

**A CASE STUDY ON THE EFFECTIVENESS OF
TELEVISION ADVERTISING IN KATHMANDU
VALLEY**

**(With Reference to Nepal Television, Kantipur Television
and Image Channel)**

By

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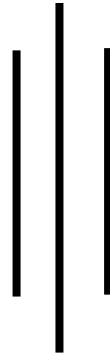
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DECLARATION

I hereby declare that the work reported in this thesis entitled **A CASE STUDY ON THE EFFECTIVENESS OF TELEVISION ADVERTISING IN KATHMANDU VALLEY** submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master in Business Studies(MBS) under the guidance and supervision of **Associate Professor Iswor Raj Lohani**, of Shanker Dev Campus, T.U.

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I apologise for any errors committed in this study.

.....

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ABBREVIATION

AT&T	:-	American Telephone and Telegraph
B.S	:-	Bikram Sambat
CNN	:-	Cable News Network
e.g.	:-	Example
etc	:-	Et cetera
i.e.	:-	That is
KTV	:-	Kantipur Television
MTV	:-	Music Television
No.	:-	Number
NTV	:-	Nepal Television
Rs.	:-	Rupees
T.U.	:-	Tribhuvan University
TV	:-	Television
UHF	:-	Ultra High Frequency
VHF	:-	Very High Frequency

CHAPTER I

INTROUDUCTION

1.1 Background of the study

1.1.1 History of Television

Television technology was actually first developed in the 19th century, before commercial radio was conceived of, when, in 1897, Ferdinand Braun invented the cathode ray tube. The first time the cathode ray tube was used to produce images was in 1907. The tube was an essential step in the invention of television, followed by Philo Farnsworth and Vladimir Zworykin's independent developments of the image dissector and iconoscope.¹

The first generation of television sets was not entirely electronic. The display (TV screen) had a small motor with a spinning disc and a neon lamp, which worked together to give a blurry reddish-orange picture about half the size of a business card. The period before 1935 is called the "Mechanical Television Era". This type of television is not compatible with today's fully-electronic television system.

On January 23, 1926, John Logie Baird (of Scotland) gave the world's first public demonstration of a mechanical television.²

Bell Telephone Labs and AT&T give a USA public mechanical television demonstration over both wire and radio circuits. Pictures and sound were sent by wire from Washington D.C., to New York City. A wireless demonstration also occurred 22 miles away, from Whippany, New Jersey, to New York City.

¹ John W. Harlman, AdAccess, Center for sales, advertising and marketing history, www.adaccess.com

² "Television History – the first 75 years", www.tvhistory.tv

The main part of the demonstration was a speech by Herbert Hoover, then secretary of commerce, which originated in Washington D.C. The 50 – line pictures, transmitted at 18 frames per second, were received on a 2" x 3" screen.³

Ultrahigh Frequency (UHF) channels were unveiled in 1952. 1962 was the first year that tuners for both UHF and the earlier Very High Frequency (VHF) stations were required by Congress, which allowed UHF stations to compete more effectively. Their position was furthered strengthened in the 1970s with the rise of interest in cable television.

Cable TV was developed very early on and began to be used in the 1950s as a way to expand the reach of network television in areas that had problems receiving broadcast signals, prompted by the desire of businesses to sell televisions in their area. In the 1960s cable stations began to import alternative broadcasts into new markets, fragmenting network reach, until the 1970s; cable TV saw phenomenal growth.⁴

Now, television has become an integral part of our lives. Television has revolutionized human lives. It has brought drastic changes whether in everyday life, in society, politics or even economic changes. Almost all vicinity of life has been transformed by television.

³ “Television History – the first 75 years”, www.tvhistory.tv

⁴ John W. Harlman, “AdAccess”, Center for sales, advertising and marketing history, www.adaccess.com

1.1.2 Television in Nepal

Nepal Television which was started as a project in January 1985 under the sixth development plan 1980-1985 was the first television station in Nepal in which a provision was made to undertake feasibility study of the establishment of the television in the country. Nepal Television is one of the youngest television stations in Asia. Despite doubts felt by many, it began its experimental transmission for Kathmandu valley in a very modest manner with VHS equipment and in the UHF band. In those days, there were only about 400 TV sets which were used basically for video purpose; some of these receivers were also used for receiving “Doordarshan” signals. When Nepal Television went on air with its 30 minutes transmission, the number of TV sets increased drastically. A 100 watt transmitter was then set up to cover Kathmandu valley during this experimental transmission. Regular transmission of two hours was commenced by the end of 1985. In February of 1986, it became a full fledged corporation under the Communication Act of His Majesty’s Government NTV has started its broadcasting via satellite from 20th Ashad 2058 (4th July 2001).⁵

Now, there are Several major television stations in Nepal providing quality programs to its viewers and several are in the process of operating new television stations. Others are providing individual channels through cable and the number of foreign channels transmitted through cable television has also increased drastically in the recent years. So, in the past few years and especially in the past decade, Nepal has witnessed the rise of television stations and channels especially in the urban areas of the country.

⁵ Nepal Television Web Site – www.nepaltelevision.com.np / Nepal Television Brochure.

1.1.3 General Background

Television has become an integral part of every human being in this world today. One cannot even imagine a life, especially in the urban areas like Kathmandu valley, without a television in this world. Now we can watch things that we thought did not even exist, can see things which we had not seen or can even visit places that we had never ever dreamt of. Now, the children can not only watch and entertain themselves but also can watch and learn from it.

Today television has become a very effective media and the best possible media for mass communication which is being extensively used for business purpose, such as to communicate to the mass through the advertisement. Television has a significant role to play in the field of business as media for advertising. It is observed that advertising in newspaper, radio, television is effective for promoting the products. But among them, advertisement transmitted through television is found to be most effective. It is due to the impact made by both audio and video and its wide coverage. The TV commercial is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events.

However, the effectiveness of the advertising depends upon many things but mostly it depends upon the popularity and coverage of the channel it is being transmitted through. Hence, it should of great concern to the advertisers that the channel through which their products are advertised has a wide coverage area and is popular among the viewers. This holds true for the Nepalese channels as well. Nepalese channels cannot afford to be indifferent to this fact as its main source of revenue comes from the transmission of the advertisements. In the present context of intense competition and invasion of Nepalese channels by private and foreign channels, the Nepalese channels have to face a lot of challenges and compete with more than 80 channels to maintain its viewership.

While the viewers have more choices, the Nepalese channels have more competition. Still, with the changing time and internal competition with a rise of new private channels, they have now started to change with the change in time. The transmission period and time have now been increased and various new and better programs are being transmitted regularly.

Thus, this study mainly focuses on the present situation of the two most popular channels within Kathmandu Valley through a viewer's survey conducted within the viewers of Kathmandu Valley. This survey primarily concentrates on the effectiveness of advertisement through the three channels i.e. Nepal Television, Kantipur Television and Image Television, which are the most popular channels within the Kathmandu Valley.

1.1.4 A Profile on Nepal Television (NTV)

Nepal Television (NTV) started as a project in January 1985, under the sixth development plan (1980-1985). Perhaps one of the youngest television stations in Asia, NTV was established with the Slogan "Communication for Development" with a broad mission statement "Produce and telecast programs on educational, religious and cultural conservation to promote nation unity, conserve heritage and promote national interest. It began its experimental transmission for Kathmandu valley in a very modest manner with VHS equipment and in the UHF band. With the decision to use television as a media of telecommunication, on 17th Magh 2041 B.S. "Nepal Television Pariyojana" was formed. Nepal television started its first successful transmission from 23rd Shrawan 2042 B.S. 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 (Indian TV program). In those days its audience was about 2000 people and a 100 watt transmitter was set to cover Kathmandu Valley during its experimental

transmission. Nepal television started broadcasting news and educational as well as entertainment programs regularly from 29th December 1985.

In February 1986, it became a full-fledged Corporation under the Communication Corporation Act 2028. Established as an electronic media, NTV is one of the most effective mass communication media of Nepal. Most of the people of the country live in remote areas and are illiterate, poor and away from modern communication. NTV is the only effective media to relay the message like Educational, Health, Agricultural, Sanitation, and Human rights etc. to those people.

NTV has started its broadcasting via satellite from 20th Ashad 2058(4th July 2001). At present NTV signal is up-linked from Sagarmatha Earth Station of Nepal Telecommunication Corporation (NTC). NTV is going to operate its second channel (Metro) soon, under Chinese grant.⁶

1.1.4.1 Objective of Nepal Television

With a slogan “Communication for Development” and a broad mission statement “Produce and telecast programs on educational, religious and cultural conservation to promote national unity, conserve heritage and promote national interest, the basic objective of NTV is to inform the Nepalese people with the development process of the world, entertain them with quality programs, inform and educate the general mass about Nepal and the world itself and to enhance the country’s socio-economic development.

⁶ Nepal Television Web Site – www.nepaltelevision.com.np / Nepal Television Brochure.

1.1.5 A Profile on Kantipur Television (KTV)

Kantipur Television (KTV) is the latest Corporate Diversification of Kantipur Media Group. It is planned as a largest private sector station in terms of investment among all the new stations being promoted in the country. Popularly known as KTV it is licensed to operate as a national level TV broadcaster in the terrestrial format. KTV was launched on 13th of the July 2003.

KTV is a non-exclusive channel with 40% news and current affairs while 60% general entertainment program mix. It is also an affiliate channel of CNN in Nepal. Currently KTV employs more than 300 TV professionals and is equipped with latest technology and updated production gadgetries.

The Television station with perfect blend of technology and trained and experienced Human Resources, successful in achieving few milestones in a short span of time.⁷

1.1.5.1 Objective of Kantipur Television

The basic objective of Kantipur Televisions is to provide the viewers of Kantipur Television quality programs, quality entertainment and inform and educate the general public about the current affairs happening within Nepal and around the world.

⁷ Kantipur Television Web Site – www.ekantipur.com / Kantipur Television Brochure

1.1.6 A Profile on Image Television

Image Television is the Corporate Diversification of Image Channel group. Image Channel TV knows very well the power of this amazing device. The programs produced on Image Television are constantly on their toes to make sure that the viewers never have a dull moment.

Everything on Image Channel TV is selected, planned and produced with only one aim in mind - the viewer. Image Channel TV promises to keep the viewers thoroughly engrossed with a repertoire of non-stop excitement. Image Television offer creative cartoons and comedy shows, tasteful tele-serials, foot-tapping music videos, the latest fashion happenings and sports galore. Then there are super hit movies to relax with and incisive talk show to stimulate the mind. Programs on travel and tourist, family, healthy living and today's vital environmental concerns will keep the viewers in touch with the latest. Image Channel TV is also equally devoted to Nepal's glorious cultural and natural heritage.

Image Channel TV aims to add to the enjoyments you are used go getting form watching the national network. Their programming has been designed to take the national network to even greater standards of excellence and heights of popularity.

A full two-thirds of their staff strength consist of top-of-the-line technical experts. The producers, caner operators, editors, and engineers are all specialists in their respective fields. The computer operators are wizards at creating dazzling graphics and sizzling video effects. The Image Channel team stands for technical and professional excellence, because they want that whatever they bring to the viewers is of the highest quality.⁸

⁸ Image Channel Web Site – www.imagechannels.com / Image Channel Brochure

1.1.6.1 Objective of Image Television

With a slogan “Our Brighter Image is Yours” the basic objective of Image Television is to provide the best in home entertainment to the viewers.

1.2 Statement of the Problem

The world market today is very competitive and a growing market with many producers producing the same product competing for a limited numbers or consumers. Even within Nepal, the market is complex, competitive and still growing.

While many producers are producing the same products and are distributing and selling them through the various marketing mix, the consumers are being showered down with many different forms of promotional activities, advertisements, direct and personal selling etc, creating a dilemma as to which product to buy. In these situations, advertisements through various mediums help influence the buying decision of the consumers. Both the producers and the consumers are facing the difficulty of selling and buying the product.

So, this survey is conducted among the viewers of Nepal Television, Kantipur Television and Image television within the Kathmandu Valley. This survey is focused on:

-) Whether the viewers of Nepal Television, Kantipur Television and Image Television watches the advertisements
-) Whether the viewers of Nepal Television, Kantipur Television and Image Television are influenced by the advertisements.
-) Whether TV is an effective medium for advertisements or not.
-) Whether Nepal Television, Kantipur Television and Image Television are an effective media for transmission of the advertisements.

1.3 Objectives of the Study

This study is focused on television advertising from Nepal Television, Kantipur Television and Image Television and its effect on the consumers buying decision within Kathmandu Valley. The primary objective of this study is to find out whether T.V. is an effective media for advertisement and whether Nepal, Kantipur and Image Television are effective media for transmission of the advertisement. Therefore, this research primarily focuses on:

-) To find out the effective medium of advertisements among Newspaper, Radio, Television and Others.
-) To find out the effects of advertisements transmitted through Nepal Television, Kantipur Television and Image Television.
-) To know how the groups of people within Kathmandu valley think about the advertisements transmitted from Nepal Television, Kantipur Television and Image.
-) To find out among the three television stations which is most effective for the transmission of the advertisement.

1.4 Importance of the Study

In this modern age of business no one can even think about the business without the advertisements. Advertising creates, aware and educates the mass about the product and the company. It also creates demand for the goods and makes possible for the introduction of mass production and consequent reduction of the cost of the article. Advertising is beneficial not only to the producers and retailers but also to the customers as well. Increase in demand of a product caused by advertising makes possible for the producers to install

recent and modern plants as for technological improvement, resulting not only in higher quality products but also reduction in the cost of the product Mass production needs mass selling and advertising makes this possible through the means of communication to the general public.

As this study focuses on television advertising, the significance of television advertising is generalized in this study. Television advertising may be expensive as compared to other advertising but its significance to the business, especially to large production business is to a great extent. It is the most convenient, effective and expeditious means of communicating to mass targeted customers.

1.5 Limitation of the Study

Although this study is important in different points of view, it has been conducted with certain limitations which are as follows:

-) This study has been conducted within a certain limit of time period with only selected research methodology.
-) In this study only sample of 100 respondents is taken which may not be sufficient for this study.
-) This study has focused on advertisements broadcasted through the three leading television stations only.
-) It is only conducted within Kathmandu Valley.
-) Because of the lack of research in this topic, secondary data is very limited.

CHAPTER II

REVIEW OF LITERATURE

A literature review is a body of text that aims to review the critical points of current knowledge and or methodological approaches on a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work.

Most often associated with academic-oriented literature, such as thesis, a literature review usually precedes a research proposal and results section. Its ultimate goal is to bring the reader up to date with current literature on a topic and forms the basis for another goal, such as future research that may be needed in the area.

A well-structured literature review is characterized by a logical flow of ideas; current and relevant references with consistent, appropriate referencing style; proper use of terminology; and an unbiased and comprehensive view of the previous research on the topic.

