I am very glad to present to the authorities of University of Poona my Ph.D. Thesis on "ANALYSIS OF THE PSYCHOLOGICAL IMPACT OF AND CREATIVITY IN ADVERTISING WITH SPECIAL REFERENCE TO THE T.V. ADVERTISEMENTS BY INDIAN COMPANIES", in the faculty of Commerce.

I have chosen this topic for the purpose of analysing the psychological impact of T.V. advertisements and to bring out the relative importance of different factors influencing creativity of advertising on T.V. This topic of research has two aspects namely the artists and copy writers, photographers and other technicians which prepare T.V. advertisements and plan them as an advertising strategy in a highly competitive world. The concept of creativity has two connotations i.e. creativity in terms of the impact of advertising on sales and secondly the image building for the product in the long run. The Thesis mainly concentrates on the latter connotation of creativity. Impact of advertising on the minds of prospective Customers has also to be analysed by knowing the reactions of the viewers.

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A Video-cassette of about 150 T.V. advertisements was prepared with a view to analysing the propriety of advertising and its effectiveness.

I am grateful to my guide Dr.M.C.DIXIT for his invaluable and untiring guidance, keen interest and unceasing encouragement during the period of my research work. I find myself short of words to express the indebted feelings about my guide.

I would also like to express my sincere thanks to Dr.R.G.Bapat for providing me with his invaluable advice during my research work.

I also thank Mrs.Kamal R.Parkhe and Mrs.Rachel S. Khisty who didn’t spare any efforts when their help was required at different stages of my present investigation.

The help rendered by these friends can not be put into words. They have helped me a great deal in finding and rectifying the errors in my manuscripts.

I am also grateful to my friends, Reyad AL Khatib, Ahmed Ajjori, Osman Hiroli, Syed Altaf M., Osama Samara and Iyad Dalbah, for their active co-operation and the desired help, when most needed during my stay in Pune.
Thanks are also due to Mr. V.D. Karmarkar for the time bound typing. Thanks are also due to a number of friends in Pune city and friends in India and abroad for their constant encouragement and active help.

(Mohannad Radi Khanfar)