Chapter - 2

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A literature review gives an overview of the field of enquiry: what has already been said on the topic, who are the key writers, what are the prevailing theories and hypothesis, what questions are being asked and what methodologies and methods are appropriate and useful. According to Bourner there are good reasons for spending time and effort on a review of the literature before embarking on a research project. These reasons are:

- To identify gaps in the literature.
- To avoid reinventing the wheel (at the very least this will save time and it can stop you from making the same mistakes as done by others).
- To carry on from where others have already reached (reviewing the field allows you to build on the platform of existing knowledge and ideas).
- To identify other people working in the same fields (a researcher network is as valuable resource).
- To increase your breadth of knowledge of your subject area.
- To identify seminal works in your area.
- To provide the intellectual context for your own work, enabling you to position your project relative to other work.
- To identify opposing views.
- To put your work into perspective.
- To demonstrate that you can access previous work in an area.
- To identify information and ideas that may be relevant to your project.
- To identify methods that could be relevant to your project.
Keeping all these facts in mind, the investigator studiously scanned the available literature related to the present study.

Preston’s (1967)\(^1\) work was amongst the first studies to examine the processes that might shape consumers’ response to questions about advertisement content. He developed a methodology to test his hypothesis that readers of advertisements often commit logical fallacies and so believe that some advertisements make claims which they do not in fact make. Although he considered whether this pattern may be due to respondents' ambiguity in the instructions, unclear statements, or response errors, he ultimately rejected these explanations in favour of a more cognitive line of reasoning.

Greenwald (1968)\(^2\) is one of the cognitive response theorists who studied that high message repetition would increase the persuasiveness of a message. The data analysed by him showed that positive feelings increased with a specific amount of repetition and decreased after that level. He concluded that it can be interpreted that some repetition is good but too much repetition can bore the audience thus become less effective.

Oshikawa (1969)\(^3\) examines the circumstances under which dissonance may occur when the consumer is exposed to new information not available to him at the time of decision making and which is obverse to the information he already has. This condition is called cognitive intrusion because new dissonant cognitions intrude upon one's cognitive structure. The study examines if a consumer studied extensively and carefully the attributes of different makes of automobiles and purchased a particular make which he judged to be the best. Will he experience dissonance when he is later exposed to new information describing unfavourable attributes of the chosen make and/or favourable attributes of unchosen makes whether exposure to discrepant
information will arouse dissonance depends upon a variety of factors. The most important of these is the degree of commitment and ego-involvement. The findings of several experiments suggested that when the discrepant information is not salient and the degree of public ego involvement is small, dissonance will not occur. To test if dissonance theory can be applied in a more natural situation where individuals do not commit themselves publicly, an experiment was conducted and it was examined whether, after being exposed to dissonant information, strong dissonance leads individuals to convince themselves that the original decision was correct. Experimental evidence showed that the students were positively influenced by both the discrepant and the consonant information regardless of their commitment. Under a natural circumstance, individuals do not respond to discrepant information in the way dissonance theory predicts. A seller's product advertisement reassures the consumer as to the wisdom of the purchase by emphasizing its desirable features and therefore helps to reduce post-purchase dissonance. Dissonance reduction, in turn, reinforces this purchase. It may increase the probability of his purchasing the same brand. The more frequently the product is purchased, the less important becomes the question of which brand is purchased at any one time, and the less the post-purchase dissonance. The consumer who has purchased a convenience good usually would not experience strong dissonance because he knows that he is not irrevocably tied to that particular choice, but can easily switch brands. Since his dissonance is not strong, advertising's role in reinforcing the purchase is diminished.

Work conducted by Preston & Scharbach (1971) revealed a predictable and generalisable pattern, in the response distribution of different statements in different groups.
Haefner (1972)\textsuperscript{5} focuses on consumer judgments of the deceptiveness of the advertisement. Armstrong and Russ criticized this approach as insufficient and logically deficient to detect the presence of deception.

Haefner, et al. (1974)\textsuperscript{6} examined what are the effects of the variables like regular or reduced price, prominent or non prominent display of product in an advertisement, frequent or infrequent advertising of the product and type of product on price perception of advertised food items. A total of 226 interviews were conducted as a basis for the research. The results of this study showed that the respondents did not assume that advertised items were reduced in price. It was alleged that ultimately the consumers learnt how to read an advertisement as a result of this research. In this Study deception was unrelated to other factors, a point not previously acknowledged in the literature. It was cleared that subjects are perfectly able to evaluate an ad in terms of a deceptive dimension and the researcher suggest the term "perceived deception" when examined from this perspective. An important limitation of the study is that it required respondents to make a summary judgment of the deceptiveness or non-deceptiveness of all advertisement. Public policy decisions, however, would require responses to specific components within an advertisement which they found to be deceptive. A second limitation is that this study aggregated responses across all test advertisement, whereas public policy decisions would normally be based on behavioural responses to an individual advertisement. A related issue is that personal communication concerns where deceptiveness reside-in the physical attributes of the commercials; in the viewers; or in the interaction of the two. Traditional factor analysis, such as that used in the present study, cannot directly address this question
since (1) it is necessary to collapse one of the three sides of the data cube (either subjects, or concepts, or scales); and (2) any standardized data matrix, such as a correlation matrix, loses both level and disperation of variables.

Armstrong and Frederick (1975)\textsuperscript{2} identified an approach that concentrates on the specific cognitive effects an advertisement has, on exposed consumers.

Ford, et al. (1975)\textsuperscript{8} has adopted an information-processing perspective in which an advertisement is considered to contain or have the potential to impart false information. This information is presumed to have measurable effects on certain cognitive variables, typically product related beliefs.

Eighmey (1975)\textsuperscript{9} had been first to explore the cognitive effect of advertisements among children and advance the thesis that restraints in advertising oriented to children should be different than focused on adults.

Olson and Dover (1978)\textsuperscript{10} conducted an empirical investigation to measure the impact an advertisement has on consumers’ behaviour. They provided a behavioural definition of advertising deception in operational terms and for an experimentally created advertised impact, to demonstrate it empirically and to measure the subsequent pre and post trial effects of the deception on various cognitive states, including brand beliefs, attitude, and purchase intention. Because for most products the purchase decision and the exposure to advertising are rather widely separated in time, the most relevant impact of deceptive advertising is on the encoded form of information stored in long-term memory. It is this possibly false information held in long-term storage that may have harmful or dysfunctional effects on the consumer's purchase decisions. The cognitive elements stored in long-term memory are usefully
considered in terms of beliefs about the product—that is, cognitive linkages between the product/brand and other concepts, attributes, or outcomes of use. These subjective linkages or beliefs vary in strength—i.e., the perceived likelihood of association between the two concepts that constitute the belief. So study reveals that beliefs also differ in terms of their salience and in the direction and intensity of evaluation associated with each belief.

