Chapter – II

Review of Literature
CHAPTER - II

REVIEW OF LITERATURE

2.1 INTRODUCTION

An attempt has been made by the researcher to study the literature pertaining to the topic to draw a deeper insight into the concept. A review of related literature would help the researcher in understanding the contributions made by others and in creating a link to the chosen topic. Accordingly the researcher reviewed the popular studies contributed by other researchers. This has helped the researcher to identify the contributions and the research gap which facilitated in designing the framework of the study and in the formulation of the questionnaire.

2.2 REVIEW OF LITERATURE RELATING TO ATTITUDE

Understanding the Consumers’ attitude towards advertisements assume significance as it reflects his/her attitude towards the advertised products also, to an extent. The attitude of consumers is generally influenced by the type of advertising exposure and the intensity of attention towards such advertisements. The need for investigating the attitude of consumers towards TV / Radio / Internet advertisements is expressed in many national and international journals. With this notion, the researcher reviewed the literature related to attitude and are presented below.

Faraz Ahmad (2014) made a comparative study of TV and Internet advertising. The study focused perception of TV and Internet. The study found that
new age medium, the Internet is a more effective medium in making information available than TV.

Numan Arif Dar et al (2014) examined the perception of the value of advertising on Facebook and television, among both male and female students of University of Gujrat. A Questionnaire was distributed among 300 students of the 6 major departments of University of Gujrat. Structural equation modeling was used in this study. The findings show that Ducoffe’s advertisement Value was not fit for both Facebook and television. Irritation was also a factor that directly affects the attitude toward advertisement. Entertainment and irritation have direct impact on attitude toward advertising.

Rashid Saeed, et al (2013) examined the dimensions of internet advertisement on consumer attitude. Data was collected through the questionnaire. The sample size was 150 and the respondents were chosen through Convenience sample, regression and correlation techniques were used or analyzing the data collected. Advertising Utility, trust, price and perception were the independent variables and cognitive, affective and behavioral attitudes were the dependent variables. The study revealed that there is positive and significant relationship among the consumer attitude and advertising utility. Further, it also revealed a positive and significant relationship between consumer attitude and trust on advertisement.

Thamaraiselvan Natarajan (2013) investigated the students’ belief towards social media advertising. Seven factors viz, Pleasure, Product Information, Social Image, Good For Economy, Materialism, Falsity, And Value Corruption was
considered for the research. The study revealed that working people showed a negative attitude towards falsity of advertisements while a high positive attitude was shown towards the social role, good for the economy, hedonic. Both students and working professionals have opined that advertisements are materialistic and have value corruption. The study suggested that advertisements should be designed with a consciousness of the society.

Senthil. M. Dr. N.R.V Prabhu S.Bhuvaneswari (2013) explored customer’s perceptions towards advertising in the online shopping and social networking web sites by distributing both physical and online questionnaires as well as conducting in-depth interviews. Consumers believe that advertisements on the Internet are more believable as compared to other mediums and very few people believe in magazine advertisements. The study suggested that most reputable and well-known companies may be more likely to meet these expectations, and may help to lend credibility to the medium.

Abdul Azeem and Zia UL Haq (2012) Investigated the antecedents of consumer attitude towards internet advertisement among three demographic groups students, employees and entrepreneurs. The study identified Entertainment, Information, Credibility, Economy And Value Corruption as the significant predictors of attitude towards advertisement. It was found that entrepreneurs exhibited a positive attitude, whereas the overflow of information made the consumers to be cynical. Further the study stated that there is a gap between attitude and actual purchasing behaviors.
Ali Bassam Mahmood (2012) investigated the difference in beliefs and attitudes among Syrian male and female towards online advertising. The findings revealed that male respondents show more positive attitudes towards online advertising and they expressed positive belief towards information, entertainment, the social role, falsity and value corruption. It is suggested that more feminine features could be added in the advertisements to enhance positive belief and attitude among women viewers.

Asish Sharma et al (2012) explored the consumer attitude and perception towards the visual elements in social advertising campaign among focused groups by adopting semi structured open ended questionnaire. The study revealed that in elements of advertising, nudity was sensitively perceived by women. But the cause of such advertisements was least understood by female compared to male respondents. The study concluded that images chosen for social advertising must be chosen carefully to attract the attention of the viewers at once it is understood they get involved with such advertisements.

Azizul Yadi Yaakop, et al. (2012) examined the online factors that influence the perception and attitude towards advertising in social networking sites. The factors perceived interaction, privacy and advertisement avoidance were positively correlated with the attitude towards advertising. But the respondents responded unfavorably towards the credibility of the advertisements on the Internet. Informational interactivity assumed a greater role towards formation of attitudes.

Eyup Akin K, Tulay Yeniceri and Meltem Metin Demirela (2012) examined the impact of new product advertisement on consumer’s attitude towards
brand and advertisement avoidance behavior of consumers. The study revealed that the consumers evaluate an advertisements value on the above three dimensions and it has an impact on consumer brand choice.

Hemant Bamoriya and Rajhendra Singh (2012), examined the influence of information seeking behavior on attitude towards advertising using Pollay & Mittal Model. The relationship between the demographic variables and the information seeking behavior. The study revealed that information seeking behavior is higher among males. The variables Product Information, Hedonic, Social Image and Good for Economy were positively associated with attitude of viewers. The study concluded that information seeking behavior positively affects the attitudes of the viewers.