This chapter deals with the previous research works done on the topic on advertisement. This chapter provides some conceptual theory on advertisements. Review of the related topics from different sources about advertisement are collected from various articles, journals and even some previous research works done on this and some related topics on the advertisement.

2.1 Conceptual Review

The American Marketing Association defines marketing as “the process of planning and executing the conception, pricing, promotion and distribution of

ideas, goods and services to create exchange that satisfies the perceived needs, wants and objectives of the customer and the organization."⁹

Effective marketing is the process of finding, satisfying and retaining customers while the business meets its goals. Although all marketing focuses on the exchange and the customer, every business must tailor its marketing to fit its situation.

This definition focuses on the following aspects of marketing.

-) It recognizes marketing as a process. The process involves planning and implementing of the marketing activities, such as conception, pricing, promotion and distribution of products (ideas, goods and services).
-) These marketing activities are undertaken to create exchange treatment individual and organizational goals. The individual goals include satisfaction and utility from the product. The organizational goals include profit and long term survival of the organization.

The managerial definition of marketing has often been described as the “the art of selling” but in reality, marketing is not selling, selling is only the tip of the marketing iceberg.

According to Peter Drucher, a leading management theorist, “there will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous, the aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy all that should be needed then is to make the product or service available.”

⁹ Peter D. Bennett, Dictionary of Marketing Terms, AMA, Chicago, USA, 1995

According to Philip Kotler “Marketing is a societal process by which individuals and groups obtain what they need and want through creating offering and freely exchanging products and services of value with others.”¹⁰

It has been emphasized that marketing is one of the important economic activities like other important activities such as production and consumption. The question of marketing arises before the production of goods and services and ends after the satisfaction of the consumers want, but the real activities of marketing starts after the production. Marketing focuses on making the product available at her right place at the right time and at a price that is acceptable to customers and on informing customers in a way that helps them determine if the product is consistent with their needs.

Function of marketing deals with those business activities that move the goods and services in the market. To sell its product, every company should involve in the following activities.

- i. Marketing research
- ii. Product planning and developing
- iii. Pricing
- iv. Promoting
- v. Selecting the channels of distribution
- vi. Physical distribution

In addition to the above mentioned activities, marketing should also consider the internal and the external factors which affects the marketing process.

As in accordance with Peter Drucher, marketing is not selling but selling is just the part of marketing. And so, in this regard, our prime concern is advertising which is also a part of marketing which helps to sell a product. It is one of the

¹⁰ Philip Kotler, Marketing Management, The millennium Ed., Prentice Hall, New Delhi, 1999, p.9

most important elements within the marketing activities. Among the five basic elements of promotional activities within the marketing activities, advertising is one of the most important elements along with the other four elements i.e., personal selling, sales promotion, publicity and public relation.

Advertising is one of the most important promotional tools that companies set to direct persuasive communication to target buyers and public. It is one persuasive form of communicating with its target buyers. It is the most convenient, effective and expeditious means of communicating to mass targeted customers. So, we can even regard advertisement as "the words of the company" so as to communicate with its target customers.

2.1.1 History of Advertising

Advertising, a form of commercial mass communication designed to promote the sale of a product or service, or a message on behalf of an institution, organization, or candidate for political office. Evidence of advertising can be found in cultures that existed thousands of years ago, but advertising only became a major industry in the 20th century.

"Advertising has been around for a long time as people had tried to make money by attracting a wider public. This history of advertising takes us to a dim past many centuries ago. The most probable earliest form of advertising is through the word of mouth and we may assume that it began as soon as one man desired to barter with another. Historical documents and archaeological researches have confirmed the existence of advertising in the ancient times. Posters announcing an event were dated back to gladiatorial contests in Ancient Rome which were the earliest printed advertisements. Egyptians used papyrus to create sales messages and wall posters, while lost-and-found advertising on

papyrus was common in Greece and Rome."¹¹ "Wall or rock painting for commercial advertising is another manifestation of an ancient media advertising form, which is present to this day in many parts of Asia, Africa, and South America. For instance, the tradition of wall paintings can be traced back to Indian rock-art paintings that go back 4000 BC."¹²

The first advertisements, however, which fit our full definition of advertising (i.e., paid for, occupying space in a media form) appeared in newspapers in the seventeenth century. As printing developed in the 15th and 16th century, advertising expanded to include handbills. In the 17th century advertisements started to appear in weekly newspapers in England. These tended to be straightforward statements of fact, without any fancy typesetting or illustrations, and were often indistinguishable from the news stories around them.

In the eighteenth century after the Industrial Revolution manufacturers began to recognize the need for new ways to sale their products. As the market became more sophisticated and new and variations of consumer goods introduced in the market, a trend of advertisement slowly started to gather pace.

The 1960s saw advertising transform into a modern, more scientific approach in which creativity was allowed to shine, producing unexpected messages that made advertisements more tempting to consumers' eyes. The late 1980s and early 1990s saw the introduction of cable television, particularly MTV, Pioneering the concept of the music video. As cable (and later satellite) television became increasingly prevalent, specialty channels began to emerge, and eventually entire channels, such as Home Shopping Network and Shop TV, were devoted to advertising merchandise.

¹¹ Arther Judson Brewster, Herbert Hall Palmer and Toberts Ingradham "Introduction to Advertising" 6th Ed. New York: Mc Graw Hill, 1954, P. 4

¹² Bhatia Tej K, Advertising in Rural India: Language, Marketing Communication, and Consumerism, 2000. P. 65-68.

Advertising has become increasingly international more than ever before. Corporations are looking beyond their own country's borders for new customers. Faster modes of shipping, the growth of multinational corporations, rising personal income levels worldwide, and falling trade barriers have all encouraged commerce between countries. Because corporations are opening new markets and selling their products in many regions of the globe, they are also advertising their products in those regions.¹³

Today, at the dawn of the twenty first century, advertising continues to evolve with much more innovations as "guerrilla" promotions, which involve unusual approaches such as staged encounters in public places, giveaways of products such as cars and interactive advertising where the viewer can respond to become part of the advertising message. This reflects an increasing trend or interactive ads (as in noodles ads where consumers participate in the advertisement), such as via product placement, having consumers vote through text messages, and various innovations utilizing promotions.

2.1.2 History of Advertising in Nepal

It cannot be stated when advertisement was actually started in Nepal. However, an advertisement through the word of mouth was probably the earliest form of advertising. In the earlier days of the Malla kings as well as the Saha dynasty, the earliest form of communicating to the mass was through the beating of the drums or the tower bells in order to convey a message to the general public. However, in the modern days, after the introduction of media to the state of Nepal, the first advertisement was done to convey the king's message throughout the country. It is assumed that this set the trend to the first advertisements in Nepal. Although this was just for conveying message to the

¹³ "Advertising", Microsoft® Encarta®2006 encyclopedia©, Microsoft Corporation all rights reserved 1993-2006, www.encarta.msn.com

general public, it was not for business purpose. Actually, the trend of business advertisement began with the hawker business.

Here is a brief description on the advertisement stream in Nepal.

2.1.2.1 Print Advertisements

Advertisement which is done by the means of paper advertisement is known as printing advertisement. It includes advertisement through newspaper, magazines, and even books and journals. In real sense, print advertisement is regarded as the real advertisement.

Although in 1908 B.S., the then Prime Minister Janga Bahadur Rana had brought a press during his visit to England, which was called "Gidde Press", it was only used to print government bulletins, envelopes and tickets. "Nepal Manoranjan Press" of Tahiti was the first press which published advertisement in the history of advertisement in Nepal.

After the publication of "Gorkhapatra" on a weekly basis from 24th Baisakh 1958, an advertisement was published in its first edition by "Pashupati Printing Press" in the editorship of "Pandit Nardev Motikrishna Sharma". Different magazines in Nepali language started appearing from 1958 B.S. which published advertisement in the form of information, orders, notices etc. In 2014 B.S. under the chairmanship of "Judge Krishna Prashad Chapagain" the first press commission was formed. This commission submitted the press report to the government in 2015 B.S. in which 20 categorized advices were mentioned. One of the main advices of this report was: "All the advertisement of the government secretariats, divisions and offices should be given to the newspapers and magazines."

Nowadays, the Nepalese press media have grown into a big corporate business. As the business and market have grown, so has the press media. Various newspapers and magazines are being published and the flows of the advertisements have also grown.

2.1.2.2 Radio Advertisement

The history of radio transmission in Nepal dates back to 2002 B.S. The trial transmission of radio was made through the Electricity Office (the old powerhouse of Nepal Electricity Corporation). However, at the time, general public were not allowed to keep radio set except the Ranas. The authority of this radio transmission was to Mr. Kashiraj Pandey by the then Prime Minister Padma Samsher. But due to the criticism by other Ranas, this transmission was closed in two months. During this transmission period there were no records of transmission of any advertisement. From 2004 B.S. the general public were allowed to keep radio sets to listen to All India Raio transmission only. But in 17th Magh 2007 B.S. at the time of public revolution, Nepalese general people heard the Nepali language in the radio for the first time through "Prajatantra Nepal Raio". This "Prajatantra Nepal Radio" transmission was established by revolutionary forces in "Reghupati Jute Mill" of Biratnager. It can be assumed that this radio transmitted the advertisement in the form of noncommercial notices and announcements.

On 20th Chaitra 2007 B.S. "Nepal Radio" now changed into "Radio Nepal" started its transmission. Since then, transmission of commercial advertisement started in Nepal. But in the beginning Nepal Radio had not started advertisement services. During that time, advertisement service was provided by "Ratna Recording Corporation". This corporation used to deposit to Nepal Radio the accumulated sum of money from advertisement. Nowadays, Radio Nepal has its own advertisement services. Through this service, different advertisements are transmitted by Radio Nepal. In 2051 B.S. "F.M.

Kathmandu" was established under Radio Nepal. After the establishment of F.M Kathmandu, transmission of advertisement has flourished. This increasing trend of radio advertisement has affected the trend of advertisement in F.M. transmission.

Nowadays, various private F.M. stations are transmitting radio advertisements within Kathmandu valley and various parts of the country. The trend of radio advertisement has increased rather drastically in these recent years.

2.1.2.3 Television Advertisement

The first television station in Nepal, "Nepal Television" (NTV) started as a project in January 1985, under the sixth development plan (1980-1985). With the decision to use television as a media of telecommunication, on 17th Magh 2041 B.S. "Nepal Television Pariyojana" was formed. Nepal Television started its first successful transmission from 23rd Shrawan 2042 B.S. It may be assumed that from that day television advertisement also started in Nepal. The time period of trial transmission of Nepal Television was up to 14th Poush 2042 B.S. Nepal television started broadcasting news and education as well as entertainment programs regularly from 29th December 1985. In February 1986, it became a full-fledged Corporation under the Communication Corporation Act 2028. Established as an electronic media, NTV is one of the most effective mass communication media of Nepal. NTV has started its broadcasting via satellite from 20th Ashad 2058 (4th July 2001).

Today, there are several television stations in Nepal, one Nepal Television as a corporation and the others are run by the private sector including Kantipur Television and Image Channel.

2.1.2.4 Other Means of Advertisement

Other means of advertisement includes hording board, display boards, wall advertisements, posters, pamphlets and display on vehicles and also called mobile advertisements, various direct advertisements through visiting cards, invitation cards, brochures, pamphlets are also other forms of advertisement in the recent years. However, another form of advertisement through World Wide Web, internet is another prevailing form of advertisement.

Nepali market in recent years has seen the growth of advertisement. The trend of advertisement is growing and the Nepalese market is in the inception of the advertisement area. New and better ways of advertisements are growing day by day in the context of the Nepalese Market.

2.2 Review of Related Studies

Here are some of the research studies conducted on this topic of advertisement.

In 1996, K.P. Regmi conducted a study named. "Aren't Equally Good Advertisers?", a study on the relative communication effect of male and female featured advertisements." The study was based on primary data. A sample of 32 respondents considered half male and half of female. The study focused on effect of opposite sex on advertisement of not perhaps need to find women for making beautiful advertisements. He also found that, in any case, people like creative advertisements. This is a different type of study than other related studies in the field of advertisement.

Another study was conducted in 1997 in the field of advertising. The study named "The Role of Advertising in Brand Choice and Product Positioning with Special Reference to Soft Drinks and Instant Noodles" was conducted by

Rajendra Krishna Shrestha. His study contributes to the extent on the advertisement which helps in the brand choice of consumers in the case of low involvement goods. The objective of his study is as follows:

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

Another study conducted by Ram Bhakta Ghimire in 2000 in this field was "Advertisement through Television: Impact on Consumer Behavior". His study was mainly focused on the consumer behavior from NTV advertising. The main objective of his study was to analyze the impact of television advertising on consumer and other specific objectives are as follows:

- To identify the present situation of TV advertisement of NTV.
- To know what kind of advertisement they prefer.
- To know how the different group of people perceive the advertisement on television and their relation about advertising.

Another recent study also conducted on the topic of advertisement was by Ram Prasad Neupane titled "Television advertising and its effect on consumer behavior with special reference to Rupandehi District". This study mainly focused on the Television advertising and its effect on consumer behavior of Rupandehi district. The basic objectives of the study have been outlined as follows:

- To study the effect of Television advertising on customer purchase

behavior of Rupandehi district people.

- To know the effect of television advertising in Rupandehi District.
- To know how the different groups of people perceive the advertisement from television and their reactions about advertising.

Another study was conducted by Madan Prasad Phuyal recently in 2006 on the topic "Nepal Television Advertisement and its effectiveness on Consumer Behavior with special reference to Himalayan Snacks and Noodles Co. P. Ltd". His study was focused on NTV advertisement and its effectiveness on consumer's behavior with special reference to Himalayan Snacks and Noodles (P) Ltd in Kathmandu district. So, the basic objective of the study has been outlined as follows:

- To evaluate the effect of NTV advertisement on consumer purchase behavior of Kathmandu People.
- To examine the effect of NTV advertisement for post purchase decision.
- To examine how the different group of people perceives the advertisement broadcasted from NTV and their reactions.

2.3 Research Gap

In this study, I have taken new journals and articles from different journalists who are related to Television Advertising that helps to know about the effect of television advertising in Kathmandu valley. Further, the study has involved 3 different TV Channels such as NTV, KTV and Image Channel and data are different from those of previous in term of time and space. So, it has been believed that this study will be different and comprehensive as compared to previous study.

CHAPTER III

RESEARCH METHODOLOGY

Research is an attempt to know new things, facts, information etc, in a scientific manner. "Research methodology refers to various sequential steps adopted by a researcher in studying a problem with certain objectives in view."¹⁴ Research methodology is a way to systematically solve the researcher's problem. It facilitates the researchers work and provides reliability and validity. In other words, it is a systematic product of knowledge. This chapter deals with the research methodology by which the collected data are analyzed to get the results. In this regard, this chapter is carried out to diagnose the effectiveness of television advertising in Kathmandu valley that of Nepal, Kantipur and Image television.