Jacob Jacoby, et.al. (1978) in consumer behaviour, the construct of product importance has been accepted without question. One approach to operationalizing this variable could be based on the consumer's desire to replace an item once it has been fully consumed. Given a standard list of 10 commonly purchased nondurables, a consumer was be asked to assume that he or she is out of the items listed and then required to rank order them in terms of the probable order of their purchase replacement (i.e., which one would be bought first, etc.). More highly ranked products were considered more motivationally salient (and therefore important) to the individual. Perceived risk was measured in terms of both nutrition and overall health. Although other types of risk have been defined such factors as psychological or financial risk were not considered to have great implications for the purchase of breakfast cereal. Operationally, subjects were asked two questions about the chances that a new brand of breakfast cereal might be harmful to their health or low in nutrition. Past purchasing experience was measured in terms of five different indices. These were verbal reports of the number of cereal brand names recalled (unaided), the number of different brands purchased during the course of the previous year, the average frequency of consumption, the average frequency of purchasing and the
number of boxes purchased at any one time. These indices were treated separately in analysis, taking cognizance of the fact that each measured slightly different aspects of the consumer's past experience with the product. Though recall might be interpreted in a variety of ways, three of the other measures related to purchase experience and the fifth tapped an aspect of consumption experience. Brand loyalty was operationalized in terms of both behaviour and attitude. A self-report of the purchase share devoted to the most preferred brand constituted the behavioural measure. So the study concluded that the dominance of intrinsic cues in their research on quality perception. That is, consumers rely on basic indices of product composition in their perception of quality. Extrinsic cues generally reflect information not directly tied to product composition (e.g., price, sales slogan, colour of box). Such information does not play as dominant a role in defining the consumer's perception of quality.

Rossiter (1979)\textsuperscript{12} in his review studied the cognitive attitudinal and behavioural effects of TV advertisement on children and concluded that some TV commercials may have impact on young children.

Thomas (1980)\textsuperscript{13} observed that the impact of advertising will most likely vary among children by factors such as age, the extent of parental interaction, the educational level of child, the extent to which the child has develop cognitive filter and the like one of the most vocal critics of advertising directed towards children.

Moore and Lehmann (1980)\textsuperscript{14} studied the effects of individual differences on information acquisition and recall of package information in the case of non durables. Experience during the experiment was highly related to the amount of external search and recall of package information. Information-processing style was also related to
external search. In their study, however, the sample population, although knowledgeable about the product, cannot be called to be the representative of the general population of bread purchasers. They were younger (average age about 27) and more highly educated than the average. Also, the group was more homogeneous than the total population. So, some of the individual difference variables may be more important, in general, than were indicated by their results.

Churchill, Jr. and Carol Surprenant (1982) investigated whether it is necessary to include disconfirmation as an intervening variable affecting satisfaction; or whether the effect of disconfirmation is adequately captured by expectation and perceived performance. For this, they took up the process for two types of products, durable and nondurable goods. Each subject's perceived expectations, performance evaluations, disconfirmation and satisfaction were subsequently measured. The results suggested that the effects were different for the two types of products. The satisfaction was determined solely by the performance in the case of the durable goods. Expectations did combine with performance to affect disconfirmation. In an experiment involving two products, a chrysanthemum plant and video disc player, both expectations and performance were manipulated independently for each product and each subject's perceived expectations, performance evaluations, disconfirmation and satisfaction were subsequently measured by using multiple measures for each construct.

The analysis indicated the effects were different for the two products. For the plant, the relationships were as hypothesized. Initial expectations had a negative effect on the disconfirmation experience whereas performance had a positive effect. Disconfirmation positively affected satisfaction as is commonly held; when subjects
perceived the product performing better than expected, they were more satisfied with it and vice versa. Expectations and performance also affected satisfaction directly, and the three variables in combination explained 78% of the total variation in satisfaction. The results for the VDP were different in important respects. First, neither the disconfirmation experience nor subjects' initial expectations affected subjects' satisfaction with the product. Rather, their satisfaction was determined solely by the performance of the VDP. When it performed well they were satisfied with it and when it performed poorly they were dissatisfied with it, regardless of their initial expectations. Expectations did combine with performance to affect disconfirmation, though the magnitude of the disconfirmation experience did not translate into an impact on satisfaction. Finally, the direct performance-satisfaction link accounted for most of the variation in satisfaction i.e., 88%.

Preston (1983) developed a series of five statements: true statements; logically valid statements; logically invalid statements; independent statements and false statements to test the existence of bias of consumer.

Hoek, et al. (1984) re-examined Preston’s methodology to investigate whether an adaptation of this could provide evidence which might help the courts to evaluate the alleged deceptiveness of claims brought before them. According to them a key advantage offered by this methodology is that it presents a standard framework which may be used in different cases. The study thus marks a movement towards the development of a more objective survey framework. This methodology may prove efficient in terms of its ability to produce evidence which would guide the courts.

Smith and Swinyard examined how the information-response model while analysing how consumer expectancy for product attribute associations is likely to be affected by
the source. Source credibility is typically higher for one-self than for a vested interest source like advertising (or personal sales people) where source derogation and counter argumentation occur. Therefore, product-related beliefs based on trial are usually stronger than beliefs based on indirect experience like advertising. The study compares the product-related belief strength scores of subjects exposed to product trial and for subjects exposed to product advertising. So, direct experience showed more confident attitudes, than indirect experience. Therefore, compared to advertising, direct product trial created more confidently held product-related beliefs. The study suggests that consumers exposed to advertising have greater uncertainty about their product related beliefs than consumers exposed to product trial. If the descriptive model is accurate, then consumers exposed to advertising also demonstrate more product-related curiosity than consumers exposed to trial. As the ad/trial treatment conditions differentiated consumers with respect to confidence, so some important theoretical tests were performed on the confidence data. The study predicted that consumers exposed to product trial would express stronger and more confidently held product-related beliefs than consumers exposed to product advertising. An important finding of this study is that in some cases, a consumer's belief strength and belief confidence are separate and important cognitive dimensions. In those cases where maximizing a consumer's perceived expected value is the promotional goal, confidence in claims can be critical to success. Moreover, whenever there is variation in the known antecedents of confidence (credibility, consistency and amount of object-related information), advertising effectiveness studies (commercial and scholastic) should measure and inspect the consumer's belief confidence. In addition, when belief strength and belief-confidence scores are meaningfully
differentiated, and are not too highly correlated, confidence measures can produce a significant improvement in the predictive validity of multi attribute-attitude models. This finding represents an empirical verification that confidence does operate according to the construct's theoretical underpinnings.

*Lichtenstein and Scot Burton (1989)*\(^{20}\) conducted four studies to assess the accuracy with which consumers perceive objective price-quality relationships. Results of these studies indicated that, overall, consumers perceive objective price-quality relationships with only a modest degree of accuracy. This research has shown significant variance in the perceived relationship between price and quality across product categories. Similarly, previous research on price-objective quality also has consistently shown that the correlation between price and objective quality ranges from strongly positive to strongly negative. The principal question in this research is how accurately consumers perceive price-objective quality relationships. That is, do consumers tend to perceive a price-quality relationship when a positive relationship is actually present and do they perceive no price-quality relationship when the actual relationship is zero or negative? If consumers have learned through experience (or believe they have learned) that price is an accurate predictor of quality, they may look for shortcuts in decision making and will be more likely to use price as a general predictor of product quality—that is, they will evoke a price-quality schema. Because consumers have unique as well as similar experiences, the schemas employed by consumers are assumed to be sometimes identical and at other times very different. Further, because experience may be limited and because all processing involves some degree of error, schemas can lead not only to efficient shortcuts in processing
information, but also to errors that affect decision making. However, findings also suggest that the accuracy of consumers’ perceptions is affected by product type; that is, price-quality perceptions are more accurate for nondurable products than for durable products. The authors concluded that consumers' price-quality perceptions appear to be a function of general or product-type-specific basis, rather than independent evaluations of price-quality relationships for individual product categories.

