CHAPTER IV

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CHAPTER IV

LITERATURE REVIEW

4.1 INTRODUCTION

The role of advertising assumes to influence consumer behavior because advertising is a form of persuasive communication; its role is often best defined in terms of communication criteria that have the ability to stimulate purchasing behavior such as awareness, comprehension, attitude or image.

Though there are number of ways to advertise a product, television commercials seems to be the popularized method of advertising. Opportunities to advertise on television, have grown over the past decades due to technical developments such as cable and satellite, the introduction of commercial television and the growing number of television channels. The willingness of consumers to pay attention to TV advertising is increasing.

Now a days online advertising is considered as one of the best advertising medium, but in a developing country like India, it may not cover the entire population may not be covered through online advertising since we are still having a section of uneducated people, who are not able to get access to the internet. So the wide covered advertising medium in India is Television and even television sets are being provided as a freebee in Tamilnadu to all households which again makes every individual to get in touch with the TV commercials today. The rural population in Tamilnadu, are being exposed to advertisement, and it is believed that they experiment the products which are seen in the TV advertisements.

The literature review may evaluate the sources and advise the reader on the pertinent or relevant issues. The detailed review is presented as under:
4.2 GENERAL REVIEW ON ADVERTISEMENT

Karunesh Saxena et al (2007)\(^1\) stated that advertisers should always take care of the proper programming. Product should be advertised on the right channel. So that it can be useful for both advertisers as well as viewers. Advertisers should advertise the product or services at the right timeslots. Advertisement should not contain any false value. It creates confusion among the viewers and directly affects the brand image.

India Today – AC Nielsen – ORG MARG survey of 2007\(^2\) about young male Indians in the age group of 18 to 30 yrs, reveals that out of 2,846 respondents 51 percent watch news on television, 41 percent music channels and 31 percent movies. The other programmes which are liked by the respondents are sports and soaps.

Jasveen Kaur (2006)\(^3\) suggested that women portrayal should be shown only in those ads where they are relevant to the product being advertised. Consumers would like to see women portrayal only in those products’ ads where their portrayal is justified. As far as possible, women should be portrayed in roles such as a mother, working-woman and housewife rather than glamorous and sexy roles. Advertisements should contain nothing indecent, vulgar or repulsive which is likely, into the light and propriety, to cause grave or widespread offence.

Richard Semenik (2002)\(^4\) points out that by far the most common method of advertising research is the recall test- the basic idea is that if the advertisement has to work, it has to be remembered. Advertisements best remembered are the ones most likely to work. The objective of this test is evaluate on how much, if anything, the viewer of an ad remembers of the message. Recall is used as the testing point in television, radio, and some supportive communications like billboard advertising.
Recall and recognition are complementary measures. Recognition approximates campaign reach and is time insensitive. Recall measures awareness and brand linkage. The difference between the two (recognition minus recall) measures attention and also brand linkage. It is an important (and dynamic) metric affecting the media planning for an ad campaign. Using recognition alone will mostly lead to an under spending media plan, penalizing frequency-to the extent that even an effective advertisement might be made no effective.

4.3 ROLE OF ADVERTISING

Rajita Chaudire (2008)\(^5\) suggested that great advertising may not add new features to the product, but it makes it desirable by changing people’s perception about it. It’s the invisible hand that steadily builds the product. Continuous advertising sustains market leadership. A great product makes its impact and wins in the long run when it is advertised the most. There is simply no alternative to an effective advertising campaign.

Tarun Rai (2007)\(^6\) stated that as long as product differentiation needs to be established, advertising will continue to have pre-eminent role to play. The role of advertising has become sharper, media has fragmented too many channels, too much competition. Dying concept of brand loyalty makes the task for brand building that much tougher.

The role of advertising is no longer merely to inform or create awareness. “It is to amuse, move charm, surprise or persuade people to buy a brand. It has to surprise entertain, tell stories, connect emotionally, enclose the product in cultural context and, finally, it has to build the business.

Piyush Pandey (2007)\(^7\) indicated that the most important role that advertising has to play is to take the brands to consumers hearts and make them (brands) endearing. And this can be
done by establishing a relationship between the consumer and the brand. When the brand comes with new propositions or value additions, the consumer cheers for it.

