

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

Marketing and Promotional Strategy of NCell in Nepal

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DIPLOMA THESIS ASSIGNMENT

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Thesis title

MARKETING AND PROMOTIONAL STRATEGY OF NCELL IN NEPAL

Objectives of thesis

The main objective of this study is to examine the promotional activities of Nepal's Ncell mobile company.

More specifically, the study's objectives are:

To analyze promotional planning practice.

To identify providing tools and media used by the company.

To explore the promotional activity implementation.

To assess the promotional activities evaluation practice of the company.

To determine existing promotional problem of the company for improved.

Methodology

Data will be collected by means of a survey which will then be analysed.

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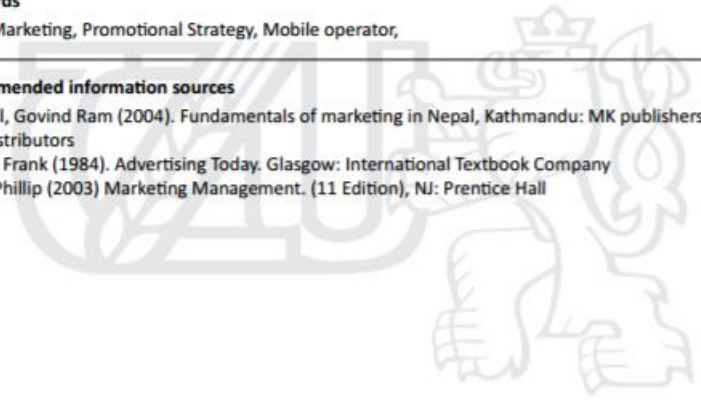
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Declaration

I declare that I have worked on my diploma thesis titled "Marketing and Promotional Strategy of NCell in Nepal" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 31st March 2017

Sagar Gautam

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Marketing and Promotional Strategy of NCell in Nepal

Abstract

The focus of the diploma thesis is the evaluation of marketing and promotional strategy of NCell Nepal. The diploma thesis is divided into a theoretical and a practical part.

The theoretical part deals with the explanation and importance of marketing, marketing mix and marketing communication. Different approaches and definitions of authors are outlined. The author focuses on contemporary marketing approaches. An explanation and definition of public relations represents a key part of the literature overview.

The theoretical part of the diploma thesis is focused on a description of the chosen company including its history, marketing communication tools and other related activities. The major promotion mix tools are examined and described according to the knowledge of the theoretical background. Qualitative research is conducted. Efficiency of marketing communication tools with regard to public relations activities are monitored and appropriate recommendations are proposed.

The practical part processes current marketing communication and the questionnaire research is done and from this knowledge strengths and weaknesses of communication. The final part is about summary with conclusion and some recommendation.

Keywords: NCell, Marketing, Promotional Strategy, Advertisement, Mobile operator, Quality of service

Marketingová a propagační strategie společnosti NCell Nepál

Abstrakt

Cílem diplomové práce je shrnutí a zhodnocení marketingové a propagační strategie společnosti Ncell Nepál.

Diplomová práce je rozdělena do dvou částí, a to části teoretické a části praktické. Teoretická část se zabývá vysvětlením důležitosti klasického marketingu, míšeného marketingu a marketingové komunikace. Rozdílné názory a přístupy autora k dané problematice jsou nastíněny v diplomové práci. Autor se snaží celou problematiku uchopit v moderním pojetí. Definice a vysvětlení veřejných vztahů, představují v dané problematice klíčovou úlohu v rozsahu využití literatury.

Dále se teoretická část zabývá popisem společnosti Ncell, její historií, marketingovou a propagační strategií, komunikační strategií a jiných aktivit, či nástrojů. Hlavní míšené propagační nástroje, které jsou využívány, popsal autor dle znalostí teoretického pozadí dané problematiky. V této práci byl proveden kvalitativní výzkum. Efektivita marketingových nástrojů je monitorována a patřičně okomentována vzhledem k veřejným vztahům a veřejnému mínění.

Praktická část se zabývá současnou marketingovou komunikací a dotazníkovou formou jsou představeny její silné a slabé stránky. Závěrečná část diplomové práce se zabývá souhrnem dané problematiky a jejím komentářem.

Klíčová slova: Ncell, Marketing, Propagační strategie, Reklama, Mobilní operátor, Kvalita služeb.

Contents

1. Introduction.....	12
1.1 Introduction of Spice Nepal Pvt. Ltd.	13
1.2 About NCell	14
2. Objectives and Methodology	16
2.1 Statements of the Problems.....	16
2.2 Objectives of the Study	17
2.3 Significance of the Study	17
2.4 Limitation of the Study	18
2.5 Organization of the Study	18
2.6 Research Design.....	19
2.7 Population and Sampling	19
2.8 Nature and Source of Data	20
2.9 Data collection Procedure	20
2.10 Data Analysis Techniques.....	20
3. Literature Review.....	22
3.1 Conceptual Review	22
3.1.1 Development of Communication System in Nepal.....	22
3.1.2 Promotional Mix	23
3.1.3 Promotional Strategy and Execution Process	26
3.1.4 Promotional Tools and Media.....	26
3.1.5 NCell and Its Status in Nepal.....	31
3.2 Review of Related Studies	37
3.2.1 Review of Article/Journal.....	37
3.2.2 Review of Thesis	40
3.3 Research Gap	44
4. Practical Part	45
4.1 Consumer Survey	45
4.1.1 Respondent profile.....	45
4.1.2 Do you have a mobile phone service?	46
4.1.3 Which mobile network(s) do you use?	47
4.1.4 How do you rate the importance of having a mobile service to you	48
4.1.5 Are you satisfied with the network quality of your network provider?....	49

4.1.6	Prioritise the following considerations when choosing a mobile service .	50
4.1.7	Do you use mobile data regularly from your service provider?	51
4.1.8	Have you seen advertisement of NCell?.....	52
4.1.9	Do you think NCell is strong competitor of NTC?.....	53
4.1.10	Which company do you think advertises more to attract new customers?	54
4.1.11	Which service provider do you think has the better promotional strategy?	55
4.1.12	For how long have you been using this product?	56
4.1.13	What do you think, is the main reason for your use of this product?	57
4.1.14	How do you come to know about this brand?	58
4.2	SWOT Analysis	59
4.3	Major findings.....	61
5.	Summary, Conclusion and Recommendation	62
5.1	Summary	62
5.2	Conclusion.....	63
5.3	Recommendations	63
6.	Bibliography	65
7.	Appendices.....	68

List of figures

Figure 1 :Respondent profile	45
Figure 2: Do you have mobile	46
Figure 3: Which network you use?	47
Figure 4: How do you rate importance of mobile service?.....	48
Figure 5: Are you satisfied with ntwork?	49
Figure 6: Priorities according to importance	50
Figure 7: Do you use mobile data?	51
Figure 8: Have you seen advertisement of ncell?	52
Figure 9: Do you think ncell is competitor of ntc?	53
Figure 10: Which company do you think advertisement more?	54
Figure 11: Which has better promotional strategy?.....	55
Figure 12: For how long you are using this?	56
Figure 13: What is main reason for using this?	57
Figure 14: How do you know about this?	58

List of abbreviations

A. D	Anno Domini
B.S	Bikram Sambat
CDC	Customer Delivered Value
CDMA	Code Division Multiple Access
CRM	Customer Relationship Management
EGDE	Enhanced Data for GSM Evolution
GPRS	General Packet Radio Service
GSM	Global System for Mobile Communications
ICT	Information and Communication Technology
MBS	Masters' of Business Studies
MDG	Millennium Development Goals
MIS	Marketing Information System
MMS	Multimedia Message
NTV	Nepal Television
PRBT	Personal Ring Back Tone
SAARC	South Asian Association for Regional Cooperation
SIM	Subscriber Identity Module
SMS	Short Message Service
SNPL	Spice Nepal Private Ltd
T. U.	Tribhuvan University
TCC	Total Customer Cost
TCV	Total Customer Value
TV	Television

1. Introduction

Nowadays industrialization is main component for business life and contemporary economic. Industrialization is also considered as the pious symbol of prosperity for business and economic development. Marketing is one essential function which play significant role to drive industrialization in speed by which economy become more developed and strong. From this way, marketing is one of the most important multiplier of economic development. By the development of marketing, marketing makes possible economic integration, productive capacity, full utilization of assets and economy already possessed. Marketing helps to organize unused economic energy and contributes to the greatest needs, which purpose rapid development of entrepreneurs as well as managers. Basically, the development of managers and entrepreneurs help to develop industrial activity in country. It is clear that which country are developed that country are developed in marketing area too, (Agrawal, 2004:34).

Creating value for customers and a return for the company is primary function of marketing. Which factor motivates customers to buy the product and also pay more, marketers always try to find out and also marketers should know why the customers might prefer the particular brands to those of competitor's brands.

Besides Nepal's geography and scattered population, poor communication system and information technology is straightly connected to low economic performance. Government of Nepal realizes that (ICT) information and communication technology is very important tool to reduce geographic barriers of country, to provide new means of service delivery, crating innovation, enabling information and knowledge management, and thereby creating opportunities for social development as well as economic development of nation. ICT also helps in poverty reduction goals and improve access to education sector. ICT also helps in health services.

1.1 Introduction of Spice Nepal Pvt. Ltd.

Spice Nepal Private Limited is the Nepal's first GSM mobile operator and is also popularly known as "NCell". This company was established in 2004 and commercially launched on 17th September 2005, (www.ncell.com.np).

Spice Nepal Private Ltd. (SNPL) is known as first private company which introduce GSMS services in telecommunications sector with brand name "NCell" in Nepal. It broke the monopoly of government telecommunications company, Nepal Telecom (NT) and build a new arena in cellular telephony services.

Although it was established in 2004 with the license issued by Nepal Telecommunication Authority to operate GSM mobile services both pre-paid and post-paid service in the country and commercially launched its services on september17th, 2005 in the capital valley and vicinity. Within 2 years after its commercial launch SNPL become success to extend its service to different parts of Nepal, Dhulikhel, Banepa, Nagarkot, Chitwan, Hetauda, Birjung, Simara, Biratnagar, Itahari, Dharan, Janakpur, Nijgadh, Rajbiraj, Kakarbhitta, Bhadrapur, Pokhara, Butwal, Bardaghath, Bhairahawa, Nepalgunj, Surkhet, Dhangadi and Mahendranagar. NCell become success to cover 14 out of 14 Zones.

SNPL is gradually expanding its services in different urban, semi-urban and rural parts. Also by using satellite equipment and network SNPL is providing its services to its subscribers.

At the starting phase company, had started with basic services voice call and SMS, now company introduced new services like call waiting, call forwarding, conference call, voice mail, missed call notification, SMS to e-mail, e-mail to SMS, USSD, mobile internet (GPRS/EGDE), multimedia messaging services (MMS), personalized ring back tones (PRBT) and different types of value added services. SNPL always planned and adopted new services and technologies which are available in the international market to provide facilities among its subscribers. NCell helps to introduce many services first time in Nepal, which make NCell modern, accessible, innovative and most popular brand among Nepalese people with more than 1,298,165 subscribers.

In this present days SNPL has engaged with an arrangement of operators in more than 31 countries, including 74 operators around the world and also gently extending roaming partners day by day for its subscribers.

SNPL is providing its services through huge distribution network I which there are three main customers care center located in Pokhara and Kathmandu. In different part of Nepal where SNPL has extended its networks, SNPL is gradually opening customers care centers. It owned customers care centers and call centers along with its big distribution channels. In this centers subscribers will get all the facility and information about services of NCell brand.

At the CEO Conclave Award-2006, SNPL bagged awards for “Mobile Operator with Best Consumer Pull I Nepal” and Most Innovative Mobile Operator in Nepal” which was organized by Voice & Data, South Asia’s leading information and communication magazine, in which winner were chosen among best mobile operators in SAARC region for the contributions in cellular phone development, innovative products introduction and value added services rendition held at Colombo, Sri Lanka. As well as SNPL was again awarded as “Mobile Operator with Best Consumer Pull in Nepal 2007” at an event held at Kathmandu, Nepal.

SNPL is determined to launch more facilities and innovative services to the subscribers. It has already received license to operate an ISP, which it is planning to launch and also planning to launch 4G service in future, (www.ncell.com.np).

