Chapter - 4

Literature Review
4.1 Introduction

All organizations irrespective of the size and the nature of business is involved in, has to undertake marketing. In the same way all organizations have to communicate with its prospective customers to generate sales. Marketing communication works as bridge between the seller and customer. The seller uses different promotional tools for reaching the target market, depending on the nature of the product and mental filter of the target audience. These tools are advertising, sales promotion, personal selling and public relations.¹

It is not just these tools which can be used and a marketer will reach its targeted audiences. There are large numbers of changes that are taking place. Changes are taking place around the worlds that are having a truly historic impact on the nature and conduct of advertising and marketing. One underlying cause of change is the never-ending advance in technology and communications. Another is the constantly rising level of knowledge and awareness on the part of consumers. A third is the continuous introduction of new consumer products and services and modification of old ones. Taken together, these factors are creating upheaval in today's advertising and marketing to a degree never before experienced.²

A marketer and an advertiser need to adjust with these changes. The study also revealed the existence of many interaction effects among the different dimensions of the advertisements (i.e. advertiser profile, targeting features, message aspects, copy characteristics, and situation points). For example, the advertiser and the country in which it is based seem to determine the design and the execution of international green advertisements. The nature of the products advertised also had an important effect on the message, copy, and situation points of green advertisements. Some strong inter-relationships among the items of each
advertising dimension also existed, as in the case of deep green advertisements, which were associated with specific, strong, and acceptable claims.\textsuperscript{3}

When one talks about advertising, it fulfills one small need of the bigger need. Contrary to accepted views in marketing and psychology, direct experience was not generally superior to advertising for communicating product information. Instead, direct experience was superior in communicating experience attributes, and advertising was superior in communicating search attributes. This interaction of attribute type and media type was demonstrated for attribute importance variables and belief confidence, accessibility, and claim recognition.\textsuperscript{4} In the same way the research paper by Kathryn A. and others titled “How and When Advertising Can Influence Memory for Consumer Experience” undertook three experiments. It was found that when post-experience information alters consumers' recollection processes, it does so in the same manner as if an actual experience had been cued. We found that pictures were an important aspect of this cuing process.\textsuperscript{5}

An advertiser who expects to increase advertising effectiveness via a comparative strategy may want to look closely at the particular objectives, competitive situation, and the context of the advertisement before making a decision to advertise comparatively. The results of this study indicate that the relative effectiveness of comparative advertisements is not straight-forward, but multivariate and likely to be influenced by other variables in the advertising environment. Comparative and non-comparative advertisements are not significantly differentially effective for purchase intentions, claim believability, or advertisement credibility. Although not statistically significant, there is an indication that comparative advertising may lower claim believability and advertisement credibility. However, comparisons have the potential of improving purchase intentions.\textsuperscript{6} Study by Mayank Soni was undertaken on the title Advertisement Placement in TV Programs: Different Roles of ELM and Mood Protection Mechanism. This study explores how involvement of the audience with cognitive/affective program influence their processing of advertisements aired in between the program because of varying involvement within program. An

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experimental design was conducted. Cognitive ad recall was found to be higher when involvement with program (both cognitive and affective) is low than when involvement with program is high. Affective ad recall was found to be lower when involvement with program (cognitive and affective) is low than when the involvement with program is high. This study will be useful for managers in choosing television slots to broadcast their advertisements. The other dimension of marketing communication is sponsorship of events. The results show that sponsorship affects marketing communication performance positively, and in general perception serves as a promotional tool. Products of sponsoring companies are patronized by consumers as a result of their sponsorship of event. Available statistics also indicate that sponsorship positively affects marketing communication performance in terms of creating brand awareness, brand preferences, brand recall, projecting the company’s image and above all goodwill, which can lead to increased sales, and consequently increase organizational value.