To achieve the objective of this study, a brief research methodology has been depicted below:

- ✓ Research Design
- ✓ Sampling Decision
- ✓ Data Collection Procedure
- ✓ Data Processing
- ✓ Data Analysis
- ✓ Data Presentation Techniques
- ✓ Data Analysis and Interpretation Techniques

3.1 Research Design

This study is exploratory in nature. Research design can be taken as strategy for the research work rather than plan. It is the frame of plan on the basis of which

¹⁴ C.R. Kothari. Research Methodology and Introduction, 2nd edition, New Delhi, 1990.

a researcher performs his research work. "Research design is the plan, structure and strategy of investigations conceived as to obtain answers to research questions and to control variance."¹⁵ For the systematic presentation of the collected data, descriptive research design has been used in this study. This provides a comprehensive description on the related topics on various aspects of the available data.

3.2 Sampling Decision

Although all the viewers of NTV, KTV and Image Channel are the total population of the study, it is not possible to find out exactly the total number of the viewers of television. So, 100 respondents as a sample by random sampling method have been used for the purpose of finding out the general opinion of the public on the advertisements broadcasted through Nepal Television, Kantipur Television and Image Channel. Since the number of respondent are limited, this study had tried to be as diverse as possible in the formation of the sample, from the total population.

3.3 Data Collection Procedure

The required data and information have been collected from the primary as well as secondary data. For the collection of secondary data, various unpublished publications were studied and reviewed from different libraries, various books, magazines and articles from different publications were reviewed and various web sites regarding the topic were also consulted. For the collection of primary data, a set of structured questionnaire was developed for the purpose of collecting data from the respondents. The questionnaire contained multiple-choice questions. While some questionnaires were distributed personally, some were distributed with the help of friends and

¹⁵ Kerlinger extracted from Bhattarai Tika and Bhattarai Sajal. Research Methodology and General Concepts of Sociology, 2003, p. 28.

family members. The respondents were then requested to fill out the questionnaires. Some of these questionnaires were collected personally while some were distributed and collected with the help of friends and family members.

3.4 Data Processing

Data collected from this survey from various personnel's of different places within the Kathmandu valley have been classified, computed and tabulated in different headings for the analysis purpose. Once the data had been arranged sequentially, simple statistical tools were used for analysis. Further, the collected data were processed by using percentage method while some were presented in bar diagrams. The data and information have been interpreted as much as possible to attain the stated objectives of the study.

3.5 Data Analysis

The collected questionnaires have been categorized according to the area, age, gender and profession. Each category is divided into sub groups. These categories and sub groups are dimensions within which the responses are being analyzed as below.

According to the category of Age, respondents are further divided into four groups, which are as follows.

Category	Group1	Group2	Group3	Group4
Age	15-25	26-35	36-45	above 45
Respondents	34	40	16	10

In the gender category, respondents are further divided into two groups, which are as follows:

Category	Group1	Group2
Gender	Male	Female
Respondents	67	33

In the education category, respondents are further divided into six groups, which are as follows:

Category	Group1	Group2	Group3	Group4	Group5	Group6
Education	Und SLC	SLC	Intermediate	Graduate	P. Graduate	Others
Respondents	10	12	28	38	9	3

In the profession category, respondents are further divided into five groups, which are as follows:

Category	Group1	Group2	Group3	Group4	Group5
Profession	Business	Service Holders	Housewives	Students	Others
Respondents	9	35	11	38	7

3.6 Data Presentation Techniques

The analyzed data are presented in the form of tables categorized in different headings under the category of area, age, gender and profession. Simple listing method is used for the tabulation of the data. Different responses made by them are presented in percentage basis.

3.7 Data Analysis and Interpretation Techniques

The tabulated data are analyzed and interpreted in simple. The information's have been interpreted as much as possible to attain the stated objectives of the study. Actual information gathered from the data have simply been interpreted in language form and described thoroughly. The perceived information gathered data and the reasons of its outcome have also been described.

CHAPTER IV

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter incorporates data presentation and analysis. The data and information collected from the consumers are presented, analyzed and interpreted in this chapter for attaining the stated objectives of the study. The data which have been collected from the questionnaires are tabulated and analyzed according to the objective. Total of 100 questionnaires were filled by different professions, age group, gender and education background. The main objective of this study is to find out the views of different people within Kathmandu valley about the effectiveness of television. The responses of different in regards to different questions have been analyzed tabulated below.

Table 4.1 a

The Medium of Advertisement Which Persuades the Most (Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
..... Medium	No and %	No and %	No and %	No and %	
Newspaper/Magazines	3 (9)	5 (12)	3 (19)	1 (10)	12
Radio		3 (8)	3 (19)	1 (10)	7
Television	28 (82)	29 (72)	10 (62)	8 (80)	75
Other	3 (9)	3 (8)	-	-	6
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table, categorized under 15-25 age group, 9% selected newspaper/magazines, 0% Radio, 82% television and 9% other medium of advertisement (hoarding boards, posters, pamphlets etc).. Under 26-35 age group, 12% selected newspaper/magazines, 8% Radio, 72% television and 8% other medium of advertisement (hoarding boards, posters, pamphlets etc). Under 36-45 age group, 19% selected newspaper/magazines, 19% Radio and 62% television, likewise, under age group of above 45, 10% selected newspaper/magazines , 10% selected Radio and 80% selected television.

The above table clearly shows that a large percentage of respondents consider television as the most persuasive medium of advertisement. Under all the age group, it can be seen that the most persuasive medium of advertisement is television.

Table 4.1 b
The Medium of Advertisement Which Persuades the Most
(Gender Wise)

Gender	Male	Female	Total
..... Medium	No and %	No and %	
Newspaper/Magazines	8 (12)	4 (12)	12
Radio	4 (6)	3 (9)	7
Television	51 (76)	24 (73)	75
Others	4 (6)	2 (6)	6
Total	67	33	100

Source: Opinion Survey 2010

The above table, categorized under gender group shows that among 67 males, 12% selected newspaper/magazines, 6% radio, 76% television, and 6% as other

means of advertisement (hoarding boards, posters, pamphlets etc). Among the 33 female respondents, 12% selected newspaper/magazines, 9% radio, 73% television and 6% as other means of advertisement (hoarding boards, posters, pamphlets etc).

A similar percentage in the gender category considers television to be the most persuasive medium of advertisement. This shows that television advertisement has its effect on both male and female viewers.

Table 4.1 c

**The Medium of Advertisement Which Persuades the Most
(Education Wise)**

Education	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Other	Total
Medium	No and %	No and %	No and %	No and %	No and %	No and %	
Newspaper /Magazines	-	1(8)	4(14)	6(16)	1 (11)	-	12
Radio	1 (10)	1 (8)	2(7)	2 (5)	1(11)	-	7
Television	9 (90)	10 (84)	20 (72)	27 (71)	6 (67)	3 (100)	75
Others	-	-	2 (7)	3 (8)	1 (11)	-	6
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table, categorized under education shows that for under SLC level, 10% selected radio and 90% television. For SLC level, 8% selected newspaper/magazines, 8% selected radio and 84% selected television. Under intermediated group, 14% selected newspaper/magazines, 7% selected radio, 72% selected television and 7% as other medium of advertisement (hoarding

boards, posters, pamphlets etc). Under graduate level, 16% selected newspaper/magazines, 5% radio, 71% television, and 8% as other (hoarding boards, posters, pamphlets etc). Under post graduate level, 11% selected newspaper/magazines, 11% selected radio, 67% television, and 11% others (hoarding boards, posters, pamphlets etc). For the others level, 100% selected television as the most persuasive medium of advertisement.

As in the education category, most considered television as the most persuasive medium of advertisement. The highest percentage was the other level of education who considered television as the most persuasive medium of advertisement.

Table 4.1 d
The Medium of Advertisement Which Persuades the Most
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Others	Total
Medium	No and %	No and %	No and %	No and %	No and %	
Newspaper/ Magazines	3 (8)	1 (9)	7 (20)	1 (11)	-	12
Radio	-	2 (18)	3 (8)	1 (11)	1 (14)	7
Television	31 (82)	8 (73)	23 (66)	7 (78)	6 (86)	75
Others	4 (10)	-	2 (6)	-	-	6
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table, categorized under occupation shows that for students group, 8% of the respondents selected newspaper/magazine, 82% selected television, and remaining 10% selected others(hoarding boards, posters, pamphlets etc).

Under housewife, 9% of the respondents selected newspaper/magazine, 18% selected radio, 73% television. Under Service Holders group, 20% selected newspaper/magazine, 8% radio, 66% television and remaining 6% selected others(hoarding boards, posters, pamphlets etc). Under Businessman, 11% selected newspaper/magazines, 8% radio, and 78% selected television. Under others group, 14% selected radio while the rest 86% selected television as the most persuasive medium of advertisement.

As for the category under occupation, the highest percentage was the others(farmers, retired personnel's etc) who considered television as the most persuasive medium of advertisement while the lowest was of the service holders .

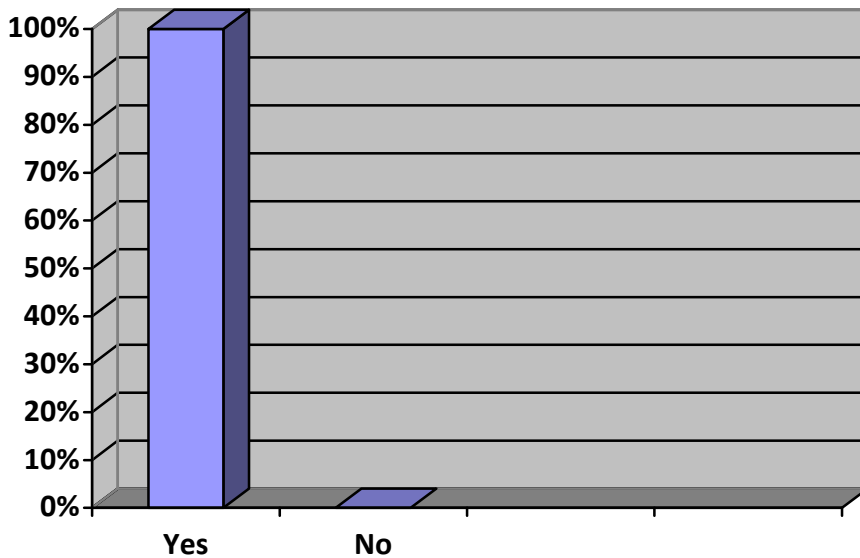
Out of the 100 total respondents, 12 selected Newspaper/Magazines, 7 selected Radio, 75 selected Television while the remaining 6 selected Others s the most persuasive medium of advertisement. This clearly indicates television to the most persuasive medium of advertisement. It has its effect on the entire category under age, gender, education and occupation. Hence, we can consider television to be a persuasive medium of advertisement.

4.2 Watch Television

Of the total 100 respondents, 100% i.e. all 100 of them watch television.

This indicates the most of the respondents did watch television and television advertisement. This certainly indicates the popularity of television and television advertisement among the respondents.

Graph 4.2 (watch a Television)



Source: Opinion Survey 2010

This graph indicates the popularity of television and its viewers among the general public. Television now as we can say is an integral part of our everyday live and the popularity of television and television advertisements is growing day by day. This certainly indicates that most of the public do watch television.

Table 4.3 provides with an overview of time of watching television by age, gender, education and occupation.

Table 4.3 a
TV Watching Time
(Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
..... Time	No and %	No and %	No and %	No and %	
5-8 am	1 (3)	-	-	-	1
8-12 pm	2 (6)	3 (8)	1 (6)	1 (10)	7
12-3 pm	1 (3)	1 (2)	1 (6)	1 (10)	4
3-6 pm	3 (9)	3 (8)	2 (13)	1 (10)	9
6-9 pm	21 (61)	21 (52)	7 (44)	7 (70)	56
9-12 am	6 (18)	12 (30)	5 (31)	-	23
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table, categorized under the age group shows that under the 15-25 age group, 3% watch television during 5-8 am in the morning, 6% during 8-12 pm, 3% during 12-3 pm, 9% during 3-6 pm, 61% during 6-9 pm and 18% during 9-12 am. Under the 26-35 age group, 8% watch television during 8-12 pm, 2% during 12-3 pm, 8% during 3-6 pm, 52% during 6-9 pm and 30% during 9-12 am. Under the 36-45 age group, 6% watch the television during 8-12 pm, 6% during 12-3 pm, 13% during 3-6 pm, 44% during 6-9 pm and 31% during 9-12 am. Under the above 45 age group, 10% watch television during 8-12 pm, 10% during 12-3 pm, 10% during 3-6 pm, 70% during 6-9 pm.

The above table shows that under all the age group, most watch television during the evening hours during 6-9 pm and then from 9-12 am in the night. These are the actual free time when the family members usually gather around and watch television. This is usually regarded as the prime and super prime hours of television advertisement when the viewers are the largest so the advertisements should also be telecasted in these hours more as compared to other hours.

Table 4.3 b
TV Watching Time
(Gender Wise)

Gender Time	Male	Female	Total
	No and %	No and %	
5-8 am	1 (1.5)	-	1
8-12 pm	4 (6)	3 (9)	7
12-3 pm	1 (1.5)	3 (9)	4
3-6 pm	4 (6)	5 (15)	9
6-9 pm	40 (60)	16 (49)	56
9-12 am	17 (25)	6 (18)	23
Total	67	33	100

Source: Opinion Survey 2010

The above table, categorized under gender group shows that among 67 males, 1.5% watch television during 5-8 am, 6% during 8-12 pm, 1.5% watch television during 12-3 pm, 6% watch television during 3-6 pm, 60% during 6-9 pm and 25% during 9-12 am. Among 37 female, 9% watch television during 8-

12 pm, 9% watch television during 12-3 pm, 15% watch television during 3-6 pm, 49% during 6-9 pm and 18% during 9-12 am.

From this table, we can verify that both male and female respondents watch television most during 6-9 pm and then 9-12 am. No women respondents watch television during 5-8am.

Table 4.3 c
TV Watching Time
(Education Wise)

Education	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Others	Total
Time	No and %	No and %	No and %	No and %	No and %	No and %	
5-8 am	-	-	1 (3.5)	-	-	-	1
8-12 pm	1 (10)	1 (8)	1 (3.5)	2 (5)	1 (11)	1 (33)	7
12-3 pm	-	2 (17)	2 (7)	-	-	-	4
3-6 pm	4 (40)	-	3 (11)	1 (3)	-	1 (33)	9
6-9 pm	5 (50)	6 (50)	16 (57)	25 (66)	4 (44.5)	-	56
9-12 am	-	3 (25)	5 (18)	10 (26)	4 (44.5)	1 (33)	23
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table, categorized under education shows that for under SLC education level, 10% watch television during 8-12 pm, 40% during 3-6 pm and 50% during 6-9 pm. For SLC level, 8% watch television during 8-12 pm, 17% during 12-3 pm, 50% during 6-9 pm and 25% during 9-12 am. For intermediate level, 3.5% watch television during 5-8 am, 3.5% watch television during 8-12 pm, 7% watch television during 12-3 pm, 11% watch television during 3-6 pm,

57% during 6-9 pm and 18% during 9-12 am. For graduate level, 5% during 8-12 pm, 3% during 3-6 pm, 66% during 6-9 pm and 26% during 9-12 am. For post graduate level, 11% watch television during 8-12 pm, 44.5% watch television during 6-9 pm and 44.5% during 9-12 am. For others, 33% watch television during 8-12 pm, 3% during 3-6 pm and again 33% during 6-9 pm.