1.2 About NCell

NCell Pvt. Ltd. Which is known as Spice Nepal Private Limited earlier was established in 2004 and commercially launched on September, 17, 2005 but it was launched under the name “Mero Mobile” brand. Nowadays it is known as NCell. As of 2010, Mero Mobile become NCell and started operating under the NCell brand. In NCell “N” stands for Nepal which mean cell for Nepal. NCell committed to being the best local mobile network for the people of Nepal. It provides services of international quality with a local touch. Most of the

employees of this company are from Nepal and services are designed to fulfill the needs of local society, (www.NCell.com.np).

NCell is part of a leading European Telecommunication Company. Since October 2008 NCell has been part of TeliaSonera. Over 20 markets where more than 460 million people, including the Nordic and Baltic countries which is the emerging market of Eurasia and Spain are being facilitated by TeliaSonera. TeliaSonera is helping people and companies to communicate in an easy, environmentally friendly way by providing effective network access and telecommunication services. TeliaSonera is international group with a global strategy. It creates value by focusing on delivering a world-class customer experiences with best-in-class cost structure as well as it focuses on securing networks.

NCell is supported by TeliaSonera which helps to expand coverage, enhancing quality and innovating new, easy to use and effective services to the people. NCell is constantly working hard to achieve goals like connecting every people of Nepal through its network, new and modern services, cost effective, high quality services and also creating value for their subscribers and for partners too. NCell brand brings under the same image of brand of the TeliaSonera. And also, NCell challenge the limits of innovation, uplift the level of telecommunication services and make mobile market more competitive for the customer's benefits. It helps to develop the country and economy and infrastructure. It helps by building best in class networks and connecting the people of remote area with the help of communication, (www.ncell.com.np).

2. Objectives and Methodology

Research Methodology is also main part of research, this is the way to solve research problem in systematic way. It is the process which has various steps to adopt by a researcher in studying a problem with certain objectives in view. This process involves steps like gathering, recording, analyzing and interpreting the data with the purpose to solve the problems. This whole process which we use to solve the problem is known as research. To make the research meaningful and more scientific appropriate research methodology is necessary. Therefore, appropriate methodology has been followed to meet the objectives. This chapter deals about 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 promotional strategy activities of NCell.

2.1 Statements of the Problems

Sector of Nepalese telecommunication services was fully dominated by the Nepal Telecom has been changed. New companies have been launched including NCell which was Mero Mobile in first has introduced many new features like CPRS, PRBT and MMS for the first time in Nepalese Telecommunication. Also, it gains more popularity in Nepalese market in short span of time. In this competitive world, to expand marketing and promotional strategy plays a vital role. Promotional strategy is the process of communication through which people will know about the product in the market. One of the main reason of popularity of NCell in Nepal is Promotional Strategy of NCell. Otherwise, it is very difficult to established a new market. Nepal telecom was well established company and there was monopoly. But NCell did quite good to expand its services almost every part of Nepal. The core theme of the problem is to show how “Marketing Communication mix or Promotional Strategies” can play a major part in entering a new market challenging well established competitor and winning market share. In this regard, the study will dwell upon the following issues:

- What is the promotional planning practice?
- What promotional tools and media the company is using?
- How the promotional activities are implemented?
- How the promotional activities are evaluated?
- How the promotional activities are improved to solve the existing problems?

2.2 Objectives of the Study

The main objective of this study is to examine the promotional activities of Spice Nepal's (NCell) more specifically, the study's objectives are:

- To analyze promotional planning practice.
- To identify providing tools and media used by the company.
- To explore the promotional activity implementation.
- To assess the promotional activities evaluation practice of the company.
- To determine existing promotional problem of the company for improved.

2.3 Significance of the Study

Promotional strategies are mainly used by Nepalese organizations for entering new markets, launching new products or for continuing with existing products and services. Promotional strategies play a vital role in making public aware of the products or services and influencing people to consume the product or services. The study particularly deals with marketing practices and its impact on NCell Nepal. Though researches have been carried out about promotional strategies of Nepalese firms in the past, area of assessment of marketing practices of communication mix by a new market entrant that and too in the Telecom Industry in Nepal is a unique case. The study will Focus on promotional

technique, tools, policies, identify NCell target audience, promotional activities improved, promotional activities implementation and promotional Planning Practices of NCell.

2.4 Limitation of the Study

As with any study, this study also has some limitations. Data collection of related field is very difficult in Nepal. In order to make a study on such topic more fruitful, it is essential that the study on this topic conducted on frequent time intervals. The study is limited to:

- The primary data collected have been based on the sample of NCell users in Kathmandu.
- The response of respondents will be analyzed in terms of simple statistical tools only.
- Since this type of study hasn't been conducted much, there will be limitation in secondary data collection.
- Above all, there is time constraint as it is only a study to fulfill partial requirement of confining Master's degree.

In spite of these limitations, full efforts will be made to make this study reliable and valid.

2.5 Organization of the Study

The study has been organized into five chapters, which are as follows;

Chapter one: It has focused on the subject matter of the study consisting General background of the study, Introduction of Spice Nepal Pvt. Ltd. About NCell.

Chapter two: It has dealt with research methodology, statement of the problem, objective of the study, significant of the study, limitation of the study and organization of the study. It has included methodology used to achieve the objective of the study, nature and sources of data, population and sample, data collection procedures, data processing and analysis procedures and data analysis tools

Chapter three: It has given the review of literature. It has included the conceptual framework along with review of major books, journals; research works i.e. the review of the previous studies or thesis etc.

Chapter four: This chapter has presented the analysis and interpretation of data using bar diagrams, and SWOT analysis which was find out by different interview with agent, sub-agent and customer care center described in chapter three and drawing major findings.

Chapter five: It has covered the summary, conclusion and suitable recommendations.

At last, an appendix has been included according to the relationship between various variables of promotional strategies and a bibliography

2.6 Research Design

Research design is essential for thesis, this is the arrangement of conditions for collection and then analysis of data that aim to combine relevance to the purpose of research with economy in procedure. To obtain the answers of research questions and to objectives of this study, research design is necessary, actually research design is plan, structure and strategy of investigation. Descriptive and analytical research design has been used to achieve objectives of research. Definite procedures and techniques has been used to guide insufficient way for analyzing and evaluating the study. This study is carried out by using both quantitative and qualitative analysis methods.

2.7 Population and Sampling

Under this study population represent the total number of NCell users in Kathmandu valley. Sample is the selection of certain number of respondents out of the population. For consumer survey sample consisting of only 500 respondents were chosen by randomly selection in order to get general information which is based on different cities of Kathmandu valley.

2.8 Nature and Source of Data

Two types of data were collected- primary data and secondary data. Primary data are those data collect from consumer and agent, subagent and customer cares. Secondary data are those data collected from NCell Company, agency and collect from published advertisement in general daily newspaper, television, radio, through internet and websites and thesis from different people.

2.9 Data collection Procedure

Considering the descriptive research design, it is necessary to collect both secondary data and primary data. Specially, primary data and secondary data are used to describe the qualitative and quantitative aspects of the research respectively. Data collection procedure are: -

- i. Primary Data Collection: Questionnaires are prepared on the basis of literature review and guidance of various personalities. According to the sampling procedure, sampling is taken and questionnaire are distributed.
- ii. Secondary Data Collection: This data is collected from various sources such as internet and the documents provided by NCell. For necessary data website of NCell has been used.

Articles from various websites, magazine and newspaper were used and also theis are also used for the data.

2.10 Data Analysis Techniques

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

out the effectiveness of promotional strategy of NCell in the society by getting the questionnaires filled. Analysis has been made by percentile method. The research tries to find out all the objectives of research through this research.

3. Literature Review

Review of literature is main part for thesis writing. This chapter reviews the concepts concerning the subject matter that are written on textbook, different related books, journals, and past dissertations and different websites which are the source of literature review. So, a brief review of subject matter, related studies and thesis is done. This chapter contains following sections:

I. Conceptual Review

II. Review of Related Studies

3.1 Conceptual Review

All the basic knowledge involve in the area of research can be cleared from the conceptual review and it makes theoretical framework in the field of research. The concepts of those required basic knowledge are as follows:

3.1.1 Development of Communication System in Nepal

Compared to other countries especially developed countries, history of telecommunication in Nepal is new. Since, 1914 line between Indian border and Nepal was opened. But unfortunately, it took around four decades when the capacity of local exchange reached 300 lines in Capital city. Under the Nepal telecommunication Act 1971 Nepal Telecom was established to provide telecommunication service all over Nepal. Nepal telecom was established in 1975, June, 25. But only after 1995 major growth in telecom sector has occurred. In the end of 1990, despite the absence of foreign investment, Nepal started to grow faster, but not comparison to country of South Asia. In 1999 destiny of telecommunication service improved little bit which is one line equals to 100 inhabitants. The telecommunication Act of 1997 established a regulatory body, The Nepal Telecommunications Authority (NTA) on March 4, 1998. Telecom Policy, 2004 replacing the older Telecom Policy, 1999 has passed by Government of Nepal, (www.ntc.nt.np).

The Nepal Telecommunications Corporation (NTC) is public telecommunications operator which held a monopoly over all aspects of telecommunications in Nepal until few years back. Until recently, NTC used to be fully State-owned entity, which has now been privatized and converted into Nepal Telecom. The Nepal Telecom (formerly Nepal Telecommunications Corporation), Nepal's pioneer telecommunications operator, has made significant progress in the growth and development of the national public switched telecommunications network (PSTN) in the last decade, particularly during Nepal's Fifth Phase Telecom Project (1992-97). NTC also started providing GSM mobile service from May 1999. At present, Spice Nepal (P) Ltd (NCell) is providing cellular mobile telephone connections based on GSM from September 2005. Similarly, United Telecom Ltd. (UTL) is providing Wireless Local Loop based telecom service in Nepal, (www.ntc.net.np).

In 1993 first internet was introduced in Nepal by Royal Nepal Academy of Science and Technology (RONAST). Now Nepal Academy of Science and technology and a private company, Mercantile Office Systems (MOS). World Link set up a similar service in 1995, which was second company for internet and it used to provide service in lower rate through a cheaper connection to Canada. Their only service was providing e-mail service.

3.1.2 Promotional Mix

Among the four P's of marketing mix is promotion also known as marketing communication. Organizations have to communicate with their existing and potential customers about what they are doing. Marketing communication is very essential as well as challenging in the service sector as the nature of services is characterized by intangibility of the service product, which is conclusive to assure customers on the value of a product. The intangibility of services has a number of managerial implications. Marketing communication is described as all strategies, tactics, and activities involved in getting the desired marketing messages to designed target markets, unconcerned of the media use. Most service marketers have connection to many forms of communication, referred to all as the marketing communication mix. The mix contains advertising, publicity and public

relations, sales promotion, instructional materials, personal contact and corporate design. Marketing communication mix elements provide information and consultation that are essential components to add value to a product or service. Customers need facts about the features of the product or service, its price and how they can approach it, to make informed purchase decision. Thus, if customers are able to get the important necessary information about the product timely and adequately, they may sense that they are buying quality product or service. This means having good and effective communication channels adds value to the product or service of the company as customers have confidence on their purchase. (Doyle, 2003 p-36).

Promotion is a persuasive communication that tells the target customers about product, price and place. It stimulates demand / purchase intent. The objectives of the promotion are:

- ❖ **Informing:** Promotion informs the target consumers about the product, price and availability and it creates awareness about the product. Providing information about the product helps customers make purchase choice.
- ❖ **Persuading:** Customers have many products to choose from and thus organizations are facing intense competition in the market. Promotions persuade customers to make purchase decision in favor of the promoted brand. It also stimulates product demand, influences buyer behavior, and induces the intermediaries to carry such product.
- ❖ **Reminding:** Consumers have short – lived memory hence promotion acts as a reminder of a particular brand. It also reminds customers that the brand has the potential to satisfy their needs.

Re-enforcing: Since promotion plays a vital role in post-purchase stage of the buying process it reassures the consumers about the products benefits to reduce their anxiety, (Doyle, 2003 p-37).

The main promotional tools are as follows

I) Advertising:

Advertising is a paid communication. It refers to the means employed to draw attention to object or purpose. It can be any paid form of non-personal presentation and promotion of

ideas, goods or services by an identified sponsor. It uses various media for delivering messages to reach numerous buyers at a low cost, (Doyle, 2003 p-37).

II) Public Relations (PR):

Public Relations (PR) involves a mixture of programs outline to promote or protect a company's image or its individual products. PR promotes friendly attitude and opinion about an organization, its policies and products. Publicity is any communication about an organization, its products or policies through the media that is not paid for by the organization.