"Does the consumers buy by just watching an advertisement?” is a big question. Many consumers do not buy whatever is available or affordable if a product is good value for its price, it will command brand loyalty. However, advertising helps in projecting product quality and value before the consumers. Without the slightest of any doubt mass media is the most effective and influential tool for making information available to people at a cheaper and convenient method. Of course, is a highly ‘impersonal’ tool that lacks the personal touch which is a very welcome and interesting aspect of attracting the attention of people and influencing them? But it can reach innumerable people at an instant which can’t be achieved by a medium which may be personally close to the readers or target audience. Mass media enjoys the unique distinction of reaching with ease even the remotest areas anywhere on the earth and deliver the messages. The medium by which advertising information is transmitted is one of the most basic components of the communication environment. The choice remains quite risky, however, since substantial investments are involved and the role of media in the communication process is quite uncertain. Regarding mass media communication, audio transmissions typically differ from print transmissions in
the information load forced on the receiver. Audio transmission is temporal in
nature, the rate of transmission is usually beyond the receiver's control, and
referability is usually poor. Print is spatial, exposure rate is usually controlled by
the receiver, and referability is good. Thus, in most mass media situations, audio
transmission may be expected to constrain a receiver's opportunity for active
response more than print. Commercial television does not sell programs to
viewers. It sells viewers to advertisers. Newspapers and magazines likewise sell
readers to advertisers. Web sites sell users to advertisers. Advertisers pay a high
premium to get their message across. Whether a program or a style of news or web
presentation succeeds or fails depends on whether advertisers will buy time. The
business of advertisers in turn is to sell their message. The implicit message of
every advertisement is a call for action from those it is directed to. Usually it is a
call to buy, but it might also be a call to vote in a particular way, or to change
behavior or attitudes: to stop littering for instance. Advertisements only exist
because they purport to influence behavior. The study by Melody M. Tsang and
others in their paper investigated consumer attitudes about receiving SMS-based
mobile advertisements and the relationships among attitude, intention, and
behavior. As the empirical data show, the respondents held negative attitudes
about receiving mobile ads. This may have been because they found mobile adds
irritating, given the personal, intimate nature of mobile phones. Their attitudes
were favorable if advertisements were sent with permission. This implies that
permission-based advertising may become a major mechanism in the mobile
environment in the future. Entertainment was the most significant of the factors
affecting respondents' attitudes, followed by credibility and irritation. Attitude is
positively related to the intention to receive mobile ads. Intention is affected by the
incentive associated with the ad. The respondents were more willing to accept
incentive based mobile advertising. Finally, intention significantly affected how
and when the respondents read the message. Looking for influential internet
opinion leaders (internet ravens) through whom business information gets
transmitted more effectively: WOM and online communication both are
interpersonal links, combining WOM with the internet makes transmission of
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WOM much easier and faster. Opinion leaders in internet markets not only actively take part in marketing activity, but are also good at transmitting market information using WOM; thus, they are very helpful in the transmission of business information. In real life, an expert’s opinion often paves the way for others to follow; but then the opinion leaders become the ones influencing the market since they possess specific knowledge about some particular product. Thus, the enterprises can trace the number of forwarding e-mails of internet users via suitable tracking software and record forwarding quantity at each level, thereafter using data mining techniques to search the active internet market opinion leaders on e-WOM activity so as to help in business marketing.15

The consumer durables revolution, the expansion of consumer credit, and the rise of modern advertising are inextricably interwoven; increased availability of consumer credit was necessary to the existence of the revolution while advertising both helped create mass demand for major durables and was transformed by that demand.16 On the basis of these results we would argue that measures of consumer confidence or the willingness to make purchases do have independent predictive value. Besides indicators of financial and employment expectations traditionally collected for forecasting purposes it seems that close attention ought in future to be paid to collecting an indication of household liquidity and willingness to use funds to buy consumer durables rather than to put the money to other uses, such as to save it.17
4.2 Literature Review

There is a plenty of research carried out in the area of advertising in general and media in particular. But the important part is to see how these researches have been carried out. Over and above this, the advertising and media research that are being carried out were in which perspective or what was the objective behind such research is very significant in deciding the road map for further research.

A good example to this can be, the research carried out by Jiuan Tan and Lily Chia(1) who explored the relationship between the general attitude towards advertising and the attitude towards advertising in specific media: television and print. The result of the same research support the proposition that attitude towards advertising in general (AG) is an abstract level construct while attitude towards television advertising (ATV) and attitude towards print advertising (APRINT) are experience-based constructs in the consumer's structure of attitudes towards advertising. It was found that a significantly negative reciprocal relationship between ATV and APRINT, a significantly positive reciprocal relationship between ATV and AG, and a non-significant relationship between APRINT and AG. Macro level belief factors like 'good for the economy' and 'materialism' are related positively and negatively to AG, respectively. The personal experience belief factor of 'product information' is positively related to APRINT while personal experience belief factors like 'hedonic' and 'falsity/no sense' are related positively, and 'social image' is related negatively, to ATV.18

The study titled, "Perceived Usefulness of Advertising Media" was undertaken by Paula J. Haynes. In this study it was found that the advertising effectiveness depends on good media selection. The media decisions are typically based upon consummatory, or usage, measures. It was observed that though perceived usefulness (instrumental media behaviour) is generally not a consideration, consumers' perceptions of media types as useful have definite implications for advertising and promotional decisions. Moreover, perceived usefulness of a media type cannot simply be inferred from usage data. The study examines both the
reported use of and perceived usefulness of media categories. Though newspapers were reported by respondents to be the most useful media type, the relationship between amount of use (consummatory) and perceived usefulness (instrumental) was strongest for magazines and radio. Findings suggest that television advertising may have less impact, and radio advertising greater impact than often assumed. Findings also suggest a segment of instrumentally prone media users.\textsuperscript{19}

The research by Ernest and Gerald was carried out in relation to “The Newspaper as a source of Consumer Information for Young Adults”. Here they collected the data from a random sample of 185 young adults selected from a major midwestern metropolitan area. It offered a strong evidence to indicate that these individuals (19-34 years of age) have very specific usage and preference patterns when they turn to the daily newspaper. High on their priority list of desired newspaper content are (I) Consumer information (how to shop for the best buys, etc.), (2) How-to-do-it articles, (3) Entertainment advertising, (4) Clothing advertising, (5) Restaurant guides, and (6) grocery advertising; in other words information which they can use in decision making. While the young adults indicate that they look for information such as this in their daily newspaper, and would like to see more such information included, they have some very specific complaints about the newspaper as a source of such information. They, for example, feel that the newspaper is not providing enough information of relevance to their needs, they also feel that it is biased and apt to "cover up" stories which they feel should be reported, and that the people who run the newspaper are not paying enough attention to divergent life styles. For this, and other reasons, this age group indicates a decreasing interest in the newspaper due, perhaps in part, to a growing disappointment and apathy toward the perceived unwillingness of the newspaper to attempt to do a better job of providing the type of information they feel is essential to their specific needs. Based on the findings of this study it was recommended that the advertiser and the media manager take another look at the newspaper product and
reassess it in light of its attractiveness to this market segment. (Ernest and Gerald 1977)20

