

Impact of Television Advertising of Cosmetic Products on Consumer Behavior

(With Reference to Sunsilk Shampoo)

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Abstract

The main objective of this research is to analyze the general impact of television advertising on consumer behavior with reference to Sunsilk Shampoo. Many people use advertising at some time in their life. Some may use it privately while others may use in business. And many people respond to advertisements. They enjoy the choices available to them in every sphere of life (Kotler, 1994:24). It is one of the major tools that companies use to persuade target buyers and publics to buy their products or services. In this scenario researcher takes Survey research design as a methodology. In this study media of advertising and impact of television advertising have been evaluated. Data used in this study are only primary in nature. The required data are collected through the questionnaire survey among the people of different age groups, gender, different education group etc. covering the consumer of urban area. According to the findings it can be concluded that majority of the people have television watching habits and out of them women are more curious in television then men which indicated that television advertisement is more popular means of advertisement.

Key words:

Advertisement, consumer behaviour, urban, women

1. Background of the Study

Advertisement is one of the key elements for the development, expansion, and growth of industrial sector and ultimately for the economic development of the country. Out of the various means of advertisement, television advertisement is the most popular and effective means than other types of advertisement. “Many people use advertising at some time in their life. Some may use it privately while others may use in business. And many people respond to advertisements. They enjoy the choices available to them in every sphere of life (Kotler, 1994:20).

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

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

Television advertising first came into prominence in the 1950s in America (McCarthy, 1975:14). At first, the popularity of television was hindered by the expensive cost of TV sets and lack of programmers. But its impact was so deep that within a decade it was spread over the world. Nepal is not an exception. In Nepal, television was first commissioned in 2041 B.S. in the name of Nepal Television. It started to telecast the program in 2042 B.S. while the commercial telecasting started only in 2044 (NTV Viewer's Survey, 2055:12).

Advertising can be divided into two broad categories according promotional activities (a) consumer promotion advertising and (b) dealer promotion. In addition to these two types of advertising there can be other types of advertising also such as product advertising, institutional advertising, primary demand advertising, secondary demand advertising, indoor advertising, outdoor advertising, press advertising, electronic advertising and so on.

1.1 Media used for advertising

- 1) Print media
- 2) Electronic media
- 3) Direct advertising media

Television is one of the most powerful electronic media in today's world. It is the latest medium of mass communication and is now extensively used for advertisement. However, television becomes popular by 1950s in America and within a decade it was spread over to Europe, Canada, Australia and Japan. It gains popularity in Nepal much later. "Television broadcasting in Nepal started on regular basis on 2041 B.S. (1985). Television broadcasting services of Nepal Television (NTV) which started with limited resources, now broadcast its program for 114 hours a week basis through its 3 studios. It is estimated that about 47% of the population living in 32% of area of Nepal can watch the programs of Nepal Television (NTV). Programs to increase broadcasting capacity and extending reception area coverage are underway (Economic Survey, 1999-2000:108).

1.2 Brief profile of sample product and company

Sunsilk Shampoo is key product of Hindustan Liver Limited (HLL) and it is manufactured and marketing by Nepal Lever Limited in Nepal. HLL is a popular household name with its brands like Surf, Lux, Sunsilk, Pepsodent and Lifebuoy touching the lives of two out of every three Indians each day. The parent company, which holds a little over 51% in the Indian subsidiary, has been patiently waiting for this change. Unilever Nepal Ltd. is

Nepal's branch of Hindustan Lever Ltd. It started production of detergent powder in 1994 and toilet soap in 1995 and from 1996 started production of Close Up tooth paste, shampoo. In these days, the company is producing soap, shampoo, toothpaste, detergent, hair care, skin care etc.

2. *Statement of the Problem*

The effectiveness of advertisement is one of the major areas advertiser needs to consider. Deciding on the media is the crucial task the advertiser needs to undertake for the success of any advertisements. Among various types of media, television enjoys the dominant position. Advertisement can reach to various countries at a time through television. It may have worldwide coverage or viewership.