III) Sales Promotion:

Sales promotions are non-personal promotional efforts which are construct to have an immediate result on sales. Sales promotions can be directed at the customer, sales staff, or distribution channel members (such as retailers). The sales promotion is directed at consumers, intermediaries or sales personnel to push the sales, to encourage purchase, to attract new consumers, to introduce new products, to display better and to provide more shelf space. The basic objective of sales promotion is to achieve faster and higher sales.

IV) Personal Selling:

It is personal communication with customers to persuade them to buy the products. Either sales personnel go to the customers or the customers come to the sales persons i.e. it is a two-way information flow. It involves face-to-face interactions between the sales person and the customer. Sales person provide information about the products and consumers give feedback if any to the sales persons. Personal Selling involves persuasion. Sales personal persuade customers to buy products. Presentations are made, queries are answered. The sales person can make presentation and demonstration about the product. The message design can be made flexible according to buyer characteristics. Personal selling is the most powerful tool in persuading customers to make purchase decisions. Several visits can be made by the sales person to influence customer- buying decision. Relationship Building: Relationships develop between the sales person & the customer during sale. Relationship build through personal selling helps perform of direct selling and brand awareness, (Doyle, 2003 p-38)

3.1.3 Promotional Strategy and Execution Process

It involves decisions on the personal selling, advertising, sales promotions and PR activities to be followed. While these must be so coordinated as to optimize the company's communication with the selected markets and customers, they must also be integrated with all the other marketing activities. Two terms are used to indicate the relative importance of advertising and personal selling in consumer goods marketing. (Kotler & Gary 2004, p-91).

Push Strategy: A promotion strategy which used for using the sales force and trade promotion to push the product through different channels. The push strategy is used for consumer shopping goods (such as appliances, woman's coats, and men's suits) sold in situation where the retail salesclerk influences product and brand selection. The manufacturer uses personal selling to push the product to the retailer and to encourage the retail salesclerk to push the product to the consumer. Similarly, a push strategy is used to protect market share in the face of intense competition through improved retailers' performance and goodwill, effective point of purchase displays, grant of advertising allowance, etc.

Pull Strategy: A promotion strategy which used for spending a lot on advertising and consumer promotion to develop consumer demand, which pulls the product through the channels. The pull strategy applies to consumer-packaged goods sold through self- service stores. Advertising causes consumers to pull the product off the retail store shelf. This triggers replacement orders to be pulled from the manufacturer through the wholesaler to replace the retailer's stock. To create an immediate sale, a pull strategy is pursued to encourage product trial and lure consumers away from familiar brands through incentives like coupons, cash rebates, free sample, and premiums, etc. (Kotler & Gary 2004, p-92).

3.1.4 Promotional Tools and Media

Promotional Tools and Media consists of the specific blend of advertising, sales promotion, public relations, personal selling and direct marketing tools that the company uses to pursue its advertising and marketing objectives. (Runyou, (1982)., p- 113).

➤ **Advertising:**

Advertising is a paid communication. It refers to the means employed to draw attention to object or purpose. It can be any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. It uses various media for delivering messages to reach numerous buyers at a low cost. They are:

- Print Media: Newspapers, journals, brochures, newsletters
- Visual Media: bill boards, point of purchase displays
- Audio: Radio, FM
- Audio Visual Media: TV, Video Tapes, Cinema
- Internet: Email, Websites

Mero mobile launched several advertisement campaigns widely using print media, visual media, Audio and Audio Visual Media

❖ **Features of Advertising**

- Advertising involves cost for visualization, copywriting, illustration and layout design (development cost) and for recording, filming, photographing printing (production cost). Advertising has a message (verbal or visual).
- Advertising is non-personal and physical presence of the sender is not required.
- Advertising is sponsored by the organization and the sponsor pays the cost.
- Advertising promotes products by business firms, social awareness like family planning and environment protection by social organization and ideologies by political parties.
- Advertising has objectives such as informing, persuading, reminding, re enforcing and achieving sales, (Jetkins, 1984, p-113).

❖ **Importance / Objectives of Advertising**

- Information: Firms use advertisements to disseminate information about product use, features, advantages, benefits, price and availability to the target consumers and to create brand awareness and acceptance.

- **Persuasion:** Advertisements persuade the target consumers to make the purchase decision in favor of the advertised brand. It helps to stimulate product demand, build brand preference, encourages purchase and brand switching, attracts intermediaries to carry the brand. Thus, it helps maintaining market share. (Jetkins, 1984).
- **Reminder:** Advertisements remind the customers about the brand.
- **New Segments:** Advertisement creates brand awareness in new segments and persuades trial purchase.
- **Image:** Advertisements build image of the organization. It can be about quality, price or social responsibility. John Philip Jones used data provided by AC Nielsen, a marketing research firm, to study the effects of advertising. Jones found that 70% of the advertisement campaigns in his sample boosted sales immediately, but the effect was strong only in 30% of the cases. Only 46% of the campaigns came into view in a long-term sales boost. Jones also asserts that increased sales can come from a single advertisement, which blitz campaigns suffer from diminishing returns, and those advertisements that do not create extra sales on first airing should be pulled. (Kotler, 2003:52)

❖ **Public Relations (PR):**

PR involves a difference kinds of programs designed to advertise or protect a company's image or its individual products. PR promotes favorable attitude and opinion about an organization, its policies and products. Publicity is any communication about an organization, its products or policies through the media that is not paid for by the organization.

❖ **Nature of PR:**

Public Relation can be divided broadly in two categories i.e. Press Relation and Public Service Activities. Press Relation helps a company to pass its positive information (improved performance, new products, sponsorship etc.) to its customers and public through press conferences, news release, featured articles and various publications. Public Service Activities (like sponsoring sports, socio-cultural events and exhibition and displays) helps a company to promote its image or product image, (Koirala, 1997, p-114).

❖ **PR Objectives:**

Organization uses this approach of promotion to announce new product / repositioning of product / performances, to build favorable image, to persuade and remind customers about established products, to announce change in policies, to build interest in established products, to announce technological development and to counter negative publicity about organization or its products. Mero Mobile launched several public relation campaigns including organizing various social events and distributing free sim card with purchase of concert tickets Extreme Rock Show at National Stadium and 100% Live Concert at Tudikhel: (Koirala, 1997, p-114).

By distributing free pre-paid sim cards with each concert ticket, it was intend to give public, young participants in particular, a taste of Mero Mobile's services, thereby creating awareness and increasing the volume of subscribers.

• **Sales Promotion:**

Sales promotions are non-personal promotional efforts that are made to have an sudden impact on sales. Sales promotions can be directed at the customer, sales staff, or distribution channel members (such as retailers). The sales promotion is directed at consumers, intermediaries or sales personnel to push the sales, to encourage purchase, to attract new consumers, to introduce new products, to display better and to provide more shelf space. The basic objective of sales promotion is to achieve faster and higher sales.

• **Features of Sales Promotion:**

- Duration of sales promotion is small – lasts from a few days to a few months (2 to 3 months.). It can be seasonal as well.
- Sales Promotion provides attractive incentives to the buyer.
- Sales promotion aims at quicker and higher sales volume. Existing customers buy more of the product and possibly new consumers try the product.
- Target Audience can be the consumer, the intermediaries, or the sales persons.

Methods of Sales Promotion: There are three methods of sales promotion which are described below:

- **Consumer Promotion:** Sales promotions targeted at the consumer are called consumer sales promotions. Some of the tactics commonly used for consumer promotion are free sampling, offering coupons, Instant Win, Collect & Win, Price Offs, Contest / Prizes etc. Consumer Promotion encourages greater use of the products by the existing customers, attracts new consumers (trial purchase, switchers) and increases impulse buying. Consumer promotions may be used during the launch of a product to create brand awareness

- **Trade Promotion:** The promotion or advertise which is targeted at sales of retailers and wholesale are called trade sales promotions. Trade promotion persuades the channel members to carry the product, attracts new channel members and offset competitive promotions. Trade promotional methods generally used by companies are Free Goods, Allowances, Sales Contests, Gift Items, Price Offs, Scratch and Win, Trade Shows, Credit Facilities etc.

- **Sales Force Promotion:** Sales promotion targeted at sales force is called Sales Force Promotion. The objectives for sales force promotion is to motivate sales force and to support new products. A company entices sales force by offering Sales Commissions, Promotional Kits, Gifts Items, and Sales Contest etc., (Pride & Ferrell, 2012, p-54).

◆ **Personal Selling:**

It is personal communication with customers to persuade them to buy the products. Either sales personnel go to the customers or the customers come to the sales persons i.e. it is a two-way information flow. It involves face-to-face interactions between the sales person and the customer. Sales person provide information about the products and consumers give feedback if any to the sales persons. Personal Selling involves persuasion. Sales personal persuade customers to buy products. Presentations are made, queries are answered. The sales person can make presentation and demonstration about the product. The message design can be made flexible according to buyer characteristics. Personal selling is the most powerful tool in persuading customers to make purchase decisions. Several visits can be made by the sales person to influence customer- buying decision. Relationship Building: Relationships develop between the sales person & the customer during sale. Relationship build through personal selling helps perform these. (Koirala, 1997, p-116).

- **Direct Selling:** It consists of direct connection with carefully targeted individual consumers to obtain both immediate response and cultivate lasting relationships. Use of telephone, mail, fax, and internet is made extensively during direct selling. The message and marketing communications are tailored as per the need of the consumers.
- **Brand Awareness:** Brands are more than just names and symbols. Brands represent consumer perceptions and feeling about a product and its performance – everything that the product or services means to consumers.

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

As one branding expert suggests, “ultimately, brands reside in the minds of consumers”. Thus, a real value of a strong brand is its power to capture consumer preference and loyalty continuously. (Kotler, 2003 p-99)

3.1.5 NCell and Its Status in Nepal

NCell is moving ahead to establish nationwide telecommunication infrastructure, the foundation for IT revolution in the country through private sector. In the view of unprecedented development in the world of information and telecommunication, NCell is trying its best to make a quantum leap forward to expand services not only in urban areas but also in the vast rural areas. More efficiency, increased productivity, better consumer services and more professionalism in the management are the key areas. NCell will be giving top priority in the coming days of competitive environment in the telecommunication sector.

The main services provided by the NCell are as follows:

❖ GSM Mobile Services:

NCell started GSM cellular Mobile in year 2005. In recent days, this services has been expanded to various major cities throughout the country. At present, the total mobile

subscribers in the country is reaching 55%. In 2011, GSM cellular mobile coverage has been extended whole country.

❖ **Call Forwarding**

This service enables to divert all incoming calls to any other mobile number or to a landline number of office or residence when we are busy, out of reach, our mobile phone is switched off or when we are talking on the other line. To activate this service, we need to go to Call Forwarding or Call Divert in call setting menu. Select “divert calls” and enter the number you want to forward or divert your calls to. To cancel Call Forwarding or Call Divert: ##002#

❖ **Voice SMS**

NCell provides voice leased circuits services for voice telecast to the various countries to which NCell has direct links. Voice SMS help to record our voice and send it to friends and family. It is fun and a lot more personal than just texts.

❖ **Call Waiting**

This service notifies that another incoming call during a conversation and allows keeping the first caller on hold and answering the second call. It will hear a beep whenever there is another call waiting to be answered.

❖ **Missed Call Notification**

Missed Call Notification is a service which enables not to miss a single call even when phone is switched off or when phone is out of network coverage. It will receive detailed SMS of all the missed calls when switch on mobile phone or when enter network coverage area.

❖ **Voice Mail**

Voice Mail is a service which will answer our calls automatically and allow callers to leave messages when we are unable to answer the calls or when our mobile phone is switched off.

❖ **Personal Ring Back Tone (PRBT)**

Personal Ring Back Tone service enables the person who calls us to listen to popular tunes instead of the regular tones. We can choose popular songs from a wide list ranging from international chart busters to our local hits and send it as a gift to anyone.

❖ **Multimedia Messaging Service (MMS)**

It allows sharing special moments or experiences by sending and receiving messages that include images, audio and video clips in addition to text.

❖ **Mobile Internet (WAP/GPRS/ EDGE)**

Depending on mobile device model capabilities, it can get connected to internet or download various items via different protocols (WAP, GPRS, EDGE). We can use these services to surf the net, check our emails, use the handset as modem to connect wireless internet to our personal computer, MMS, chatting and downloading different applications.

❖ **SMS to Email**

It helps to Relay message from SMS-to-Email or vice versa. SMS-to-Email service will make it easy to stay connected. SMS-to-Email service relays SMS as emails and the message is delivered to the recipient's email address. It can also receive emails sent to our number as SMS.

❖ **USSD (Unstructured Supplementary Service Data)**

USSD based service is a special data exchange service used for receiving instant information. This service provides exchange of information between subscribers and operator's special application in the real-time mode.