Hamza. Salim Khraim (2012) examined the Jordan Male Consumer’s attitude towards using women in advertisement. The results demonstrated that male consumers do not concur with using sexy women in advertisement. The factors culture, emotion, control and woman’s appearance influenced their attitude towards advertising. Advertisements with sexy appeal created a negative attitude.

Methaq Ahmed Abdulmajid Salem et al (2012) studied the impact of consumer attitude towards advertisement, brand and purchase intention. The study found that a positive and significant association between advertisement, brand and purchase intention.

Morteza Jamal Zadeh, Navid Behraven, Roozbeh Masoidi (2012), analyzed the attributes of advertising through e-mail and attempted to measure its impact on
consumer attitude. The study revealed that the factors entertainment and informativeness create a positive attitudes among the consumers while the factor privacy is negatively viewed by the respondents.

Muhammad Awais, et al (2012) attempted to identify the latent need of the consumer through advertisement and also to identify 5 ‘A’s which would enhance consumer attraction towards internet advertising. The study concluded that an advertisement can be valuable if the need of the consumer is identified. Attraction, Attention, Attitude, Action and Aesthetic Dimensions can make an advertisement more effective. It is found that internet advertising is better than television advertising.

Muhammad Haroon et al (2012) examined the impact of cartoon and non-cartoon TV advertisements among 100 children in entertainment and creditability. It is found that children exhibit a positive attitude towards cartoon contained TV advertisements rather than more verbal material. They feel that cartoon contained advertisements are considered to be more entertaining and credible than non-cartoon advertisements.

Nabizadeh, Taherch, and Gharigh Tarzeh Zahra (2012), examined the viewer’s attitude towards internet advertising and its impact. The survey was conducted among 850 undergraduate students in Ferdosi University and AMOS was exploited to analyze the data. It is revealed that informativeness, credibility and entertainment, exercise significant impact on the viewer’s attitude. Similarly, it is found that unplanned messages irritate the viewers and negatively impact their attitude. It is
conducted that informative advertisements in internet with proper entertainment quotient along with credibility can lead to a positive perception of viewers.

Sandeep Vij (2012), found that dimensionality of beliefs toward advertising. Factor Analysis has been applied to the responses of all 873 respondents regarding 28 belief statements. Advertisements avoiders and advertisement Lovers have been identified. The study found that advertisement avoiders are less favorable towards advertising and agreed that advertisements are good for the economy and they also get some pleasure and enjoyment out of advertisements but they think that advertisement is harmful for the culture and value system of society. And the study found that advertisement lovers are more feel that an advertisement is good for economy, it provides information and promotes competition. They also agreed that advertisement may manipulative and may have harmful effects for society and they get a lot of amusement, entertainment, enjoyment and pleasure of advertisement.

Thiyagarajan S et al (2012) investigated the youth’s perception, sex appeal in advertising and its influence on the effectiveness of advertisements. The data were collected through a structured interview schedule among 350 respondents in Chennai city. MANOVA was applied to analyze the data and the results revealed that usage of mild sex appeal could be considered rather than a wild one as it may reverse the goal of advertisers.

Ahasanul Haque et al (2011) studied the impact of the advertisement towards Malay consumers. It was found that consumers were more influenced by internet advertisement followed by commercial advertising and print advertisement.
Chuthamas Chitithaworn et al (2011) examined the relationship between the belief dimensions and attitude of viewers towards TV advertising among 134 respondents. Multiple regression analysis was applied to determine the effect of six independent variable information benefits, availability, offensive, non-informative, negative content and advertising format on attitude toward TV advertising. The variables informative, intrusive, negative content was found to have a significant impact on the attitude formation of viewers towards TV advertising. It is suggested that the advertisement creators consider the demographic characteristics and pretest the advertisement to reduce the negative perception of viewers.

Latif & Abideen (2011) studied media advertising’s influence on audiences, television is one of the strongest medium of advertising and due to its mass reach, it can influence not only the individual’s attitude, behavior, lifestyle, exposure and in the long run even the culture of the country.

Maria Alcantud Diaz (2011) explored the linguistic characteristics used in English advertisements aimed at teenagers. The findings of the study showed that the most manipulative advertisements are directly aimed at girls rather than boys.

Ping Zhang (2011) examined the consumer’s perception towards digital advertisements. The study was conducted in three phases with three focus groups consisting of 497 consumers. The study found that people often view digital advertisements online and also most of them used advertisement blockers to avoid the advertisements. The study further stated that consumers perceive the features informative, interactive and creativity among email advertisements while privacy is highly perceived compared to sponsor linked advertisements. The researcher
suggested that digital advertisement designers must design it in such a way to capture the attention of consumers.

Tang et al (2011) examined the effect of mixed advertising on brand attitude among the consumers of Chinese telecommunication industry, across 32 telecommunication product stores. It is found that individual’s information handling style can influence the attitude of the consumers. Brand attitude will improve by offering of specific information. The study suggested to take rational decision advertisement need to be mixed of various advertisement types and styles.