Preston (1992)\textsuperscript{21} has worked on the necessary requirements for establishing deceptiveness. However, he acknowledged the difficulty of proving conveyance because he considered that this is a subjective phenomenon. According to him establishing that a given claim has been conveyed thus often requires evidence from expert witnesses, or from consumers themselves, through a survey.

Kalwani and Yim (1992)\textsuperscript{22} report results from a controlled experiment designed to investigate the impact of a brands price promotion frequency and the depth of promotional price discounts on the price consumers expectation to pay for that brand. A key feature of the work is that expected prices extracted directly from respondents in the experiment are used in the analysis, as opposed to the latent or surrogate measures of expected prices used in previous studies. In this study, both the promotion frequency and the depth of price discounts are found to have a significant impact on price expectations. It also supports a region of relative price insensitivity around the expected price, such that only price changes outside that region have a significant impact on consumer brand choice. Further, the research finds that consumer expectations of both price and promotional activities should be considered
in explaining consumer brand choice behaviour. Specifically, the presence of a promotional deal when one is not expected or the absence of a promotional deal when one is expected may have a significant impact on consumer brand choice. In the case of price expectations, if the consumer response to promotion expectations is found to be asymmetric the losses loom larger than gains.

The results further showed that, consumers exposure to different price promotion frequencies and depths of price discounts had significant effects on the brands expected prices. However, the results do not suggest the presence of an interaction effect of the price promotion frequency and the depth of price discounts on a brand's expected price. Their findings on promotion expectations suggest that unfulfilled promotion expectation events among consumers who have come to expect promotions on a brand because of frequent exposure to them will have an adverse impact on the brand. Thus, unexpected promotion events will enhance the probability of purchasing a brand among consumers who have not been exposed to many price promotions and therefore do not as a rule expect the brand to be available on a promotional deal.

Gotlieb and Sarel (1992)\(^{23}\) This paper reports the results of an experiment that examined the impact of type of advertisement (i.e., direct comparative and non-comparative), price, and source credibility on perceived quality of a new brand. Results suggest that a direct-comparative advertisement has a more positive effect on perceived quality of a new brand than a non-comparative advertisement. In addition, an interaction effect of price and source credibility on perceived quality was found.

Grewal and Compeau (1992)\(^{24}\) compared the impact of internal reference prices which are held by a consumer before an advertisement exposure; and the external
reference prices which are suggested by the advertisers, on the consumers’ perceptions as to quality. The results of the study are that consumers give high value to the goods of which selling price is less than their internal reference price. Specifically, the higher the overall perception of value i.e., saving, the greater the willingness to buy and the lower the likelihood of additional price search. They are of the view that the contributions of two streams of research comparative price advertising and information cues-facilitate understanding the informative or deceptive nature of comparative price advertisements. An understanding of the effects of information cues on consumer decision processes is considered vitally important. If the reference price is truthful and consumers make product quality inferences based only on the reference price, then no deception has occurred and the comparative price advertisement has been informative. If the reference price is truthful, but the consumer bases product quality inferences on the sale price, the consumer has not been deceived; however, the lower perception of product quality could be detrimental to the advertiser because it may reduce brand equity. If the reference price is exaggerated and the consumer infers product quality based on this reference price, then there has been deception i.e., the consumer has been materially misled by the exaggerated reference price. Finally, if the reference price is exaggerated and even if the consumer infers product quality based on the sale price, the legal definition of deception has been met. Thus, it is not always true that inflated reference prices will enhance consumer perceptions of value. Consumers may not believe the misrepresented reference price and therefore reject it and base their perceptions of value on the selling price.
Moreover, if the reference price is judged by the consumer to be patently false, a negative reaction to the brand may further adversely reduce perceptions of value. The model developed by them then articulates how consumers use price information and consequently suggests how deception occurs in comparative price advertisement. Comparative price advertisement contains information about the product's reference price, selling price, and potential savings. If the advertisement conveys an inflated reference price, it could enhance a consumer's perception of quality and his/her internal reference price. Therefore, it would enhance the consumer's perceptions of value and willingness to buy the product. Search for a better price would be likely to be reduced or terminated. The behavioural research and the conceptual model suggest that a comparative price advertisement has the opportunity to inform or deceive through its ability to influence consumers perceptions of quality and value, internal reference prices, and hence, purchase and search behaviour.

Iwazume, et al. (1993)\(^{25}\) found that higher-order image processing exists in emotions. In the central route of the elaboration likelihood model, emotions play a substantial role in understanding product features. From this perspective, the advertisement understanding process as brand knowledge forming need to be considered as a higher-order cognitive process which includes not only reasonable understanding of functional benefit, but understanding of benefit based on user and usage imagery and brand personality.

Barbara B. Stern (1994)\(^{26}\) touches the key question i.e., how to study interactive advertising. Interactive advertising is basically a dialogue between human and machine based on integrated digital streams of video, audio, text and graphics. It is
product of alliance between telephones, computers and televisions that gives consumers control over advertising by enabling them to manipulate what they see on the screen in their real life. So the relationship of real and virtual life as regards source credibility, message/media effects and the interactive consumer has been highlighted in this study. To crack multiple consumer codes, research on sponsorial as well as on actual consumers is done. Insofar as each set of consumers may be separated by different socio-cultural systems of gender, class, race, and values, they embody an obvious source of interpretive diversity i.e., each may respond to commercial text somewhat differently. Since communication in an interactive context is controlled by the consumer rather than by the sponsor, researchers must investigate gaps between postulations of ideal (formerly passive) respondents and actual respondents who are now in command of what they see.

The revised advertising communication model inscribes multiple source and the consumer roles and suggests gaps in the present conceptions of each entity. It distinguishes between sources within and without advertising text, and categorizes messages as core content able to be activated in autobiographical, narrative, or dramatic form. So this study by enlarging the triadic categories and distinguishing between within-text and without-text phenomena, the model permits interactive advertising to be described more precisely.

Mattoo A.R. and Mushtaq A. Bhat (1995) concluded that advertising not only magnifies false characteristics of a product but also leads to cultural degradation. Many companies which perfectly project their advertisements have deleterious effects on the society as a whole. The contents of advertisement may fall within the
framework of meaning of Western living but are certainly offensive within the framework of traditional living in India and its age old culture. The study further reveals that competition in advertising and promotion has tended to displace price competition. The effects are not only to increase prices to the extent that the additional expenditure in this field is wasteful but also to keep new entrants out of the market, to weaken other competitive restraints on price and profit, and to create a situation in which even the less successful of the two principal competitors can earn extremely comfortable profit, while those of most successful are outstandingly high.

Compeau, et al. (1994) have examined the effect of the advertised reference prices on the buying behaviour of the consumers. Their study reveals that the comparative price advertisements seek to enhance consumers perceptions of value and as a consequence may reduce additional search for lower prices and enhance likelihood of purchase. Allegedly, the advertisements stated that their merchandise was being offered on sale i.e., at a reduced or discounted sale price for a limited duration only. In fact, the state alleges that "selling or sale" prices were the prices at which most of the merchandise was regularly sold. Thus, these reference prices were simply inflated to provide the illusion of a deal, and few transactions were ever made at these advertised "regular" prices. Furthermore, the limited nature of the sale implied by the advertisements was promoted to create a false sense of urgency. In reality, according to the state, the merchandise was offered more often at the "sale" price than at the "regular" price. The results of the study suggested that the presence of an advertised reference price increased respondents’ perceptions of value and their purchase intentions. The results provide evidence that consumers in general believe that the
regular price is a bona fide price at which the advertised item is sold for the majority of the time and that a substantial number of sales are made at this regular price. On the basis of these beliefs, consumers use these advertised reference prices to form their perceptions of savings or the value of the deal.