Moving from newspaper as a source of consumer information, the research as well has been carried out by Ernest F. Larkin and Gerald L. Grotta in relation to consumer attitude and print media which was titled as “Consumer Attitudes toward and Use of Advertising Content in a Small Daily Newspaper”. The research results of the study indicated that the advertising content of the newspaper is viewed as local news by its subscribers and consequently has the highest readership of any type of content in this paper. While it was assumed that the advertising content of this newspaper would be well-read, the magnitude of readership and reader-interest in advertising was surprising. In regard to questions concerning the reader's attitude toward the amount of advertising carried by the newspaper under study, it was found that rather than feeling there was too much advertising in the paper, the majority felt that it was either "just right" or that they wanted more advertising in the future. (Ernest and Gerald 1975)21

Moving further towards another dimension to print advertising was taken by Adam Finn, whose research results explain that the continued practitioners focus on noted scores. For the sample of ads in the research, differences in AttR (attention received) by the ads account for more than 90% of the variance in the CompA (comprehension attained) and more than half of the variance in the ElabA (elaboration attained). Substantively, the results suggest that the AttR (attention received) by print ads is determined largely by some now well-established location and illustration characteristics. Of these, only one, illustration size, is both under the direct creative control of the ad designer and not already subject to a premium. Therefore this finding is the most clearly actionable. In addition, to the extent that they have a choice, print advertisers should attempt to obtain right-page locations toward the front of magazines rather than left pages toward the back. Allocating the maximum possible proportion of ad space to pictorial material is likely to be optimal if one wants to ensure CompA (comprehension attained) and
is probably optimal if one is seeking ElabA (elaboration attained). Finally, though premiums for cover and color remain justified, after controlling for illustration size. (Adam Finn 1988)²²

It was almost for the first time investigation in which attention duration and attention scanpaths (as measured through saccades) (saccades -an abrupt spasmodic movement), to print advertising was examined jointly and in detail by Rik Pieters, Edward Rosbergen, Michel Wedel. The duration and scanpath models were applied in two studies to examine consumers' visual attention to repeated advertisements using eye-tracking methodology. In support of first hypothesis, we found in both studies that repetition reduced the amount of attention paid to the advertisement and its elements by approximately 50% from the first to the third exposure. In support of second hypothesis, repeated exposure to advertisements did not change the order in which ad elements were scanned in either Study I or Study 2. In particular, as predicted by scanpath theory, we established the existence of attention scanpaths that can be described adequately by a stationary, reversible. In support of third hypothesis, differences in argument quality in Study 1 did not lead to differences in attention duration. The results presented further indicate that the quality of the arguments in the advertisement does not postpone satiation, because argument quality does not moderate the effect of repetition on any aspect of visual attention. It appears that when consumers believe they "know" or have seen the advertisement before, subsequent exposures stimulate identification responses, which lead to reductions in the duration of attention. Counter to third hypothesis, differences in consumer motivation had no effect on attention duration or fixation frequency in Study 1, but they did have strong effects on attention duration for all three advertisements in Study 2, though the effect on fixation frequency was significant for two of three advertisements only. We do not expect that the absence of a motivation effect on attention duration in Study I is due to an insufficiently strong motivation manipulation, because manipulation checks were statistically significant. It is more likely that the absence of such an effect
in Study I is due to a ceiling effect on attention duration. The average attention duration across motivation conditions and ad repetitions in Study 1 was almost 8 seconds, which is significantly higher than the 1.82 seconds for the three advertisements in Study 2 and higher than what is usually reported in attention research in natural conditions.

Finally, in support of fourth hypothesis, neither consumer motivation nor argument quality affected attention scanpaths. (Pieters, Rosbergen, Wedel, 1999).23

On the same line of the study was carried out by Julie and Richard (1983) in relation to information processing of pictures in print advertisements. The research results clearly indicated that consumers' processing of print advertisements in a forced exposure situation is related to the structure and content of the advertisement. When subjects saw the unframed pictorial advertisements, they seemed to forget or to be distracted from their task of evaluating the brand presented in the ad. As a consequence, fewer evaluative thoughts—either in support of or in opposition to the claims made in the ad were given, and when given, the attributes mentioned were rarely the attributes the subject had indicated in advance that s/he would use to evaluate the brand. This lack of brand evaluation for the unframed pictorial structure was also exhibited in the smaller number of brand items recalled and the slower speed with which subjects could confirm or deny brand statements. There were no significant differences between the pictorial framed ads and the verbal ads on any of the measures taken. The study showed that very different processing occurs depending on picture and verbal message congruency. The content of the message was found to affect the amount and direction of the evaluation of the brand for the framed pictorial and verbal treatment ads. Fewer total evaluative thoughts were given when the content was characterization. When the message was objective in nature, more support arguments and fewer counterarguments were given. However, the opposite effect occurred when the message was subjective, with fewer support arguments and more counter arguments being given. These evaluative thoughts are
of considerable interest because they mediate the effects of the stimulus on the attitude toward the brand, the attitude toward the act of purchasing the brand, and purchase intentions.\textsuperscript{24}