❖ **Video Call**

A video call allows the user to do two-way communication through voice as well as video. It gives the user unique experience of seeing the person live who s/he is talking to. For this handset, must support the video call facility to enjoy this service. This service is available within NCell network only.

❖ **M2M**

M2M is a postpaid data SIM specially developed for machines to communicate together. It is a data service which enables organizations to monitor the condition and location of Assets, Goods, and vehicles on the move. M2M is useful for security, ATM Machines, point of sale, Track and Trace, etc. This specially designed M2M SIM uses NCell's extensive data network, which is available across Nepal.

The service is available for corporate houses on postpaid plan. This SIM is designed for services where minimum amount of data is needed and where the importance is not to get disconnected.

❖ **NCell Blackberry services**

NCell is the first service provider to introduce the BlackBerry solution in Nepal and EMS will assist NCell in launching, delivering, supporting and selling the BlackBerry solution to its customers. EMS and NCell together address the market by providing a suite of BlackBerry products and services for NCell's business and individual customers.

For corporate customers NCell provides BlackBerry® Enterprise Server and for smaller businesses and individual users NCell provides BlackBerry® Internet Service. At launch, NCell will offer the BlackBerry® Bold™ 9700 smart phone to its customers. BlackBerry Enterprise Server is made for organizations that manage their own email servers. The BlackBerry Enterprise Server software merges with IBM® Lotus® Domino®, Microsoft® Exchange and Novell® GroupWise® and supply advanced security and IT policy controls to enable secure, push-based wireless access to email and other corporate data.

BlackBerry Internet Service is mainly focused for smaller businesses and individuals. It grants customers to access up to 10 supported corporate and personal email accounts, including most popular ISP and web-based email accounts such as Windows Live™ Hotmail®, Yahoo!® Mail and Google Mail™, from a BlackBerry smart phone. The BlackBerry Bold 9700 smart phone offers top-of-the-line performance, functionality and the features which support for 3G HSDPA networks around the world, a next-generation (624 MHz) processor, 256 MB Flash memory, built-in GPS and Wi-Fi®, a 3.2MP camera and a sharp, dazzling display.

“We are excited to be the first mobile operator to launch the BlackBerry solution in Nepal. We act in commitment to the NCell brand values which guide us to be the market pioneer and a reliable partner to our customers, agile in anticipating and meeting the market and customer needs,” said Mr. Pasi Koistinen, CEO of NCell. “With the BlackBerry solution, we are taking our customers to a higher level of mobility for both work and play. BlackBerry smart phone subscribers at NCell will benefit from accessing their email accounts anywhere within the reach of NCell’s mobile network and 180 operators of 75 countries.

“This launch is another milestone in the region for Emitac Mobile Solutions to reinforce our ability to leverage our strong BlackBerry solution expertise and regional presence. As a result of our seamless cooperation, NCell has been able to launch the service faster than expected meeting the market demand right from the beginning,” said Mr. Babar Khan, CEO of Emitac Mobile Solutions. “We look forward to a great future for the BlackBerry solution in Nepal.”

Norm Lo, Vice President of Asia Pacific, Research in Motion added, “It is with great pleasure that RIM has worked with Emitac Mobile Solutions and NCell to introduce the BlackBerry solution in Nepal. The BlackBerry solution is the right choice for people who want to stay connected to colleagues, friends and family, as well as access a broad range of business and personal information and content while they are on the move.”

❖ **Emitac Mobile Solutions (EMS)**

Emitac Mobile Solutions (EMS) is a Dubai-based solution as well as service provider and RIM strategic channel partner which focused on the delivery, implementation and support of BlackBerry® Solutions. EMS provides the mobile operator with sales, marketing, distribution, solution implementation and technical support services by an experienced team of mobile professionals, for the BlackBerry wireless platform from Research In Motion (RIM). EMS provides the ability to create, deploy and manage robust client- server wireless applications that reduce an organization's total cost of ownership and significantly grows the value of their mobile technology investment, for organizations using the BlackBerry wireless platform. EMS is the region’s first Mobile Virtual Solutions Provider

(MVSP) whose services are conveyed through partnerships the company has with mobile operators in the Gulf, North Africa and Eastern Europe.

❖ **Research In Motion (RIM)**

Research In Motion is not only leading designer but also manufacturer and marketer of innovative wireless solutions in the worldwide mobile communications market. RIM delivers platforms and quick fix for seamless access to time-sensitive information including email, phone, SMS messaging, Internet and intranet-based applications, through the advancement of integrated hardware, software and services that support multiple wireless network standards. RIM technology also authorizes a broad array of third party developers and manufacturers to enhance their products and services with wireless connectivity to data. RIM's bag of award-winning products, services and entrenched technologies are used by thousands of organizations worldwide and include the BlackBerry® wireless as well as the RIM Wireless Handheld™ product line also software development tools, radio-modems and software/hardware licensing agreements. Founded in 1984 and based in Waterloo, Ontario, RIM operates offices in North America, Europe, Asia Pacific and Latin America. RIM is recorded on the NASDAQ Stock Market (NASDAQ: RIMM) and the Toronto Stock Exchange (TSX: RIM). Forward-looking statements in this news release are made compatible to the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995 and applicable Canadian securities laws. When used included, words such as "expect", "anticipate", "estimate", "may", "will", "should", "intend," "believe", and similar definition, are intended to identify forward-looking statements. Forward-looking statements are based on estimates and assumptions made by RIM considering its experience and its perception of historical trends, current conditions and expected future developments, as well as other factors that RIM believes are suitable in the circumstances. Many factors could cause RIM's actual results, performance or achievements to differ materially from those signify or indirect by the forward- looking statements, including those described in the "Risk Factors" section of RIM's Annual Information Form, which is included in its Annual Report on Form 40-F (copies of which filings may be collected at www.sedar.com or www.sec.gov). These factors should be considered carefully, and

readers should not place undue reliance on RIM's forward-looking statements. RIM has no any plan and undertakes no obligation to update or edit any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

The BlackBerry and RIM families of associated marks, images and symbols are the licensed properties and trademarks of Research In Motion Limited. Research In Motion and BlackBerry are registered with the U.S. Patent and Trademark Office and they may be pending or already registered in other countries. Wi-Fi is a registered trademark of the Wi-Fi Alliance. All other marks like brands, product names, company names, trademarks and service are the properties of their respective owners. RIM assumes no agreement or liability and makes no any representation, warranty, endorsement or guarantee in relation to any aspect of any third-party products or services.

❖ **NCell Connect with a Wi-Fi Router**

It is a handy router which is small but can be used for accessing internet through NCell's mobile data network. It can use any device with the router like Laptops, desktops, tablets or mobile phones. The router can connect various devices to internet at the same time and is designed to office connection and primary home– but with higher flexibility than a fixed line connection.

To get started insert NCell Connect data SIM in to the router, turn it on, and connect to it any of laptops or mobile devices simply use the regular Wi-Fi applications on devices to get connected exactly as when it connects to any other Wi-Fi network. (www.ncell.com.np).

3.2 Review of Related Studies

3.2.1 Review of Article/Journal

Review of literature is essential to explore what other research in the area have uncovered. A literature review is the process of reading, locating and obtaining the relevant subject matters in the area of student's interest. The purpose is to develop some expertise in the

area, to see what new contribution new contributions can be made, and to review some idea for developing a research design.

Prakash Pokharel entitled in “*A RESEARCH REPORT ON PROMOTION STRATEGIES OF NTC & NCELL*”. The main objective of this study is to examine the overall impact of Telecom promotional strategy, brand awareness and target audience. The research is mainly focused on consumer point of view.

Researcher recommended that marketing communication campaign is highly focused and popular among youth population and improved its services quality. Again, his major findings according to survey reports obtained that sales of NTC Sim are in increasing trend, Advertising, sales promotion and public relation are the main promotional strategies of the company.

W4university conducted research titled “*A PROJECT REPORT ON NEPAL TELECOM*” with an objective of finding out which mode of sales promotion is more acceptable by the Nepalese consumers and which mode is more wisely used by manufacturers as sales promotional tools, to find out the most suitable media to advertise about the sales promotion to evaluate the effectiveness of sales promotional activities in sales of telecom equipment and services and to predict the sales of coming year if every factor remain same.

Mohammad Allaham in his report entitled “*THE EFFECT OF SALES PROMOTION TOOLS ON BRAND IMAGE*” dealt with finding out impact of advertisement on buying behavior. The objective of the study was to find out the relationship between consumer’s attitude towards brand image and buying decisions, to understand the consumer’s credibility towards brand and its effect on buying decision and to get insights about the factors affecting consumer decision process. Thus, the study show findings like brand is the first effective source of conveying information which affects consumers while making buying decisions.

Achyut Gyawali in his report “*BRAND PREFERENCE OF MOBILE PHONES IN NEPAL*” operate study on advertising and sales promotion activities of promotional mix. The objective of the study was to evaluate the brand image for retaining the market share in Nepal, to analyze the importance of sales promotion in building company’s reputation, to review the market status, and to examine brand awareness of the consumers. The study came up with findings that the advertising make brand image which plays a vital role in sales in this competitive market and trade promotion is more effective way to increase the sales of the company.

Hari Goyal in “*MARKETING STRATEGY ANALYSIS OF BOTTLERS NEPAL LTD.*” tried to demonstrate that sales promotion, advertising, price and consumer behaviors impact on sales of the product. It also showed how it affects market share. The research tried to find out the popular media of advertisement for Bottlers Nepal, which can easily attract the potential consumers on each brand of companies. Consumer buying behavior, and to observe the impact of pricing factor on Bottlers Nepal is the main policy under marketing practices.

Oyeniya, O. in his research “*SALES PROMOTION AND CONSUMER LOYALTY*” figure out the effectiveness of advertising and personal selling practices of Service Sector in communicating with its customers with to find solutions and to improve the existing communication and customer satisfaction.

The findings of the analysis showed that communicating Service Sector’s advertising and personal selling indicated moderately effective in creating awareness, providing information and changing attitude and ineffective in building company image and enforcing brand loyalty. The research also identified lack of integration between advertising and personal selling.

3.2.2 Review of Thesis

The objective of review of previous studies is to gain knowledge about what the previous researchers have identified and recommended solving the existing problems in the field of insurance. The gist of reviewed studies is presented below.

Khanal, (2008) has conducted a research study on, "A study of brand preference in noodles."

The main objectives were:

- To examine, the buying habit regarding the noodles and behavior of the consumer.
- To find out the effective advertising media of noodles and their impact on the consumer.
- To suggest measure for promotional marketing of the noodles.
- To find out the products attributes and pricing factor of noodles

The major findings were:

- The most preferred brand is Wai Wai, Mayos as second, JoJo is least preferred, Rumpum and RaRa are moderately preferred.
- Most of the noodles consumers are found in the group of 15-30 years and most of them preferred the brand Mayos. Respondents below 15 years and above 30 years preferred Wai Wai.
- It has been found that the highly familiar media is T.V. and Radio with the age group of below 30 years and those consumer, who are above 30 years are familiar with hoarding board and newspapers
- 40% of respondents are found in high effectiveness of advertising media upon consumption of noodles.
- It has been found that if their favorite brand is not available in the market, 55.33% of consumer will buy the second preferred brand.
- It is clearly found that the RaRa is cheaper, Rumpum is reasonable, and WaiWai is expensive with respect to price.

- Large numbers of respondents show the brand switching tendency with attractive gift, prize, and other promotional programs which is offered by the others brands.

Ghimire, (2010) conducted a research on “Advertisement Through Television: Impact on Consumer Behavior” has the following objectives.

The main objectives were:

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

The major findings were:

- Advertisement help to recall the brand or product name while buying.
- Mostly children, young and old age people prefer musical advertisements where as others prefer good wording advertising.
- Considering sex, female consumer prefers musical advertisement rather than advertisements with good wording and vice-versa, while considering the education factor people below SLC and uneducated people prefer musical advertisement.
- Repetition of advertisement attracts people’s attention and people prefer to choose advertised product, if the price and quality of both product re same.
- Most of people gave first preference to advertisement from TV followed by newspaper, radio, magazine, cinema respectively and may people watch NTV advertisement.

Bhandari, (2012), conducted a research entitled "The Impact of Advertising on Consumers' Attitude" (with specially reference to Wai Wai noodle) with the following objectives.