Mitra Anushree & John G. Lynch, Jr. (1996)\textsuperscript{29} concludes that the effect of advertising on consumer welfare has been the subject of dispute among economists, arising largely from disagreement among scholars regarding the persuasive versus the informative role of advertising. This research reports two experiments that explore the welfare implications of advertising effects. It shows that the same advertisements can either increase or decrease prices paid for selected brands, depending on the degree to which the choice situation requires brands to be recalled in order to be considered. However, an increase in prices paid caused by advertising does not necessarily imply detrimental effects on consumer welfare. Further that, even under circumstances in which differentiating advertising leads consumers to select brands with higher average prices, it can provide useful information to consumers that allows them to make purchases that are more in line with their personal tastes than are the choices of consumers not exposed to the advertisements.

In this context, two roles of advertising are important: advertising affects prices paid due to its effects on (1) Perceived differences among competing brands and (2) The number of brands considered for purchase (consideration set size).

First, the price paid by the consumer for a particular brand is affected by the perceived differences among brands considered. Advertising provides preference-relevant information that differentiates between competing brands. The more the differential
preference for some brands over others as a result of advertising, the greater is the willingness of the consumer to pay a higher price for those preferred brands. In this research varied the amount of preference-relevant information was used to examine the differentiating role of advertising.

The results of the study show that larger consideration sets lead to a greater number of effective substitutes and lower prices paid. Advertising effects on the set of brands considered depends on the extent to which the consideration set is generated from memory versus external cues in the environment. If the consumer has to rely on memory for generating the set of brands to be considered for purchase, advertising can increase consideration set size by enhancing recall of brand names.

Speck and Elliott (1997)\textsuperscript{30} examine the predictors of advertisement avoidance in four media: magazines, newspapers, radio, and television. A national survey of 946 adults found that advertisement avoidance is most prevalent for television and magazines. The predictor variables were demographic characteristics, media-related variables, attitudes toward advertising in each medium, and communication problems related to advertising. Advertisement perceptions were the strongest predictors of advertisement avoidance and were best in differentiating print from broadcast media. The results indicate that age and income were the best demographic predictors across media.

Browne (1998)\textsuperscript{31} examined sex role stereotyping in television commercials aimed at children in the United States and Australia. The results of this study indicate that boys appeared in greater numbers in the television commercials, were given more dominant roles and were more active and aggressive than girls. The goals of the study were to: (1) provide current data on level and content of gender stereotyping (2) compare
levels of stereotyping in two countries and (3) assess stereotyping of self presentational behaviours. Results are consistent with those of previous research in that boys were depicted as being more knowledgeable, active, aggressive and instrumental than girls. Nonverbal behaviours involving dominance and control were associated more with boys than girls. Country related differences in ratios of boys to girls in the commercials and demonstrations of licensed withdrawal and function ranking were also observed. Those data show large gender differences in self presentation but smaller differences between countries. Gender differences were in the hypothesized direction with girls demonstrating more shyness, giggling, face covering and head or eye aversion and snuggling than boys. Boys and men were more likely to engage in ritualized domination behaviours (holding, mock assault, throwing) whereas girls were more likely to assume deference postures that conveyed nervousness or bashfulness, such as lowering and tilting of the head or body and upward glances. Men and boys were most likely to engage in executive behaviours (in all but ads directed toward very young children), describe or demonstrate product features, and advise product purchase. Highly significant differences were found in the amount and kind of contact children had with objects portrayed in commercials. Boys were shown as being engaged in behaviours that created action on the part of the advertised item than girls. They were more likely to push, pull, or press buttons to engage mechanisms, and manipulate or construct objects skilfully. Generally, boys were portrayed as more effective, more able to make things work, and, in ads featuring games of competition, more frequently "winning" than girls. Girls were more likely than boys to be shown caressing objects or touching them gently. In few instances did children, either boys or girls, request or accept help from another child
or an adult. Student t-tests of separate behaviours indicated no gender differences in mock fear, or hiding in either country.

*Putrevu, Kenneth R. Lord* (1998)\(^{32}\) propose a Cognitive Arousal Model to explain how programme, advertisement and consumer characteristics affect viewer’s processing of television commercials. Their study reveals that viewers’ cognitive state is affected by the interaction of the consumer’s pre-existing level of involvement in the topic of the advertisement, programme involvement at the time the commercial appears, advertisement involvement, and whether the source of advertisement involvement is relevant or irrelevant to the arguments of the communications.

*Naik, Prasad, A.* (1999)\(^{33}\) examined whether the effectiveness of an advertisement wears out over time; eventually, it becomes totally ineffective. The author proposes a concept for measuring the lifetime of an advertisement and derives closed-form expressions for it under certain conditions. The author distinguishes the proposed concept, the half-life of an advertisement, from the prevalent notion of the duration of advertising effects. More importantly, the information on the half-life of ads is actionable from a managerial standpoint, whereas that on the duration of advertising effect is hypothetical.

This paper proposes and develops the concept of the half-life of an advertisement. More importantly, the information on the half-life of advertisement is actionable from a managerial standpoint because managers can plan to replace worn-out advertisements. In contrast, the information on the duration of an advertising effect is hypothetical since managers are unlikely to discontinue advertising and observe that the goodwill for their brand actually vanishes after a certain time.
Aiyadurai, K (2000) examined advertisement as art and science from the point of view of the advertiser. The objective of any advertisement is to reach the people with the right sense at the right time. Hence the advertisers take much effort in creating and presenting advertisement to the public. The impact of the advertisement on the viewer leads to cultural and social revolution. Continuous advertisement for the same product influence a change in consumption pattern of the individual and thus effects a change in the life style of society. This leads to the behavioural change in society in total.

Samudhrarajakumar C. & C. Madhavi (2000) concluded that the effectiveness of an advertisement placed in the internet can be easily measured. By simply incorporating an introductory discount coupon, the responses of the browsers can be measured even immediately after placing the advertisement. This helps the marketers to reformulate their advertising strategies in tune with market expectations. The principles to be adopted for web designing are easy navigability, sequence, harmony and composition.

The advantage in Internet advertising is the provision to employ graphics with the help of ‘Graphic User Interface’ (GUI). The study, however, reveals that too much of graphics in a web page will produce negative results.

Verma D. P. S. & Hema Istraney (2000) concluded that by analysing the aggregate scores of consumers, only a slim majority of consumers (58%) have a favourable attitude towards advertisements. Only 53% of the females had a liking for them. The response of the consumers belonging to age group of 21-40 years showed an equal division (at 48%) between those who were favourably predisposed towards advertisements. However, the distinction on the basis of income of consumers was not at all found to be significant.
Putrevu and Lord (2001) propose a Cognitive Arousal Model to explain how programme, advertisement and consumer characteristics affect viewer processing of television commercials. Advertisement response is modelled as a function of the amount and type of thoughts generated upon exposure to the message. Viewers’ cognitive state is affected by the interaction of the consumer’s pre-existing level of involvement in the topic of the advertisement, programme involvement at the time the commercial appears, advertisement involvement, and whether the source of advertisement involvement is relevant or irrelevant to the message’s central arguments.