The study in relation to the role of pictures in print advertisement was carried out further by Unnava and Burnkrant. The imaginal processing explanation for the effects of pictures on recall of related verbal information is supported by the researcher's findings. According to this explanation, pictures increase recall of verbal information by increasing the likelihood that the verbal information will be represented by dual codes—a verbal code and an imaginal code. When subjects are exposed to low imagery information, the addition of pictures exemplifying that information should increase the likelihood that dual codes will form, and as a result should increase subjects' ability to recall that information. However, if subjects are exposed to high imagery verbal information under semantic processing conditions, dual codes should form spontaneously as subjects attempt to grasp the meaning of the verbal information. Addition of pictures to this information should not increase the likelihood that dual codes will form, and as a result should not increase subjects' ability to recall this information. The results of the study were consistent with this explanation. When verbal information was low in imagery, the inclusion of pictures, providing examples of that information increased recall of the verbal information on both, an immediate post-test and a delayed post-test. However, when the verbal information was high in imagery, the addition of pictures did not increase subjects' ability to recall the verbal information contained in the ad. It was concluded from the research that internally generated visual imagery can substitute for externally provided pictures. The findings demonstrate the power of imaginal processing and its role in moderating the effects of pictures in print advertisements.\textsuperscript{25}

A positive ad picture, relative to a negative one, resulted in more and earlier search for the advertised brand. Perhaps most important, ad picture likeability led to significantly increased choice of that brand. The effect on choice occurred even though the available brand information indicated that the advertised brand was not
the best. The results of the two studies suggest that prior exposure to the ad pictures varying widely in likeability was crucial for any effect on information search or choice. Respondents who were exposed to the positive ad picture for the test brand and who searched the test brand information earlier were more likely to choose that brand than those in the same ad condition who did not search the information early.  

How should information in print ads be presented to facilitate memory for the three major components—the brand name, the copy, and the picture? Using associative network models of memory as a framework we demonstrate that relations among the components facilitate memory. Specifically in Experiment 1, ads containing relations among ad components were better remembered than ads presenting unrelated components. Moreover ads with relations among all three ad components resulted in better unaided recall than ads with relations between only two ad components, and relations involving pictures were better recalled than those involving only words. Experiment 2 demonstrated that, under both high and low task involvement ads with lexical relations between copy and brand name are remembered better than ads with only conceptual relations. Experiment replicated this effect for high issue involvement but not for low issue involvement. 

When translated into practical terms, research study by Richard and Larry (1980) suggests that median sales gains, on reduced-price items, of approximately 41% may be generated by the addition of one-color to black-and-white in retail newspaper advertising. This finding tends to confirm the generally assumed (but heretofore untested) advantage of color advertising in this particular segment. Since there is no reason to suppose that these results are not generalizable to other regions, products, and time frames, retail establishments who use newspapers to advertise reduced-price promotions now have some empirical evidence concerning the effectiveness of one-color ads in increasing product sales. 

The authors - Siew, Swee and Lai replicated and extended previous research on the effects of pictures, consumer information-processing level, ad meaning, and ad
exposure on brand name recall by using consumers in a different culture. The findings indicate the robustness of the effects of those factors on recall. Specifically, better recall was obtained with ads containing pictures and words than with words-only ads, with ads processed semantically than with ads processed sensorially, with ads having high level of meaning, and with ads that were repeated. Use of a high-meaning picture-and-words ad that was processed semantically and repeated achieved an improvement of nearly 52% in brand name recall over use of a low-meaning words-only ad that was processed sensorially and shown once to subjects. The most significant contributor to explaining brand recall variation is the level of meaning factor, followed by ad exposure, level of processing, and ad type.29

Results of an experimental study by Laurie and Alvin in a print advertising context suggest that two imagery-eliciting strategies, use of pictures and use of copy containing instructions to imagine, stimulate mental imagery processing, which in turn influences attitudinal judgments. Specifically, an ad containing a concrete picture of a product in use was more effective in stimulating vivid visual imagery processing and favorably influencing attitude toward the advertisement and brand than either an ad containing a considerably less concrete picture or one without a picture. Copy containing instructions to imagine also stimulated vivid and elaborate visual imagery processing and enhanced attitudes. Tests for mediation indicate that mental imagery processing explains all or some of the direct effects of the two imagery-eliciting strategies' influence on attitudes.30

Walters; Sparks; Herington carried out the study titled, “The Effectiveness of Print Advertising Stimuli in Evoking Elaborate Consumption Visions for Potential Travelers”. Two imagery-evoking strategies were examined to determine their effectiveness in producing an elaborate consumption vision. Specifically, a 3 x 3 factorial experimental design was employed to examine the effects of pictures and text as advertising stimuli to evoke elaborate consumption visions among the participants within the context of holiday decision making. A MANOVA revealed a main effect for each of the two stimuli. The presence of more concrete pictures
contributed to the extent of elaboration and the quality of consumers' consumption visions. Furthermore, the addition of concrete words together with instructions to imagine increased the elaboration and quality of the consumption vision. A significant interaction effect between the picture and text variables demonstrated that combining instructions to imagine with concrete pictures is the most efficacious strategy.31