Usman Daud (2011) studied the impact of TV advertising in changing the lifestyle of Pakistani youth. The study analyzed the parameters such as habits, attitude, tastes, moral standards and found that TV advertisement is changing the lifestyle of both male and female.

Zain – Ul – Abideen and Salman Saleem (2011) investigated the relationship between the independent variables, environmental response and emotional response with attitudinal dimensions of buyer behavior in cities of Pakistan. The study was conducted among 200 respondents with the help of a structured questionnaire. The analysis revealed that emotional factors of advertisements are much preferred by consumers, namely Pleasure, dominance and arousal and recall them the environmental factors. These factors shared a positive association with the buying behavior of consumers.

Camilla Bond et al (2010) conducted an exploratory research to assess the perception and attitude of viewers towards social media advertising. The results
revealed that the credibility of the advertisement, relevance of advertisements, entertainment were crucial factors preferred by viewers. Effective usage of social media to foster attitude formation through highly integrated, relevant messages are therefore suggested.

Fathi All Share et al (2010) explored the effects of television advertisement on the behavior towards canned food among consumer in small industries. The research showed that there is a relationship between television advertisements and changing the consumer attitude towards canned food.

Kwek choon Ling et al (2010) investigated the determinants of consumer’s attitude towards advertising among 263 undergraduate students of University in Malaysia. Factor analysis and regression analysis were applied and the findings showed that the factor credibility, informative, pleasure and good for economy positively affect the consumer’s attitude towards advertising. Informative was found to be the most important factor. The study suggested that the marketers should ensure the credibility of the advertisement and also to include fun elements in advertisement to attract more consumers and create a positive perception.

Md.Usman et al (2010) examined the cultural influence on the attitude of Pakistani people towards advertising from a sample size of 250 respondents. The study applied, regression analysis to measure the impact of certain attributes on attitude. The study found that product information, hedonism / pleasure and culture have significant impact on the attitude of people towards advertisement.
Shalom Levy (2010) explored current attitude towards interactive television advertising and examined their effect on TV viewer interactive behavior after exposure to iTV advertising. The findings of this study confirmed the effects of attitude towards iTV advertising on consumers interactive information seeking behavior. Their purchase intention depends upon their involvement with a specific product.

Usman Owlabi Akeem (2010) focused on consumer attitude towards internet advertising and online sales. This study used chi-square, simple frequency distribution and tables as major statistical tools for data analysis and test of hypotheses. It was found that there is a relationship between perfect knowledge about market situations concerning internet facilities and exact information on consumers’ behavior on e-commerce, high cost of providing information scientifically through internet adverts affect consumer behavior especially the local communities that are illiterate.

Izian Idris et al (2009) examined the impact of personal and psychological factors on choice of medium. The study conducted among 100 respondents revealed that both the factors have a positive relationship with customer satisfaction. Among personal and psychological factors, personal factors were found to possess a significant relationship. The study suggested the advertisers to identify and be aware of the consumer’s interest to design specific advertisements.

Jamshed Khattak (2009), examined the consequences and impact that television advertising has upon the general attitude of female college students towards television advertising in Pakistan. The data was collected from randomly
selected 299 female college students. The respondents from five metropolitan cities like Peshawar, Islamabad, Rawalpindi, Quetta and Karachi were asked to answer a self-administered questionnaire. Descriptive, t-statistics, correlation and regression statistical tools were used to analyze data. The study found that there is a positive relationship between the consequences/impact and general attitude of female college students towards the television advertising. The study provides a useful benchmark for future research studies.

Rajagopal (2009) analyzed the impact of radio advertisements on urban consumers towards buying behavior in retail stores and attempts to determine the role of radio advertising in dissemination of information and sales promotion. The study found that shopping behavior of urban consumer in response to radio advertisements is highly influenced by the physical, cognitive and economic variables.

Shih-Chieh Chauang et al (2009) investigated the relationship between advertisement terminologies and product knowledge on consumer attitude among 120 graduate respondents. It was found that when consumers possess less knowledge about the product the terminologies used in the advertisements serve better to transmit the intended message to the consumers. They play a crucial role in determining the effectiveness of advertisements.

Al-Juhian et al (2008) investigated the cultural impact on consumer perception and attitude towards advertising in Kuwait. The study found that consumers in Kuwait in general have negative attitudes towards advertisement.
Cheung et al (2008) found that perception of the value or benefits of advertising will depend on several personal habits and attitudes that are the parts of a general reaction to advertising. The information which is accessible, reliable and honest is also highly valued by consumers, and accentuates on consumer perceiving the entertainment quotient advertisement.

Fernondo Ps.P. et al (2008) assessed the consumer perception towards television advertisements among 80 resident employees of the university of Peradeniya by adopting stratified random sampling. Further the study attempted to examine the significance of the relationship between the respondent’s socio-economic profile and their perception. The analysis showed that the respondents exhibited a positive perception towards the ad’s ability to compare with other products while they felt that targeting the children, using celebrity endorsements, promoting materialism by persuading people to buy unnecessary items are undesirable and then factors created a negative attitude towards advertising. The study suggested that the need to design the advertisements with social responsibility.

Louisa Ha (2008) examined the factors affecting the perception of advertising clutter and the effects of online advertising clutter. The study found that attitudes towards advertisement in general & in specific media contexts, and task orientation are mediating factors that affect the perception of advertisement and response to advertising clutter.