Faulds & Lonial (2001) analyze the relationship between the price and quality of frequently purchased nondurable consumer products in the United States and in four European countries: Belgium, France, Germany, and the Netherlands. The study focuses specifically on three product categories-food and beverages, health and beauty aids, and household items. The study was to determine the relationship between price and quality for nearly 15,400 brands categorized as Food and Beverages, Health and Beauty Aids, and Household Items in five developed countries--Belgium, France, Germany, the Netherlands, and the United States--over a 21-year period. In this study the prices of various consumer nondurable products (Food and Beverages, Health and Beauty Aids, and Household Items) were correlated with the quality ratings given by testing agencies in Belgium, France, Germany, the Netherlands, and the United States. A very wide difference in the proportion of negative correlation coefficients, ranging from 26.4 percent (Germany) to 47.7 percent (France), was found. However, the mean value of the correlation coefficients
over the entire product sample was positive and ranged from 0.052 (Belgium) to 0.129 (United States). The results of this investigation indicate that the correlation between the price and quality of frequently purchased nondurable consumer products is relatively low and that this relationship prevails in four contiguous European countries and extend across two continents.

*Morgan and Stoltman* (2002) revealed that televised advertising disclosures are supposedly designed to supply consumers with important information for decision making. From the perspective of models of information processing, however, these disclosures may well be improperly conceived and executed. Disclaimers presented in other media are also challenged, though television represents a special case because of consumers’ inability to control the processing situation (e.g., to study the disclaimer at length if desired) and because of the extensive use of disclaimers in this medium. In this study, televised advertising disclosures are examined experimentally and found generally to be ineffective. The purpose of this study is therefore to examine aspects of CIP (Consumer information processing) in the context of TADs (Televised advertisement Disclaimer). The premise underlying this work is that the stimulus aspects of TADs are restrictive to the extent that even highly motivated and focused consumers are likely to encounter difficulty attending to and comprehending this information. The findings of this study indicate that, although consumers feel somewhat adequate regarding their ability to perceive disclosure information provided in television advertising, objective measures of claim recognition/comprehension indicate that this competency is more imaginary than real.
These findings can be interpreted in the context of the communication leading through confusion, to inaccurate comprehension, with accurate comprehension anchoring the other extreme. These data suggest the modal response with respect to TADs lies somewhere between confusion and inaccuracy. Misinterpretation of advertising often ranges from subtle nuances to complete distortions of the information provided. On an average, however, they were just as likely to misperceive certain disclaimer information.

Amanda (2002) suggests that in decision-making consumers experience a “balance beam” effect between affective (emotional) desires and cognitive (reasoning) willpower, triggered by internal and external stimuli. As affect increases, cognition decreases creating impulsivity. This study compares gender differences of affective and cognitive processes and product categories related to impulse buying. Everyone buys and consumes impulsively at one-point or another which implies that the findings of this study will be helpful in a wide range of retail products and formats. Examination of the affective and cognitive psychological processes and components, which emerge during consumer decision-making, is a prerequisite for the comprehension of the essentials involved in impulsive consumer behaviour. Awareness and understanding is critical in order to benefit and gain optimal satisfaction from our own and others’ consumption behaviour. Her study compared males and females in terms of product categories purchased. According to the statistical results, differences existed between males and females with respect to affective and cognitive processes, with the exception of disregard for the future, the overall combination of the two processes, as well as differences in
product categories purchased with the exception of suits/business wear and entertainment.

Results suggest that atmosphere is the key in attracting and keeping the consumer excited about the shopping experience. Attractive decor with creative merchandising and showmanship of consumer trends creates a marketing phenomenon. Appropriate lighting, music and aromas enhance mood and emotion, which may trigger shoppers’ affective tendencies to tip the balance beam in the impulsive direction.

As per Hall (2003) measuring emotional response precognitively requires ‘reading’ the emotions physiologically, and generating data to quantify those readings. The human body generates a wide variety of electrical and mechanical indicators of emotional states and these indicators are all accessible to measurement to a greater or lesser degree. Even mechanical responses of the face can be used to read emotions. Emotional engagement at some level is a prerequisite for behavioural change - cognitive processing of information is secondary to the underlying emotional and behavioural effects. In some cases, higher levels of cognitive processing may be correlated with higher involvement processing, but the fact that the consumer registers higher levels of conscious awareness is an effect, not a cause, of the associated behavioural changes. The behavioural changes flow from the emotional engagement with the brand, not from apparently ‘rational’ conscious engagement. Both the conscious and the unconscious mind can play a key role in decision-making and behaviour, but that does not mean that the conscious or unconscious nature of the process is to be only concentrated upon.

Taylor and Valrie (2003) concluded that children are complex social beings, and no one theoretical approach is sufficient enough to explain all the facets of cognitive
processes that develop as a child watches and interprets a television advertisement. They suggest that instead of focusing on chronological age or familial/situational interaction, an information-processing approach might monitor how children respond to and understand new television advertising commercials. This research proved that because this particular preschool child was raised in a high, consumer-teaching orientation family group he was able to bring beneficial personal experiences to his viewing experiences.

The research validates that all children have the potential ability to develop an understanding of advertisements that is not contingent upon their chronological age alone. Parents and social experiences can assist children in their understanding of television advertisements.

Asztalos (2003) this research presents an exploratory investigation on the extent of gender stereotypes portrayed in children’s television commercials and the effects on consumer purchasing behaviour. The author conducted two studies including a content analysis of viewing 75 children’s television commercials, 25 boys, 25 girls, 25 neutrals, and documenting evidence of roles, traits, activities, products, speaking parts and settings. Qualitative focus groups were then conducted to correlate the documented gender stereotypes with purchasing behaviours among children between the ages of 6-12. Major findings for this research revealed that there are many gender stereotypes in children’s television commercials including the issue that male characters pitch more neutral products than female characters. Findings also revealed that gender stereotypes in commercials influence responsive behaviour among boys and girls very differently.
Different kinds of advertising such as targeted, informative and indirect comparison ads are used in order to augment the demand for products or to encourage customers to switch brands. Apart from the tremendous social and psychological impact they have, economists talk about two primary effects that motivate the firms to incur such large expenditures on advertisements are: the demand-augmenting effect and the strategic effect. The demand-augmenting effect works in two ways. First, it draws new customers who were unaware about the product into the market. Second, for goods whose quality or characteristics cannot be observed by consumers before purchase - such as canned food or fruit juice, bottled drinks, cars, computers, refrigerators and the like advertisements help in judging the quality of products. They accordingly influence consumers' purchase decision and more importantly, their marginal willingness to pay for the advertised brand. Of course, for this effect to be of any significance to the producer, consumers must believe that advertisements reveal the true quality and characteristics of the product.

In targeted ads, the focus is narrowed down to a particular group of consumers and to a few attributes of the advertised brand. While expenditure on such ads thus can be kept within limits, their scope of generating the demand augmenting effect is limited too. Of course, the content of targeted advertisement depends much on the target group. For example, if the target group is inexperienced and new customers, then such ads will have more persuasive than informative content. Finally, comparison ads, which directly or indirectly compare the attributes of the advertised brand with those of the competing brands, trigger the strategic or switching effect. The study reveals that except for cosmetics and toiletries, the magnitude of advertisement expenditure
(as a percent-age of net sales) in India in the 1990s has not been very substantial. In most cases it has been well below 2 per cent. But the share of total advertisement expenditure incurred by all 136 industries has been highest for food products. Most television ads, which seem to be more appealing to the consumers surveyed than non-television ads, have been informative in nature, projecting predominantly the quality and characteristics of the advertised brand. But consumers attach less value to the quality content of informative ads and rely more on suggestions and value judgments of sellers and old customers. Indirect comparison ads still constitute a very small percentage of all advertisements and seem to have little practical value to consumers. The impact of such ads on consumers’ purchase decisions and on net sales of firms is not very strong. In the case of non-durables, brand loyalty is the order of the day for most of the households surveyed.