Different people prefer different types of television advertisements. The selection of the target market and the product's nature plays a significant impact on choosing the media. From this context, in a developing country like Nepal, this type of study is the 'must'. In this background the study deals with the following questions:

- Which age group people prefer TV advertisement more?
- Which educational level people prefer TV advertisement more?
- Which gender people prefer TV advertisement more?
- What are the reactions of people towards the TV advertisement?
- Does TV advertisement affect the consumer's purchasing decisions?
- Do consumers prefer advertised product?
- Which means of advertisement consumers prefer more?

3. *Objectives of the Study*

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

- To examine the consumers preferences on television advertisement.
- To examine the popularity of the television advertisement.
- To analysis the effectiveness of the advertisements of cosmetic products.

4. *Significance of the Study*

Advertising has proved to be effective (less costly) source of information in term of its audio-visual results than other sources. In today's modern business world, the need of advertising is indispensable. Every stage of product life cycle needs advertising, volume of which may be low and high depending upon the natures and stages. Advertising increases the demand for the products and services. It helps in the introduction of mass production, installation of up-to-date machinery, and consequent reduction of cost of article. It is

beneficial not only to the producer and retailer but also to the consumer.

5. *Limitations of the Study*

This research work is totally based on the analysis of primary sources of data. The major limitations of the study are as follows:

- The study covers only the television advertisement for the most advertised cosmetic products.
- The study is limited to a survey of respondents and interview of people within the urban areas of Kathmandu.
- Random sampling technique will be used to select the respondents for the purpose of interview. This might limit the respondents that exactly need to be asked.

6. *Review of Literature*

There are some similar studies which had been conducted previously about advertising in Nepal. Professionalism and highly advanced marketing and advertising practices have not institutionalized here in Nepal. Some research studies are conducted on advertising and sales promotion by different researchers of university students of masters' level.

Maharjan, S. (2006) has also mentioned in her study on "Purchase Behaviour of Cosmetic Products" Advertising Effectiveness that noodles advertising were effective. To label as an effective advertisement both communication and sales effect must be effective. She also recommends to Noodles Company that sales as well as communication effectiveness should be focused.

Shrestha, S. (2006) in his study entitled "A Study on Branding Switching Behavior of Consumers in Kavre District" found that brand awareness of the consumers of Banepa is very high. They buy noodles by brand rather than inspection. The consumers are knowledgeable about all alternative brands available in the market. Incentive factors like price off, free goods, coupon, prize etc. highly influence them to switch the brand. Advertising factors are found dominant effect on brand switching.

Kuikel, P. (2006) in her study "Consumer Behavior with Respect to Decision Making of Cosmetic Product (Lipstick) Purchase in Latitpur City" found that customer's behaviors are affected by firm's marketing mix or strategies. Further, purchasers are conscious about color to match their entire dress up especially saree and salwar. It might be the result of beauty parlor culture in town. Large number of consumers in moderately influenced by advertisement while selecting certain lipstick, it means that people are somehow aware of the product and wants more information of the product they want to purchase. The information sought by respondents for lipstick is feature of lipstick, brand, color and probable side effect based on composition of product. Therefore people are quite conscious about the product features. It might be the effect of modern advertisements these days.

Shrestha, P. (2005) in his study “The Role of Advertising in Sales: A Study of Three Manufacturing Companies, BNL, BNTL, and NLL” found that advertising contributes to the total performance of the studied companies, Bottlers Nepal Ltd., Bottlers Nepal (Terai) Ltd. and Nepal Lever Ltd. The analysis of data and result of questionnaire, it is concluded that advertising effects on total performance of the company and nature of such impact is found positive.

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

7. Research Methodology

This part of the study deals the methods and techniques, which are used, in this study. This study is based on primary as well as secondary sources of data. Primary data are collected by taking interview to different peoples and as a secondary sources newspapers, magazines, NTV views survey 2014, dissertations submitted in the institute of management etc. are used.

The research is mostly based on the primary data. Hence, survey research design has been used. In this study media of advertising and impact of television advertising have been evaluated. The opinions of peoples about television advertising have been gathered.