The main objectives were:

- To evaluate other role of advertising in changing the consumer's attitude towards Wai Wai noodle.
- To calculate the consumer market of Wai Wai noodle

- To obtain the consumer's attitude of Wai Wai noodle with others.
- To up lift the consumer's positive attitude towards Wai Wai instant noodle

The Major Findings were:

- The advertisement is an important of getting knowledge about the noodles. Advertising is considered as the first source of information.
- The Wai Wai noodle is preferred most of consumers due to its quality, packaging and other aspects.
- Most of consumers used three packets of noodles in a day in family group; it means people are fascinated with quick made noodles.
- Advertising of Wai Wai noodle is found better satisfied than others noodles.

Shrestha, (2013) conducted a study on “The Role of Advertising on Brand Loyalty”

has the following objectives.

The main objectives were:

- To analyze the effectiveness of advertising on brand loyalty of consumer’s product.
- To evaluate the role of advertising for brand loyalty in Nepalese Market.
- To determine consumers’ importance to advertising and other promotional tools while making selection decision.

The major findings were:

- Advertising is the main source of information about brand as well as sensitive subject in the country in the course of promotion.
- Most of the consumers like entertaining advertising than other types of advertisement.
- It is found that advertisement has a great contribution for purchase of soft drink.

Adhikari, (2014) conducted a study on “A comparative study on the Effectiveness of promotional tools on sales” have the following objectives.

The main objectives were:

- To find out what promotional tools is more acceptable by the Nepalese customers.

- To find out what mode is more wisely used by the marketers are sales promotional tools.
- To find out which promotional tools are best to attract the customers.
- To find out whether the sales promotion does impact on the sales of bowling game.

The major findings were:

- The person gets information or knows about bowling game from advertisement more than from their friends.
- People are aware of advertising as a promotional tool rather than other promotional tool and the people watch\listen\read advertisement to get information and entertainment.
- Price discount and cash prize are two major sales promotions that attract the customer towards products or services.
- Sales promotion tool include people to play bowling game most. Due to cash prize and price discount they are induce to play bowling game respectively.
- Advertising and sales promotion such as cash prize price discount is most widely used by bowling center and cash prize and price discount type of promotional tool is most appreciated by Nepalese customers.
- Advertising helps to aware the customers and includes them to play bowling game where as sales promotion induces them to play bowling game repeatedly.

Gyawali, (2015) conducted a study on “Advertising practice in Nepal” has the following objectives.

The main objectives were:

- To identify the existing and present position of advertising in Nepal.
- To identify the use of advertising as an effective method of promotion.
- To suggest measure to enable advertig to play its role effectively.

The major findings were:

- Advertising is main method of promotion practiced in the country and effects of advertising is generally not evaluated.

- The advertising programs are not well coordinated with other elements of marketing and promotional strategy.
- Most of the consumers have given first preference to the test of the product while the quality of the product is considered second important factor in case of soft drink.
- The effective advertising in time is regarded as the best tool for brand loyalty.

3.3 Research Gap

Research gap focuses that the researcher how much trying to give new things from his/her study with compare to previous studies held by different researcher. Due to changing the time and circulation of environment the previous and present may be different in many ways. This is a research gap between the present research and previous research.

Data collected through questionnaire is presented and analysis in the research is the gap between the previous and present research. Though many affiliated researchers have been done in this area but these have been very few exclusive researchers on this subject. This study may be a new study in this field and no study has been made on promotional strategy of NCell in Nepal.

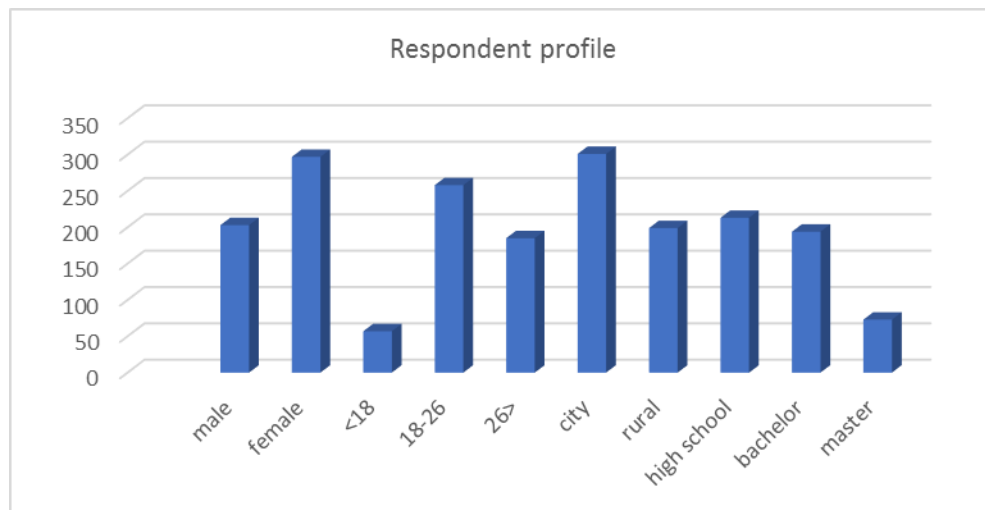
4. Practical Part

Primary research for this thesis was based on the results of a survey conducted by a questionnaire, which was distributed in different cities of the Kathmandu Valley. The survey sample consisted of 500 respondents were chosen by random selection in order to get general information from this area, which is the most densely populated region of Nepal.

4.1 Consumer Survey

4.1.1 Respondent profile

FIGURE 1 : RESPONDENT PROFILE

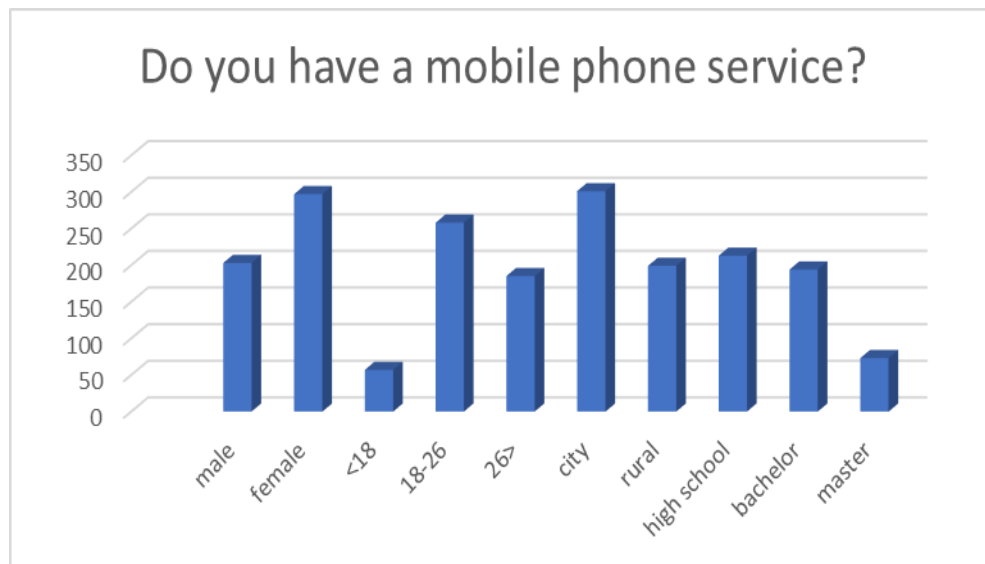


SOURCE: OWN SURVEY

For the above figure, it is figure out that in the survey there are 203 males and 297 females among them 57 were under 18, 258 were 18 to 26 years and 185 over 26 years in which 301 from city area and 199 from rural area where included 213 who are from high school, 194 from bachelor level, 73 from master's level and 20 are illiterate

4.1.2 Do you have a mobile phone service?

FIGURE 2: DO YOU HAVE MOBILE

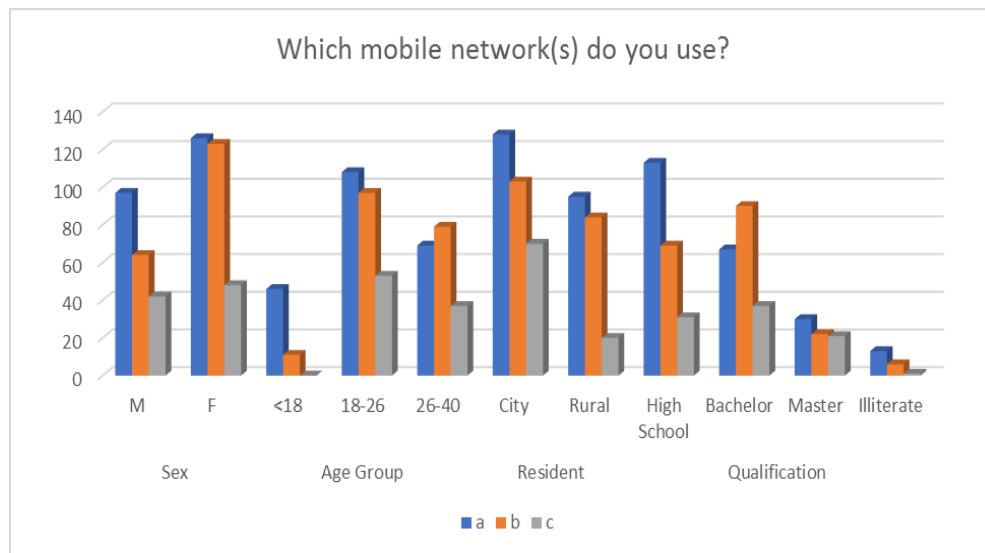


SOURCE: OWN SURVEY

For the above figure, it is figure out that in the survey there are 203 males and 297 females among them 57 were under 18, 258 were 18 to 26 years and 185 over 26 years in which 301 from city area and 199 from rural area where included 213 who are from high school, 194 from bachelor level, 73 from master's level and 20 are illiterate. All of them use mobile phone and they are facilitating through telecommunication service.

4.1.3 Which mobile network(s) do you use?

FIGURE 3: WHICH NETWORK YOU USE?



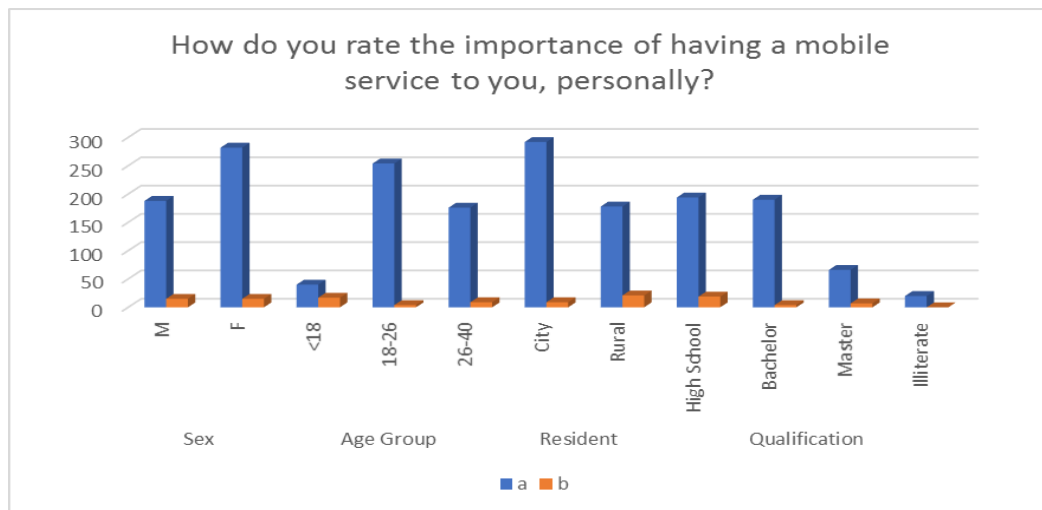
SOURCE: OWN SURVEY

a = NCell, b = NTC, c = Both

Above figure shows maximum people use NCell service specially man than women and under 18 mostly use NCell than 26 to 40, NCell is using by the people who are in high school than bachelor levels as well as it is famous among illiterate people too. 43.50% of male use only NCell and 57.50% of female but NTC is used mostly used by female and the person from bachelor level. In overall 44.6% people use only NCell network,

4.1.4 How do you rate the importance of having a mobile service to you, personally?

FIGURE 4: HOW DO YOU RATE IMPORTANCE OF MOBILE SERVICE?