Louise Kelly B bus (2008) studied the teenagers’ perceptions of advertising in the online social networking environment. The findings of the study showed that
teenagers have very high levels of advertising avoidance and are skeptical towards advertising on their online social networking sites.

Vizu and Greg Stuart (2008) examined consumer attitude towards advertising by medium and the advertisement avoidance behavior among 2000 respondents. The study revealed that too much of advertisements and irritating contents drive the consumers away from viewing advertisements.

Akihiro et al (2007) suggested that informativeness and credibility of advertising message have the greatest impact on consumer’s attitude towards advertising and marketers should work hard on these aspects to bring positive advertisement attitude.

Hoo and Munusamy (2007) said that a positive correlation between favorable attitude and consumer’s evaluation to a specific advertisement is observed as irritating, pleasure and likeable.

Soo Jiuan Tan and Lily Chia (2007) empirically explored the relationship between the attitude towards advertising and the attitude towards advertising in specific media: television and print. The results revealed that the proposition that attitude towards advertising in general is an abstract level idea while attitude towards television advertising and attitude towards print advertising are experiencing -based constructs in the consumer’s structure of attitudes towards advertising. The study found a significant negative reciprocal relationship between TV advertisements and Print advertisements, a significant positive reciprocal relationship between TV advertisements and general advertisements. A non-
significant relationship between print advertisements and general advertisements. Macro level belief factors like ‘good for the economy’ and ‘materialism’ are related positively and negatively to general advertisements, respectively. The personal experience belief factor of ‘product information’ is positively related to print advertisements while personal experience belief factors like ‘hedonic’ and ‘falsity/no sense’ are related positively, and ‘social image’ is related negatively, to TV advertisements.

Suresh Babu. M. et al (2007), examined the attitude towards internet advertising. The study used convenience random sampling for data collection and chi-square test is used to test the relationship between demographic factors and attitude towards internet advertising. The study found that a positive attitude towards internet advertising.

Debora viana Thompson & Rebecea. W. Hamilton (2006) examined the effects of information processing mode on consumers’ responses to comparative advertisements. The respondents were asked to view the advertisement and process the information about the advertisements. The analysis revealed that people were found to be more analytical when exposed to comparative advertisements than non-comparative advertisements. It was found that processing of information embedded in advertisements and external information significantly influence the analytical ability of consumer’s in comparative advertisements.

Asia Ashill and Yavas (2005) have examined the similarities and differences in the dimensionality of advertising attitude between Turkish and New Zealand
consumers. The study found that advertising attitudes consist of social and economic dimensions in both the countries.

Ping Zhang, Chingning Wang, (2005) measured consumers’ perceived value and attitude toward advertising for different purposes (brand building and directional advertising) and different media (traditional and Internet-based). The findings showed that entertainment, credibility and interactivity directly contribute to favorable consumer attitudes and that interactivity has strong associations with all other independent variables. Interactivity of the Internet and Web technology has the potential to win favorable consumer attitudes.

Veronica Olsson et al (2005) attempted to study of humor in television. The results of this study showed that there are different types of humor more or less appropriate for television advertising. The results also showed that there are some benefits to using humor in television advertising, but there is some consideration that has to be thought of.

Hazel Ruth Colaco, Filipe Rodrigues E Melo, And A K Tiwari (2004) attempted to determine the influence of advertisements on buying behavior of youth and study their attitude towards advertisements. The data were collected in the state of Goa. The study found that advertising educates the people and helps in promoting good values in society for health, education, environment, recreation, etc. thereby improving the overall standard of living of the society. The youth felt that advertisements are interesting and informative and that they are forced to watch advertisements as they are shown between the programs.
Salvador Ruiz and Maria Sicilia (2004) investigated the difference among individuals in their cognitive and affective system of Information processing. The study covered 260 undergraduate students. The results revealed that when the information and content in the advertisements confluences with their personality (ie) affective system, the information processing is found to be effective. Affective system rules over the cognitive system.

Sharon Shavitt et al (2004) explored the role of memory for self-selected advertisement experiences. The results of a large national survey of the general public revealed that peoples feeling about advertisements depends on the medium in which the advertisements appear. The media that allow for highly self-selected advertisement experiences, catalogs and business classifieds, elicited the most favorable public attitudes. The medium that is the most intrusive was TV elicited the least favorable opinions, radio and out of home media, which are moderately disruptive or intrusive elicited moderate attitudes.

Hairong Li et al (2002), examined consumers’ perceptions of the intrusiveness of advertisements. The study found that the intrusiveness of an advertisement related to feelings of irritation and affected the processing of the advertisement.

Martin et al (2002) investigated the impact of repeating and zipping advertisements on brand recall and recognition. They found that advertisements at normal speed produce better brand recall and recognition of the content of the advertisements than zipped advertisements even if the latter are repeated many times.
Wang, C. et al (2002) examined the consumer’s attitude towards advertisements. Entertainment, Irritation, Informativeness, Credibility and demographic and interactivity were the factors considered for study. It was found that compared to traditional media, the Internet offers more opportunities for consumers as it encourages two way interactivity. It was further found that the cognitive needs of the consumers, namely entertainment, personal identity, irritation, credibility, informativeness tend to affect the attitude of the viewers and the degree of impact differ a little.