We can see in this table that most respondents among this education category do watch television during the evening hours from 6-9 pm and 9-12 am than as compared to other hours.

Table 4.3 d
TV Watching Time
(Occupation Wise)

Occupation Time	Student	Housewife	Service	Businessman	Others	Total
	No and %	No and %	No and %	No and %	No and %	
5-8 am	1 (3)	-	-	-	-	1
8-12 pm	2 (5)	2 (18)	2 (6)	1 (11)	-	7
12-3 pm	2 (5)	2 (18)	-	-	-	4
3-6 pm	4 (10)	4 (37)	-	-	1 (14)	9
6-9 pm	23 (61)	-	25 (71)	4 (44.5)	4 (57)	56
9-12 am	6 (16)	3 (27)	8 (23)	4 (44.5)	2 (29)	23
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table, categorized under occupations shows that under students group, 3% watch television during 5-8 am in the morning, 5% during 8-12 pm, 5% during 12-3 pm, 10% during 3-6 pm, 61% during 6-9 pm and 16% during 9-12 am. Under Housewife group, 18% watch television during 8-12 pm, 18% watch television during 12-3 pm, 37% during 3-6 pm and 27% during 9-12 am.

Under Service Holder group, 6% watch television during 8-12 pm, 71% watch television during 6-9 pm and 23% during 9-12 am. Under Businessman group, 11% watch television during 8-12 pm, 44.5% watch television during 6-9 pm and 44.5% during 9-12 am. Under Others group, 14% watch television during 3-6 pm, 57% during 6-9 pm and 29% during 9-12 am.

As for the category under occupation, most housewives watch television during the afternoon hours during 3-6 pm. The other occupation groups watch television during the evening hours and during the night hours.

Out of the 100 total respondents, 1 watch in morning 5-8 am, 7 watch during 8-12 pm, 4 during the noon 12-3 pm, 9 in 3-6 pm, 56 during 6-9 pm in the evening and the remaining 23 during 9-12 am. While most respondents watch television during the evening hours from 6-9 pm and during the night from 9-12 am, the advertisements should also be telecasted in these hours when the viewers are more.

Table 4.4 provides with an overview of hours of watching television by age, gender, education and occupation.

Table 4.4 a
TV Watching Hours
(Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
.....	No and %	No and %	No and %	No and %	
Hours					
1- 2 hrs	8 (23.5)	7 (17.5)	2 (12.5)	3 (30)	20
2-4 hrs	17 (50)	20 (50)	6 (37.5)	1 (10)	44

4-6 hrs	8 (23.5)	12 (30)	6 (37.5)	5 (50)	31
6 hrs above	1 (3)	1 (2.5)	2 (12.5)	1 (10)	5
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table, categorized under the age group shows that under the 15-25 age group, 23.5% watch television 1-2 hrs a day, 50% watch 2-4 hrs, 23.5% watch 4-6 hrs a day and 3% watch above 6hrs a day. Under the 26-35 age group, 17.5% watch television 1-2 hrs a day, 50% watch 2-4 hrs, 30% watch 4-6 hrs a day and 2.5% watch 6 hrs and more. Under the 36-45 age group, 12.5% watch television 1-2 hrs a day, 37.5% watch 2-4 hrs, 37.5% watch 4-6 hrs a day and 12.5% watch above 6hrs a day.. Under the above 45 age group, 30% watch television 1-2 hrs a day, 10% watch 2-4 hrs a day, 50% watch television 4-6 hrs a day and 10% watch above 6hrs a day.

The above table clearly shows that a large percentage of respondents watch television 2-4 hours a day. It can also be seen that younger generation viewers watch television more than the older generation.

Table 4.4 b
TV Watching Hours
(Gender Wise)

Gender	Male	Female	Total
..... Hours	No and %	No and %	
1- 2 hrs	15 (22)	5 (15)	20
2-4 hrs	35 (52)	9 (27)	44
4-6 hrs	16 (24)	15 (46)	31

6 hrs above	1 (2)	4 (12)	5
Total	67	33	100

Source: Opinion Survey 2010

The above table, categorized under gender group shows that among 67 males, 22% watch television for 1-2 hrs a day, 52% for 2-4 hrs, 24% for 4-6 hrs and 2% for 6 hrs and more. Among 37 females, 15% watch television for 1-2 hrs a day, 27% for 2-4 hrs, 46% for 4-6 hrs and 12% for 6 hrs and more.

In this category, the percentage of male respondents watching television is higher in 2-4 hrs and female respondents watching television is higher in 4-6 hrs. The males seem to watch more television hours than the females.

Table 4.4 c
TV Watching Hours
(Education Wise)

Education Hours	Under SLC No and %	SLC No and %	Intermediate No and %	Graduate No and %	Post Graduate No and %	Others No and %	Total
1- 2 hrs	2 (20)	4 (33)	2 (7)	9 (24)	3 (33)	-	20
2-4 hrs	5 (50)	6 (50)	12 (43)	18 (47)	2 (22)	1 (33)	44
4-6 hrs	2 (20)	2 (17)	14 (50)	8 (21)	4 (45)	1 (33)	31
6 hrs above	1 (10)	-	-	3 (8)	-	1 (33)	5
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table, categorized under education group shows that for the under SLC level, 20% watch television for 1-2 hrs a day, 50% watch 2-4 hrs, 20% watch 4-6 hrs a day and 10% watch above 6 hrs a day. For SLC level, 33% watch television 1-2 hrs a day, 50% watch 2-4 hrs, 17% watch 4-6 hrs a day. For intermediate level, 7% watch television for 1-2 hrs a day, 43% watch 2-4 hrs and 50% for 4-6 hrs a day. For graduate level, 24% watch television 1-2 hrs a day, 47% watch 2-4 hrs, 21% watch 4-6 hrs a day and 8% watch above 6 hrs a day. For post graduate level, 33% watch television for 1-2 hrs a day, 22% watch 2-4 hrs and 45% for 6 hrs and more. For others, 33% watch television 2-4 hrs a day, 33% watch 4-6 hrs and 33% watch above 6 hrs a day.

As in the education category, a consistent level of respondents can be seen for the others group for all watching hours. For the under SLC and SLC level, a slightly greater percentage watch television for 2-4 hrs than the other education level. The percentage of intermediate level respondents watch television for 4-6 hours is also high.

Table 4.4 d
TV Watching Hours
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Other	Total
Hours	No and %	No and %	No and %	No and %	No and %	
1- 2 hrs	9 (24)	1 (9)	10 (28)			20
2-4 hrs	18 (47)	3 (27)	16 (46)	5 (56)	2 (29)	44
4-6 hrs	9 (24)	5 (46)	9 (26)	3 (33)	5 (71)	31
6 hrs above	2 (5)	2 (18)	-	1 (11)	-	5
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table, categorized under occupation group shows that under Students group, 24% watch television for 1-2 hrs a day, 47% watch 2-4 hrs, 24% watch 4-6 hrs a day and 5% watch television for above 6 hrs a day. Under Housewife group, 9% watch television for 1-2 hrs a day, 27% watch 2-4 hrs, 46% watch 4-6 hrs a day and 18% watch 6 hrs and more a day. Under Service Holder group, 28% watch television for 1-2 hrs a day, 46% watch 2-4 hrs and 26% watch 4-6 hrs a day. Under Businessman group, 56% watch television for 2-4 hrs a day, 33% watch 4-6 hrs a day and 11% watch above 6 hrs. Under Other group, 29% watch television for 2-4 hrs a day and 71% watch 4-6 hrs.

As for the category under occupation, more of the others group watch television for 4-6 hours than any other occupation category.

Out of the 100 total respondents, 20 watch 1-2 hours a day, 44 watch 2-4 hours a day, 31 watch 4-6 hours while the remaining 5 watch for 6 hours and more. From this we can conclude that most respondents under the entire category watch television for 2-4 hours and 4-6 hours a day.

Table 4.5 provides with an overview of habit of watching television in days in a week by age, gender, education and occupation.

Table 4.5 a
TV Watching Days in a Week
(Age Wise)

Age Group Days in a Week	15-25	26-35	36-45	Above 45	Total
	No and %	No and %	No and %	No and %	
Daily	21 (62)	28 (70)	11 (69)	6 (60)	66
6-4 days	5 (15)	8 (20)	4 (25)	2 (20)	19
3-1 days	8 (23)	4 (10)	1 (6)	2 (20)	15
Never	-	-	-	-	-
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table, categorized under the age group shows that under the 15-25 age group, 62% watch television daily, 15% watch 6-4 days a week and 23% watch 3-1 days a week. Under the 26-35 age group, 70% watch television daily, 20% watch 6-4 days a week and 10% watch 3-1 days a week. Under the 36-45 age group, 69% watch television daily, 25% watch 6-4 days a week and 6% watch 3-1 days a week. Under the above 45 age group, 60% watch television daily, 20% watch 6-4 days a week and 20% watch 3-1 days a week.

From the above table, we can state that most respondents under the entire age group category watch television daily. We can also say that there are no one who does not watches television.

Table 4.5 b
TV Watching Days in a Week
(Gender Wise)

Gender	Male	Female	Total
..... Days in a Week	No and %	No and %	
Daily	42 (63)	24 (73)	66
6-4 days	14 (21)	5 (15)	19
3-1 days	11 (16)	4 (12)	15
Never	-	-	-
Total	67	33	100

Source: Opinion Survey 2010

The above table, categorized under gender shows that among 67 males, 63% watch television daily, 21% watch 6-4 days a week, 16% watch 3-1 days a week. Among 37 females, 73% watch television daily, 15% watch 6-4 days a week and 12% watch 3-1 days a week.

In this category, a comparable percentage of both the male and female respondents watch television in the orderly manner. The males seems to watch less television in days in a week than females do.

Table 4.5 c
TV Watching Days in a Week
(Education Wise)

Education	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Others	Total
Days in a Week	No and %	No and %	No and %	No and %	No and %	No and %	
Daily	8 (80)	8 (67)	18 (65)	24 (63)	7 (78)	1 (33)	66
6-4 days	-	-	6 (21)	10 (26)	1 (11)	2 (67)	19
3-1 days	2 (20)	4 (33)	4 (14)	4 (11)	1 (11)	-	15
Never	-	-	-	-	-	-	-
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table, categorized under education shows that for the under SLC level, 80% watch television daily and 20% watch 3-1 days a week. For SLC level, 67% watch television daily and 33% watch 3-1 days a week. For intermediate level, 65% watch television daily, 21% watch 6-4 days a week and 14% watch 3-1 days a week. For graduate level, 63% watch television daily,

26% watch 6-4 days a week and 11% watch 3-1 days a week. For post graduate level, 78% watch television daily, 11% watch 6-4 days a week and 11% watch 3-1 days a week. For others, 33% watch television daily and 67% watch 6-4 days a week.

From the above table, we can state that under all the education level most respondents watch television daily except others education level.

Table 4.5 d
TV Watching Days in a Week
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Other	Total
Days in a Week	No and %	No and %	No and %	No and %	No and %	
Daily	24 (63)	7 (64)	23 (66)	6 (67)	6 (86)	66
6-4 days	5 (13)	4 (36)	7 (20)	3 (33)	-	19
3-1 days	9 (24)	-	5 (14)	-	1 (14)	15
Never	-	-	-	-	-	-
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table, categorized under occupation shows that under students group, 63% watch television daily, 13% watch television 6-4 days a week and 24% watch 3-1 days a week. Under Housewife group, 64% watch television daily and 36% watch 6-4 days a week. Under Service Holder group, 66% watch television daily, 20% watch 6-4 days a week and 14% watch 3-1 days a

week. Under Businessman group, 67% watch television daily and 33% watch 6-4 days a week. Under Other group, 86% watch television daily and 14% watch 6-4 days a week.

In this category, all the occupation levels watch the television daily as compared to others.

Out of the 100 total respondents, 66 watch television daily, 19 watch 6-4 days a week and 15 watch 3-1 days a week while there is no one who does not watch television. This shows that comparatively larger group of people watch television daily and the television advertisements are also viewed by a larger general audience.

Table 4.6 provides with an overview of channels watch mostly by age, gender education and occupation.

Table 4.6 a
Mostly Watched Channels I
(Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
..... Channels	No and %	No and %	No and %	No and %	
NTV	-	1 (2.5)	4 (25)	4 (40)	9
KTV	2 (6)	2 (5)	1 (6)	2 (20)	7
Image Channel	1 (3)	1 (2.5)	-	-	2
Other Nepali Channels	1 (3)	2 (5)	-	-	3
Foreign Channels	18 (53)	21 (52.5)	5 (31)	3 (30)	47
All	12 (35)	13 (32.5)	6 (38)	1 (10)	32

None	-	-	-	-	
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table, categorized under age group shows that under the 15-25 age group, 6% watch KTV, 3% watch Image Channel, 3% watch other Nepali channels, 53% watch foreign channels and 35% watch all. Under the age 26-35 age group, 2.5% watch NTV, 5% watch KTV, 2.5% watch Image Channel, 5% watch other nepali channels, 52.5% watch foreign channels and 52.5% watch all. Under the 36-45 age group, 25% watch NTV, 6% watch KTV, 31% watch foreign channels and 38% watch all. Under the above 45 age group, 40% watch NTV, 20% watch KTV, 30% watch foreign channels and 10% watch all.

As we can see under this category that more viewers watch foreign channels and after that all the channels. The viewers of Image Channel and Other Nepali Channel under the age group category are fairly low.

Table 4.6 b
Mostly Watched Channels I
(Gender Wise)

Gender Channels	Male	Female	Total
	No and %	No and %	
NTV	7 (11)	2 (6)	9
KTV	6 (9)	1 (3)	7
Image Channel	1 (1)	1 (3)	2
Other Nepali Channels	2 (3)	1 (3)	3

Foreign Channels	34 (51)	13 (39)	47
All	17 (25)	15 (46)	32
None	-	-	-
Total	67	33	100

Source: Opinion Survey 2010

The above table, categorized under gender shows that among 67 males, 11% watch NTV, 9% watch KTV, 1% watch Image Channel, 3% watch other nepali channels, 51% watch foreign channels and 25% watch all. Among 37 females, 9% watch NTV, 3% watch KTV, 3% watch Image Channel, 3% watch other nepali channels, 39% watch foreign channels and 46% watch.