Data used in this study are only primary in nature. The required data are collected through the questionnaire survey among the people of different age groups, gender, different education groups etc. covering the consumer of urban area. Thus, the people of different age groups, gender and education groups are the population of the study and among them 80 questionnaires are filled up as a sample from the population. The questionnaires are filled up with the consumers selecting 40 males and 40 females which are the main source of primary data. And other required information or data are collected from the NTV viewers survey (official report), Nepal Television Rate Card, Introduction card of NTV, dissertation submitted to the institute of management etc.

A stratified random sampling technique is used to collect the required data covering the people from various backgrounds (age group, educational background, gender etc.) who use the cosmetic products. The sample data collected covering the various backgrounds are presented in table below. The situation of gender wise data collection is presented in Table -1

Table-1: Gender-wise sample collection

Description	Sample size
Male	40
Female	40
Total	80

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

Table-2: Education level-wise sample collection

Description	Sample size
Below S.L.C.	16
S.L.C.	16
Graduate	16
Above Graduate	16
Uneducated	16
Total	80

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

Table-3: Age-wise sample collection

Description	Sample size
Below 15	16
16-25	16
26-35	16
36-45	16
Above 45	16
Total	80

8. Presentation and analysis of data

This part of the study contains the presentation and analysis of data based on survey followed by their analysis. The main objective of this part is to analyze the view of different people regarding television advertisement.

8.1 Age-wise consumers' preference on TV advertisement

The table below shows the age level and their advertisement preference. The sample size of total people is 80 and it is divided into five groups of 16 respondents in each group. The detail situation of response has been presented in table- 4 below:

Table-4: Age-wise Consumers' Preference on TV Advertisement

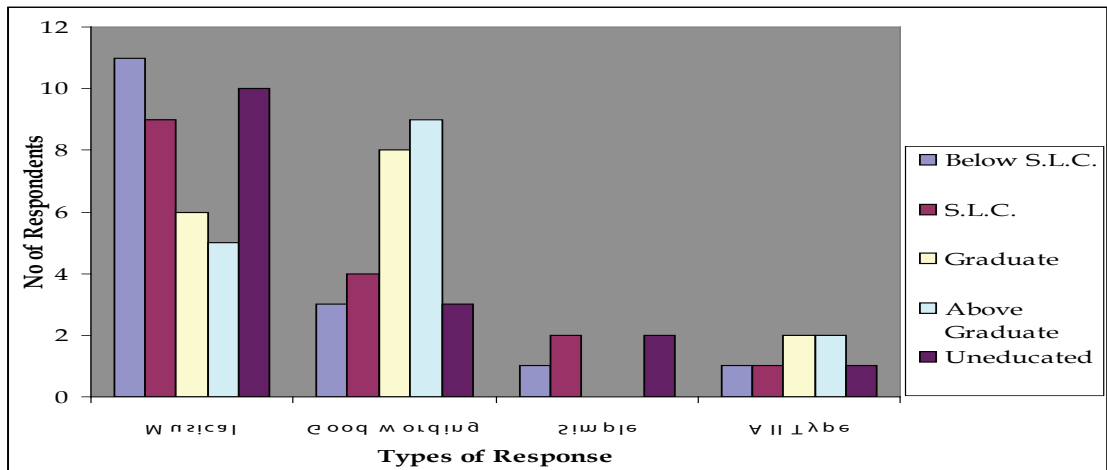
Description	Sample size	Musical	%	Good wording	%	Sample	%	All Type	%
Below 15	16	10	62.5	3	18.75	1	6.25	2	12.5
16-25	16	9	57.25	5	31.25	0	0	2	12.5
26-35	16	6	37.5	7	43.75	0	0	3	18.75
36-45	16	5	31.25	9	56.25	1	6.25	1	6.25
Above 45	16	8	50	7	43.75	0	0	1	6.25
Total	80	38	47.5	31	38.75	2	2.5	9	11.25

Source: Field survey- 2016

It was found that 47.5% of people (i.e. total of all ages) preferred musical advertisement mostly, 38.75% of people are found to prefer good wording, 2.5% of people are found to prefer simple advertisement and 11.25% of people are found to prefer all the advertisement i.e. musical, good wording, and simple.

