



## CHANGE IN ADVERTISEMENT WITH PACE OF TECHNOLOGY AND ITS IMPACT IN NEPALESE MARKET

### Management

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### ABSTRACT

With enhancement of globalization and world slowly turning itself as common playground the technological development has achieve its prime place. From barter economy where people advertise their product from market where they meet buyer to modern world where every product are just a click away, advertisement field has been change in versatile manner. Nepal being prime destination of attraction for many visitors and with enlarges number of student moving away from native land every day has much more influence of western world if we do talk about its advertisement. With nearly annual turnover of 5 to 6 billion Nepalese advertisement industry is not so far from other part of globe. From paper advertisement to ads through digital media advertisement industry has also seen majority of change in use of technology. This paper therefore sincerely try to address the changes that has happen in Nepalese market from ancient world to modern time along with that this paper want to withdraw attention of all concern authority and panel of expert for their contribution from their pen since we find very few writings in advertisement world of Nepal.

### KEYWORDS

Technological development, Barter economy

### INTRODUCTION

Today's world is the world of advertisement everywhere whether it is TV commercial, newspaper, Facebook or any other online portals advertisement has become common. This has happen due to the continuous development of technological advancement and want of human being for information before buying any commodities. The urge of advertisement has created world to be common hub for creating creative and innovative ads. In these context, Nepal being the country adoring products all around the globe and being the member of organization as World Trade Organization is also adopting the pace of change in advertisement world. In recent era, Nepal has many used many forms of advertisement from hoarding board display to online ads it is not behind from many other parts of the globe. Advertisement industry has created buzz of products and helps in bulk selling but has also effect the traditional and cultural values. Therefore, advertisement has shown us both pros and cons but with advancement of advertisement world Nepalese national has improvise their living standard of common people. Illiterate person now using smart devices and doing transaction from ATM are some of the positives given by advertisement industry.

### OBJECTIVES

- To know about the Nepalese advertisement industry.
- To find the changes that has happen in Nepal from early days till now.
- To find out impact of advertisement in Nepalese market.

### METHODOLOGY

The data are collected from highly reliable sources and advertisement related associations are visited for forwarding clear picture of Nepalese advertisement world. Only purposeful and highly valued details are accepted for research and information are verified from several sources before publishing in journal. Qualitative technique of data collection is used for the entire research however as per necessity and use quantitative techniques are also adopted.

### History of Advertisement in Nepal

Nepalese advertisement industry has very short history with the first commercial advertisement of Nepal has been published in printing media about century ago in 1984 through Gorkhapatra. However if we study more deeply the first advertisement which was published in Nepal was in 1919 BS in at cover page of book named Mokshashidhi which is advertisement regarding another book (Chaulagain, 2018). Due to various changes that happen in 1919 to 1945 the second advertisement to publish took long time nearly quarter of century to be published which was about the monthly magazine name "Gorkha Bharat Jiwan" at 1945 BS (Kuwar, 2018). The development of advertisement world is still slow down still after that only in 1984 BS after a time interval of nearly 4 decade the first commercial advertisement was published in Gorkhapatra. After which the advertisement industry peak it pace along with reach of Nepalese in various part of world but still only one medium of advertisement prevails in Nepal that is advertisement in printing form. The major

change in advertisement seen after 2017 BS when for the first time officially advertising agency was started naming "Nepal Advertisers". During its early days the agency provide mass advertisement through two medium that is I printing form through newspaper and visual form through Cinema halls. The real flow of advertisement came after 2046 BS with establishment of Nepal television and various FM stations. The digital world of advertisement came only after that with promotion through hoarding boards, on line portals and so on. At present, Nepal already have more than 120 agencies registered in Advertising Agency of Nepal (AAN) with more than 15 are already being bulk ads producing company. Nepal now has been adopting the technology has been producing digital ads in recent days with improvising figure of 5% in digital Ad spending in 2015/16 which has been gradually rising as days are passing. The brief summary can be provided as:

| Year    | History of Advertisement Industry                                                      |
|---------|----------------------------------------------------------------------------------------|
| 1919 BS | First advertisement was published in cover page of book named Mokshashidhi             |
| 1945 BS | Second advertisement is published about the monthly magazine named Gorkha Bharat Jiwan |
| 1984 BS | First commercial advertisement was published in Gorkhapatra                            |
| 2017 BS | First advertisement agency (Nepal Advertisers) was established                         |
| 2046 BS | Advertisement been started through television and FM Station.                          |

Source: <https://creativerajit.com/advertising-industry/>

### Advertisement in Different Era/Period

Nepalese advertisement world has seen lots of ups and down in its preliminary phase. Different forms of advertisement have been seen along with the change of phases. From its early days of commercial through printing paper to online ads it has seen various changes. These different eras has been addressed as follows:

#### • Era of Book Advertisement:

Nepalese advertisement started from the book advertisement in early 1900. The first advertisement being published at 1919 BS in cover page of book has created buzz in market. However, it is not the commercial advertisement but and informative ad for promotion of book or for providing knowledge regarding publication. We hardly find any copy of that advertisement in any library today due to less effort for preservation but it enlisted the conceptual enrichment of people of that era and also highlighted the fact of Nepalese national and their interest on reading books.