In the gender category, more percentage of male viewers watch NTV, KTV and Foreign Channels as compared to the female viewers. While, more female viewers watch all channels more than the male do.

Table 4.6 c
Mostly Watched Channels I
(Education Wise)

Education Channels	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Others	Total
	No and %	No and %	No and %	No and %	No and %	No and %	
NTV	1 (10)	1 (8)	2 (7)	3 (8)	2 (22)	-	9
KTV	-	1 (8)	2 (7)	3 (8)	1 (11)	-	7
Image Channel	-		2 (7)	-	-	-	2

Other Nepali Channels	-	-	-	2 (5)	1 (11)	-	3
Foreign Channels	4 (40)	8 (67)	10 (36)	21 (55)	2 (22)	2 (67)	47
All	5 (50)	2 (17)	12 (43)	9 (24)	3 (34)	1 (33)	32
None	-	-	-	-	-	-	-
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table, categorized under education shows that for the under SLC level, 10% watch NTV, 40% watch foreign channels and 50% watch all. For SLC level, 8% watch NTV, 8% watch KTV, 67% watch foreign channels and 17% watch all. For intermediate level, 7% watch NTV, 7% watch KTV, 7% watch Image Channel, 36% watch foreign channels and 43% watch all. For graduate level, 8% watch NTV, 8% watch KTV, 5% other nepali channels, 55% watch foreign channels and 24% watch all. For post graduate level, 22% watch NTV, 11% watch KTV, 11% watch Other Nepali Channel, 22% watch foreign channels and 34% watch all. For others, 67% watch foreign channels while 33% watch all the channels.

Table 4.6 d
Mostly Watched Channels I
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Other	Total
Channels	No and %	No and %	No and %	No and %	No and %	

NTV	-	-	3 (9)	3 (33)	3 (43)	9
KTV	2 (5)	-	4 (11)	1 (11)	-	7
Image Channel	1 (3)	-	-	-	1 (14)	2
Other Nepali Channels	1 (3)	-	2 (6)	-	-	3
Foreign Channels	21 (55)	7 (64)	16 (46)	2 (23)	1 (14)	47
All	13 (34)	4 (36)	10 (28)	3 (33)	2 (29)	32
None	-	-	-	-	-	-
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table, categorized under occupation shows that under students group, 5% watch KTV, 3% watch Image Channel, 3% other nepali channels, 55% watch foreign channels and 34% watch all channels. Under Housewife group, 64% watch foreign channels and 36% watch all. Under Service Holder group, 9% watch NTV, 11% watch KTV, 6% other nepali channels, 46% watch foreign channels and 28% watch all. Under Businessman group, 33% watch NTV, 11% watch KTV, 23% watch foreign channels and 33% watch all. Under Others group, 43% watch NTV, 14% watch Image Channel, 14% watch foreign channels and 29% watch all.

From the above table, we can see that more of the housewives watch foreign channels than other occupation group. The others group watch NTV in comparative proportion as other channels. The students, businessman, service holders group watch more of all the channels.

Out of the 100 total respondents, 9 watch NTV, 7 watch KTV, 2 watch Image Channel, 3 watch other nepali channels, 47 watch foreign channels, 32 watch it

all. From this we can state the viewers of Image and Other Nepali Channels are comparatively lower as compared to foreign channels.

Table 4.7 provides with an overview of channels watch mostly by age, gender, education and occupation.

Table 4.7 a
Mostly Watched Channels II
(Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
..... Channels	No and %	No and %	No and %	No and %	
NTV	9 (26)	12 (30)	10 (63)	7 (70)	38
KTV	9 (26)	14 (35)	4 (25)	3 (30)	30
Image Channel	4 (12)	6 (15)	1 (6)	-	11
All	12 (36)	8 (20)	1 (6)	-	21
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table, categorized under age group shows that under 15-25 age group, 26% watch NTV, 26% watch KTV, 12% watch Image Channel and 36% watch all the channels equally. Under the 26-35 age group, 30% watch NTV, 35% watch KTV, 15% watch Image Channel and 20% watch all the channels. Under the 36-45 age group, 63% watch NTV, 25% watch KTV, 6% watch Image Channel and 6% watch all the channels. Under the above 45 age group, 70% watch NTV and 30% watch KTV

From the above table, we can see that KTV is more popular among the youngsters than the older generations while NTV is more popular among the older generations than the youngsters.

Table 4.7 b
Mostly Watched Channels II
(Gender Wise)

Gender Channels	Male	Female	Total
	No and %	No and %	
NTV	24 (36)	14 (43)	38
KTV	22 (33)	8 (24)	30
Image Channel	7 (10)	4 (12)	11
All	14 (21)	7 (21)	21
Total	67	33	100

Source: Opinion Survey 2010

The above table, categorized under gender shows that among 67 males, 36% watch NTV, 33% watch KTV, 10% watch Image Channel and 21% watch all the channels. Among 33 females, 43% watch NTV, 24% watch KTV, 12 % watch Image Channel and 21% watch all the channels.

In the above table, we can see that NTV is popular among female groups and KTV among Male groups.

Table 4.7 c
Mostly Watched Channels II
(Education Wise)

Education Channels	Under SLC No and %	SLC No and %	Intermediate No and %	Graduate No and %	Post Graduate No and %	Other No and %	Total
NTV	4 (40)	7 (58)	11 (39)	12 (32)	4 (45)	-	38
KTV	1 (10)	1 (8)	7 (25)	18 (48)	1 (11)	2 (67)	30
Image Channel	-	2 (17)	4 (14)	4 (10)	1 (11)	-	11
All	5 (50)	2 (17)	6 (22)	4 (10)	3 (33)	1 (33)	21
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table, categorized under education shows that for the under SLC level, 40% watch NTV, 10% watch KTV and 50% watch all the channels equally. For SLC level, 58% watch NTV, 8% watch KTV, 17% watch Image Channel and 17% watch all the Channels equally. For intermediate level, 39% watch NTV, 25% watch KTV, 14% watch Image Channel and 22% watch all the channels equally. For graduate level, 32% watch NTV, 48% watch KTV, 10% watch Image Channel and 10% watch all the channels equally. For post graduate level, 45% watch NTV, 11% watch KTV, 11% watch Image Channel and 33% watch all the channels equally. For others, 67% watch KTV while 33% watch all the channels equally.

Under this category, while NTV seems to be popular among all the groups except graduate and others, KTV is popular among the others and the Graduate group. We can also see in this table that the under SLC group prefers all.

Table 4.7 d
Mostly Watched Channels II
(Occupation Wise)

Occupation Channels	Student No and %	Housewife No and %	Service Holder No and %	Businessman No and %	Others No and %	Total
NTV	11 (29)	7 (64)	11 (32)	4 (44)	5 (72)	38
KTV	11 (29)	2 (18)	13 (37)	4 (44)	-	30
Image Channel	4 (10)	-	6 (17)	-	1 (14)	11
All	12 (32)	2 (18)	5 (14)	1 (12)	1 (14)	21
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table, categorized under occupation states that under students group, 29% watch NTV, 29% watch KTV, 10% watch Image Channel and 32% watch all the channels equally. Under Housewife group, 64% watch NTV, 18% watch KTV, 18% watch all the channels equally. Under Service Holder group, 32% watch NTV, 37% watch KTV, 17% watch Image Channel and 14% watch all the channels equally. Under Businessman group, 44% watch NTV, 44% watch KTV and 12% watch all the channels equally. Under Others group, 37% watch NTV, 14% watch Image Channel and 14% watch all the channels equally.

In the above table, we can see that students prefer to watch all the channels while housewife, businessman, others prefer NTV and service holder prefers.

Out of the 100 total respondents, 38 watch NTV, 30 watch KTV, 11 watch Image Channel and 21 watch all. While the majority of the respondents prefer

to watch. This may be because of the quality programs that NTV is presenting as compared to Others

Table 4.8 provides with an overview of advertisement watching habit by age, gender, education and occupation.

Table 4.8 a
Watching Advertisement Habits
(Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
..... Watch	No and %	No and %	No and %	No and %	
Always	6 (18)	5 (12.5)	1 (6)	-	12
Often	10 (29)	9 (22.5)	3 (19)	5 (50)	27
Sometimes	16 (47)	26 (65)	11 (69)	5 (50)	58
Never	2 (6)	-	1 (6)	-	3
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table, categorized under the age group states that under 15-25 age group, 18% always watch advertisement, 29% often watch, 47% sometimes watch advertisement and 6% watch never. Under 26-35 age group, 12.5% always watch advertisement, 22.5% often watch and 65% sometimes watch. Under 36-45 age group, 6% always watch advertisement, 19% often watch, 69% sometimes watch advertisement and 6% never watch advertisement.

Under above 45 age group, 50% often watch and 50% sometimes watch advertisement.

From the above table, we can state that most of the age groups prefer to watch the advertisements sometimes

Table 4.8 b
Watching Advertisement Habits
(Gender Wise)

Gender	Male	Female	Total
..... Watch	No and %	No and %	
Always	10 (15)	2 (6)	12
Often	19 (28)	8 (24)	27
Sometimes	37 (55)	21 (64)	58
Never	1 (2)	2 (6)	3
Total	67	33	100

Source: Opinion Survey 2010

The above table categorized under gender states that among 67 males, 15% always watch advertisement, 28% often watch, 55% sometimes watch advertisement and 2% never watch advertisement. Among 37 females 6% always watch advertisement, 24% often watch, 64% sometimes watch and 6% never watch advertisement.

As from the above table we can state that men always prefer to watch advertisement than women. More men often watch advertisement than women

while more women sometimes watch the advertisement. We can further state that more men prefer to watch advertisement than women do.

Table 4.8 c
Watching Advertisement Habits
(Education Wise)

Education	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Others	Total
Watch	No and %	No and %	No and %	No and %	No and %	No and %	
Always	2 (20)	4 (34)	3 (11)	3 (8)	-	-	12
Often	2 (20)	1 (8)	7 (25)	14 (37)	3 (33)	-	27
Sometimes	5 (50)	6 (50)	17 (61)	21 (55)	6 (67)	3(100)	58
Never	1 (10)	1 (8)	1 (3)	-	-	-	3
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table, categorized under education states that for the under SLC level, 20% always watch advertisement, 20% often watch, 50% sometimes watch advertisement and 10% never watch advertisement. For SLC level, 34% always watch advertisement, 8% often watch, 50% sometimes watch advertisement and 8% never watch advertisement. For intermediate level, 11% always watch advertisement, 25% often watch, 61% sometimes watch advertisement and 3% never watch advertisement. For graduate level, 8% always watch advertisement, 37% often watch advertisement and 55% sometimes watch advertisement. For post graduate level, 33% often watch

advertisement and 67% sometimes watch advertisement. For others, all 100% sometimes watch advertisement.

As we can see from the above table that under the education group, the entire education group watches the advertisement sometimes in majority percentage.

Table 4.8 d
Watching Advertisement Habits
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Others	Total
Watch	No and %	No and %	No and %	No and %	No and %	
Always	6 (16)	-	2 (6)	3 (33)	1 (14)	12
Often	11 (29)	2 (18)	9 (26)	3 (33)	2 (29)	27
Sometimes	19 (50)	8 (73)	24 (68)	3 (33)	4 (57)	58
Never	2 (5)	1 (9)	-	-	-	3
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table categorized under occupation states that under students group, 16% always watch advertisement, 29% often watch and 50% sometimes watch advertisement and 5% never watches. Under Housewife group, 18% often watch, 73% sometimes watch advertisement and 9% never watch advertisement. Under Service Holder group, 6% always watch advertisement, 26% often watch and 68% sometimes watch advertisement. Under

Businessman group, 33% always watch advertisement, 33% often watch and 33% sometimes watch advertisement. Under others group, 14% always watch advertisement, 29% often watch and 57% sometimes watch advertisement.

As we can see from the above table all the occupation group sometimes watches advertisement as in majority.

Out of the 100 total respondents, 12 always watch advertisement, 27 watch often, 58 sometimes watch while 3 respondent never watch advertisement. As from this statistics, we can state that most people do sometimes watch advertisements. But the viewer ship of the advertisements depends largely upon time, channel, programmes and even the quality of the advertisement.

Table 4.9 provides with an overview of switching channels during an advertisement by age, gender, education and occupation.

Table 4.9 a
Switch Channels During an Advertisement
(Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
..... Switch Channels	No and %	No and %	No and %	No and %	
Always	6 (18)	1 (2.5)	2 (13)	-	9
Often	11 (32)	17 (42.5)	5 (31)	4 (30)	37
Sometimes	15 (44)	20 (50)	8 (50)	6 (60)	49
Never	2 (6)	2 (5)	1 (6)	-	5
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table, categorized under the age group states that under the 15-25 age group, 18% always switch channels during an advertisement, 32% often switch channels, 44% sometimes switch channels and 6% never switch channels during an advertisement. Under the 26-35 age group, 2.5% always switch channels, 42.5% often switch channels during an advertisement, 50% sometimes switch channels and 5% never switch channels during an advertisement. Under the 36-45 age group, 13% always switch channels, 31% often switch channels, 50% sometimes switch channels during an advertisement and 6% never switch channels during an advertisement. Under the above 45 age group, 30% often switch channels and 60% sometimes switch channels during an advertisement.

As we can see from the above table, the majority of the entire groups sometimes switch channels while a lower majority never switches channels.

Table 4.9 b
Switch Channels During an Advertisement
(Gender Wise)

Gender	Male	Female	Total
..... Switch Channels	No and %	No and %	
Always	6 (9)	3 (9)	9
Often	24 (36)	13 (39)	37
Sometimes	35 (52)	14 (43)	49
Never	2 (3)	3 (9)	5
Total	67	33	100

Source: Opinion Survey 2010

The above table, categorized under gender states that among 67 males, 9% always switch channels during an advertisement, 36% often switch channels, 52% sometimes switch channels and 3% never switch channels during an advertisement. Among 37 females 9% always switch channels during an advertisement, 39% often switch channels, 43% sometimes switch channels and 9% never switch channels during an advertisement.

As from the above table, Both male and female always switch channels during an advertisement equally. On the contrary, more of the men sometimes switch channels during an advertisement as compared to women. A similar percentage of male and female often switch channels while more of the women never switch channels during an advertisement than the men do.

Table 4.9 c
Switch Channels During an Advertisement
(Education Wise)

Education	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Others	Total
Switch Channels	No and %	No and %	No and %	No and %	No and %	No and %	
Always	1 (10)	3 (25)	4 (14)	1 (3)	-	-	9
Often	2 (20)	3 (25)	10 (36)	17 (44)	2 (22)	3(100)	37
Sometimes	6 (60)	5 (42)	14 (50)	19 (50)	5 (56)	-	49
Never	1 (10)	1 (8)	-	1 (3)	2 (22)	-	5
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table, categorized under education states that for the under SLC level, 10% always switch channels during an advertisement, 20% often switch channels, 60% sometimes switch channels and 10% never switch channels during an advertisement. For SLC level, 25% always switch channels, 25% often switch channels, 42% sometimes switch channels and 8% never switch channels during an advertisement. For Intermediate level, 14% always switch channels, 36% often switch channels and 50% sometimes switch channels during an advertisement. For graduate level, 3% always switch channels during an advertisement, 44% often switch channels, 50% sometimes switch channels and 3% never switch channels during an advertisement. For post graduate level, 22% often switch channels during an advertisement, 56% sometimes switch channels and 22% never switch channels during an advertisement. For others, all 100% often switch channels during an advertisement.