Harish Bijoor (2007)\textsuperscript{8} pointed out that advertising has evolved a great deal over the years. Advertising has moved on and today it is all entertaining. Advertising needs to entertain but it has to sell as well. Advertising must be crafted carefully based on consumer insight and behavior. “Consumer demand is the source of revenue for advertising”.

Jeen Marc Lebu (2006)\textsuperscript{9} states that advertising is potentially a powerful and wonderful method of communication. It acts as an amplifier, attracting the attention of consumers and in the best cases to win their interest, stimulate their desire and ultimately prompt them into action.

John and philip (2003)\textsuperscript{10} suggested that the ad must do more than simply communicating information. The advertising must reinforce what consumers already know and feel about the brand and strengthen their resolve that they consistently make the right choice by buying it. The advertisement strengthens their attachments to the brand by depicting pride, satisfaction, positive experiences strong user imagery, and strong brand personality.

Kotler (1994)\textsuperscript{11} stated that advertising is an activity that is aimed at creating awareness and there by arousing interest in a product, a service or an idea to elicit the desired sales response from the target audience. It gives a competitive edge to the product by presenting it to the target audience in the most attractive way possible.

\textbf{4.4 ADVERTISEMENT LIKING}

Kim and David (2008)\textsuperscript{12} made a survey with the respondents in Mumbai on the attribute or factors that contributes to the advertising likeability and advertising dislikeability in India. The study revealed that the Indian respondents have a positive attitude towards advertising in general. The study identified seven likeable attributes, namely entertaining warmth, strong/ distinctive/
sexy, soft sell, relevant to me, trendy/ modernity stylish and status appeal. For dislikeability the adjectives in this attributes are mostly behavior related. The liking and disliking of TV commercial is attributed to general Indian values, family values and religious adherence.

Venu Gopal Nair (2007) examined that advertising will have to get more truthful to sustain the interest brought up on a feast of plenty. The same customer who zaps an advertisement with the remote control mails another’s advertisement to a whole mailing list when it catches his family. The best advertising will get picked up and distributed by people purely because it is interesting, innovative and surprising by mail and by word of mouth. The medium will no longer be just TV and the newspaper. It will acquire a life of its own. Think of the consumer as participants and not passive viewers.

James Muadell et al (2006) stated that advertising has a significant effect on brand choice, regardless of whether it is processed with high or low levels of attraction.

Bush et al (1999) found a strong positive association between the amount of TV viewing and the attitude towards advertising. Their research also suggested that women watch television more than men and use TV as a means for guidance and information than men.

Walker and Dubinsky (1994) determined the relationship of liking and persuasion to be more of a function of prior brand attitude than an effect of the advertisement. However he assumed that advertisements that are better liked are more likely to be noticed and remembered.

Darrel and McCann (1993) have found attitudes to the advertisement to be higher if it is more creatable, evokes positive likeable feelings, uses humor, uses relevant or liked music, sex appeal or other such executional devices, uses likeable and attractive celebrities, contains useful and interesting information, and is placed in a media environment that is preferred.
Thorsen (1991)\(^{18}\) pointed out that advertisement likeability is an important determinant of advertising impact regardless of the involvement level of product or viewing situation.

Moschis and Churchill (1978)\(^{19}\) found a strong relationship between TV viewing and an individual’s social motivation for consumption. Their research indicated that watching TV can be a means of gathering information about lifestyles and behavior. Moreover, they also found a strong positive relationship between the amount of TV viewing and the social motivation for consumption.

**4.5 ADVERTISEMENT EFFECT**

Bijal Zaveri, (2007)\(^{20}\) conducted a study to identify the effects of cosmetic advertisements on the patterns of the customer. He identified that female respondent are more attracted by the advertisement, model and presentation of the advertisements. They are more concerned with branded items and they don’t want to take any risk with their skin by using unbranded items. Brand image and advertisements are key factors behind the purchasing of cosmetic products.

Renjith Kumar (2007)\(^{21}\) conducted a study to find out respondents unaided recall ability of television advertisements for various brands of Masala powder in pollachi town. He identified that age influences the level of recall ability and people below the age of twenty are with high level of recall ability. The average recall ability shows that Vijay TV viewers are with high level of recall ability. Hence he concluded that recall ability of Vijay TV viewers is more as compared to other channel viewers. And advertisements create more brand awareness to influence the consumers.