On the same line of picture in print advertisement study by Edell and Staelin postulated that the presence of a dominant picture in a print ad can alter a consumer's cognitive activity while viewing the ad. The results clearly indicated that consumers' processing of print advertisements in a forced exposure situation is related to the structure and content of the advertisement. When subjects saw the unframed pictorial advertisements, they seemed to forget or to be distracted from their task of evaluating the brand presented in the ad. As a consequence, fewer evaluative thoughts—either in support of or in opposition to the claims made in the ad—were given, and when given, the attributes mentioned were rarely the attributes the subject had indicated in advance that s/he would use to evaluate the brand. This lack of brand evaluation for the unframed pictorial structure was also exhibited in the smaller number of brand items recalled and the slower speed with which subjects could confirm or deny brand statements. There were no significant differences between the pictorial framed ads and the verbal ads on any of the measures taken. The content of the message was found to affect the amount and direction of the evaluation of the brand for the framed pictorial and verbal treatment ads. Fewer total evaluative thoughts were given when the content was characterization. When the message was objective in nature, more support arguments and fewer counterarguments were given. However, the opposite effect occurred when the message was subjective, with fewer support arguments and more counterarguments being given. These evaluative thoughts are of considerable interest because they mediate the effects of the stimulus on the attitude toward the brand, the attitude toward the act of purchasing the brand, and purchase intentions.32
Print advertising frequently employs multiple images within a single advertisement, each of which is capable of generating an affective response. Little is known, however, about how these multiple ad components combine to impact overall emotional response to advertising. The study by Chowdhury, Olsen and Pracejus undertook three experiments which suggested that when advertisement images are all positive or all negative, the most extreme image determines overall response. When an advertisement contains both positive and negative images, a compensatory mechanism seems to drive overall response. This implies that there may be little advantage to using multiple images of similar valence and intensity, but that a greater number of positive pictures will lead to a more positive response in mixed-valence advertisements.33

In the context of print advertisements the research was also carried out in relation to contextual priming (contextual materials) by Youjia Yi. The research demonstrated that the advertising context may affect evaluations of the advertised brand by priming a particular attribute. The activation of a particular attribute guided subjects in their selection among possible interpretations of ambiguous information about the target brand (i.e., the number of features). When subjects read the prime ad on either of the two focal attributes (versatility or ease of use), the primed attribute was activated and became highly accessible. As a consequence, subjects should have had "top of mind" awareness of the attribute when they subsequently read the target ad. That attribute was therefore likely to be used in processing product information in the ad. As a result, brand attitude varied with the context, depending on which attribute was readily accessible at ad exposure. The results are compatible with the situational perspective that views attitude as a function of the most accessible information.34

Burleigh B. Gardner and Yehudi A. Cohen undertook a study of reactions to four department store newspaper ads, two with color and two black and white. The findings were reported as the following: Color increases status. Among the women shown the ads with the stores names blocked out, 79, or 74 percent expressed preference for the color ads. When asked to name the stores only, 13
percent correctly identified the store with the color ads. Of the balance, 70 percent attributed the color ads to high status stores. *Color makes the merchandise and the newspaper ad more interesting and attractive.* This is shown in the comments about the ads and in the preference ratings. In the comments, the women generally used words expressing excitement, attraction, and feelings, such as love, like, beautiful, smart, exciting, etc. In contrast, such words rarely appeared in the comments on the black and white ads. *Color and status interact to influence liking for the newspaper ad, though the use of color appears to be a dominant factor.* When the names of the stores were known, the black and white ads for the higher status stores were rated somewhat better than when the stores were unknown. However, when the names of the stores were not known, preference for the color ads was appreciably higher than when the names of the stores were known. In short the ads with color in newspaper evoked more positive reactions to the merchandise and were more often identified with higher status stores.35

Taking a different dimension to print advertisement altogether the research study was carried out in relation to comparative print advertisements. The purpose of this research effort was to generate evidence regarding the impact of variations in directionality and intensity upon readers' perceived informativeness of the advertisements and their levels of product feature awareness. Generally, the findings indicate that comparative advertisements are no more or no less informative than non-comparative advertisements. However, the findings do not suggest that comparative messages are any less informative than non-comparative messages. High-intensity comparisons sometimes are viewed by advertisers as being disparaging and unfair which have resulted in attempts at self-regulation through industry codes. The findings which indicate that high-intensity comparisons are less informative than lower intensity comparisons may help reduce the need for such self-regulation if advertisers decrease the use of less informative, high-intensity comparative advertisements. An advertiser should not feel constrained to use only comparative advertisements or only non-
comparative advertisements; the results suggest that a comparative advertisement is not perceived to be any more or any less informative than a non-comparative advertisement and it does not produce any more or any less product feature awareness. The findings support the belief that an advertiser has the flexibility to use either one or both types. This is particularly true if the advertisement is aimed at generating product feature awareness. The findings suggest that associative comparative advertisements are no more or no less informative than differentiative comparative advertisements. Therefore, advertisers using comparative messages do not have to be overly concerned about which to use in order to produce a certain level of informativeness. The findings regarding variations in intensity do not appear to justify the current movement of advertisers toward high-intensity comparisons. These results indicate that moderate intensity comparative messages are more informative than low-intensity comparisons but that high-intensity comparisons are not as informative as either low- or moderate-intensity comparative messages. Therefore, the findings suggest that an advertiser who uses comparative messages should include a moderate level of intensity and should be cautious not to exceed the point beyond which readers' perceived informativeness of the advertisement declines. (Pride, Lamb and Pletcher)³⁶