8.2 Literacy-wise Consumers' Preference on TV Advertisement

Figure: 5: Literacy-wise Consumers' Preference on TV Advertisement



Source: Field survey- 2016

The above Bar chart shows that 41% of the respondents preferred to musical advertisement. 27% of people preferred good wording and very little percentage for others.

8.3 Preference of Advertisements According to Gender (Sex)

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

Table-6: Preference of Advertisements According to Gender (Sex)

Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Male	40	20	50	15	37.5	3	7.5	2	5
Female	40	25	62.5	10	25	1	2.5	4	10
Total	80	45	56.25	25	31.25	4	5	6	7.5

Source: Field survey- 2016

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

8.4 Consumers' Television Watching Habit

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

Table: 7: Consumers' Television Watching Habits

Description	Sample size	Watching	%	Not-Watching	%
Male	40	30	75	10	25
Female	40	34	85	6	15
Total	80	64	80	16	20

Source: Field Survey- 2016

The above table presents the habit of people regarding the television watching. Out of total sample population, 80% of people are found to have the habit of watching television. To analyze the figure of male and female 75% male and 85% female have television watching habits. The percentage of women watching television seems to be higher by 10%. Likewise, 25% female are found not to have the habit of watching television whereas male percentage is only 15%.

8.5 Age-wise Consumers' Reaction to the Television Advertisements

The people of different age groups react to the television advertisement differently like some of them tries to know what advertise meant, some of them may be curious about advertisement whereas some of them just watches the advertisement. The situation of consumers' reaction according to their age group is presented in table-8:

Table-8: Age-wise Consumers' Reaction to the Television Advertisements

Description	Sample size	Try to know	%	Curious	%	Just watching	%
Below 15	16	5	31.25	2	12.5	9	56.25
16-25	16	8	50	3	18.75	5	31.25
26-35	16	9	56.25	1	6.25	6	37.5
36-45	16	7	43.75	0	0	9	56.25
Above 45	16	6	37.5	1	6.25	9	56.25
Total	80	35	43.75	7	8.75	38	47.5

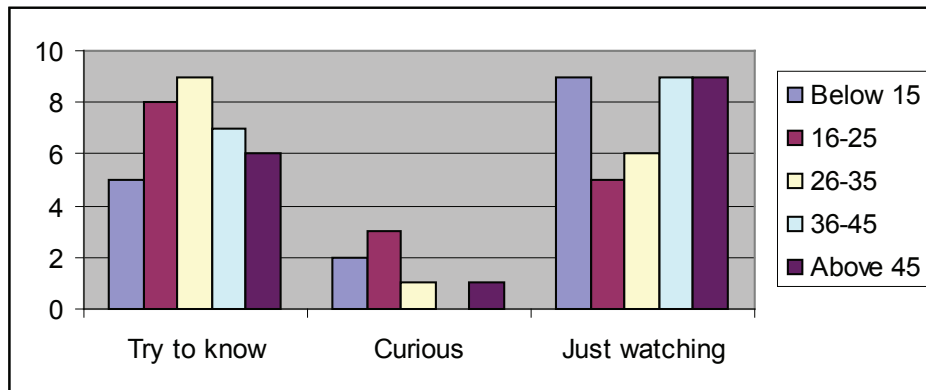
Source: Field Survey-2016

The above statistics shows that the total sample populations belonging to different age group have not same opinion to the advertisement. The results regarding the consumers' opinion on advertisement indicated that ... , 31.25% respondents belonging to the first age group (i.e. below 15) replied that they wanted just to know the literal meaning of the advertisement, 12.5% respondents replied that they were really curious about the advertisement, whereas, 56% respondents were found to be passive television audience.

Likewise, among the respondents belonging to the second age group (i.e. 16-25), 50% respondents were found to be conscious only with the meaning of advertisement, 18.75% were found to be highly inquisitive to the advertisement while 31.25% were found to be mere audience. To analyze the third age group, i.e. 26-35, 56.25% respondents were exciting about the advertisement and only 37.5% respondents were only audience. In the fourth age group, (i.e. 36-45), 43.75% respondents were found to be conscious about the meaning of advertisement and no people were found to be highly interested to the advertisement, while 56.25% respondents were found to be only dull audience. To see the last age group (i.e. above 45) 37.5% were conscious with the simple meaning of advertisement and 6.25% were inquisitive to the advertisement whereas 56.25% respondents were found to be mere audience.