Gerald Tellis (2004)\(^{22}\) explained that despite importance and wide implications, evaluating the effectiveness of advertising is very difficult. The difficulty occurs due to the
highly complex nature. It depends intrinsically on human response to communication. Thus, it involves complexities in the attention, processing, recall, and response to the appeal.

Consumers may buy a product for a variety of reasons. These reasons include seeing an ad for the brand, satisfaction with the product from past purchases, word-of-mouth recommendations from other consumers, change of taste, prestige attached to the product, an attractive package, a store display, a sales promotion, or an attractive price. Advertising is only one of the many causes that prompt a user to buy a brand.

Advertising response varies by segments and individuals within a market. A market can be segmented by group of consumers, each with a similar response to a brand. Some could be loyal users, others, light users, still others, aware but not users, and still others, not even aware of the brand. Each of these different segments may respond differently to an advertisement.

Kamber (2002)\textsuperscript{23} studied the relationship between a company’s advertising expenditure and its sale during the recession. The study found a measurable relationship between advertising expenditure and sales, even when controlling other factors such as company size and past sales growth.

Jones John Philip (1995)\textsuperscript{24} examined that one exposure per week was enough for effective advertising. Thus, beliefs in a small “right” number of advertisement exposures has persisted even though the premise lacks strong theoretical foundation or wide empirical support.

Herbert Krugman (1972)\textsuperscript{25} stated that advertising can have an impact on various mental processes of consumers. One to three exposures are enough for effective advertising. First ad would draw attention to a brand, the second would stimulate liking for the brand, and the third would persuade a consumer to buy the brand.
4.6 ADVERTISEMENT EFFECT ON CHILDREN

Jennifer et al. (2009)\(^{26}\) explored the priming effects of television food advertising on eating behavior. The researchers found that children consumed 45% more when exposed to food advertising when they watch a cartoon that contained food advertising for other product and a snack while watching.

Gupta & Devi (2008)\(^{27}\) studied the impact of TV advertisements on the buying pattern of adolescents. They found that the advertisements meant for children played a vital role in introducing a new product in the family list and making better choice during shopping.

4.7 TRENDS IN TV ADVERTISING

Garima Rai (2008)\(^{28}\) points out that today no human life is untouched by advertising. The number of advertisements is on the rise for any programme. Viewers can find more advertisements on certain TV channels than the programmes. The length of the commercial break depends on how popular a program is. In fact, the length of the advertisements has become the measuring tool for the popularity of a TV program. A popular 30 minute program can easily have advertisements for 15 minutes and sometimes even more than that.

Murthy (2008)\(^{29}\) stated that the current number of commercial during the prime time and non-prime time has reached a threatening magnitude; the common man has begun zipping and zapping which frustrates the very concept of advertisement planning policy.

Due to heavy competitive approach towards sponsored serial and films and advertisement planning, there is no unanimity between any two entertainment channels and news channels regarding the exact time what could be described as ‘prime time’. Be it 7 pm to 9 pm or 6 pm to 8 pm in the evening or 9 am to 11 am or 8 am to 10 am in the morning.
In the absence of any authentic information as to how current commercial or news channels are arriving at the definition of their ‘prime time’, some commercial channels even claim that their mega serials or super hit serials are also potential enough to shift the ‘prime time’ an hour before or after the usually accepted family viewers time as the ‘prime time’.

Panwar and Milan (2006)\textsuperscript{30} points out that in just about ten years, television for the Indian viewer has transformed itself from a single-channeled, largely indigenous, state controlled network to a system offering multiple options and unprecedented access to a deluge of domestic and foreign programs. Television is getting transformed rapidly into a primary source of information and entertainment for million of Indian families.

Vidya Hattungudi (2006)\textsuperscript{31} observed that the advertising industry with no doubt, is passing through one of the most disorienting period in its history. This is because customers are more aware and shrewd than before. Customers, today, are almost tuned in real time to trends and aspiration across various countries and societies. And this is challenging the advertising industry like never before.