Robert R. Harmon, Nabil Y. Razzouk, Bruce L. Stern carried out an investigation to examine the question of whether comparative magazine advertisements actually contain more objective information cues than their non-comparative counterparts. The major finding of this study is that comparative magazine advertisements do indeed contain more information cues than non-comparative magazine advertisements. Additionally, strict comparison advertisements had more informational cues than implied comparison advertisements which, in turn, were more informative than non-comparative ads. Armed with more information, consumers should have a better basis for comparison of products and thereby be able to make decisions which more accurately parallel their particular buying objectives. This rational approach to consumer decision making should also be
expected to lead to greater purchase satisfaction. Most of the comparisons in the current study were of the implied nature. This is suggestive of a reluctance on the part of the advertiser to identify and create awareness of their competitors. However, those ads that did name and/or show competitive products were judged to be more informative than the ads classified as implied comparison. Informational cues concerning product performance, research, components, quality and price were most often stressed in the ads analyzed. Such information represents basic areas of interest to the consumer for the purchase decision. The heavy reliance on research-related cues (32.5%) may indicate a desire on the part of advertisers to provide objective documentation for their comparative product claims in order to counter perceptual defenses as well as to satisfy regulatory requirements. This is particularly important for comparative advertisements since an objective basis for product comparison is often required. A comparison between two products is the format favored by comparative advertisers in the study. Over 80 percent of the comparisons were of this type. Comparative advertisements for durable products contained the greatest number of information cues. Durable products are relatively complex and present the opportunity for objective comparison of numerous features and benefits. On the other hand, ads for food and drink related products contained the fewest cues and were judged to be the least informative. With the exception of laundry and household products, strict comparison ads contained more cues than implied comparison ads. Naming and/or showing the competitive brands provided the vehicle for the presentation of additional information cues that apparently were felt to be necessary by advertisers in order to substantiate the basis for comparison.37

The relationships between 24 print ad characteristics and recall, readership, and inquiry-generation measures of effectiveness were examined for 1160 industrial ads by Hanssens and Weitz in 1980. Both recall and readership are strongly related to format and content characteristics of industrial ads. The relationship between inquiry-generation and ad characteristics is significant but
weaker. Some characteristics, such as ad size and position in the magazine, are consistently related to effectiveness across product categories and effectiveness measures. The effects of other characteristics, such as the use of four colors and attention-getting techniques, are specific to the product category and effectiveness measure.\textsuperscript{38}

The experiment was undertaken by Claire E. Norris and Andrew M. Colman who tried to test the hypothesis that depth of involvement in a magazine article is inversely related to subsequent recall and recognition of accompanying advertisements. The results of this experiment confirmed the main hypothesis regarding the effects of article involvement on the impact of accompanying magazine advertisements. The data show unambiguously that the more the subjects felt they had concentrated, been absorbed in, and attended closely to the articles, the less they remembered about the accompanying advertisements. Other significant correlations show that the more entertaining, interesting, and enjoyable the subjects rated the articles, the less they remembered about the advertisements. The most obvious explanation is that deep involvement in an article is likely to be accompanied by a narrowing and focusing of attention and a consequent lack of attention to extraneous, distracting stimuli, which may include advertising material. In other words, readers who are deeply involved in a magazine article are more likely to skip over any accompanying advertisements than readers who are less involved. The findings of this study provide clear evidence regarding the effects of contextual material on the impact of magazine advertisements. The evidence shows that recall, recognition, and global memory for advertisements are influenced by the context-induced involvement of the readers. The results of this investigation suggest that one single dimension of the context material, namely its capacity to involve the readers, is strongly predictive of low advertisement effectiveness, at least as indexed by objective recall and recognition scores and subjective perceptions of the advertisements.\textsuperscript{39}
The comparison of perception of different marketing communication channels was made by Danaher and Rossiter in 2011, which is also important for marketing communication decision making. The paper found that, although e-mail is well established and widely used, the traditional channels of television, radio, newspapers and direct mail retain their historically favored attributes of trust and reliability of information that make them still preferred by consumer recipients of marketing communications, even by “tech savvy” younger consumers who use e-mail and SMS extensively. Business receivers are more accepting of e-mail marketing communications than are consumers but, like consumers; they are more likely to act on a marketing offer if it comes through traditional mass media or mail channels.40

The findings from the study undertaken by George, Bruce and David (2004) suggest that advertisers should consider putting more information on average in print ads for search products because it tends to have a more positive effect on ad readership than information in ads for experience products. Of course, this tendency is not a universal law. Depending on the skill of the copywriter and the interests of the target audience, providing information may help or hurt the success of an advertising campaign in any product category.41

Taking a specific product category i.e. apparel product in print advertisement (T-shirt) the research study was carried out by Kim, Damhorst and Lee in 2002. This study examines how consumer involvement with apparel influences perceptions of an apparel product (T-shirt) presented in a print advertisement. Consumer involvement with apparel was examined in relation to three advertisement response concepts: attitude toward the advertisement, product attribute beliefs, and product attitude. Also as part of the study, three dimensions of apparel involvement were tested (fashion, comfort, and individuality). Finally, an advertising processing model that integrates apparel involvement with the three advertisement response concepts was tested. A convenience sample of students attending a mid-western university in the USA participated in data collection. Respondents were presented with a full-page advertisement for a fictitious brand.
of apparel and answered items on the questionnaire. Findings confirmed that dimensions of apparel involvement shaped consumer attitudes. A combination of apparel involvement dimensions (fashion, individuality, and comfort) influenced consumer beliefs about product attributes in the advertisement. In terms of gender differences, the comfort variable showed to be a stronger component of apparel involvement for men and women tended to be more involved in fashion. Findings also supported relationships among advertisement response variables previously tested by scholars. Product attribute beliefs and ad attitude were significant in product attitude formation.\textsuperscript{42}