Zhou, Zhang and Vertinsky (2002) have conducted a survey among 825 consumers in five major cities in China about general beliefs about the institution of advertising and attitude toward advertising. They have also compared Chinese and US attitude toward advertising.

Tse & Lee (2001) studied TV advertisements avoiding behavior. The study grouped the TV advertisements avoiding into Physical avoidance, Mechanical avoidance and Cognitive avoidance.

Josephine Previte and Ed. Forest (1998) investigated consumer attitude to commercialize on the internet by collecting primary data from a sample of 250 respondents. It is identified that the consumers do not believe in the assumption that advertisement can increase standard of living. The respondents do not believe that advertisement lowers the prices. A negative attitude is shown towards advertisement.
Speck and Elliott (1997 a) studied the predictors of advertising avoidance in print and broadcast media. The study found that cognitive, behavioral and mechanical advertisement avoidance across both electronic and print media. Cognitive avoidance consists of tuning advertisements out and shifting focus. Behavioral avoidance was operationalized as leaving the room. Mechanical avoidance focused on the use of a remote control to change the channel.

Ducoffe (1996) examined the determinants of viewer’s attitude towards web advertising. He found that entertainment, informativeness, irritation, significantly contribute to the consumer’s evaluation of advertisement.

Abilasha Mehta & Scott (1995) investigated the attitude toward advertising among 860 geographically dispersed magazine readers in New Jersey. The study explored viewer’s attitude towards advertising and its impact on the success of the advertisement. This success was evaluated on two levels, namely intrusiveness and persuasion. The results revealed that the viewer’s exhibit positive attitude towards the recalling ability of the advertisements and the perception aspect of advertisements. The consumer’s also stated that too much advertisement creates irritation among them. The study suggested that analyzing the consumer attitude is necessary for better understanding of advertising effectiveness.

Claire.E.Norris and Andrew. M. Colman (1994), investigated the effects of entertainment and enjoyment of television programs on perception and memory of Advertisements. The sample size was 99. The results showed that the entertainment and enjoyment dimension are least important and they do not diminish the priority and processing of information content in the advertisements.
Pollay & Mittal (1993) identified seven segments of consumers based on their different attitudes towards advertising in general, and found that personal utility values & perceived socio-economic effects of advertising determine these attitudes.

Abernethy, Avery M (1991) examined the physical & Mechanical Avoidance of Television commercials. And the study was found that consumers are likely to either leave the room or change the channel to avoid advertisements.

Deborah. L.R. et al (1983) examined the determinants of children’s attitude towards Television advertising and its impact on their behavior. The study was conducted among school children and found that even younger children are able to make decisions and are capable of forming attitudes by the information provided in the television advertisements. The study found that the children are capable of comparing the products, but within a limit.

Bauer & Greyser (1968) examined the processing of advertisements in consumers’ point of view. The study found that advertisements are perceived as annoying if their content is untruthful, exaggerated, confusing, or insults the viewer’s intelligence and consumers are irritated if they are too loud, too long, or too large and when there are too many advertisements or when the same advertisement appears too frequently.

Attitude is the foundation for consumer behavior. The values, expectations, beliefs attached to advertisements determine the success and effectiveness of advertisement among consumers. The review of related literature revealed that
relevant information, entertainment, credibility, economic value, advertisement irritation, and advertisement avoidance were the major dimensions of attitude that were considered for researcher. The review further revealed that majority of the studies focused on single media advertising in general and online/mobile advertising in particular.

2.3 REVIEW OF LITERATURE RELATING TO PREFERENCE

An advertisement needs to be eye catching and attention seeking in order to serve its purpose. Consumers preferences towards advertisement change with the passage of time. It is of utmost importance for the manufactures and advertisement agencies to identify the preference and expectation of consumers towards advertising so as to equip themselves with the updated trends. It will help them in deciding the advertisement content and design of the advertisement. Many researchers were conducted around the world on this aspect and the researcher listed down review of such research works.

Pitch Sajjachold punt & Linden. J. Ball (2014), examined the effectiveness of banner advertisements in online web pages. The study was conducted among 72 respondents at Lancaster University in UK. ASL. Eye tracker was used to record eye movements of participants during browsing. The study found that advertisements with faces attracted more attention and faces with averted gaze look can have more impact on consumers.

Josephine lalitha & Dr. N. Panchanatham (2013), examined the impact of TV advertisements on consumer behavior in rural area. The study revealed that the
consumers acknowledge the reliable information content in the advertisements and also accept that advertisements help them to change their lifestyle.

Piyush. N. Marthak (2013) examined the effectiveness of winning TV advertisements in India. It is found through the research that advertisements with creative features tend to be more effective than the conventional advertisements.

Muhammed Sajid Rasool, Yasir Rafique, and Md.Akram Naseem et al (2012) assessed the effects of advertisements on user behavior towards FMCG and also assessed the perception and awareness of consumers in Lahore city. The study found that consumers are more for media advertisements than compared to banners and posters.

Mohammad Naquibur Rahman (2012), investigated the impact of advertisements on consumer behavior in Saudi Arabia. Consumers with the age group 18 – 24 were chosen for the study. The results revealed that advertisements create a preference in consumer behaviors and the reliability of the advertisements was a major factor. The study also found that repetition of advertisements does not affect consumer choice and flash advertisements were the preferred one.