The media, on the other hand, is growing more and more diverse. In fact, diversity is the central issue of the global village. The multi-cultural and multi-lingual effects of society reflect on media diversity.

Television networks, which once upon a time, were the best option of reaching mass audience, are no more a favorite with advertisers. It does not attract the same amount of viewing anymore.

The 30 second spot on TV is increasingly losing its spark. The average duration of ads came down from 20 seconds to 10-12 seconds, contributing to an increased clutter on TV.
Alongside, the TRPs (Television Rating Points) of commercial also plunged 18-20 percent resulting in a real challenge for advertising industry.

4.8 CONSUMER BEHAVIOR

4.8.1 Consumer Insight

Ramachander (2005)\(^{32}\) stated that brands are in some sense “made” by the consumer, not by the manufacturer or the media. It is the consumer who invests it with his trust, admiration, respect, premium value, unseen attributes of dependability, and other aspects of an almost human personality.

Brands stand at the interchange between marketing action and consumer behaviour and are not a separable element of the marketing continuum. The nature of the product, the nature of the customer, including socio cultural differences between the markets as well as the strategy and tactics employed by the manufacturer and trader, all go to make up and explain the performance of the brand.

Sanjay Tiwari (2003)\(^{33}\), pointed out that consumer insights are the key to developing adds that not only persuade but also touch a nerve. Demographics help in understanding the ‘quantitative’ profile of the target audience as it makes them easily identifiable. Psychographics give a ‘qualitative’ understanding of the target audience by helping in discovering or determining their core needs and wants. User graphic help in understanding consumer attitude towards products and brands. They outline the consumer expectation and experiences from the product and the brand.

Shailesh Dobhai (2003)\(^{34}\) explained that the biggest challenge before marketers has always been understanding their customers. Selling would become much easier; if they knew who their customers are and what do they want. Psychographics of the targeted consumers play
an important role in consumer profiling, which, in turn, helps in formulating more specific marketing strategies for that particular segment.

### 4.8.2 Indian Consumer Market

The McKinsey Global institute\(^{35}\) states in its recent report (the bird of Gold-The Rise of India’s consumer market) that India has now entered a virtuous long-term cycle in which rising incomes lead to increasing consumption, which, in turn, creates more business opportunities and employment.

Its consumer demand model for India shows that India’s consumption share of GDP at 62 percent is closer to Japan and the US than to china. The aggregate consumption in India will grow in real term from Rs 17 trillion today to Rs 34 trillion by 2015 and 70 trillion by 2025. The contribution to consumption growth from urban India is estimated to be 68 percent and rural India to be 32 percent.

While the numbers indicate the growth potential, a more relevant challenge for marketers is to identify the underlying drivers of consumption – those idea, needs and values which are resonating through the socio-cultural system as a whole – and thus would find their manifestation in a whole range of product categories.

### 4.8.3 Consumer Involvement

Gerard J Tellis (2004)\(^{36}\) stated that loyal consumers respond to advertising for their preferred brand more quickly and immediately at low levels of advertising than do non-users. The reason is that loyal consumers are more likely to pay attention to understand, agree with, and respond positively to the message of advertising for the brand to which they are loyal. However, by that same measure, they are also likely to be saturated with repetitive advertising for the brand sooner than would nonusers of the brand.
Thus, they need relatively low levels of advertising for a brand to which they are loyal compared to nonusers of the brand. On the other hand, while nonusers may not respond much to low levels of advertising for a brand they do not use, heavy repetition of such advertising is more likely to gain their attention and affect them more positively than it would the loyal users of the same brand.

Krugman, Herbert (1972)\textsuperscript{37} suggested that communication through TV ads is different from that which takes place through ads in newspapers or brochures, which tend to have extensive copy and strong arguments. The difference is due to the involvement of the audience. Specifically, the context, message, individual, brand, or ad itself can influence whether a consumer has high or low involvement.

The context of an ad is the program in which or the people with whom it is viewed. Contextual involvement could be triggered by a question in the ad that leads to a discussion with others watching the ad message involvement arises from an individual’s natural interest in the advertised product category. Brand involvement arises because of the individual’s knowledge about the brand. The ad itself can trigger involvement when it breaks through the noise of competing ads and messages and grabs consumers’ attention. Low-involvement processing results when none of these factors lead the consumer to be involved in an advertisement.