Advertising and sales are core activities, which are important predictors of stability and growth in the insurance industry. Consequently, an empirical investigation was undertaken by Aduloju, Odugbesan and Oke which was carried out using a survey that utilizes questionnaires, interviews, and field observation as major research instruments. Purpose of this investigation was to examine the impact of advertising on sales of insurance products. It was found that advertising had effects on sales volume and improved public image. However, the choice of advertising medium, the message, and the format are critical ingredients of a successful advertising program in the insurance industry.\textsuperscript{43}

An explanatory research design was utilized by Robert S. Welsh where 240 homemakers who read retail food newspaper ads were interviewed. The specific focus was on how consumers perceive retail food firm newspaper advertising, and what effect the advertising has on consumers’ attitudes and shopping behavior. The universe for the study was the Pensacola, Florida urban area (city and suburbs). It was quite apparent that consumers are treating their grocery buying seriously and are using the information provided by the newspaper advertisements to make decisions concerning what products to buy and where to shop.\textsuperscript{44}

The results of the study by Kim, Hwang and Fesenmaier showed that requesting information associated with printed advertisements (i.e., magazine and newspaper) increases the likelihood of visiting the state, whereas the same behavioral response
associated with broadcast advertisements (i.e., TV and radio) does not necessarily increase the likelihood of visiting Illinois. Lastly, newspapers seem to be a very effective media channel that positively influences the probability of visiting Illinois if it can evoke top-of-the mind (TOM) and request information requests.\(^45\)

The effects of traditional advertising such as print and/or promotional items in the formation of brand equity for a new brand were examined by McCarthya and Frama. In a two-part experiment, subjects first reviewed a print ad and received a promotional item that did (or did not) relate to the advertised brand. Nine days later, the subjects provided measures of brand equity for the new brand. The findings indicate that (a) combining a promotional product with traditional advertising results in greater levels of brand equity and (b) using a promotional product with or without traditional advertising results in a greater likelihood of a future visit to the brand’s website.\(^46\)

The research study by Sanjay Putrevu was carried out to show how men and women respond to different types of print advertisements. The two studies carried out showed that there is strong and unequivocal evidence that men and women exhibit sharply varying reactions to identical print advertisements. Specifically, women show superior affect (Attitude towards advertisement and Attitude towards brand) and purchase intent toward advertisements that are verbal, harmonious, complex, and category-oriented, whereas men exhibit superior affect (Attitude towards advertisement and Attitude towards brand) and purchase intent toward advertisements that are comparative, simple, and attribute-oriented message. The cognitive-response, recall, and recognition results do not support the prediction of the selectivity hypothesis that female processing is more comprehensive compared with that of males. However, the types of cognitive responses listed by the two sexes are consistent with the classification of men as item-specific processors and women as relational processors. It was interesting to note that the data also showed significant differences in all but two instances when analyzed within the sex of the respondent across each set of test brands. Such an analysis clearly indicated
the following: 1) Both sexes prefer the ad containing visual reinforcement as opposed to the purely verbal ad. 2) Men prefer the simple ad execution over the complex one, whereas women prefer the complex ad execution over the simple one. 3) Men favor the comparative ad over the harmonious one, whereas women exhibit the reverse pattern; and 4) men prefer the attribute-oriented message over the category-oriented message, whereas women favor the category-oriented message over the attribute-oriented message. Hence, not only do the sexes differ in their reaction to the same ad; they also have a strong preference for particular types of ad execution styles. This pattern of results provides further evidence for the varied reactions of men and women to print ads and clearly identifies the different ad execution styles that might be appropriate for male versus female audiences.47

James H. Leigh tried to conceptualize the umbrella advertising as, the advertising which involves promoting several products in a single advertisement by using a common theme to link products together, and carried out study to investigate the extent to which the branding policy and number of products included in an umbrella print advertisement serve to impact consumer awareness, an initial and crucial response to a stimulus. Results provided strong support for the majority of the study hypotheses but only mixed support for others. Several conclusions and implications were drawn for advertising practice and research. Such as, first, even though family branding was generally superior to other policies in ensuring brand recall and recognition, manufacturers using other branding policies may find it profitable to employ an umbrella approach for promoting their related products since brand, product and manufacturer recognition levels were much greater than chance and should improve under multiple exposures. Second, the results indicated that three subcategories containing a total of as many as eleven products may be effectively included in an umbrella ad. In fact, the eleven-product ads were evaluated more positively than the five- or eight product ones. Important topics for research are to consider the point at which the number of products included becomes dysfunctional and the point where
evaluations start to decline. In addition, because the number of product subcategories was not manipulated, it is not presently known what the impacts are of varying this factor and the number of products contained therein. Because there was evidence that branding policy and the number of products have an interactive relationship in selected instances, researchers should incorporate both of these factors into their study designs and manufacturers should be cognizant of these differential effects when designing umbrella campaigns. A third set of implications centers around the measurement of consumer awareness under low-involvement exposure conditions. While the sequential assessment of unaided and aided recall may allow for distinguishing retrieval failure and lack of impact appear to be correct that learning resulting from a low-involvement single exposure is adequate for recognition but not for recall of organized ad contents. The increment in correct recognition over aided recall of the contents of these detailed ads was consistent and substantial. Recall might be an appropriate learning goal and measurement approach later in an umbrella campaign, but recognition appears to be the proper focus in the early phases.\textsuperscript{48}