Again as we can see from the above table that under the education category there is a mix response from all entire education group. While all of others level often switch channels during an advertisement and the remaining groups sometimes switch channels during advertisement in majority percentage.

Table 4.9 d
Switch Channels During an Advertisement
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Others	Total
Switch Channels	No and %	No and %	No and %	No and %	No and %	
Always	6 (16)	1 (9)	1 (3)	1 (11)	-	9
Often	14 (37)	5 (46)	14 (40)	2 (22)	2 (29)	37
Sometimes	16 (42)	3 (27)	20 (57)	5 (56)	5 (71)	49
Never	2 (5)	2 (18)	-	1 (11)	-	5
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table, categorized under occupation states that under students group, 16% always switch channels during an advertisement, 37% often switch channels, 42% sometimes switch channels and 5% never switch channels during an advertisement. Under Housewife group, 9% always switch channels, 46% often switch channels, 27% sometimes switch channels and 18% never switch channels during an advertisement. Under Service Holder group, 3% always switch channels during an advertisement, 40% often switch channels and 57% sometimes switch channels during an advertisement. Under Businessman group, 11% always switch channels, 22% often switch channels, 56% sometimes switch channels and 11% never switch channels during an advertisement. Under others group, 29% often switch channels and 71% sometimes switch channels.

As from the above table we can see that the highest percentage who sometimes switches channels is the others group in this occupation category.

Out of the 100 total respondents, 9 always switch channels during an advertisement, 37 often switch channels, 49 sometimes switch channels while 5 respondents never switch channels during an advertisement.

Table 4.10 provides with an overview of preference of advertisements by age, gender, education and occupation.

Table 4.10 a
Preference of Advertisement
(Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
.....	No and %	No and %	No and %	No and %	
Preference					
Creative / Interesting	20 (59)	19 (47.5)	6 (37.5)	5 (50)	50
Humorous	4 (12)	7 (17.5)	4 (25)	1 (10)	16
Persuasive	1 (3)	2 (5)	1 (6)	-	4
Simple / Straight	-	3 (7.5)	3 (19)	2 (20)	8
All of the above	9 (26)	9 (22.5)	2 (12.5)	2 (20)	22
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table, categorized under age group states that under the 15-25 age group, 59% of the respondents prefer creative / interesting advertisement, 12% prefer humorous advertisement, 3% persuasive advertisements and 26% prefer all of the quality in an advertisement. Under the 26-35 age group, 47.5% of the

respondents prefer creative / interesting advertisement, 17.5% prefer humorous advertisement, 5% persuasive advertisements, 7.5% simple/straight and 22.5% prefer all of the quality in an advertisement. Under the 36-45 age group, 37.5% of the respondents prefer creative / interesting advertisement, 25% prefer humorous advertisement, 6% persuasive advertisements, 19% simple/straight and 12.5% prefer all of the quality in an advertisement. Under the above 45 age group, 50% of the respondents prefer creative / interesting advertisement, 10% prefer humorous advertisement, 20% simple/straight advertisements and 20% prefer all of the quality in an advertisement.

From the above table, we can see that most preferred creative / interesting advertisements to other kind of advertisement.

Table 4.10 b
Preference of Advertisement
(Gender Wise)

Gender	46-60	Above 60	Total
.....	No and %	No and %	
Preference			
Creative / Interesting	39 (58)	11 (34)	50
Humorous	8 (12)	8 (24)	16
Persuasive	3 (4)	1 (3)	4
Simple / Straight	4 (6)	4 (12)	8
All of the above	13 (20)	9 (27)	22
Total	67	33	100

Source: Opinion Survey 2010

The above table categorized under gender states that among 67 males, 58% prefer creative / interesting advertisement, 12% prefer humorous advertisement, 4% persuasive advertisements, 6% Simple / Straight and 20% prefer all of the quality in an advertisement. Among 37 females, 34% prefer creative / interesting advertisement, 24% prefer humorous advertisement, 3% persuasive advertisements, 12% Simple / Straight and 27% prefer all of the quality in an advertisement.

As from the above advertisement, we can see that higher percentage of male prefer creative / interesting and persuasive advertisement than the female. While, higher percentage of female prefers other remaining sort of advertisement than the male.

Table 4.10 c
Preference of Advertisement
(Education Wise)

Education	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Other	Total
Preference	No and %	No and %	No and %	No and %	No and %	No and %	
Creative / Interesting	5 (50)	5 (42)	14 (50)	22 (59)	4 (45)	-	50
Humorous	3 (30)	3 (25)	2 (7)	4 (10)	2 (22)	2 (67)	16
Persuasive	-	-	2 (7)	2 (5)	-	-	4
Simple / Straight	1 (10)	1 (8)	2 (7)	2 (5)	2 (22)	-	8
All of the above	1 (10)	3 (25)	8 (29)	8 (21)	1 (11)	1 (33)	22
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table, categorized under education states that for the under SLC level, 50% of the respondents prefer creative / interesting advertisement, 30% prefer humorous advertisement, 10% simple/straight advertisements and 10% prefer all of the quality in an advertisement. For SLC level, 42% of the respondents prefer creative / interesting advertisement, 25% prefer humorous advertisement, 8% simple/straight advertisements and 25% prefer all of the quality in an advertisement. For intermediate level, 50% of the respondents prefer creative / interesting advertisement, 7% prefer humorous advertisement, 7% persuasive advertisements, 7% simple/straight advertisements and 29% prefer all of the quality in an advertisement. For graduate level, 59% of the respondents prefer creative / interesting advertisement, 10% prefer humorous

advertisement, 5% persuasive advertisements, 5% simple/straight advertisements and 21% prefer all of the quality in an advertisement. For post graduate level, 45% of the respondents prefer creative / interesting advertisement, 22% prefer humorous advertisement, 22 simple/straight advertisements and 11% prefer all of the quality in an advertisement. For others, 67% of the respondents humorous advertisements while 33% prefer all of the quality in an advertisement.

From the above table we can see that the majority of the entire education groups prefer creative / interesting advertisement except others. The others education group prefer humorous advertisement in greater percentage.

Table 4.10 d
Preference of Advertisement
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Others	Total
Preference	No and %	No and %	No and %	No and %	No and %	
Creative / Interesting	21 (55)	2 (18)	19 (54)	5(56)	3 (42)	50
Humorous	4 (10)	4 (37)	4 (12)	2 (22)	2 (29)	16
Persuasive	1 (3)	-	2 (6)	1 (11)	-	4
Simple / Straight	-	3 (27)	5 (14)	-	-	8
All of the above	12 (32)	2 (18)	5 (14)	1 (11)	2 (29)	22
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table, categorized under occupation states that under students group, 55% of the respondents prefer creative / interesting advertisement, 10% prefer humorous advertisement, 3% persuasive advertisements and 32% prefer all of the quality in an advertisement. Under housewife group, 18% of the respondents prefer creative / interesting advertisement, 37% prefer humorous advertisement. 27% simple/straight advertisements and 18% prefer all of the quality in an advertisement. Under service holder group, 54% of the respondents prefer creative / interesting advertisement, 12% prefer humorous advertisement, 6% persuasive advertisements, 14% simple/straight and 14% prefer all of the quality in advertisement. Under businessman group, 56% of the respondents prefer creative / interesting advertisement, 22% prefer humorous advertisement, 11% persuasive advertisements and 11% prefer all of the quality in an advertisement. Under others group, 42% of the respondents prefer creative / interesting advertisement, 29% prefer humorous advertisement, and 29% prefer all of the quality in an advertisement.

From the above table we can see that the majority of the entire education groups prefer creative / interesting advertisement except housewife. The housewife group showed preference on humorous advertisement.

Out of the 100 total respondents, 50 preferred creative / interesting advertisement, 16 prefer humorous advertisement, 4 preferred persuasive advertisements, 8 preferred simple / straight advertisement while 22 preferred all of the quality in an advertisement. From this we can state that most of the respondents prefer creative / interesting advertisement. We can also state that the quality of advertisement certainly affects the viewers of the advertisement hence affecting the volume of sales of that product.

Table 4.11 provides with an overview on remembrances of advertisements seen on TV by age, gender, education and occupation.

Table 4.11 a
Remember the Advertisements on TV
(Age Wise)

Age Group Remember	15-25	26-35	36-45	Above 45	Total
	No and %	No and %	No and %	No and %	
All that I have Seen	1 (3)	-	-	-	1
Most	7 (21)	10 (25)	2 (13)	-	19
Some	26 (76)	30 (75)	13 (81)	10 (100)	79
None	-	-	1 (6)	-	1
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table categorized under the age group states that under the 15-25 age group, 3% remember all of the advertisements that they have seen on television, 21% remember most of the advertisements and 76% remember some of the advertisements. Under the 26-35 age group, 25% remember most of the advertisement and 75% remember some of the advertisements. Under the 36-45 age group, 13% remember most of the advertisements, 81% remember some of the advertisements and 6% remember none. Under the above 45 age group, 100% remember some of the advertisements.

From the above table we can state that the majority of all the age group remembers some of the advertisements seen on television.

Table 4.11 b
Remember the Advertisements on TV
(Gender Wise)

Gender Remember	Male	Female	Total
	No and %	No and %	
All that I have Seen	1 (1.5)	-	1
Most	13 (19)	6 (18)	19
Some	52 (78)	27 (82)	79
None	1 (1.5)	-	1
Total	67	33	100

Source: Opinion Survey 2010

The above table, categorized under gender states that among 67 males, 1.5% remember all of the advertisements that they have seen on television, 19% remember most of the advertisements, 78% remember some of the advertisements, while 1.5% remember none of the advertisements. Among 33 females, 18% remember most of the advertisements and 82% remember some of the advertisements.

As from the above table, we can state that only male remember all of the advertisement seen on television and none as well. While female remember some of the advertisements a little more in percentage than that of the male respondents.

Table 4.11 c
Remember the Advertisements on TV
(Education Wise)

Education	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Others	Total
Remember	No and %	No and %	No and %	No and %	No and %	No and %	
All that I have Seen	-	1 (8)	-	-	-	-	1
Most	-	2 (17)	7 (25)	7 (18)	2 (22)	1 (33)	19
Some	10(100)	9 (75)	21 (75)	30 (79)	7 (78)	2 (67)	79
None	-	-	-	1 (3)	-	-	1
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table, categorized under education states that for the under SLC level, 100% remember some of the advertisements. For SLC level, 8% remember all of the advertisements that they have seen on television, 17% remember most of the advertisements and 75% remember some of the advertisements. For intermediate level, 25% remember most of the advertisements and 75% remember some of the advertisements. For graduate level, 18 most of the advertisements, 79% remember some of the advertisements and 3% remember none of the advertisements. For post graduate level, 22% remember most of the advertisement and 78% remember some of the advertisements. For others, 33% remember most of the advertisement and 67% remember some of the advertisements.

From the above table, we can state that all Under SLC level students remember some of the advertisement and the remaining education group also remembers some of the advertisements in greater percentage than others.

Table 4.11 d
Remember the Advertisements on TV
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Others	Total
Remember	No and %	No and %	No and %	No and %	No and %	
All that I have Seen	1 (3)	-	-	-	-	1
Most	8 (21)	2 (18)	4 (11)	3 (33)	2 (29)	19
Some	29 (76)	9 (82)	30 (86)	6 (67)	5 (71)	79
None	-	-	1 (3)	-	-	1
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table categorized under occupation states that under students group, 3% remember all of the advertisements that they have seen on television, 21% remember most of the advertisements while 76% remember some of the advertisements. Under Housewife group, 18% remember most of the advertisements and 82% remember some of the advertisements. Under Service Holder group, 11% remember most of the advertisements, 86% remember some of the advertisements and 3% remember none. Under Businessman group, 33% remember most of the advertisements and 67% remember some of the advertisements. Under Other group, 29% remember most of the advertisements and 71% remember some of the advertisements.

As from the above table, we can state that the major percentage of the entire occupation groups remember some of the advertisement seen on television.

Out of the 100 total respondents, 1 remember all of the advertisements that they have seen on television, 19 remember most of the advertisements, 79 remember some of the advertisements while 1 of the respondents remember none of the advertisements seen on television. This indicates that most of the viewers of television do watch advertisements and that they remember the advertisements somehow. This indicates the influence of advertisements especially of television advertisements on a person's life.

Table 4.12 provides with an overview on tempting to buy a product after seeing an advertisements by age, gender, education and occupation.

Table 4.12 a
Tempted to Buy a Product after Seeing an Advertisement
(Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
.....	No and %	No and %	No and %	No and %	
Tempted to buy					
Always	-	-	-	-	-
Often	6 (18)	11 (27.5)	1 (6)	-	18
Sometimes	24 (70)	25 (62.5)	11 (69)	9 (90)	69
Never	4 (12)	4 (10)	4 (25)	1 (10)	13
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table categorized under age group states that under the 15-25 age group, 18% are often tempted to buy the product, 70% are sometimes tempted to buy the product while 12% are never tempted to buy the product. Under the

26-35 age group, 27.5% are often tempted to buy the product, 62.5% are sometimes tempted to buy the product while 10% are never tempted to buy the product. Under the 36-45 age group, 6% are often tempted to buy the product, 69% are sometimes tempted to buy the product while 25% are never tempted to buy the product. Under the above 45 age group, 90% are sometimes tempted to buy the product while 10% are never tempted to buy the product.

From the above table, the majority of all the age group are sometimes tempted to buy the product after seeing an advertisement.

Table 4.12 b
Tempted to Buy a Product after Seeing an Advertisement
(Gender Wise)

Gender	Male	Female	Total
.....	No and %	No and %	
Tempted to buy			
Always	-	-	-
Often	12 (18)	6 (18)	18
Sometimes	46 (69)	23 (70)	69
Never	9 (13)	4 (12)	13
Total	67	33	100

Source: Opinion Survey 2010

The above table categorized under gender states that among 67 males, 18% are often tempted to buy the product and 69% are sometimes tempted to buy the product while 13% are never tempted to buy the product. Among 33 females, 18% are often tempted to buy the product, 70% are sometimes tempted to buy the product while 12% are never tempted to buy the product.

From the above table, a equal percentage of males and females are often tempted to buy a product after seeing an advertisement in television. A little higher percentage of female are sometimes tempted to buy a product after seeing an advertisement in television than the male. Similarly a little higher percentage of male are never tempted to buy a product after seeing an advertisement in television than females.

