f. Ramro tariff

15. Do you think advertisement provides us with valuable information about product features? (Please specify your answer)

- a. Yes
- b. No

16. Has regular advertisement in different media been able to create positive respond towards particular product?

- a. Yes
- b. No

BRAND AWARENESS

17. What factors cause the brand awareness of Mero Mobile?

- a. Promotional Blend
- b. Service features
- c. Service charge
- d. Others

18. For brand awareness which promotional tools is most effective?

- a. Advertising
- b. Sales promotion
- c. Public relation
- d. Others

COMPETITION

19. Do you think Mero Mobile is strong competitors of NTC?

- a. Yes
- b. No

20. If yes, what must be the factor?

- a. Easy to get sim card
- b. Widely distributed
- c. Heavy promotion
- d. Effective communication
- e. Customer care service
- f. Least network
- g. Cheap cost

APPENDIX - II

Questionnaire for Trade Survey

Dear Respondents,

I am student of MBS from Tribhuvan University and going to conduct a survey for partial fulfillment of Masters Level. So, I request you to take a few minute time, I assure you that all response and reliable data will kept confidential and will be used only for my study.

1. How do you rate your sales trend?

- a. Increasing
- b. Moderate
- c. Decreasing

2. How do you rate the effectiveness of promotional tools while launching new service?

- a. Highly satisfied
- b. Satisfied
- c. Moderate
- d. Highly dissatisfied
- e. Dissatisfied

3. Which of the promotional strategy do you think most effective?

- a. Advertising
- b. Sales promotion
- c. Personal selling
- d. Public relation
- e. Direct marketing

4. What type of problem does your organization see in making effective business?
 - a. High competition
 - b. Political issues
 - c. Income status of consumer

Attached with Short brief introduction of Mero Mobile, Research Methodology and how promotional strategy help while penetrating GSM service in the country?

APPENDIX - III

1) Agents Name and Sub Agents

Agents Name:

- a) Sila Trade International Pvt.ltd.
- b) Ohm Solution Pvt. Ltd.
- c) Digitek .com.np Pvt.Ltd.
- d) Satellite Nepal Pvt. Ltd.

Sub Agents: More than 1300 subagents are working with us and day by day its increasing.

2) Approx data of subscribers that have subscribed through various campaigns:

One paisa: 150000

One hr talk time: 400000

MMS: 30000

PRBT: 35000

Access: 3500000

Recharge card campaign: 15000

Ramro tariff: 450000

Concerts: 200000

Dashain and tihar scheme: 30000

Testimonial ad: 50000

3) Trade promotion

Schemes to agents: no any scheme, they work on commission basis

Margin of agents: 2% to 25% commission on different products.

4) Per day sales data: 2500 (approx)

5) Sales data.....2005/2006/2007/2008 approx

2005:150000

2006:600000

2007:1200000

2008:1710000

6) Approx percentage of selling through various outlets:

Customer care: 5%

Agent: 2%

Sub agents: 80%

Others outlet: 12%