Farid Erfatani et al (2012) empirically tested the relationship between advertisements and purchase of weight losing sports materials among 300 respondents in Iran. The findings indicated that television advertising is more influential in creating awareness and convincing the consumers. People preferred honesty, product display, accuracy and words in the advertisements so as to
convince them. Radio advertisements were mostly preferred and influenced by the nature of the job.

Ravikumar T. (2012), investigated women’s consumer’s preferences towards visual media. The sample size 576 and statistical tools mean, SD, ANOVA, t test and regression were employed to analyze the data. The time spent on TV and advertisement are significantly influenced by age, income, occupation and marital-status and not by education.

Amin Asadolllahi (2011) studied the relation between advertising strategy and degree of consumer involvement. It was found that there was a positive relationship between consumer involvement and structure and content of the advertisement. Also, there was a positive relationship between the degree of consumer involvement and hierarchy of effectiveness of advertisements.

Arian Ghajarzadeh et al (2010), found that the effectiveness of online advertising on consumer responsiveness and brand awareness. The study considered four major factors namely online activity, social context, functional elements of advertisement (motives and behavior) and structural elements of advertisement. (Physical presentation and format of the advertisement). The study found that the online advertising effectiveness, top of mind, brand image and consumer preference were affected the consumer responsiveness to the advertisement.

Long – Yi Lin (2011) studied the impact of advertising appeals and advertising spokesperson on advertising attitudes. The statistical tools ‘t’ test,
MANOVA and Regression were applied. It is found that rational appeal were dominating than emotional appeals.

Sohail Majeed and Sana Razzak (2011) examined the impact of television advertisements repetition on purchase decision, among the 150 users of detergent powders in Pakistan. The researcher found that advertisements repetition shares. A significant relationship with and impacts the purchase decision of the consumers. The study found that repeated advertisements create a positive impact in the minds of viewers regarding the size and the image of the company. It is suggested that advertisements must be repeated in between the programs that are frequently watched by the people.

Vithya Vivekandan (2010) studied the influence of advertisements in consumer brand preference among 200 respondents from batticaloa in srilanka. The study considered three major factors namely Attractiveness, Attention and Awareness. It was found that the majority of the respondents was drawn towards attractiveness of advertisements. The message and the media are highly preferred by the respondents. The study suggested to develop interesting advertisements with reliability and furthermore to choose a reliable source for broadcasting the ad.

Nadia M. Taher et al (2009) attempted to study the cognitive and effective responses to the advertisement in general and dental advertisement in specific. The findings of the study revealed that, TV advertisements were the most attractive advertisements, media and females were interested to watch an advertisement on TV than males. It was found that males and females from different occupational classes
were influenced by female attractiveness in the advertisement. Consumers are positively affected by advertisements.

Xiaojing Yand and Robert E. Smith (2009) explored the persuasive and emotional mechanisms through which the creative advertisements exercise their influence on consumer viewing intentions. 151 respondents participated in the research and divergence, relevance and advertisements processing involvement were the independent variables. The results showed that the low involvement of consumers result in less cognitive processing but creativity in advertisements can moderate this effect and make the consumer to be attentive to the advertisements.

Bauer et al (2008) found that active information seekers tend to have a positive attitude towards the advertisements in general. As advertising stimuli are among those external stimuli, consumers with a high OSL can be expected to be fond of taking in advertising stimuli and having a positive attitude towards advertising in general.

Klaus Backhaus et al (2007) studied consumer perceptions on advertising standardization. The research found that visual aspects have greater significance for perceptions of text-based advertisement than image-based advertisement and standardization of an advertisement largely depend on the advertisement category being used and not depend on the nationality of the respondent.

Kim-Shyan Fam, Reinhard Grohs, David S.(2006), Waller This study analyzed Asian consumers' attitudes towards disliked television commercials to provide an insight into the construct of advertising dislike ability. A total of 1,000
people were questioned in five Asian cities (Hong Kong, Shanghai, Jakarta, Bangkok and Mumbai) use telephone interviews. The study revealed seven dislike attributes, namely bad style of the ad, meaningless storyline, ugly or stupid characters, exaggerating product effectiveness, irresponsible or misleading content, scary or violent characters/settings, and hard-sell approach. Findings from this study showed that there is a close relationship between disliking television advertising and purchase intention.

A deolu B. Ayanwale et al (2005) studied the influence of advertising on consumer brand preferences. This study examined the influence of advertising on consumer buying behavior. The study determined the influence of age on advertising and made recommendation for further improvement in advertising and brand management. The research study found that advertising and quality are the major factors responsible for the success of product than others like price, packaging and availability of the product. The study showed that Television is an effective medium of advertising a product. Effective advertisement campaign attracts consumer attention and capture their interest. The message must be strong and appealing enough to persuade and build brand preferences, encourage company’s brand and this study showed that advertising does not varying impact on age group.

Mark I. Alpert (2005) examined the role of music in advertising. In this study, the researcher investigated two key factors: music role in determining the emotional message of an advertisement and the impact of congruence message and purchase of the advertised product. The study found that variation in the formal
music structure of background music in commercials significantly influenced the consumer.