Table 4.12 c
Tempted to Buy a Product after Seeing an Advertisement
(Education Wise)

Education	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Others	Total
Tempted to buy	No and %	No and %	No and %	No and %	No and %	No and %	
Always	-	-	-	-	-	-	-
Often	1 (10)	3 (25)	6 (21)	6 (16)	2 (22)	-	18
Sometimes	7 (70)	6 (50)	19 (68)	32 (84)	4 (45)	1 (33)	69
Never	2 (20)	3 (25)	3 (11)	-	3 (33)	2 (67)	13
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table, categorized under education states that for the under SLC level, 10% are often tempted to buy the product, 70% are sometimes tempted to buy the product and 20% are never tempted to buy the product. For SLC level, 25% are often tempted to buy the product, 50% are sometimes tempted to buy the product and 25% are never tempted to buy the product. For intermediate level, 21% are often tempted to buy the product, 68% are sometimes tempted to buy the product while 11% are never tempted to buy the product. For Graduate

level, 16% are often tempted to buy the product and 84% are sometimes tempted to buy the product. For post graduate level, 22% are often tempted to buy the product, 45% are sometimes tempted to buy the product while 33% are never tempted to buy the product. For others, 33% are sometimes tempted to buy the product and 67% are never tempted to buy the product.

From the above table we can state that the majority of the entire education groups are sometimes tempted to buy a product after seeing an advertisement in television except others. The higher percentage of others group are never tempted to buy the product after seeing an advertisement in television.

Table 4.12 d
Tempted to Buy a Product after Seeing an Advertisement
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Other	Total
Tempted to buy	No and %	No and %	No and %	No and %	No and %	
Always	-	-	-	-	-	-
Often	7 (18)	1 (9)	5 (14)	3 (33)	2 (29)	18
Sometimes	27 (71)	8 (73)	26 (75)	5 (56)	3 (42)	69
Never	4 (11)	2 (18)	4 (11)	1 (11)	2 (29)	13
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table categorized under occupation states that under students group, 18% are often tempted to buy the product, 71% are sometimes tempted to buy the product while 11% are never tempted to buy the product. Under Housewife group, 9% are often tempted to buy the product, 73% are sometimes tempted to

buy the product while 18% are never tempted to buy the product. Under Service Holder group, 14% are often tempted to buy the product, 75% are sometimes tempted to buy the product while 11% are never tempted to buy the product. Under Businessman group, 33% are often tempted to buy the product, 56% are sometimes tempted to buy the product while 11% are never tempted to buy the product. Under Others group, 29% are often tempted to buy the product, 42% are sometimes tempted to buy the product and 29% are never tempted to buy the product.

As from the above table we can state that a major percentage of the entire occupation groups are sometimes tempted to buy a product after seeing an advertisement in television.

Out of the 100 total respondents, none of the respondents are ever tempted to buy the product after seeing an advertisement in the television, 18 are often tempted to buy the product, 69 are sometimes tempted to buy the product while 13 are never tempted to buy the product. From this we can affirm that most people do watch television advertisement and that television advertisements certainly do tempt to buy a product.

Table 4.13 provides with an overview on assisting to buy a product after seeing an advertisements by age, gender, education and occupation.

Table 4.13 a
Assist in Buying Decision
(Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
.....	No and %	No and %	No and %	No and %	
Assist					
Always	-	-	2 (13)	1 (10)	3
Often	5 (15)	11 (27.5)	1 (6)	1 (10)	18
Sometimes	25 (73)	27 (67.5)	13 (81)	8 (80)	73
Never	4 (12)	2 (5)	-	-	6
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table categorized under age group states that under the 15-25 age group, 15% are often assisted to buy the product, 73% are sometimes assisted to buy the product and 12% are never. Under the 26-35 age group, 27.5% are often assisted to buy the product, 67.5% are sometimes assisted to buy the product while 5% are never assisted to buy the product. Under the 36-45 age group, 13% are always assisted to buy the product, 6% are often assisted to buy the product, 81% are sometimes assisted to buy the product. Under the above 45 age group, 10% are always assisted to buy the product, 10% are often assisted to buy the product and 80% are sometimes assisted to buy the product.

From the above table we can state that all the age groups are sometimes assisted in their buying decision with the help of television advertisement in majority percentage.

Table 4.13 b
Assist in Buying Decision
(Gender Wise)

Gender	Male	Female	Total
.....	No and %	No and %	
Assist			
Always	3 (4)	-	3
Often	12 (18)	6 (18)	18
Sometimes	48 (72)	25 (76)	73
Never	4 (6)	2 (6)	6
Total	67	33	100

Source: Opinion Survey 2010

The above table, categorized under gender states that among 67 males, television advertisements always assist 4% of the respondents to buy the product, 18% are often assisted to buy the product, 72% are sometimes assisted to buy the product while 6% are never assisted to buy the product. Among 33 females, 18% are often assisted to buy the product, 76% are sometimes assisted to buy the product while 6% are never assisted to buy the product.

From the above table we can state that a higher percentage of male viewers are generally always and sometimes assisted in the buying decision after seeing a television advertisement. A equal percentage of both male and female viewers are often and never assisted in their buying after seeing advertisement in television.

Table 4.13 c
Assist in Buying Decision
(Education Wise)

Education	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Others	Total
Assist	No and %	No and %	No and %	No and %	No and %	No and %	
Always	-	2 (17)	1 (4)	-	-	-	3
Often	1 (10)	1 (8)	8 (28)	7 (18)	1 (11)	-	18
Sometimes	8 (80)	7 (58)	18 (64)	31 (82)	6 (67)	3(100)	73
Never	1 (10)	2 (17)	1 (4)	-	2 (22)	-	6
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table, categorized under education states that for the under SLC level, 10% are often assisted to buy the product, 80% are sometimes assisted to buy the product and 10% are never assisted to buy the product. For SLC level, 17% are always assisted to buy the product, 8% are often assisted to buy the product, 58% are sometimes assisted to buy the product and 17% are never assisted to buy the product. For intermediate level, 4% are always assisted to buy the product, 28% are often assisted to buy the product, 64% are sometimes assisted to buy the product and 4% are never assisted to buy the product. For graduate level, 18% are often assisted to buy the product and 82% are sometimes assisted to buy the product. For post graduate level, 11% are often assisted to buy the product, 67% are sometimes assisted to buy the product and 22% are never assisted to buy the product. For others, 100% are sometimes assisted to buy the product.

As from the above table we can state that television advertisement sometimes assist a majority percentage of all the education groups in the buying decision of a product.

Table 4.13 d
Assist in Buying Decision
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Others	Total
Assist	No and %	No and %	No and %	No and %	No and %	
Always	-	-	1 (3)	2 (22)	-	3
Often	6 (16)	1 (9)	6 (17)	2 (22)	3 (43)	18
Sometimes	28 (74)	10 (91)	26 (74)	5 (56)	4 (57)	73
Never	4 (10)	-	2 (6)	-	-	6
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table categorized under occupation states that under students group, 16% are often assisted to buy the product, 74% are sometimes assisted to buy the product and 10% are never. Under Housewife group, 9% are often assisted to buy the product and 91% are sometimes assisted to buy the product. Under Service Holder group, 3% are always assisted to buy the product after seeing an advertisement in the television, 17% are often assisted to buy the product, 74% are sometimes assisted to buy the product and 6% are never assisted to buy the product. Under Businessman group, 22% are always assisted to buy the product, 22% are often assisted to buy the product and 56% are sometimes

assisted to buy the product. Under Other group, 43% are often assisted to buy the product and 57% are sometimes assisted to buy the product.

As from the above table we can state that television advertisement sometimes assist a majority percentage of all the occupation groups in the buying decision of a product.

Out of the 100 total respondents, 3 respondents are always assisted to buy the product after seeing an advertisement in the television, 18 are often assisted to buy the product, 73 are sometimes assisted to buy the product while 6 are never assisted to buy the product. From this we can assert that most of the viewers in one or the other way are assisted to buy a product and that television advertisement certainly does help assist a buyer to buy a product.

Table 4.14 provides with an overview on role of TV advertisement on buying decision by age, gender, education and occupation.

Table 4.14 a
Role of TV Advertisement in Buying Decision
(Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
..... Role	No and %	No and %	No and %	No and %	
Very Important	2 (6)	-	1 (6)	1 (10)	4
Important	7 (20)	13 (32.5)	2 (12.5)	2 (20)	24
Satisfactory	22 (65)	21 (52.5)	11 (69)	7 (70)	61
Not Important	3 (9)	6 (15)	2 (12.5)	-	11
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table categorized under age group states that under the 15-25 age group, 6% respondents opined as very important, 20% as important, 65% as satisfactory and 9% as not important. Under the 26-35 age group, 32.5% as important, 52.5% as satisfactory and 15% as not important. Under the 36-45 age group, 6% respondents opined as very important, 12.5% as important, 69% as satisfactory and 12.5% as not important. Under the above 45 age group, 10% respondents opined as very important, 20% as important and 70% as satisfactory.

From the above table we can state that majority of all the age group view television advertisements to be of satisfactory importance in the buying decision.

Table 4.14 b
Role of TV Advertisement in Buying Decision
(Gender Wise)

Gender Role	Male	Female	Total
	No and %	No and %	
Very Important	2 (3)	2 (6)	4
Important	18 (27)	6 (18)	24
Satisfactory	41 (61)	20 (61)	61
Not Important	6 (9)	5 (15)	11
Total	67	33	100

Source: Opinion Survey 2010

The above table categorized under gender states that among 67 males, 3% respondents opined as very important, 27% as important, 61% as satisfactory and 9% as not important. Among 33 females, 65% respondents opined as very important, 18% as important, 61% as satisfactory and 15% as not important.

As from the above table, we can assert that both male and female opined television advertisement to be satisfactory in the buying decision in equal percentage. More women opined television advertisements to be very important and not important than the male group while more men opined television advertisements to be important than the female group .

Table 4.14 c
Role of TV Advertisement in Buying Decision
(Education Wise)

Education	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Others	Total
Role	No and %	No and %	No and %	No and %	No and %	No and %	
Very Important	-	1 (8)	2 (7)	1 (3)	-	-	4
Important	1 (10)	2 (17)	10 (36)	10 (26)	1 (11)	-	24
Satisfactory	8 (80)	9 (75)	13 (46)	22 (58)	6 (67)	3(100)	61
Not Important	1 (10)	-	3 (11)	5 (13)	2 (22)	-	11
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table categorized under education states that for the under SLC level, 10% as important, 80% as satisfactory and 10% as not important. For

SLC level, 8% respondents opined as very important, 17% as important and 75% as satisfactory. For intermediate level, 7% respondents opined as very important, 36% as important, 46% as satisfactory and 11% as not important. For graduate level, 3% respondents opined as very important, 26% as important, 58% as satisfactory and 13% as not important. For post graduate level, 11% as important, 67% as satisfactory and 22% as not important. For others 100% respondents opined as satisfactory.

From the above table we can state that majority of the entire education group opined television advertisements to be satisfactory in the buying decision.

Table 4.14 d
Role of TV Advertisement in Buying Decision
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Others	Total
Role	No and %	No and %	No and %	No and %	No and %	
Very Important	2 (5)	-	1 (3)	1 (11)	-	4
Important	8 (21)	1 (9)	8 (23)	3 (33)	4 (57)	24
Satisfactory	24 (63)	8 (73)	21 (60)	5 (56)	3 (43)	61
Not Important	4 (11)	2 (18)	5 (14)	-	-	11
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table categorized under occupation states that under students group, 5% respondents opined as very important, 21% as important, 63% as satisfactory and 11% as not important. Under housewife group, 9% opined as

important, 73% as satisfactory and 18% as not important. Under Service Holder group, 3% respondents opined as very important, 23% as important, 60% as satisfactory and 14% as not important. Under Businessman group, 11% respondents opined as very important, 33% as important and 56% as satisfactory. Under Others group, 57% as important while 43% as satisfactory.

As from the above table we can state that the majority of all the occupation group opined television advertisements to be satisfactory in the buying decision except others group. The others group opined television advertisements to be important in the buying decision

Out of the 100 total respondents, 4 respondents opined as very important, 24 as important, 61 as satisfactory and 11 as not important. We can thus assert from this figure that television advertisements certainly does assist viewers in the buying decision whether it be in satisfactory level or important in nature. Television advertisement is certainly a mass communication tool which helps to communicate its message to the general mass.

Table 4.15 provides with an overview on buying a product after watching an advertisement by age, gender, education and occupation.

Table 4.15 a
Bought a Product after Watching an Advertisement
(Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
..... Brought	No and %	No and %	No and %	No and %	
Yes	27 (79)	35 (87.5)	15 (94)	9 (90)	86
No	7 (21)	5 (12.5)	1 (6)	1 (10)	14
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table categorized under age group states that under the 15-25 age group, 79% opined as to having bought a product after watching an advertisement while 21% opined as not to have bought any product after watching the advertisement. Under the 26-35 age group, 87.5% opined as yes and 12.5% as no. Under the 36-45 age group, 94% opined as yes and 6% as no. Under the above 45 age group, 90% opined as yes and 10% as no.

From the above table we can state that the majority of all the age groups have bought a product after watching television advertisements.

Table 4.15 b
Bought a Product after Watching an Advertisement
(Gender Wise)

Gender	46-60	Above 60	Total
.....	No and %	No and %	
Brought			
Yes	57 (85)	29 (88)	86
No	10 (15)	4 (12)	14
Total	67	33	100

Source: Opinion Survey 2010

The above table categorized under gender states that among 67 males, 85% opined as to having bought a product after watching an advertisement while 15% opined as not to have bought any product after watching the advertisement. Among 33 females, 88% opined as to having bought a product after watching an advertisement while 12% opined as not to have bought any product after watching the advertisement.

As from the above table we can state that more of the female claim to have bought a product after watching television advertisement while more of the male claim not to have bought a product after watching television advertisement.

Table 4.15 c
Bought a Product after Watching an Advertisement
(Education Wise)

Education	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Others	Total
Brought	No and %	No and %	No and %	No and %	No and %	No and %	
Yes	9 (90)	9 (75)	25 (89)	33 (87)	7 (78)	3(100)	86
No	1 (10)	3 (25)	3 (11)	5 (13)	2 (22)	-	14
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table categorized under education states that for the under SLC level, 90% opined as to having bought a product after watching an advertisement while 10% opined as not to have bought any product after watching the advertisement. For SLC level, 75% opined as yes and 25% as no. For intermediate level, 89% opined as yes and 11% as no. For graduate level, 87% opined as yes and 13% as no. For post graduate level, 78% opined as yes and 22% as no. For others, 100% opined as yes.

From the above table we can state that the majority of all the education groups have bought a product after watching television advertisements.