Pieters Rik and Michel Wedel (2004)\textsuperscript{44} examined the contribution of the surface size brand, pictorial and textile events of advertisement in capturing consumers’ attention to the entire advertisement. The study identifies the extent to which consumers’ attention to brand, pictorial and text element increases with the surface size devoted to them. The surface size of the pictorial element has no demonstrable effect on attention to print advertisement as a whole. However the Increase in surface size of the brand element does not have a net negative effect on attention to the entire advertisement.

According to Garretson Judith A. and Scot Burton (2005)\textsuperscript{45} marketers often use verbal claims to highlight brand benefits in marketing communication campaigns. However, spokescharacter may also be incorporated into campaigns and are often featured both in advertisement and on product packages. The authors conducted three
studies to examine various integrated marketing communications (IMC) strategic combinations, including the effects related to the use of spokescharacters versus verbal attributes; advertisement-package coordination; character relevancy; and the presence of new, favourable brand information that may compete for cognitive resources on packages. And the results shows that the use of spokescharaters results in more favourable brand attitudes, even when brand attribute recall is affected adversely by deviation from primary message conveyed in the IMC campaigns.

Rosemary J. Avery (2005) examines the usefulness of Stigler's Economics of Information Theory in the study of consumer search in a market for frequently purchased, nondurable grocery items. The empirical model examines antecedent (pre-store) and point of purchase (in-store) search. It incorporates and contrasts economic incentives for search with non economic involvement-based motivations and perceived versus actual costs associated with search. Pre-store search activities were found to be driven by time, monetary, and mobility constraints. Pre-store search activity was not found to be significant in explaining in-store search activities.

Kamalaveni D. (2005) explores that net advertisement are combination of audio visual and text message which enable a potential buyer to make comparison of product/service available in the market. On-line advertising which was worth $55 million in 1995 touches $1 billion by 1998 and is around $2 billion by the year 2000. The world of advertising has been dominated by TVs since 1990s due to the popularity of satellite channels among TV viewers and the high viewership rating enjoyed by good commercials.

Naik. Prasad, A. (1999) examined whether the effectiveness of an advertisement wears out over time; eventually, it becomes totally ineffective. The author proposes a
concept for measuring the lifetime of an advertisement and derives closed-form expressions for it under certain conditions. The author distinguishes the proposed concept, the half-life of an advertisement, from the prevalent notion of the duration of advertising effects. More importantly, the information on the half-life of ads is actionable from a managerial standpoint, whereas that on the duration of advertising effect is hypothetical.

Pathak (2005) while dealing with the problem of unfair trade practices has investigated the scope of MRTP Amendment Act, 1984, The Consumer Protection Act, 1986 and The Competition Act, 2002. His study explores regulations on comparative advertising of products and services in the context of globalization and liberalization in India. He observes that a consumer needs protection not only from being supplied with defective goods and deficient services, but also from unfair trade practices. The law makes provision for compensating the party for ‘loss of business and profit.’ The courts, however, have found computing losses to be not free from ‘complications and complexities.’ Thus, courts have not been awarding compensation. All these factors together have left the field of comparative advertisement effectively unregulated.

The major findings of his study in this context are:

The opening up of the economy, on its own, is not going to create and sustain competition.

Protection against unfair trade practices has been available under the Consumer Protection Act. Thus, the repeal of the MRTP Act would not be of any significance. Not only the consumers but even the firms need adequate law against unfair trade
practices to have some ‘rules of the game’ for competing among themselves. But, within the structure of the Consumer Protection Act, competing firms cannot be ‘consumers’ to approach a consumer forum. So the state needs to develop adequate knowledge of the working of businesses in a free economy, enact laws, and create infrastructure and mechanisms for sustaining competition. A key concern of the rival parties in such advertisement lies in being compensated for the loss of business and profit. This would involve an assessment of working out the actual losses.

Elif Eda Balkas (2006) found that, creativity, to be different in advertising, brings also unethical practices in Billboards; as sexy women/men figures appeals, dressing, misleading or deceptive messages, unethical language style (dialect, slang) and unfair competition. The researcher found out that; in Turkey, in Turkish advertisement, billboards, and these unethical advertising practices are 100% used. Generally, it is know that these unethical practices are forbidden according to the Act 4077. But to be more creative, more effective and impressive, Turkish Billboard’s figures and messages are full of non-ethical characteristics. To generalize this study the sample size can be widen and be covered all around the Turkey. Lastly, it is possible to say that, self regulation system should be more effective on advertisers’ practices.

Kaur & Singh (2006) analyse how children are effectively fitting into the consumer role owing to time pressures and income effects in dual career families. Moreover, exposure to mass media and discussions with parents ensure that children are not only aware of the new brands available, but also know how to evaluate them on various parameters. While younger children clearly affect parental behaviour and purchases, adolescents have full cognitive development and an understanding of the economic
concepts required for processing information and selection. An analysis of children as consumers helps in the formulation of marketing strategies by identifying the motivations, interests, and attitudes of children who show the greatest involvement in making purchases in a specific product category. The study reveals that children act as purchasing agents for the family and are delegated the task of purchasing products which they themselves do not consume. Products for which children act as purchasing agents should be identified to help marketers understand the features that are preferred by these purchasers and to help direct appropriate messages towards them.

Leigh, et al. (2006) used Predictive modelling to examine the recall-recognition reciprocal relationship, the link between cognitive and affective response to advertisements, and how cognitive-affective aspects correlate with recall of details and recognition of brand or product. Ninety professionally produced print advertisements for services (e.g., airlines, hotels), durable goods (e.g., cars, clothing), and non-durable goods (e.g., soft drinks, film) were used. It was concluded that facts from test print advertisements are less likely to be recalled or correctly recognized than was brand information. Print advertisements recall is influenced by cognitive and by emotional factors.

Rao and Vasanti (2006) have discussed in detail the growth of media and role and relevance of news media. The news media have been enjoying certain privileges and societal status. It has been observed in their study that today news media are more a corporate voice than of community. Certain new definitions, news values and different priorities dictate news media today. The paradigm shift involves bigger issue to do with consumerism. Consumerism which is a global phenomenon is what dictates
the media priorities today. They cater more for the greed not so much for the needs of a majority of people.

Singh and Chadha (2006)\textsuperscript{54} studied the total number of cases filed and disposed of in the National Commission, State Commissions and District Forums in 2004. They found that the Consumer protection is a socio-economic programme which needs to be pursued by the government as well as the business because the satisfaction of the consumers is in the interest of both.

Huang and Hutchinson (2006)\textsuperscript{55} explored the new implicit measures of cognitive responses that focus on detecting the effects of specific thoughts. In four experiments, it is demonstrated that consumers thoughts about persuasive messages can be assessed by both an explicit memory task that involves recognition of a thought that might have occurred during an advertisement exposure and an implicit memory task that involves verification of a current belief and makes no reference to the previous ad exposure. The results reported here provide strong validating evidence for the traditional thought-listing technique for measuring cognitive responses. This is because (1) the manipulation of thought likelihood was based on pretests that used thought-listing to identify advertisements for which a specific thought was frequently listed and (2) this manipulation provided reliable effects for both thought recognition and belief verification. Moreover, the estimated parameters of the counting model strongly confirmed the effects of thought likelihood.