The results from the analyses suggest that individuals exposed to news stories and ads in the print medium tend to remember significantly more of the ad content than comparable individuals exposed to identical stories and ads in the online medium. There is no significant difference however on memory for story content between the two groups of individuals. Even when story memory and prior frequency of newspaper and online media are statistically controlled, memory for the print version of the ad is significantly higher than memory for the online version of the same ad.\textsuperscript{49}

Kaynak and Mitchel presents the results of a small-scale cross-national study undertaken to compare the characteristics of advertising practices in Canada, the UK and Turkey. The study investigates the extent to which managers use advertising developed for one country in another, looking at the similarities and differences in the media mix among the three countries. The study gives examples
of advertising material for identical products that required due to differences in culture, usage, selling patterns and market development. The study concludes that in planning and preparing advertising programmes the same decisions regarding message, media and cost are made in all three countries. The study reveals, that differences in number and type of media and culture and environment require that advertisements be tailored to the specific audience.50

How readers consume and recall news presented in online and print versions of two newspapers in the Netherlands are investigated in this experimental study. Few differences are found between the online and print versions in terms of news supply. Reader attention to the news stories varies, depending on the newspaper and news category. No consistent reading pattern is evident and the print version readers do not read more than the online version readers. News Consumption seems to be more dependent on the news category, reader gender and interest in a particular topic than on whether the news appears in print or online. Finally, on the basis of cued and free recall questions, no consistent pattern differentiates readers of the print newspapers from the online versions. In conclusion, evidence has not been found that online readers consume and retain news differently from readers of the print versions examined in the study by Leena, Niclholas and Ard.51

This research by Ali, Paul and Richard examines how online advertisers are taking advantage of the potential benefits of web pages. It also analyzes the extent of integration between websites and print advertisements in six major U.S. magazines. The findings suggest that marketers are not using all possible benefits of their websites. Furthermore, the study reveals a lack of integration between print and online advertising. Many of the identified weaknesses seem to be influenced by applying traditional advertising strategies to the dynamic web environment, while ignoring the unique features of the medium's interactive nature.52

The article by Amy and Elzbieta investigated the cross-promotion of Web sites in print advertisements. The purpose of the study was to identify whether and how
advertisers are using Web site references as calls to action to attract readers to online sites. To address the objectives of this study, 2,613 print ads from business and consumer magazines were content analyzed. The results show that while Web site references are often included in print ads, their presentation is rather poor and the content is unappealing or unique.\textsuperscript{53}

The article by Micael, Malcolm and Sven reports on the results from an experiment where the authors compared perceptions of implicit meanings between World Wide Web (WWW) advertisements and print advertisements. Even though the purpose of advertising is often to build and maintain a brand image, the communication of implicit meanings has never been investigated in the WWW medium. In comparing WWW advertisements and print advertisements, the authors found surprising results. Contrary to popular belief, WWW advertisements were comparably effective in communicating implicit meanings. The WWW advertisements outperformed the print advertisements for low-involvement products, for consumers with a negative disposition towards the advertised brand and for light WWW users. Interestingly, these are cases when the WWW is believed to be a poor advertising medium. The WWW advertisements and print advertisements performed equally well for high-involvement products, for consumers with a positive disposition towards the advertised brand and for heavy WWW users.\textsuperscript{54}

The print advertisements utilize text and pictures to communicate with the teenage boys. However, which type of messages and images are preferred by the teenage boys have rarely been explored. Therefore, we were not much aware of which type of message strategy and execution work are most preferred by the teenage boys of India and how can advertisers make the advertisements most effective for the teenage boys. From the present research, it has been found that advertisement elements like message strategy and execution framework influence processing and understanding of advertising messages by teenage boys. The result clearly shows that the affective message with personality symbol as execution framework leaves the maximum impact on attention, comprehension, retention, attitude and purchase.
motivation of the teenage boys of India. Thus the advertisements with affective message strategy and personality symbol as execution framework are most effective while targeting the teenage boys.\textsuperscript{55}

The exploratory research by Durriya and Zahid investigates the relationship between the degree of westernization of urban consumers in India and their perceptions toward American origin print advertisements versus print advertisements of Indian origin of the same products. The study also explores the relationship between the advertising perceptions and the behavioral intention to buy the advertised product. The results indicate that the educated, middle-class, urban respondents, irrespective of their degree of westernization, seem to like both the Indian as well as the American advertisements. The findings seem to favor the case of standardization of advertising messages. The results also indicate that there is a positive relationship between the attitude towards the advertisement (Aad) and the behavioral intention to buy (BIB) the advertised product.\textsuperscript{56}

The review of the above literature revealed that there were numerous research studies in relation to media in general and print media in particular. But still enough gaps were identified for the present research to take place. The gap opened the scope for research in the following area:

Print media in general is not studied in a way to know how it can be used as a vehicle of communication strategy. The review of literature reveals that research study is not undertaken to know which media is chosen, used or referred to during purchase decision making. The advertisement attributes are not found to be researched to know influence of the same on preference for particular media. The impact of print media on purchase of consumer durables in not researched upon. It was also found that the impact of print media at different stages of buying process is not studied. In the same way it is also found that research study is not undertaken to know effectiveness of print media form different demographic perspective.
References:


15. Ibid.


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