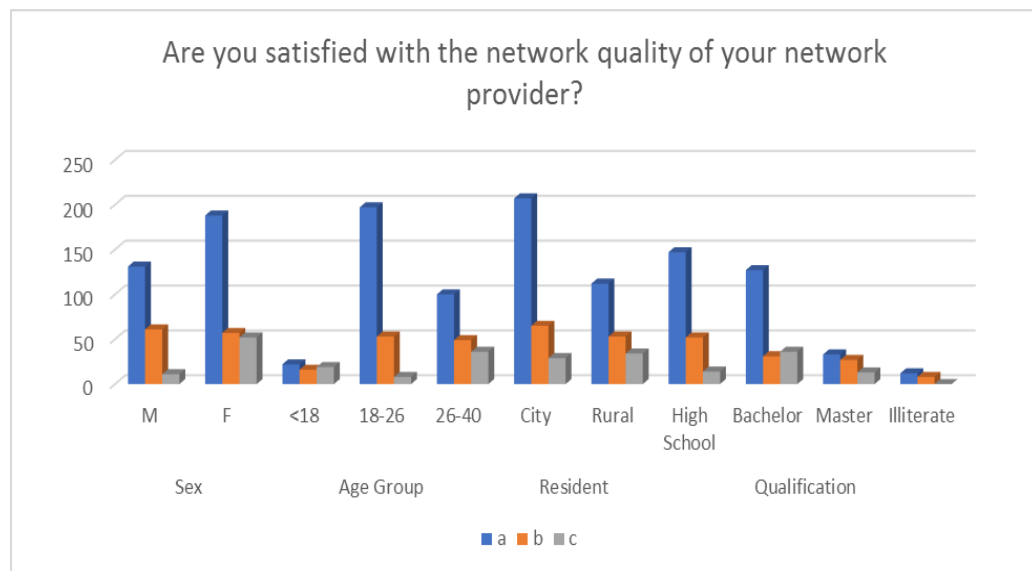
SOURCE: OWN SURVEY

a = Very Important, b = Important

From this figure, it is figured out, only few people think there is not so much importance of mobile phone. Maximum people believe that mobile phone is also essential nowadays. According to sex or age or resident even qualification overall only 6% people think important and remaining 94% think mobile phone is very important.

4.1.5 Are you satisfied with the network quality of your network provider?

FIGURE 5: ARE YOU SATISFIED WITH NETWORK?



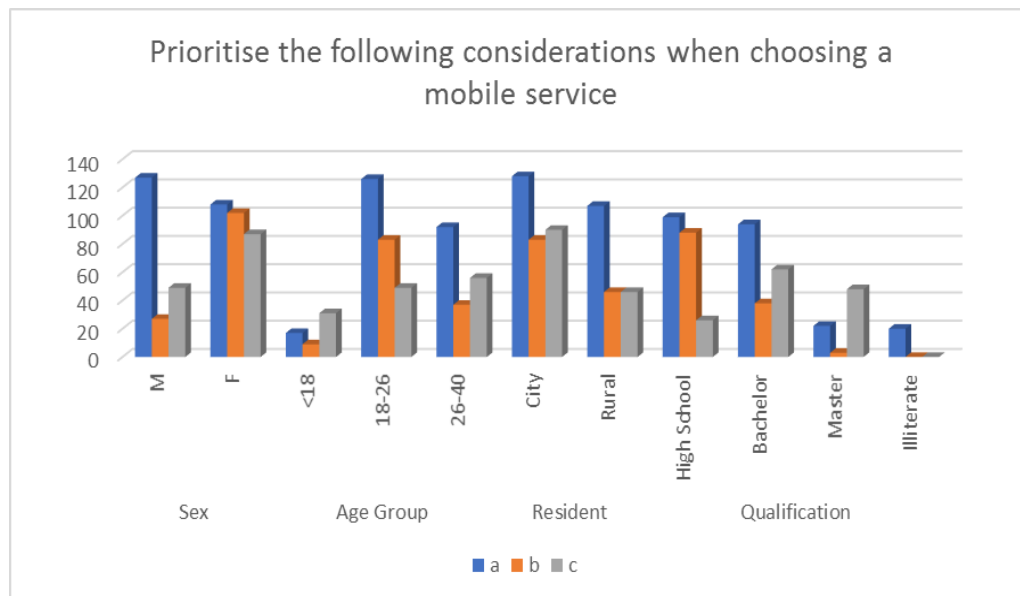
SOURCE: OWN SURVEY

a = Yes, very much, b = About average, c = No, not very

From the above figure, it concludes that, many of the users are satisfied with the network quality of their network provider. More than 60% male and female both are satisfied with their network provider. But in the age group under 18 are in same 38% are satisfied and 33% are not satisfied and 28% are in average. In overall 63.80% are satisfied with network and 23.6% are in average and 12.6% are not satisfied.

4.1.6 Prioritise the following considerations when choosing a mobile service: (put 1 for most important, 2 for 2nd most important etc)

FIGURE 6: PRIORITIES ACCORDING TO IMPORTANCE



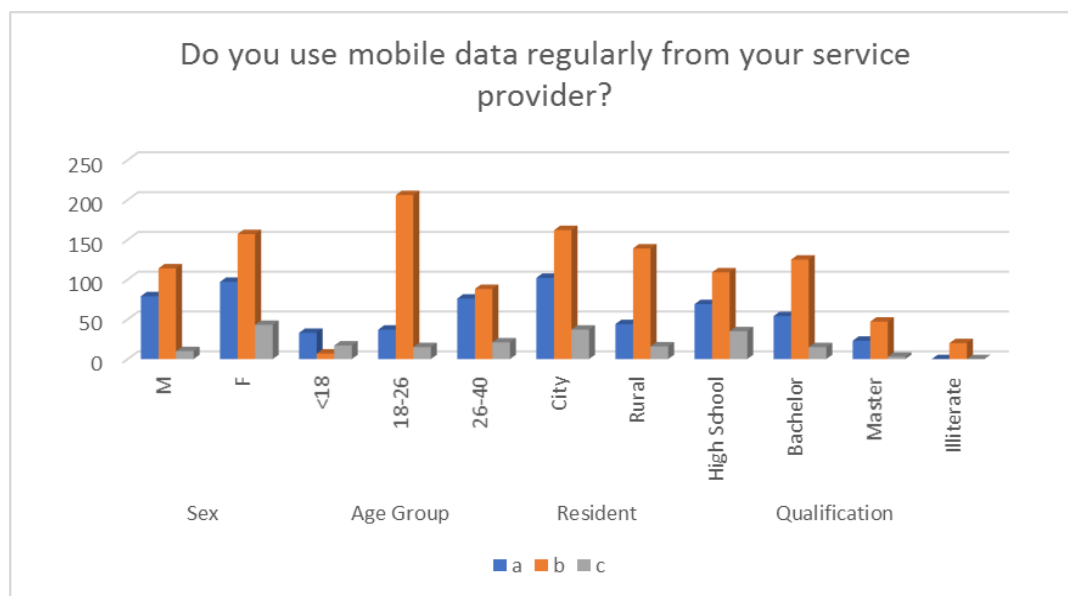
SOURCE: OWN SURVEY

a = Network Coverage, b = Services Charge, c = Services Features

This figure shows that mainly male are interest in network coverage 62.5% men prefer network and 24.1% prefer service feature but in female 36.3% prefer network and 29.9% prefer service features. In the age group 18 to 26 prefer network by 48.8% and 26 to 40 age group prefer network by 49.7% and under 18 mostly prefer service feature by 54.3% and in both people from city and rural are prefer network coverage even according to qualification. In overall 47% people prefer network coverage, 28.8% people prefer service charge and 27.2% prefer service features.

4.1.7 Do you use mobile data regularly from your service provider?

FIGURE 7: DO YOU USE MOBILE DATA?



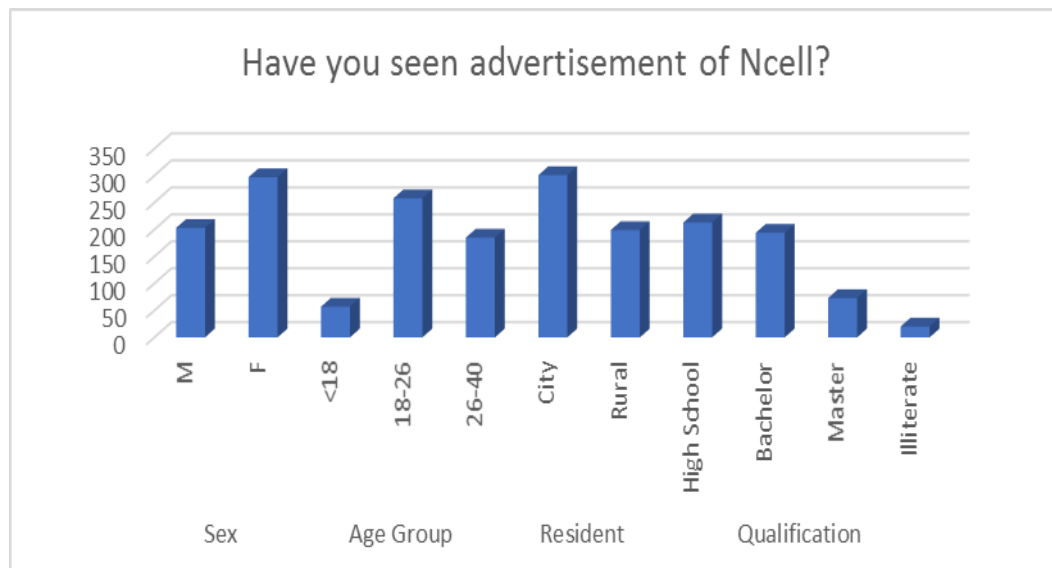
SOURCE: OWN SURVEY

a = Yes, b = No, c = sometimes

From above figure it is figured out that most of the people do not want to take mobile regularly. Under 18 are interested to use mobile data regularly compare to age between 18 to 26. And also, people from city are mostly use mobile data compare to rural area. According to qualification high school people are mostly use mobile data compare to others. Female like to use mobile data sometimes more than male. In overall 29.2% people are interested in mobile data and 60.2% people are not interested for mobile data and 10.6% people are using their mobile data some of the times.

4.1.8 Have you seen advertisement of NCell?

FIGURE 8: HAVE YOU SEEN ADVERTISEMENT OF NCELL?

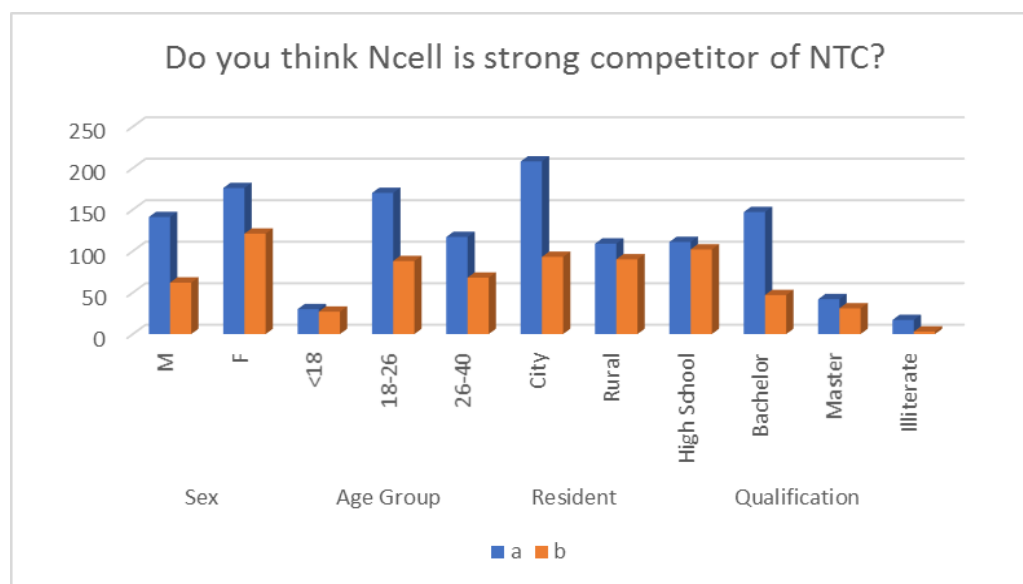


SOURCE: OWN SURVEY

For the above figure, it is figure out that in the survey there are 203 males and 297 females among them 57 were under 18, 258 were 18 to 26 years and 185 over 26 years in which 301 from city area and 199 from rural area where included 213 who are from high school, 194 from bachelor level, 73 from master's level and 20 are illiterate. 100% people know about the advertisement of NCell.

4.1.9 Do you think NCell is strong competitor of NTC?

FIGURE 9: DO YOU THINK NCELL IS COMPETITOR OF NTC?