In addition to confirming that retrospectively listed thoughts occurred as cognitive responses during advertisement exposure, aggregate measures of cognitive response were shown to be predictive of attitudes toward advertised products (experiments 3 and 4).
The results also highlight several weaknesses of the traditional thought-listing paradigm, however. First, the implicit measures examined in the study highlight the known problems of explicit measures, such as people being unable or unwilling to accurately report their thoughts. Further the results highlight the fact that traditional valence-weighted measures of cognitive response predict some, but not all, of the systematic variation in attitudes across people. The new belief verification indices developed here were shown to provide significant additional predictive power. Results in other areas of attitude research have shown that implicit measures are sometimes better than explicit measures in predicting subsequent spontaneous behaviour, even when they uncorrelated with attitudes.

Singh and Vij (2007)\textsuperscript{56} conclude that of socio-economic and ethical aspects of advertising reveal that public is highly critical of social aspect and highly appreciative of economic contribution of advertising. Public is not against the comparative advertising and endorsement of products by the celebrities. Most of them want celebrity endorsements and comparative advertising to be used in advertisements. However, an overwhelming majority of respondents wants legal restrictions to be imposed upon the way advertisements are presented and public policy makers should take a cue from it while framing the media laws in India. Depending upon the public opinion about the social, economic and ethical aspects of advertising, the marketers and the public policy makers should take different stances on how advertising should be treated.

Majority of the respondents are in favour of a judicial regulatory body to enforce ethics in advertising. They are in favour of legal restrictions on sexually suggestive
advertisements and advertisements targeting children. So much so that they also favour a legal limit on the amount of money a company can spend on advertising. There is a strong case for stringent public policy initiatives regarding socially sensitive issues in advertising. Though the Advertising Standards Council of India (ASCI) ‘Self Regulatory Code’ for television advertisements has been made mandatory for the cable T.V. channels; and some isolated provisions in different Acts regulating the advertisements relating to tobacco, liquor and targeting of children are there, these are not sufficient. Secondly, public is least aware about these isolated provisions. Unscrupulous advertisers blatantly violate these provisions through surrogate advertisements and other means.

An important implication of public beliefs about socio-economic and ethical effects of advertising is that consumers’ predisposition (positive or negative) is determined by these belief factors.

Research has proven beyond doubt that ‘attitude-toward-advertising-in general’ is one of the important antecedents of ‘attitude-toward-the-brand’, which, in turn, affects the purchase decision of the consumer. So, it was in this study suggested that marketers should remain in touch with the expectations, perceptions, and opinions of the public for presenting socially acceptable advertisements before them.

Swati, et al. (2007) touches upon a sensitive issue of rising consumerism in children owing to the flood of new TV programming presents gleaming images of a consumer culture at odds with the realities of most Indian children. Advertisers in India are frankly preparing children to become dutiful consumers in a society riddled not just with economic problems but also with social and cultural patterns that defy the entry
of modern gadgets such as washing machines. There are several advertisement that could be detrimental to children either because they encourage them to act in an unsafe manner or because they propound questionable values.

The results of the study explore the effect of advertising on children and their portrayals in advertisements are sensitive issues.

The common issues surrounding children and advertising which are highlighted in this research are:

- Making children desire things which their parents cannot afford or which they (children) will not be able to use.
- Pester power: Encouraging children to pester their parents for advertised product or service.
- Showing children in unsafe or dangerous situations which the kids may emulate. Child rights activists are up in arms against MTV and Pepsi for depicting children in a negative light and endorsing child labour in their advertisements. The NGOs are especially peeved with the Pepsi commercial as, they say, it glorifies child labour. The ad shows a child negotiating a dangerous route to reach the Indian cricket team that is waiting for their drinks. The protestors believe that by featuring the entire Indian cricket team, the multinational was depicting India as a whole as endorsing child labour.
- Making children feel inferior especially if they don’t buy products and services shown in the ads.
- Showing children in a sexual way, i.e. wearing make-up and glamorous clothes.
- Advertising soft drinks and high fat/sugar contents to kids.
Zaveri Bijal (2007) found in this study that most of the female respondent (97%) now a days use branded cosmetic products rather than unbranded products. They are more concerned with branded items and they don’t want to take risk with their beauty by using unbranded products. Branded image and advertisements are the key factors behind the purchasing of Lakme products. 64% of the people have replied that they recall advertisement of Lakme at the time of purchasing the products. The study reveals 54% of the people like presentation of the advertisement, 36% of people like Model and 10% of the people like slogan of the advertisement of Lakme. 58% agree with one of the Lakme advertisement in which by wearing Lakme Nail Colour it enhances personality and attractiveness as it is shown in the advertisement. According to this study the number of people purchasing the Lakme products with an advertisement in mind is greater than the number of people purchasing the Lakme products with no advertisement in mind. It means advertisement is an important factor to influence brand decision.

Sukkar Mais et al. (2007) explores the thoughts and sentiments of Jordanian public and the perceived impact of the West on advertising to find out the attitude towards the West’s effect on advertising and purchase intention. According to this study 72% of respondents felt that advertising in Jordan had been affected by the West to a large extent. Again there were no significant gender or age differences. Further, 64% of respondents felt that the effect of West has had on advertising was positive. Results indicated a significant association between those perceiving positive effects from the West and the perception that others will be encouraged to purchase the advertised product because of this influence.
Saxena et al. (2007) analysed the fit of advertising channels with the appropriate product categories. The findings of the study reveal the sharp contrast regarding the different categories of TV channels. In this study, it was found that every channel is positioned at a certain segment and the clientele who watch these channels are also from this intended segment. There are different patterns of advertising companies and all the advertising companies vary with the product categories. Analysis shows that all the product categories have different television channels space for advertisement. The advertisers carefully select the appropriate television channel space to reach the targeted audience. It not only sounds business sense but it is convenient for the consumers also as they can make decisions whether to buy those products or not.

Kumar (2007) hypothetically tested and proved that the level of recall ability does have an association between gender, age, television channels, programmes watched and timing of watching television. Most of the (80.4%) purchases made by the household are planned. This is supported by the influence of the brand awareness. It is hypothetically tested and proved that brand awareness has influence in purchase as well as planned purchase.

Sailaja’s study (2007) concentrates upon understanding the effect of alcohol advertisements, and the analysis of Regulatory Codes of different countries with a holistic perspective, with a focus on the Advertising Regulations of select four countries, and finding the avenues through which the market players can approach the target groups in these four countries. The study is about the restrictions on TV advertisements in India, USA, Canada and New Zealand pertaining to alcohol.

Das (2007) in her study discovered that among factors responsible for legislation to protect consumers’ rights in India, one is the level of sophistication in marketing and
selling practices in advertising and other forms of production. India has to go a long way to go before it really adopts stringent regulation and standards especially with regards to food product. She also has investigated the possible effects of advertising on young people and children. She highlights the very important need for strict regulation and standards for products of a questionable nature especially if they are targeted to a vulnerable segment of the society like the youth and children. There is an urgent need to spread awareness about the negative effects of such advertising and organizations representing consumers, teachers, dental health professionals, medical charities, public-health groups and children should join in the growing movement calling for restrictions or a ban on the advertising of products of a questionable nature.