Rik Pieters and Michelwedel (2004) examined the effects of three independent variables, brand, picture and text of advertisements with attention of consumers. The study covered 3600 respondents and 1363 print advertisements were taken for the same. While the study found that all the three significantly draw the attention of consumers, text dominates the three, in the context of print advertisements. Further the study revealed that the brand being advertised draws the attention first and reads to look into picture & text.

Nathan Rae and Mike Brennon (1998) in their research entitled “The Relative Effectiveness of Sound and Animation in Web Banner Advertisements: explained the most common form of Web Advertising – banner advertising. This article compared alternative banner advertisements designs and it highlighted a set of general principles that could be used to ensure the construction of the effective banner advertisements. On this research paper sound and / or animation aspects are suggested for banner advertisements.

Antony G. Greenwald et al. (1984) studied psychological theories of attention and levels of processing advertising message. The study was focused in four levels of involvement pre attention, focal attention, comprehension and elaboration. The results revealed that lower levels use relatively little capacity and extract information needed to determine. But higher levels require to greater capacity increasing cognitive and attitudinal effects.
Advertising is the act of persuasion and to do so, it need to be preferred by the viewers. The expectations of consumers from advertising are to be accurately met and to achieve this; the advertisements must be capable of drawing the attention of viewers/listeners. Various studies have been conducted in this regard and review of such literature revealed interesting facts. It is found that major concentration of the studies was on the physical features of the advertisement and the attractiveness of the advertisements. Adoption of music, interesting storyline, catchy slogans, using celebrities, inclusion of fun element in the advertisements was the major factors of preferences. The studies revealed that the primary aim and purpose of advertisements are to anchor the attention of consumers.

2.4 REVIEW OF LITERATURE RELATING TO ATTITUDE AND PREFERENCE

Attitudes and Preferences are interdependent and lean upon each other. Perception plays a notable role in forming attitudes which in turn affects the preferences of the consumers.

Thus understanding the mutual relationship of consumer attitude and preference assumes greater importance both for academic perspective and organizational perspective. The review of research works in this aspect is presented below.

Ashish Bajpai et al. (2015) examined the effect of humorous advertisements on consumer behavior among 150 university students. Through analysis by application of chi-square and binomial test. It was found that humorous
advertisements persuade the consumers to buy the product at least once. It was also found that the celebrities used in the advertisements are considered to be more attractive than the keywords / captions used in the advertisements.

Katherina Hutter (2015) examined the locational and executional elements in ambient advertising among 574 respondents. The study revealed that unconventional 2D elements are often used in advertisements and these unconventional methods have a stronger impact on consumer attitude and attention.

Simran R. Kalyani (2014) attempted to investigate the effect of jingles and music in advertising. This role memory trigger and entertainer is examined in the study. Jingles or music of popular advertisements were considered. The study concluded that music/jingles encourage product image and lead to better memorability. It is further stated that consumers are more sensitive to the jingles of the advertisements that relate to their gender.

Wan Yu Chang and Ying Chang (2014) attempted to explore the influence of humorous advertising on brand popularity in the Tourism industry. The sample domain was 512 users of the Lion travel website. The study revealed that humor element in advertisements. Partly influence consumer awareness towards brands and also influence purchase intention to an Extent.

Anju Gulla et al. (2013), analyzed the attitude of children towards TV advertisements and its impact on buying behavior of parents. The study was considered four major factors namely Entertainment, Likability, Credibility & Informative. The analysis revealed that advertisements on television have significant
impact upon the attitude of children towards TV commercials and leads to significant impact on the buying behavior of parents.

Prerna Kumar (2013) analyzed the perception, attitudes of customers towards online promotion among 300 consumers and used confirmatory factor analysis for analysis. The analysis revealed that the online promotion is much effective and the consumers perceived are much more effective and the consumers perceived them to be effective, informative and credible. Colorful visuals, strong security features are viewed positively by the consumers. The study suggested that the promoters must be more conscious in online promotion as they exercise a significant impact in viewer’s minds.

Muhammad Usman (2013) reviewed the literature relating the need to be creative in advertisements, to persuade the target audience. It was found that humorous, choice of unique medium, marketing strategy and understanding consumer motives makes an advertisement more effective.

Prithvi B.J and Mihir Dash (2013) compared the effectiveness of radio, print and internet advertising over and above TV advertising among a sample of 151 consumers in Bangalore selected through convenience sampling. It was found that print advertising was considered to be better than radio and internet advertising in terms of attention grabbing, eye-catching and attractive. It was found that print advertising was considered to be better than radio advertising and possess the potential to change attitude. On the other hand, it was found that internet advertising and radio advertising were considered to be better than print advertising in terms of entertainment.
Soofi Anwar (2012) assessed young consumer perception and attitude towards TV advertisements and its role in the consumer purchase decision. The study found that TV is the most influential and persuasive commercial channel and media for advertisements and its impact on buying behavior.

Mehrdd Salchi (2012) conducted a study to identify factors influencing consumers towards online shopping. The study focused on nine independent variables, namely Appearance, Quick loading, Security, Site Map, Validity, Promotion, Attractiveness, Believability and Originality. The findings of the study indicated that the first five factors influence consumers towards online shopping and security is the factor that contributes most towards online shopping.