Thus, from the above data, almost 35% respondents were found to be only conscious about to what the advertisement meant and only 8.75% were highly interested to the advertisement while 47.5% were found to be dull audience. Diagrammatic presentation is as below.

Figure: 8 Age-wise Consumers' Reaction to the Television Advertisements



8.6 Education level-wise Reaction to the TV Advertisement

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

Table-9: Education-wise Reaction to the TV Advertisement

Description	Sample size	Try to know	%	Curious	%	Just watching	%
Below S.L.C.	16	4	25	1	6.25	11	68.75
S.L.C.	16	5	31.25	2	12.5	9	56.25
Graduate	16	9	56.25	2	12.5	5	31.25
Above Graduate	16	10	62.5	1	6.25	5	31.25
Uneducated	16	9	56.25	1	6.25	6	37.5
Total	80	37	46.25	7	8.75	36	45

Source: Field survey-2016

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

8.7 Gender-wise Reaction to the Advertisement

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

Table-10: Gender-wise Reaction to the Advertisement

Description	Sample size	Try to know	%	Curious	%	Just watching	%
Male	40	29	72.5	2	5	9	22.5
Female	40	31	77.5	1	2.5	8	20
Total	80	60	75	3	3.75	17	21.25

Source: Field survey-2016

The above figure or data shows the gender wise reaction of advertisement. Out of total forty male population, almost 72% of the respondents viewed that they were particular only to the meaning, 5% were curious to the advertisement and 22.5% were found to be mere audience. To see the female population, 77.5% respondents were found to be concerned with meaning of adv. only 2.5% were curious to the advertisement whereas 20% respondents were found to be mere audience.

From the above data, it can be concluded that female population seems to be more concerned with the meaning of advertisement whereas majority of male population is found to be interested to the advertisement.

8.8 Effect of Advertisement on Consumers' Purchasing Decisions

The consumers goods buying decisions is depends upon various factors like advertisement influence them to buy that product by introducing that product or that product was needed for them etc. The result of consumers' reaction in this regard is presented in table below:

Table: 11: Effect of Advertisement on Consumers' Purchasing Decisions

Description	No. of respondents	Percentage
Advertisements induced to buy	5	6.25
Needed	40	50.00
Both of them	35	43.75
Total	80	100.00

Source: Field Survey-2016

The above table shows that out of total respondents, 6.25% respondents were found to be the customers of the product because they were influenced by the advertisement, 50% responded that they became customer of the product because of their need not due to the effect of advertisement whereas 43.75% customers were found to support both of the reasons. Thus, from this above result it can be concluded that majority of the respondents used the particular product to fulfill their needs.

8.9 Consumers Preferences to the Product

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

Table-12: Consumers' Preferences to the Product

Description	No. of respondents	Percent
Product frequently advertised	65	81.25
Product not advertised	15	18.75
Total	80	100.00

Source: Field Survey-2016

The above figure shows clearly and briefly the number of consumers' preferences to the product. Out of the total 80 respondents, 81.25% responded that they prefer the frequently advertised product whereas 18.75%, respondents opined that they prefer to buy the product that is not advertised. From the above analysis it can be concluded that majority of the consumers give the priority or preference to the frequently advertised product.