As per Kim (2008) the purpose of the present study was to determine consumer perceptions of apparel products in Internet shopping. According to the existing literature, four categories of perceptions play primary roles for apparel shopping consumer decisions: apparel appearance, apparel comfort, fabric characteristics, and apparel fit. The present study aimed to observe how consumers examine apparel products and focused on the role of consumers’ apparel product perceptions in making their purchase decisions within an Internet shopping environment. Research methods resulting in qualitative data were utilized to observe how consumers navigate Web sites and search for the information needed to make purchase decisions. Participants were asked to access their favourite apparel Web site and go through their decision making process for selecting one apparel item to purchase. Observations were made regarding navigation patterns. The results of the study showed how participants shopped for apparel products on the Web site using certain information. First,
participants mentioned both positive and negative perceptions with Internet apparel shopping in general. Second, participants preferred certain Web sites based on their Internet shopping motivations. Third, based on Web site navigational patterns, five types of Internet apparel shoppers were identified: category shopper, bargain shopper, trend seeker, brand shopper, and visual shopper. Fourth, perceptions of apparel product value and quality were based on specific perceptions of image, comfort, fabric characteristics, and fit. The factors in each of these categories were examined and evaluated in relation to their importance in consumers’ purchase decisions. Lastly, additional factors were used by participants in Internet apparel shopping decision making including: price, country of origin, shipping and handling fees, and return policies.

Jennifer (2007)65 this study was designed to determine how parents discuss advertising and consumer issues with their children and how children perceive these discussions. In addition, the effectiveness of parent-administered, active mediation at reducing the materialistic attitudes of five- to seven-year-old children was tested. To this end, surveys were administered to 96 parents and children who then participated in an experiment. Parent-child dyads were randomly assigned to one of three conditions: no mediation control, realism active mediation, or desirability active mediation. Parents then were trained to administer their respective mediation strategies in their homes for a week. At the end of the week, the children were brought back to view and provide their reactions to a series of commercials. In spite of the differences reported by parents and children, a moderate positive correlation was found between the reports of mediation. Finally, concept-oriented consumer
communication was negatively related to materialistic attitudes. Overall, this study determined that desirability mediation and concept-oriented communication are ways for parents to reduce the unintended negative effects of advertising on young children. Sandra L. Calvert (2008)\textsuperscript{66} examines trends that have made children and youth an ever more attractive audience for marketers and advertisers and then look at marketing and advertising practices directed toward youth. She discusses content analysis of foods and beverages, toys, alcohol and tobacco. She also examines the effects of marketing on children, focusing both on how children of different ages and, more important, at different stages of cognitive development perceive commercials in different ways and on how advertising affects children's behaviours and attitudes. She turns then to how families and parents may mediate the impact of advertisements on their children and discuss the commercialization that results as marketers expand their presence in the public schools.

Patrali Chakrabarty and Bibek Banerjee (2010)\textsuperscript{67} studied that the positive effects of comparative advertising are significantly diluted when compared to brand retaliates. Retaliation introduces sequencing in advertisements. The research evaluated sequelized advertisements (both comparative and non comparative) alongside comparative advertisements and ordinary advertisements. The results of this study show that, given no threat of comparative advertising from competitors, sequelizing a popular advertisement may be as potent as comparative advertising, in terms of improving consumers’ recall as well as preference for the sponsored brand. Furthermore, an advertisement message may be directed at core benefits (and/or attributes) that a brand promises, or at a stylized theme or storyline that use cues to
indirectly convey the brand’s deliverables. The study suggests that assessing advertisement format options would be sensitive to the degree of specificity (or objectivity) in the message. CA and SCA may vary in this aspect. CA may either be objective or subjective as this format compares competing brands; SCA, on the other hand, not only compares the brands but also anchors itself with elements of the competing brand’s advertisement. As a result, we may expect a lower level of objectivity in SCA (or SA). The study also examines the effectiveness of advertisement formats separately for messages that (i) directly portray brand attributes or benefits and (ii) use thematic, story-based, or peripheral cues to indirectly convey the brand’s message. Interaction effects, if any, amongst the dimensions of format and focus in advertising will have significant implications at the execution forefront of competitive advertising.

_Fathi All-Share & Marwan Al Salaimeh (2010)_ found that there was a relationship between television advertisements and increasing the canned food demand with about 76% agreements on these relations of the total responses. There is a relationship between television advertisements and increasing the price of canned food with about 84% agreement on these relations of total responses. Television advertisement and acquiring people new patterns of consuming canned food. With about 84% agreement on these relations of total responses. There is a relationship between television advertisement and changing the consumer attitude towards can food with about 74% agreements on these relations of total responses. That means the television advertising play an important role on changing consumer behaviour and attitudes and gave consumers new patterns about canned foods.
So TV advertisements affect consumer behaviour by pushing them to buy the specific goods of the product through frequent advertisement, to change consumer attitude toward can food to increase the demand on it, then it will increase the volume of its sales which leads to more profit. But we must notice that TV will increase the price of the goods, and most of consumer will prefer the goods appeared on TV advertisements more than the goods which do not.

*Mittal et al. (2010)*\(^6\) The findings of this study reveal that parents believe that their children love watching TV. About 85% of the parents agreed when asked about it. They also indicated that their children watch television on an average of 2.48 hours on school days and 3.47 hours on non-school days. Parents also perceive that their children prefer watching television over more desirable physical, social and development activities. Around 60% of the parents agreed that their children prefer watching television over talking to their friends (with 29% strongly agreeing to it). They also agreed (48%) that children prefer television viewing over plying outdoor games with 21.7% agreeing strongly to it their most concerning factor was that children prefer TV watching over their studies. 68.3% of parents believe that their children prefer spending time before television than studying.

*Chattopadhyay (2011)*\(^7\) studied how advertising message strategy leaves a significant impact on consumer’s cognitive processing of advertisements. There exists significant interaction between advertising appeals and advertising execution styles on the attention, comprehension, retention, attitude and purchase motivation of consumers from all demographic segments, differentiated by age and sex. The research further explored the advertising message preference of the consumers differentiated by age
and sex. It has also been found, in this study, that emotional appeal leaves more significant impact on children than rational appeal, irrespective of their sex. The same is true for teenagers also. Both the teenage boys and the teenage girls prefer emotional appeals more than rational appeals. However, there is a change in preference of advertising appeal in case of young people. Both the young men and young women prefer rational appeal more than emotional appeal. Similarly, both the middle-aged men and women prefer rational appeal to emotional appeal. With further advancement in age, there is again a change in the preference of advertising appeal. The senior citizens, irrespective of their sex, prefer emotional appeal to rational appeal.

So there exists a distinct pattern in the change of consumer preference in terms of advertising appeal. It starts with the liking of emotional advertisements, changes to rational advertisements with the increase in age and again turns to emotional advertisements with old age. So it is a journey from emotional to rational and again back to emotional with the passage of time.

Ahluwalia and Singh (2011)\textsuperscript{[71] as per this study gender wise analysis reveals that a considerably higher percentage of girl watch TV for reasons like learning(34.02%) and for combating loneliness (12.89%) as differences existed between percentage of boys and girls who watch TV for passing time entertainment and relaxation. The age wise analysis revealed that the percentage of children who watch TV for learning increase with the increase in age of children. The study further reveals that watching TV for entertainment relaxation and following family routine had no definite relationship with the age. Girls and relatively older children watch TV for learning and combating loneliness.
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