#### • Era of Status Quo:

The period between early 1900 to late 1940 is era of status quo for Nepalese advertisement world. Since no further enhancement in advertisement world can be seen between those period. In between these years, there is no any improvement in the field of ad industry since the second advertisement in Nepalese history published in 1945

BS only. In these era, printing press are not available in Nepal and publishing any articles and books required to be done through neighboring nation only there advertisement publication through printing media are far from reach and digital media has also arise in this timeframe.

#### • **Era of Printed Advertisement:**

By the year 1945 BS, the second advertisement published in Nepal which was about monthly magazine Gorkha Bharat Jiwan. It was warmly welcome by many intellectual of those time since until that time many person has already forget the previous advertisement and many others has not seen any advertisement beforehand also because it was published in cover page of book. Therefore, we can say that it was the first advertisement which has been noticed by people.

#### • **Era of Advertisement Agency:**

Advertisement industry in Nepal flourishes after the introduction of advertisement agency which was started in 1971 BS. With staggering figure of nearly 200 advertisement agency currently actively working in Nepal researcher can definitely portray result that it has drastically change with in short span of time period of 5 decade. Currently, agency such as Outreach Nepal, JWT-Nepal, Prisma advertisement are providing its service to Nepalese market. From shopping center to website and web application these agencies are creating mind blowing success in advertisement world.

#### • **Era of Mass Media Advertisement:**

Mass Media such as radio and television are introduced after 2046 BS (Bista, 2015). After the introduction of mass media revolution are created in advertisement sector. Television became one of the most popular medium of communication with its reach every now and then in each and every corner from village to town (Choudhury, 2011). Advertiser are mostly excited to promote their product through mass media since it has visual reach and is well connected with people. TV advertising is the most appropriate means for reaching in mass so advertising world in Nepal change with era of introduction of mass media.

#### • **Era of Online Media:**

The year of 1995 shine as era of changing hope in Nepal due to the successful establishment of World link as company to provide the internet service in Nepal. From the very day of its establishment World link has proved itself to the company of future hope with aim of providing internet service throughout the country from all office to every home. It has achieve what many other think as impossible so with bound and raise of internet world link climb to its peak of success. It has been partner with content delivery network to enhance its boundary. As internet became product of every home advertisement industry also reach on phase of boom in Nepal. Today many associate companies create and made online ad since Nepal is gradually changing itself to digital society. Currently, online or digital media covers small portion of advertisement industry but has been progressively making its footprint on Nepalese ad industry.

#### **Recent Trend in Advertisement Industry**

Nepalese marketing product now in recent are advertised through various medium. Commercial advertisement has become the basic of promoting any product in market whether it is kitchen ware or bulk construction machinery thus in recent trend Nepal has diversify advertisement sector and has created multi verse for selling its product. According to the survey, with enhancement in communication sector and effectiveness of web surfing with internet being reachable from every corner of Nepal online advertisement has been more popular in recent days. The advance technological uses can be seen in advertisement and promotion of product by the use of 3D techniques and graphics. App development and banners ads have also been the side for creating tune for commodity in market in Nepal. Therefore, in recent Nepalese market is using more and more online and visual advertisement for creating and establishing brand of commodity (Sharma, 2016). However, still the print media of advertisement is the most effective and coherent source of creating market in Nepal.

#### **Impact of Advertisement in Nepalese Market**

With the reach of internet and net surfing becoming possible in every household, Nepalese has been widely affected by advertisement. The advertisement now has been reached through any electronic source and country changing its status of load shedding to 24 hour reach of electricity people now can see advertisement anytime and anywhere.

Ad world has provide both pros and cons to Nepalese society. The positive vibe that has been created by advertisement is awareness in public regarding health and sanitization. Smart phone has become lime light of today's world due to promotion of technology by advertisement (Adhikari, 2016). Home appliances such as micro oven, gezezer and refrigerator has become household product which facilitate our mother and sister in daily work due to the means advertisement. Likewise, online banking will not be possible without its advertisement. National now know about their rights and duties due to the world of advertisement. Currently, citizen of our country understand about lot of other trend of globe due to the enrichment of advertising industry. The cons of advertisement in Nepal are its direct impact in our tradition and values along with that youth are slowly turning themselves in anger and violence as a result of emphasized publicity of product (Ashley, 2017). According to the survey conducted on 500 children of Nepal, it is found that TV ads has been the main cause of vision affect and negative behavior of children (Thapa, 2017). Similarly, many children are now becoming the victim of depression due to channelization of virtual reality in mind of child rather than their focus on real world. Advertisement also has created gaps between relationship due to constant engagement in visual world and having marginal trust in relationship. Due to habit of children coping the ads they has been far from reality which has created biasness and hindrance in their life. Another impact of advertisement is it curtail down the purchasing power of customer due to add up cost in commodity. The cultural aspect is touched by advertisement and time and again affected by adverse advertisement (Williams, 2011). Hence advertisement has duly impact Nepalese society.

#### **CONCLUSION**

Researcher has try to present the clear picture of Nepalese advertisement world with pace of technology but while doing research, researcher found many loop holes in the sector of academic writings in field of advertisement industry in Nepal. Thus, researcher wants to draw attention of concern authority for flourishing theoretical branch of advertisement. With many too and fro advertisement industry has already establish itself as industry with turnover in billions and creating thousands of vacancy in creative world. Finally, advertisement industry in Nepal is progressively running forward so before moving at rapid pace research conclude with suggestion that now is the time to look back and create progressive environment with positive message so that Nepalese advertisement can have perpetual existence in world which can enlighten the concept of many innovative and creative brains.

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