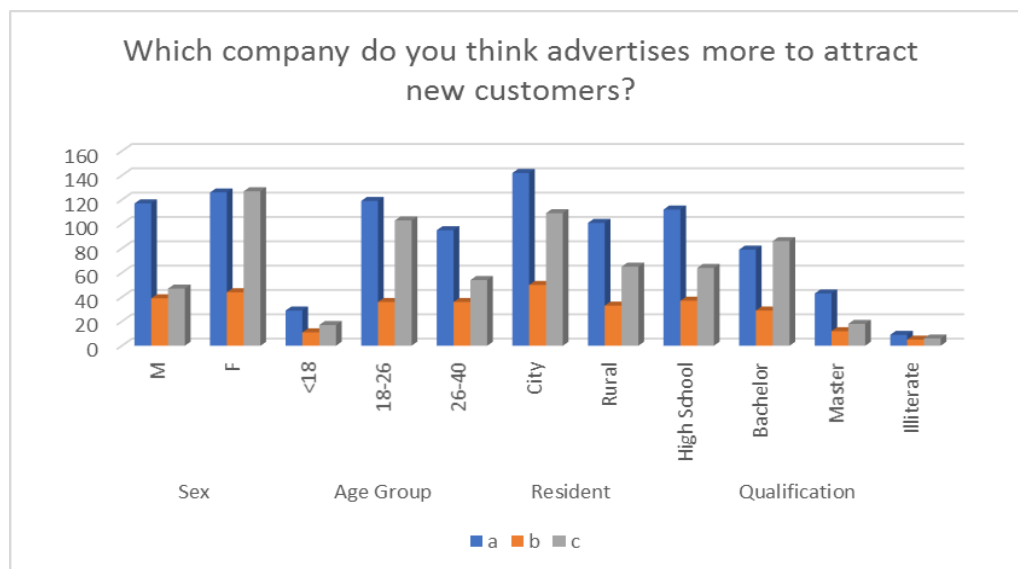
SOURCE: OWN SURVEY

a = Yes, b = No

Above figure shows that 69.45% male thinks NCell is strong competitor and 30.54% thinks no it is not but in the case of female only 57.2% think NCell is strong competitor and 42.76% think no it is not. Under 18 people think around same. Age between 18 to 26 think NCell is strong competitor by 65.8%. 69.1% people from city area think NCell and just 54.77% people from rural think about that. People from high school think around same but bachelor levels people think NCell is strong competitor by 75.77% and 85% illiterate people think NCell is strong competitor. In overall 63.4% people think NCell is strong competitor of NTC.

4.1.10 Which company do you think advertises more to attract new customers?

FIGURE 10: WHICH COMPANY DO YOU THINK ADVERTISEMENT MORE?



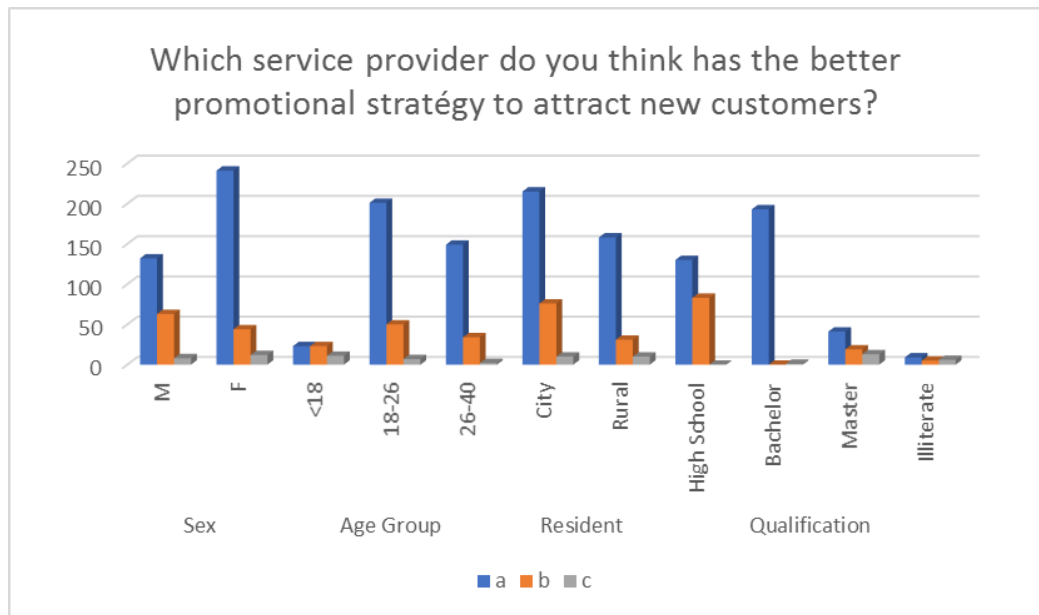
SOURCE: OWN SURVEY

a = NCell, b = Both the same, c = NTC

Above figure shows what people about advertisement of two company NCell and NTC which more attract to new customers. In overall 48.6% people think NCell advertisement more to attract new customers and 16.6% think both and 34.8% people think about NTC. In comparison 57.3% male think NCell and 23.1% think NTC but 42.42% female think NCell and 42.7% think NTC so they are around same. More High school people think NCell around 52.5% and 58.9% from master's level think about NCell but only 40.72% bachelor level think about NCell. 47.17% people from city think about NCell whereas 50.75% population from rural think about NCell.

4.1.11 Which service provider do you think has the better promotional strategy to attract new customers?

FIGURE 11: WHICH HAS BETTER PROMOTIONAL STRATEGY?



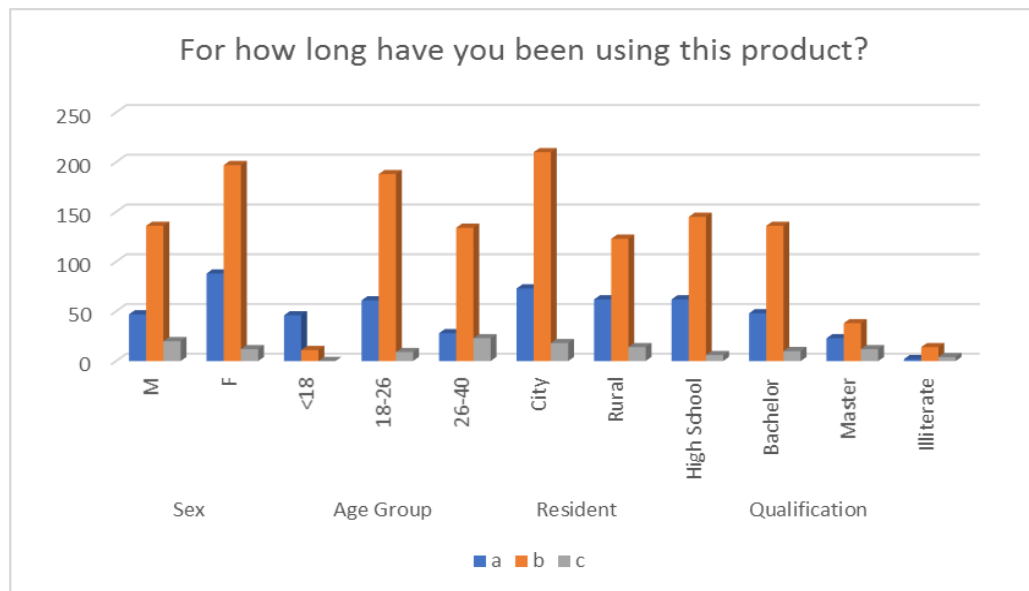
SOURCE: OWN SURVEY

a = NCell, b = NTC, c = Cannot decide

In above figure it shows that maximum people think NCell has better promotional strategy to attract new customers. 65.02% male think strategy of NCell is better and 81.14% female think same as well. Under 18 think both has same level of strategy but age between 18 to 26 and age between 26 to 40 think 77.9% and 80.5% respectively. Even population of city and rural area 71.4% and 79.3% respectively think NCell has better strategy. Bachelor level think 99.4% about NCell strategy. In overall 76.6% people think NCell has better strategy and 21.4% think NTC.

4.1.12 For how long have you been using this product?

FIGURE 12: FOR HOW LONG YOU ARE USING THIS?



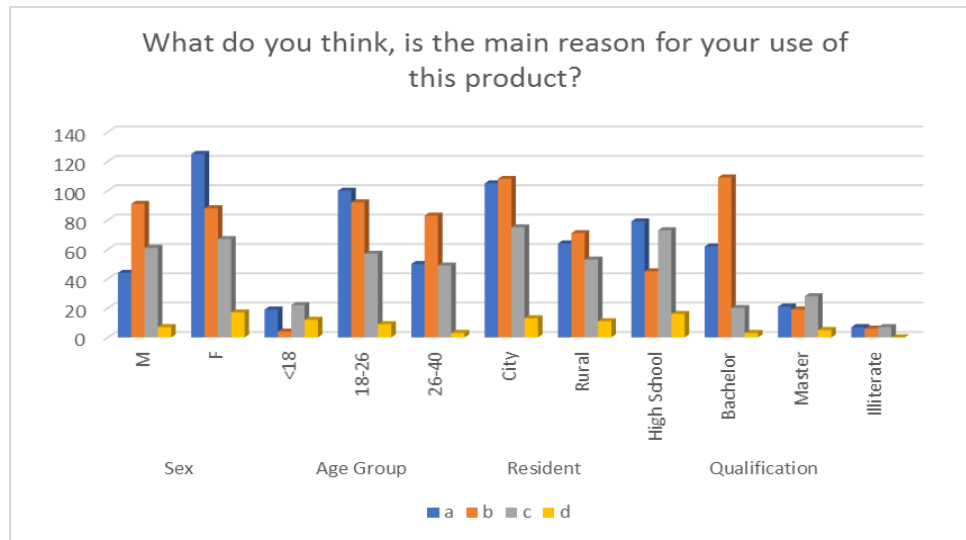
SOURCE: OWN SURVEY

a = <2 years, b = 2 to 5 years, c = >5 years

Above figure shows that only few people are using the product more than 5 years and maximum population are included between 2 to 5 years. In overall 6.4% of population are using product more than 5 years, 27% of population are using this product less than 2 years and 66.6% of population are using product between 2 to 5 years. In every category male and female or in people from city or rural and even according to qualification level more people are using product from 2 to 5 years but the population under 18 are more in less than 2 years. So, it shows that more people are using product between 2 to 5 years.

4.1.13 What do you think, is the main reason for your use of this product?

FIGURE 13: WHAT IS MAIN REASON FOR USING THIS?



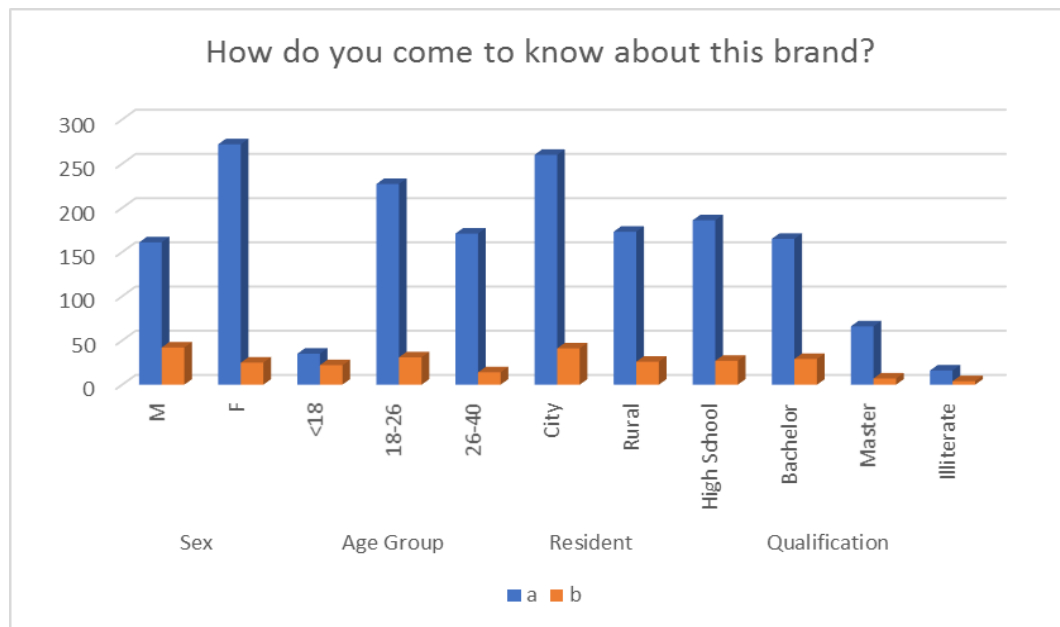
SOURCE OWN SURVEY

a = Price, b = Quality, c = Promotion, d = all the above

From the above figure this shows that 33.8%, 35.8%, 25.6% and 4.8% population thinks price, quality, promotion and all respectively the main reason for use of the product. 44.8% male think because of quality but 42.08% female think because of price and 41.5% population under 18 think because of promotion. 38.75% age between 18 to 26 think because of price and 44.86% population between 26 to 40 think because of quality. In both city and rural respectively 35.88% and 35.67% think because of quality. Illiterate people think equal for promotion and price, whereas, masters level think because of promotion by 38.3% and high school think about price by 37.08% but 56.1% population from bachelor thinks because of quality.