8.10 Consumers' Preferences to the Means of Advertisement

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

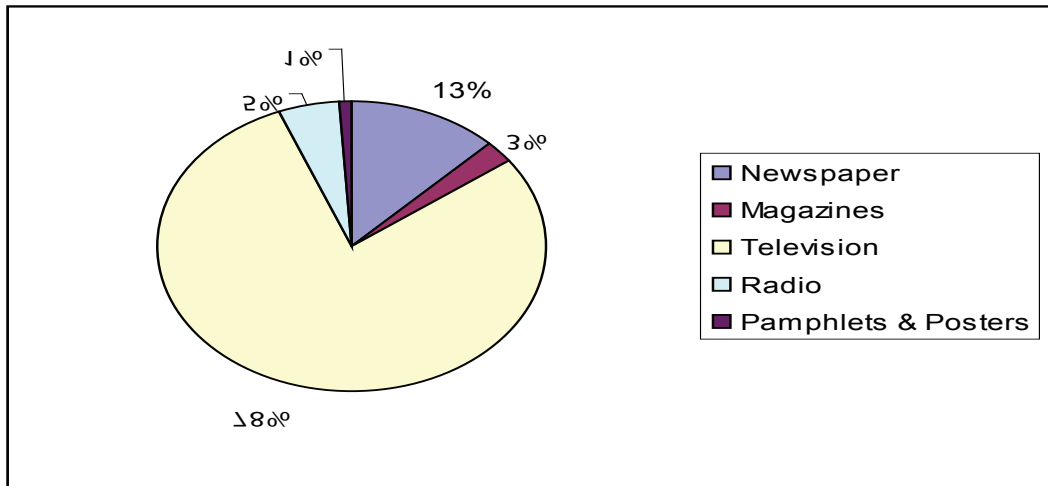
Table-13: Consumers' Preferences to the Means of Advertisement

Description	No. of respondents	Percent
Newspaper	10	12.50
Magazines	2	2.50
Television	63	78.75
Radio	4	5.00
Pamphlets & Posters	1	1.25
Total	80	100

Source: Field Survey-2016

The above statistics presents the number of respondents preferring the means of advertisement. Out of the total 80 respondents, majority of respondents, 78.75% responded that they prefer the television whereas rest of the respondents opined that they prefer Newspaper, Magazine, Radio and Pamphlets & Posters by 12.50%, 2.50%, 5.00%, 1.25% respectively.

Figure: 13: Consumers' Preferences to the Means of Advertisement



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

8.11 Impact of Repeated Advertisement to Attract the Consumers' Attention

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

Table -14: Impact of Repeated Advertisement to Attract the Consumers' Attention

Description	No. of respondents	Percent
Attract consumers attention	50	62.50
Do not attract consumers attention	30	37.50
Total	80	100.00

Source: Field Survey-2016

The above figure shows the number of consumers being attracted by repeated advertisement in the media (i.e. through television). Among the total 80 respondents, most of the respondents, 62.50% (i.e. 50 out of 80) were found to be attracted by the advertisements broadcast in the Television whereas 37.50% respondents (30 out of 80) were seemed to have no effect of the advertisement. It shows that most of the advertisements are proved to be fruitful to lure the consumers.

8.12 Consumers Response to the Adequacy of Advertisement

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

Table-15: Consumers' response to the adequacy of advertisement

Description	No. of respondents	Percent
Seek for additional information	65	81.25
Adequate information	15	18.75
Total	80	100

Source: Field Survey-2016

The above table shows in brief the consumers' reaction to the adequacy of the advertisement. Among the total 80 respondents, 81.25% respondents wanted some more information to be added in the advertisements whereas for 18.75% responded that the content of the advertisements were adequate i.e. they are fully satisfy with information received from the advertisement of particular product.

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

8.13 Consumers' Preference to the Product Having Same Price and Quality

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

Table- 16: Consumers' Preference to the Product Having Same Price and Quality

Description	No. of respondents	Percentage
Advertised product	70	85
Not advertised product	10	15
Total	80	100

Source: Field Survey-2016

The above table shows the preference of consumers to the product having same price and quality out of the total 80 respondents 85% respondents gives preference to the advertised product whereas 15% respondents gives preference to non advertised product. It proves that advertised products have good preference from the consumers.

8.14 Impact of Advertisement on Customer

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

Table No: 17: Impact of Advertisement on Customers

Description	No. of respondents	Percentage
Positive impact	65	81.25
No impact	15	18.75
Total	80	100

Source: Field Survey-2016

The above table shows the impact of advertisement on different customers. Among the total respondents 81.25% respondents responded that advertisement could leave good impact upon them about the advertised product whereas 18.75% respondents opined that advertisement could not leave any impact upon them. It proves that advertisement has played important role to leave positive impact towards the majority of people.