Syed Gholamreza Jalali Naini et al (2012) studied the impact of the advertisement. It was analyzed four factors creativity, type of media, informativeness and exposure to the advertisement. It was found that only three factors creativity, type of media and informativeness of advertisement encouraged consumers to make a purchase.

Benjamin and Asman, S. (2011) investigated the purchasing behavior of 120 Malaysians and its association with advertising appeals and tendency to spend. The study revealed that consumers who are willing to spend more were greatly inspired by the advertising appeals. It stated that advertising appeals are more influenced in determining consumer purchasing behavior.

Justin Henley Beneke (2011), conducted an exploratory study to understand youth’s perception towards mobile advertising among 250 respondents in cape town.
The data were collected using a structured questionnaire. Negative attitude was exhibited by respondents towards privacy issues. A positive attitude is shown by customers towards the features informative, useful and creativeness of the advertisements. The study suggested that the advertisers have to design the advertisements in such a way that the advertisements are crisp and content rich, further advertisements should not be sent repeatedly to prevent advertisement avoidance attitude of customers.

Pongiannan. K (2011) investigated and measured the viewer’s perception towards different advertisement in TV media. The data were collected through a structured questionnaire from respondents of Coimbatore using snowball sampling. The study observed TV to be most preferred media. The factors that can be attributed to this were the Creativity, Reliability, Reachability, Understandability and Flexibility. The study suggested that advertisements should be humorous, animated and attention must be given to message content, presentation style and attractive slogans. Further, it is suggested to endorse the product with celebrities to enable the viewers to recall and recognize the advertisements.

Shiney Chib, Lipika Ramteke and Prashart Baraskar (2011), analyzed the public preferences and responses towards elements of advertising inducing distortion in the society. The population comprised of 500 respondents from Nagpur. The results showed that the advertisements lack in ethical issues and use of celebrities attract them towards the advertisements. Further, it was found that the respondents strongly agreed for the economic implications of the advertising. It was felt that advertisements are necessary and good for the economy.
Chi-Shiun Lai et al (2010) studied gender attitude on web advertisement. The results are shown that irrespective of gender an interactive web advertisement is more attractive than a non-interactive advertisement in high-involved product situation.

Md. Ismail El-Adly (2010), investigated the impact of Advertising attitudes on advertisement avoiding behavior of viewers. Six attitudinal factors were identified, namely reliability, Value distortion, showing off, enjoyment, usefulness and embarrassment through principal component analysis. Discriminant analysis and t – test were applied to test the hypothesis. The sample was divided into heavy avoiders and light avoiders. The study revealed that more negative the TV advertisements greater the intensity of avoidance and vice versa. It is suggested that the advertisers need to consider the length of the advertisements, repetition and type of channel and program while designing the advertisements to reduce the advertisement avoidance behavior of the viewers.

Edward Russa et al (2010) studied the relation between a persuasive message and factual information. The findings of the study showed that effective message installing its targets and information help to preserve the message.

Rabaah Tudin et al (2010) studied on humorous advertisements influenced consumer attitude and to study consumers’ race influenced their attitude towards funny advertisement. The study analyzed conative, affective and cognitive components and found that funny advertisement influenced respondent’s attitude and consumer’s race will not influence their attitude towards funny ad.
Aneeza Bashir and Najma Iqbal Malik (2009) examined the effects of advertisements on consumer behavior among 150 university students in Pakistan. Chi square, binomial test analysis and frequency analysis were applied for analyzing the data. The study revealed that the information content and celebrity used in the advertisements influence more rather than keyword/caption or a line. The study concluded that since there is an insignificant association between appeal and purchasing behavior just by seeing the advertisements.

Deborah J. Macinnis C. Whan Park (1991), examined the impact of music as an executional cue in advertising on high and low involvement consumer’s processing of advertisements. The results revealed that the dexterous nature and fit of music in the advertisements has a significant impact on consumer attitude irrespective of the fact that the advertisement is message / non message ad. It is found that even consumers with low involvement become attentive to advertisements if the executional cue fits the advertisements.

Preference refers to the order of priority. Preference towards advertisements denotes the primary factors that attract or grab the attention of the advertisements and their ability to transform the drive into purchase action. But preferences do not directly emerge in consumers’ minds but are formed /influenced by the attitudes of the viewers. This attitudes & preferences are intertwined. It is assessed that only a few studies were conducted comprehensively. The Studies examine preferences and attitudes were found to be fewer. The researcher revealed that attitudes can clearly play their role in determination of preferences towards advertisements.
2.6 RESEARCH GAP

The in-depth review of related literature revealed that majority of the studies was conducted keeping the effectiveness of advertising as the locus of research and focused on specific aspects and outcomes of advertising. Detailed research works in the chosen sector are comparatively less as far as the Indian context is concerned. The attitudes and preferences of consumers play a pivotal role in transforming the viewers into consumers. Studies focusing on the relation between attitude and preferences are limited to the chosen research domain. Therefore, it is felt that a study on advertising preferences and attitudes, media preferences from consumers’ perspective will be appropriate. The consumers preferences and attitude towards advertisement conglomerate to form the consumers’ perception. Hence, the researcher decided to study the consumers’ perceptions on the various facets of advertisement preferences and attitude towards advertising.