Table 4.15 d
Bought a Product after Watching an Advertisement
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Others	Total
Brought	No and %	No and %	No and %	No and %	No and %	
Yes	30 (79)	11 (100)	29 (83)	9 (100)	7 (100)	86
No	8 (21)	-	6 (17)	-	-	14
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table categorized under occupation states that under students group, 79% opined as to having bought a product after watching an advertisement while 21% opined as not to have bought any product after watching the advertisement. Under housewife group, 100% opined as yes. Under service holder group, 83% opined as yes and 17% as no. Under businessman group, 100% opined as yes. Under others group, 100% opined as yes.

From the above table we can state that the majority of all the occupation groups have bought a product after watching television advertisements

Out of the 100 total respondents, 86 respondents opined as to have bought a product after watching television advertisement while 14 opined as not to have bought a product after watching television advertisement. As from this we can assert the effectiveness of television advertisement and state television as an effective media for advertisement.

Table 4.16 provides with an overview on buying a product only because it is advertised by age, gender, education and occupation.

Table 4.16 a
Buy Products only because it is advertised
(Age Wise)

Age Group	15-25	26-35	36-45	Above 45	Total
.....	No and %	No and %	No and %	No and %	
Buy					
Yes	5 (15)	6 (15)	3 (19)	3 (30)	17
No	29 (85)	34 (85)	13 (81)	7 (70)	83
Total	34	40	16	10	100

Source: Opinion Survey 2010

The above table categorized under age group states that under the 15-25 age group, 15% opined they do buy the product only because it is advertised while 85% opined as no. Under the 26-35 age group, 15% opined as yes and 85% as no. Under the 36-45 age group, 19% opined as yes and 81% as no. Under the above 45 age group, 30% opined as yes while all 70% as no.

From the above table we can state that the majority of all the age group claim they do not buy products only because it is advertised but because of other factors too.

Table 4.16 b
Buy Products only because it is advertised
(Gender Wise)

Gender	Male	Female	Total
.....	No and %	No and %	
Buy			
Yes	11 (16)	6 (18)	17
No	56 (84)	27 (82)	83
Total	67	33	100

Source: Opinion Survey 2010

The above table categorized under gender states that among 67 males, 16% opined they do buy the product only because it is advertised while 84% opined as no. Among 37 females, 18% opined they do buy the product do only because it is advertised while 82% opined as no.

From the above table we can state that the majority of both the male and female group claim they do not buy products only because it is advertised but because of other factors too. Only a minority percentage claim to buy the products because it is advertised.

Table 4.16 c

**Buy Products only because it is advertised
(Education Wise)**

Education	Under SLC	SLC	Intermediate	Graduate	Post Graduate	Others	Total
Buy	No and %	No and %	No and %	No and %	No and %	No and %	
Yes	-	1 (8)	8 (29)	4 (11)	3 (33)	1 (33)	17
No	10(100)	11(92)	20 (71)	34 (89)	6 (67)	2 (67)	83
Total	10	12	28	38	9	3	100

Source: Opinion Survey 2010

The above table categorized under education states that for the under SLC level, 100% opined they do buy the product only because it is advertised. For SLC level, 8% opined they do buy the product only because it is advertised while 92% as no. For intermediate level, 29% opined as yes and 71% as no. For graduate level, 11% opined as yes and 89% as no. For post graduate level, 33% opined as yes and 67% as no. For others, 33% opined as yes and 67% as no.

From the above table, we can state that the majority of the entire education group claim they do not buy products only because it is advertised.

Table 4.16 d
Buy Products only because it is advertised
(Occupation Wise)

Occupation	Student	Housewife	Service Holder	Businessman	Others	Total
Buy	No and %	No and %	No and %	No and %	No and %	
Yes	5 (13)	1 (9)	5 (14)	3 (33)	3 (43)	17
No	33 (87)	10 (91)	30 (86)	6 (67)	4 (57)	83
Total	38	11	35	9	7	100

Source: Opinion Survey 2010

The above table categorized under occupation states that under students group, 13% opined they do buy the product only because it is advertised while 87% opined as no. Under housewife group, 9% opined they do buy the product only because it is advertised while 91% opined as no. Under Service Holder group, 14% opined as yes and 86% as no. Under Businessman group, 33% opined as yes and 67% as no. Under others group, 43% opined as yes and 57% as no.

As from the above table, we can state that the majority of all the occupation group claim they do not buy products only because it is advertised while a minority percentage claim they do buy products only because it is advertised.

Out of the 100 total respondents, 17 respondents opined to have bought a product only because it is advertised while 83 opined as not to have bought a product only because it is advertised. From this we can say that only advertisement does not help in the sales of a product. Other factors are also

considered by the consumers such as price, quality of the product, competitors' price and quality, packaging, etc.

As for the answer to which advertisement do you recall the most as of now that you have seen on NTV, KTV and Image Channel? The advertisements are as below.

Table 4.17

Recall Advertisements Seen on NTV, KTV and Image Channel.

Advertisements	NTV	KTV	Image Channel	Total
Wai-wai	13	10	13	36
Dish Nepal	9	9	3	21
Home TV	6	6	6	18
Jagadamba Steels	4	3	3	10
Real Juice		7	2	9
Sunsilk	3	4	2	9
Close up	5	2	1	8
Ncell	1	3	3	7
Shikhar Shoes	2	2	3	7
Coca Cola	2		3	5
Laxmi Steels	3	1	1	5
Preeti noodles	1	1	2	4
Dabur Honey	2	2		4
Colgate	3		1	4
Others	35	32	26	93
Total	89	82	69	240

Source: Opinion Survey 2010

Of the total 100 respondents, Only 89 respondents gave their response for NTV advertisements, only 82 respondents gave their response for KTV advertisements and only 69 respondents gave their response for Image Channel advertisements. Of the total respondents, the most recalled advertisement was of Wai Wai for all the three channels i.e., 13 for NTV, 10 for KTV and 13 for Image Channel. The most recalled advertisement in total was of wai wai with a total of 36 answers followed by Dish Nepal with 21, Home TV with 18, Jagadamba Steels with 10, Real Juice and Sunsilk with 9, Close up with 8, Ncell and Shikhar shoes with 7, Coca cola and Laxmi Steels with 5, Preeti Noodles, Dabur Honey and Colgate with 4 answers. Others includes Fair and lovely, fair and Handsome, Civil homes, Riddhi Siddhi jewelers, Frooti, Samsung Electronics, Miho, Mayos, Rumpum, Dabur Vatika, Dhara Oil, Kathmandu post, Dairy milk, NIEC, NIC Bank, Samachar Patra, LG, Setwet Zatak, Dabur Lal Toothpaste, Hajmola, Metro Apartment, Lumbini Overseas, Puja Soap, Wheel OK and so on.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMENDATIONS

5.1 Summary

Out of the several means of advertisement and the advertising media today, this study mainly focuses on one means of advertisement i.e. 'advertising through television' and that from three selected television stations within Kathmandu Valley, i.e. Nepal Television, Kantipur Television and Image Channel.

With limited consumers and limited market structure, the competition among the producers is strong and intense. It is a competition for the survival of the fittest and nowadays it is a cut-throat competition. So, in order for the producers to survive, the producers use the best possible means of marketing mix and strategies. It chooses the best possible means through which to communicate to its consumers. Mass production needs mass selling, and advertising makes this possible through the means of communication to the general public.

Advertising creates, makes aware and educates the mass about the product and the company itself. The best possible means through which to communicate to the general mass is through television advertising. This study primarily focuses on television advertising which is the most convenient, effective and expeditious means of communicating to mass targeted customers.

Television is found to be the most effective media than other media since it has both the audio and visual effect. It gives the advertisers an opportunity to show the product and at the same time talk about it. It is found to be more effective than other media because it can be seen and heard at the same, serves a large audience and covers a wide area, can reach selective target audience because of

target based programs, can influence the audience rather easily than any other media and even children and illiterate can be influenced rather easily.

However, the advertisers should always consider the timing of transmission, popularity of the program and above all, the popularity of the channel it is being transmitted through and the coverage area of the media. It should also consider the creative aspect of an advertisement as it helps recall the advertisement and consequently the product itself in the minds of the consumers.

5.2 Conclusion

On the basis of the presentation and analysis of chapter IV, we can draw these conclusions:

- According to the survey, large percentage of respondents specified television as the most persuasive medium of advertisement. This without doubt indicates television to be the most persuasive medium of advertisement.
- Similarly, all of the respondents watch television. This again indicates the popularity of television and television as an effective medium of advertisement.
- From this survey, most of the viewers of television watch television from 6-9 pm followed by 9-12 am. So taking this to consideration advertisements should be telecasted during peak watching hours of the day.
- Comparatively large percentage of viewers watch television 2-4 hours daily while a slightly lower percentage watch 4-6 hours a day. It can be said through this that most of the viewers watch television some hours in

a day. This also proves that television is a popular media for advertisements.

- Large percentages of viewers watch television daily. This indicates that television is an effective medium of advertisement.
- Most of the respondents watch Foreign channels and after that all the television channels. While only few watch NTV, KTV and Image Channel. This indicates the popularity of foreign channels among the viewers and a steep competition faced by NTV, KTV and Image channel.
- Among the most watch channels between NTV, KTV and Image Channel, a relatively large portion watch both KTV and NTV while a slightly larger audience watches NTV than KTV. Image Channel is Watched by lesser Audience as Compared to NTV and KTV
- As for the advertisement watching habits of the respondents, a large majority of the respondents sometimes watch advertisements telecasted in television, a lower portion often watch advertisements. One tenth of the total respondents always watch advertisements while only three respondents never watch advertisements on television. From this we can state that most people do watch television advertisements.
- A majority of the respondents sometimes changed channels during an advertisement, relatively a lower portion often changed channels, likewise a less significant portion never changed channels and only a very few always switched channels during an advertisement. From this we can say that most people do watch television advertisements and that television is an effective medium of advertisement.
- As for kind of advertisement they preferred, half of the total respondents preferred Creative/Interesting advertisement, after that all sort of advertisement, humorous, Simple/straight and then persuasive. This indicates that the respondents watch all type of advertisements but they watches Creative/Intresting more.

- Comparatively large percentage of the audience remember some of the advertisements seen on television, few remember most of the advertisements, while only a minority of the respondents remember none and all of the advertisements seen on television. This states that the majority of the audience sees and remembers the advertisements seen on television. This also asserts television as an effective medium of advertisement.
- A larger majority of the audience are sometimes tempted to buy a product after watching advertisement in television, relatively fewer audience are often tempted to buy the product and quite a few are never tempted to buy the product. None of the respondents are ever tempted to buy the product after seeing an advertisement in the television. This indicates that the majority of the audience watches the advertisements and has its influence on the buying decision.
- As for the assisting in the buying decision after seeing an advertisement in television, a majority audience are sometimes assisted to buy the product after seeing an advertisement in the television.
- Majority of the audience consider television advertisements play a satisfactory in the buying decision. From this we can state that television advertisements certainly do have an effect in the buying decision somehow.
- A majority of the audience had bought a product after watching television advertisements while a minority percentage claim not to have bought any product after watching television advertisements. As from this data we can claim that television advertisement does have a positive effect in the buying decision of Consumers.
- A majority of the audience claim that they do not buy products only because it is advertised but because of some other reasons too while a minority claim they buy it because it is advertised. As from this data, we can state that only advertisement does not help in the sales of a product but other factors should also be taken in consideration.

- As for the most recalled advertisements seen on television, most respondents recalled Wai Wai in all the channels NTV, KTV and Image Channel. While some did not recall any advertisements at all, some recalled advertisements seen on other channels so it was not taken into consideration. From this we can state that the quality of advertisements, the message that it is portraying certainly does have an effect in the buying decision of a product.

5.3 Recommendations

On the basis of the present study, following suggestions are recommended.

- Nepal Television, Kantipur Television and Image Channel should involve in research activity to improve its program quality and to meet the demands of the viewers as well as to compete with foreign and other Nepali channels.
- Since most of the viewers watch television during the evening and night hours, more of the good programs and advertisements should be telecasted in these hours to gain the viewer ship.
- The advertisers should keep in mind that simple advertisements are generally not preferred by the viewers. The advertisements should be creative / interesting with some twist of humorous or somewhat persuasive.
- The advertisers should provide only true information in relation to the product and should not provide any misleading information to the viewers and target customers..

- Television advertisement is the best possible medium of advertisement but it is comparatively expensive as compared to other medium of advertisement. So it would be more effective if other means of advertisement such as paper advertisements, radio advertisements are used simultaneously with television advertisement.

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APPENDIX

A Case Study on the Effectiveness of Television Advertising in Kathmandu Valley

**(With Special Reference to Nepal Television, Kantipur Television and
Image Channel)**

I am a student of Shanker Dev Campus, Faculty of Management, Tribhuvan University. As for the partial fulfillment of the requirement of Master of Business Studies (MBS) Thesis, I am conducting a survey on the Effectiveness of Television Advertising. I will be very grateful if you could fill out this questionnaire and help me in my survey. All the data under this survey will be kept confidential and will only be used for this particular Thesis.

Name: _____

Address: _____

Age: 15-25 26-35 36-45 above 45

Gender: Male Female

Education: Under SLC SLC Intermediate Graduate Post Graduate Others

Occupation: Student Housewife Service Holder Businessman
 Others

Please tick on the most suitable option:

1. Which medium of advertisement do you think persuades you the most?
 Newspaper/Magazines Radio Television Others
2. Do you watch television?
 Yes No

3. During which hour do you watch television the most?
 5-8am 8-12am 12-3pm 3-6pm 6-9pm
 9-12pm
4. How many hours a day do you watch television?
 1-2 hrs 2-4 hrs 4-6 hrs 6 hrs and above
5. In a week, how many days do you watch television?
 Daily 6-4 days 3-1 days Never
6. Which channels do you usually watch most?
 NTV KTV Image Channel Other Nepali
Channels Foreign Channels All None
7. Which channel among the three do you watch the most?
 NTV KTV Image channel All
8. Do you generally watch advertisement on T.V.?
 Always Often Sometimes Never
9. Do you switch channels when an advertisement comes while watching
T.V.?
 Always Often Sometimes Never
10. What kind of advertisement do you usually prefer?
 Creative/Interesting Humorous Persuasive
 Simple/Straight All of the above
11. Do you remember the advertisement that you have seen on T.V.?
 All that I have seen Most Some None
12. Which advertisement do you recall as of now that you have seen on
NTV / KTV/IMAGE CHANNEL?
NTV: _____
KTV: _____
IMAGE CHANNEL: _____
13. Are you tempted to buy the product after seeing an advertisement on
T.V.?
 Always Often Sometimes Never
14. How does T.V. advertisement assist in your buying decision?

Always Often Sometimes Never

15. What role does T.V. advertisement play in your buying decision?

Very Important Important Satisfactory Not Important

16. Have you bought any product after watching an advertisement in T.V.?

Yes No

17. Do you buy products only because it is advertised?

Yes No