8.15 Role of Advertisements to Make the Purchase Decision

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

Table No: 18: Role of Advertisements to Make the Purchase Decision

Description	No. of respondents	Percentage
Indifferent	67	83.75
Purchase	5	6.25
Do not purchase	8	10.00
Total	80	100

Source: Field survey-2016

The above table shows the role of advertisement to attract the consumers. From the analysis it can be found that, out of the total 80 respondents, 83.75% respondents could not say whether they decide to buy the product or not after they saw the advertisement broadcast in the television and only a few percent of people i.e. 6.25% opined that they will purchase the product after they saw the advertisement broadcast in the television however 10 % respondents opinioned that they will not purchase. It proves that advertisement helped to the majority of customers to recall the brands' name to a greater extent but the purchase decision is not fully depends upon the advertisement.

8.16 Effectiveness of the Advertisement of Cosmetic Product

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

Table No: 19: Effectiveness of the Advertisement of Cosmetic Product

Description	No. of respondents	Percentage
Seen	80	100
Not Seen	0	0
Total	80	100

Source: Field Survey-2016

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

8.17 Effectiveness of the Advertisement of Sunsilk Shampoo

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

Table No: 20: Effectiveness of the Advertisement of Sunsilk Shampoo

Description	No. of respondents	Percentage
Seen	80	100
Not Seen	0	0
Total	80	100

Source: Field Survey-2016

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

8.18 Factors Influence to Buy the Product (Sunsilk Shampoo)

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

Table No: 21: Factors Influence to Buy the Product (Sunsilk Shampoo)

Description	No. of respondents	Percentage
Quality	52	65
Price	16	20
Scheme	8	10
Advertisement	4	5
Total	80	100

Source: Field Survey-2016

The above table shows the factors which influence customers to buy the product. From the table, majority of the respondents (65%) responded that they are influenced by the quality of Sunsilk Shampoo to purchase this product where as 20 percent are influenced by price, 10 percent are influenced from the scheme attached in the product and rest 5 percent are influenced to buy from the advertisement of the particular product.

9. Summary

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

Advertisement is one of the most important components to influence consumers for making them familiar about the product. The study regarding the impact of television advertisement in consumers' behavior is perhaps in first in Nepal. To achieve the objectives of the study required data are collected from primary sources through questionnaire. In total 80 respondents to covering the differing age groups, different gender, and educational background questionnaires responded to questionnaires. Questionnaires analyzed using various statistical and mathematical tools.

10. Conclusion

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

Similarly, majority of the people prefers the product which is frequently advertise

rather than not advertised products though they are same nature's product but most of them purchase the product due to their necessity not due the influence of advertisement. Likewise, the advertisement of cosmetic product like Sunsilk Shampoo is very much effective to make the customers familiar about the product but majority of them are influenced from the quality this product not from the advertisement though they are know about that product from advertisement. Thus, in conclusion it can be concluded that television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.

11. Recommendations

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

- The study shows that majority of respondents of different age groups and various educational backgrounds prefer musical programs rather than other programs. So, the producer as well as advertiser either makes their advertisement in musical form or they should broadcast the advertisement in musical program.
- The study shows that majority of the respondents have television watching habits and it is more popular with women consumers. So, the advertiser and producer should give preference to the television advertisement by focusing more to the women advertisement.
- The analysis shows that the information included in advertisement are not sufficient and majority of the respondents are willing to get the additional information from the advertisement regarding the various aspects of the product. Thus, advertise manufactures and producer should include sufficient information so that consumer can be satisfied regarding the matters.
- The study indicates that most of the consumers prefer advertise product rather than not advertise product and it also indicate that advertisement attract the attention of the consumer. Hence, all manufactures should advertise their product to expand the market share.
- The study indicate that the advertisement of any product leaves the good impact with consumer behavior regarding the product but to some extent their purchase decision is depends upon the need of the consumers also so while advertising the product all manufactures and advertiser should try to create the necessity of the product through effective presentation of product and product related information in advertisement.

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Survey

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