4.1.14 How do you come to know about this brand?

FIGURE 14: HOW DO YOU KNOW ABOUT THIS?



SOURCE: OWN SURVEY

a = Through advertisement, b = from friends or relatives

Above figure make clear that maximum population of people know about product through advertisement. In overall 86.6% of population know about the product through advertisement and 13.4% of population know about product by friends or relatives.

4.2 SWOT Analysis

SWOT analysis is a technique which help to make framework which is easy to make and know as well as important to know strength, weakness, strength and opportunity. This SWOT analysis is made based on interviews with agents, sub-agents, customer care center staff and also with a number of executives, officers and managers of the NCell

Strength

- a. Part of TeliaSonera: This is the strong part of NCell, NCell is having a lot of advantage from its partner company. New knowledge and technology as well as strategy for business expansion are main advantage.
- b. High skilled manpower: NCell have more than 500 skilled manpower which is one of the strength of the company. That skilled manpower is main key of business success.
- c. Innovation: Another main feature is innovation. NCell innovate new features and product to grow its business.
- d. Brand Image: Brand Image is one of the strongest part of NCell. Nowadays purple color is symbol of NCell among Nepalese people because of its advertisement and promotions.
- e. Distribution system: NCell is very careful about its distribution and customer care, it has more than 14 NCell Centre in major parts of Nepal.
- f. Largest Share: NCell has largest share of market in GSM service.

Weaknesses

- a. High cost of Advertisement: NCell is one of the main company which do a lot of advertisement and also paying high amount of money for advertisement and promotional programs.
- b. Local culture: NCell is linked with international company TeliaSonera. So, it difficult to understand the local culture of different part of Nepal.

Opportunities

- a. Rural market: More than 80% population of Nepal are living in Rural area so, there are high importance of NCell
- b. Large market: Only around 43% of market has been occupied by the NCell but there is huge market all over the Nepal.
- c. Diversification: NCell has much more scope in many segments. It has already started internet but it can make company into industry.

Threats

- a. High competition: There is high competition mainly between NTC and NCell. Mostly both are in competition of price and nowadays also in SIM distribution and internet facility.
- b. Consumer behavior: No one knows about the behavior of customer. Nowadays customer is more aware because of competition and they want high quality in low price.
- c. Open market: There are less company and market is huge so there is chances of new entrants.
- d. Political change: One of the main threat is political instability. There are unstable in politics which effect in the tax system and rules and regulation. No one knows when what kind of rules may change.

4.3 Major findings

From the survey and its result, it is found that everyone knows about the product and advertisement of NCell. Maximum users use only NCell service and some people use both NCell and NTC, so it found that maximum number of people use NCell network. Business of mobile phone and network service provider is growing nowadays because in overall only 6% people think important and remaining 94% think mobile phone is very important. In overall 63.80% are satisfied with network and 23.6% are in average and 12.6% are not satisfied. More than 60% male and female both are satisfied with their network provider. But in the age group under 18 are in same 38% are satisfied and 33% are not satisfied and 28% are in average. Overall 47% people prefer network coverage, 28.8% people prefer service charge and 27.2% prefer service features. Under 18 are interested to use mobile data regularly compare to age between 18 to 26. In overall 29.2% people are interested in mobile data and 60.2% people are not interested for mobile data and 10.6% people are using their mobile data some of the times.

86.6% of population know about the product through advertisement and 13.4% of population know about product by friends or relatives. In overall 63.4% people think NCell is strong competitor of NTC. And mostly think NCell is giving strong competition. 69.45% male thinks NCell is strong competitor and only 57.2% female think NCell is strong competitor. But interesting fact is 48.6% people think NCell advertisement more to attract new customers and 16.6% think both and 34.8% people think about NTC. As well as 76.6% people think NCell has better strategy and 21.4% think NTC.

From above result conclusion is that although both the company tried hard to get new customers and advertise more to attract new one but strategy of NCell is far better than NTC. NCell is mostly popular among teenagers and especially male. In is famous in rural areas also.

5. Summary, Conclusion and Recommendation

5.1 Summary

A marketing research on “Promotional Strategy of NCell in Nepal” is conducted. Questionnaire are distributed in different cities of Kathmandu Valley for consumer survey and for trade survey questionnaires are distributed to agent, sub-agents, customer care center and interview are taken from the executives, officers and managers of the NCell. The study is about effectiveness of Marketing Communication Mix or the promotional tools. So, the researcher had analysis the promotional based survey. After analysis data interpretation and conclusion are made. The main target of this study is to find out effectiveness of promotional strategy of NCell service. So, to fulfil this target consumer and trade survey was performed with very specific questionnaire method and simple statistical tools were used.

The research found that though having such tough competitor – Nepal Telecom, NCell service attracted consumer towards its services through effective marketing communication mix. Now the brand covers around 54 urban cities (14 zones) with more than 1.8 million subscribers. From initial phase 2007 to 2011, NCell achieved increasing no. of subscribers and gained popularity among people though improved GSM technology.

Finally, study shows that NCell is popular among the respondents. One of most effective factor contributing to its popularity is its most effective way of communication process which directly increased the sales volume.

5.2 Conclusion

The study shows that promotional campaign of NCell service directly impact to its sales volume. Through different campaign the service has grabbed large number of subscribers.

The study also tries to find out the most desirable feature of mobile service. Number of respondent used NCell service as they perceived it has least network problem, and it provides lots of facility like free talk time MMS and Ramro tariff. Nobody have enough time to involve in same problem for long time. So, hassle free is also most effective service of NCell. Sales promotion and advertisement are the most attractive promotional strategy used by the company to communicate with the consumers. NCell Sanga Sabai Danga, One hr. talk time, Ramro tariff is the most successful campaign.

The total no. of subscribers which the NCell has achieved till date stands at 2275000. As such, 15850000 no. of subscribers were achieved from the consumer promotion and the rest from other activities. NCell subscribers are increasing at a healthy clip owing to the effective promotional strategies.

5.3 Recommendations

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

Based on findings of the present study the following recommendations are advised for the company.

- ❖ Marketing communication campaign is highly focused and popular among youth population. So, the upcoming campaign should be able to cover remaining population too.
- ❖ Advertising is indispensable tool of the marketing protocol of the NCell. So, the upcoming advertisement should be more entertaining, attractive and effective

which will be able to cater the need of brand information too.

- ❖ Good Network coverage of NCell service is highly appreciated by people. So, the company should be able to maintain such quality though achieving large quantity subscribe.
- ❖ Out of total no. 93.89% of subscribers are achieved through promotional campaign and 6.11% through other activities. Due to the fact, company must be concerned on launching fascinating consumer promotional campaign ratio can be maintained.
- ❖ NCell Sanga Sabai Danga, One hr Talk time and Ramro tariff are most popular campaign among many others so such types of campaign have to be launched for further sales and popularity.
- ❖ The present market is very competitive, still NT is leading service provider. So NCell has to compete with same pace with providing best quality communication service to their subscribers.

From the acquired data of this study it can be advised that the company should continue effective marketing communication campaign like NCell Sanga Sabai Danga, one hour talk time and Ramro tariff which is really increasing the customer.

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Website:

www.NCell.com.np

www.spicenepal.com

www.ntc.net.np

7. Appendices

Appendix 1. Questionnaire

1. Do you have a mobile phone service?
 - a. Yes
 - b. No
2. Which mobile network(s) do you use?
 - a. NCell
 - b. NTC
 - c. Both
 - d. Other
3. How do you rate the importance of having a mobile service to you, personally?
 - a. Very Important
 - b. Important
 - c. Less important
4. Are you satisfied with the network quality of your network provider?
 - a. Yes, very much
 - b. About average
 - c. No, not very
5. Prioritise the following considerations when choosing a mobile service: (put 1 for most important, 2 for 2nd most important etc)
 - a. Network Coverage
 - b. Services Charge
 - c. Services Feature
 - d. Others (state which
6. Do you use mobile data regularly from your service provider?
 - a. Yes

b. No

c. sometimes

7. Have you seen advertisement of NCell?

a. Yes

b. No

c. I don't know

8. Do you think Nell is strong competitor of NTC?

a. Yes

b. No

c. I don't know

9. Which company do you think advertises more to attract new customers?

a. NCell

b. Both the same

c. NTC

10. Which service provider do you think has the better promotional strategy to attract new customers?

a. NCell

b. NTC

c. Cannot decide

11. For long have you been using this product?

a. <2 years

b. 2 to 5 years

c. >5 years

12. What do you think, is the main reason for your use of this product?

a. Price

b. Quality

c. Promotion

d. all the above

13. How do you come to know about this brand?

a. Through advertisement

b. from friends or relatives

c. other

-----Please answer a few questions about yourself-----

14. My nationality is: (write in)

15. I am:

(male/ female/ decline to answer)

16. My age group is:

(under 18/ 18 to 26/ 27 to 40/ 41 to 55/ 56 or over/ decline to answer)

17. I live:

(In a city/ In a rural area)

18. level of my education is:

(PhD / Masters / Bachelor / High School / Primary 'School' / Illiterate)

-----Thank you for your time-----

Appendix 2. NCell promotion campaign



Logo of Ncell



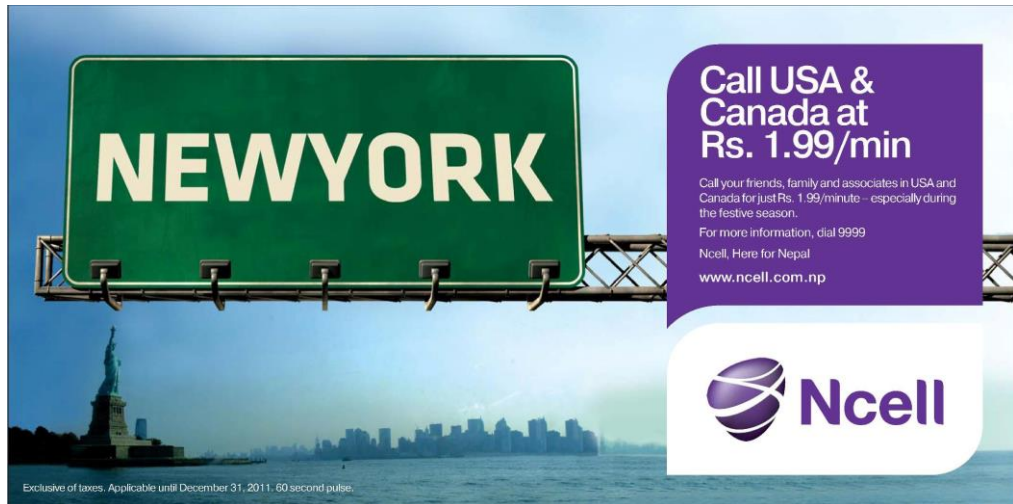
Ncell live show



NCell Customer centre



Ncell organizing street festival in Kathmandu



Ncell offer of cheapest cost to USA and Canada



Ncell organizing sports

Appendix 3. Telecom Statistics

Data of Mangshir, 2073 (16 November, 2016)

Subscription of Voice Telephony Service: -

Services Operators	Fixed		Mobile		Others		Total
	PSTN	WLL	GSM	CDMA	LMS	GMPCS	
NDCL	677078	121872	13962840	1478783	-	-	16240573
UTL	-	50127	-	-	476994	-	527121
NCell	-	-	14917084	-	-	-	14917084
STM*	**2832	-	-	-	155	-	2987
NSTPL*		2984	-	-	368684	-	371668
STPL	**598	-	1429117	-	-	-	1429715
Others	-	-	-	-	-	1742	1742
Total	680508	174983	30309041	1478783	845833	1742	33490890
	855491		31787824		847575		
Services					Subscription (%)		
Fixed					3.23		
Mobile					119.68		
Others (LMS, GMPCS)					3.20		
Total					126.41		

Population of Nepal 26,494,504 (Source:cbs.gov.np)