**4.9 CELEBRITY ENDORSEMENT**

Prahlad Kakkar (2008)\textsuperscript{38} is of the opinion that effective portrayal of brand ambassadors is of utmost importance. “if advertisers use the ambassadors forcefully, the consumer will only remember the star and not the product”.
Ramesh kumar (2007) explained that the basic approach in using cricket or other celebrities is to plan how well the celebrity association fits in with the brand’s overall communication strategy.

He also stated that integrated marketing communication (IMC) that aims to provide a consistent set of associations for the brand over a period of time is a useful concept for a brand when marketers plan celebrity or mega event associations.

Clow and Baack (2007) pointed out that, instead of celebrities, advertisers can use a CEO as the spokesperson or source. A highly visible and personal CEO can become a major asset for the firm and its products. Expert sources include physicians, lawyers, accountants, and financial planners. Experts provide backing for testimonial, serve as authoritative figures, and demonstrate advisements.

Madhukar Sabnavis (2007) points out that film stars are seen out-of-home in a dark environment-and are always larger than life on the big screen- psychologically making them bigger than us and thus making us look up to them rather than look at them.

In a formal presentation it is estimated that only 7 percent of impact is formed by “what” is said. Forty percent comes from “who” says it (the authority) and 53 percent from the “how” the presenter’s body language, passion, conviction and clarity. Liking is a very important driver of influence and physical attractiveness is an advantage to get liking.

Business leaders are widely held in better esteem than their political counterparts whose credibility appears to be declining. They respond to pressure from people more powerful than they are, and they have too much power and responsibility. Dishonesty is lower than political leaders.
Neelam Gupta (2007)\textsuperscript{42} pointed out that celebrity is increasing the cost of advertisement. Moreover there is an element of risk as a cricket celebrity is only as good as his last win. Besides, not all people fall for the celebrity trap. “An intelligent person will not buy something just because Tendulkar endorses it.

Smith Sharma (2006)\textsuperscript{43} stated that consumers look at celebrities not as role models, but as mere entertainers. Therefore the commercials that use them should be entertaining too celebrities making a direct pitch for the product will not work as there are too many celebrities advertising products.

Using the familiar face of the celebrity only helps in creating awareness. The rest depends on the creativity of the ad and the surprise element. Star power alone is not sufficient to sell product or make an ad popular.

Celebrity led advertising has proliferated in India but as per a survey undertaken by market research firm IMRB it falls short of creating the desired impact. Fifty one percent of respondent have categorically stated that they do not believe that the celebrities actually use the products they endorse in screen. The survey covered 2109 people.

Bush et al (2004)\textsuperscript{44} found that young women were more apt than young men to recommend products and services to their friends that were endorsed by their favorite athletes.

Ramesh Kumar (2003)\textsuperscript{45} suggested that getting celebrities to endorse a brand does help in creating a sustained presence in the market, but the brands should have a long-term strategy in place.

Kaur and Kaur (2002)\textsuperscript{46} explored fashion awareness among rural and urban adolescents. The study was conducted in three villages and three localities of Ludhiana city (Punjab). A sample comprising 100 rural and 100 urban adolescents were selected purposively and interview
schedule method was employed. They observed that Television was the most important media of information regarding fashion awareness among rural and urban respondents while friends were the next important source of information for these respondents. Boutiques were the major source of information for urban adolescents. It was also evidenced that income and society were the main factors affecting the clothing.

Craig and Bush (2000) found that parents are still the most important influence on adolescents. While adolescence is a period of mental maturation, a time of transition to adult role and independence from parent’s, teenagers still perceive parents as critical influencers and role models. Endorsement of a product by the role model will influence the teenagers behaviours, especially when, the role models are advocating brand switching rather than urging to remain loyal to one brand.

Brain Till (1998) examined that the majority of celebrity endorser research, while concerned with the effectiveness of celebrity endorsers, provides little direction with respect to the management of association which celebrities can bring to the endorsed brand. Many of the celebrity endorser studies consider the effect that a celebrity can have on consumer’s attitudes toward the brand and/or the advertisement.

Carolyn et al (1994) indicated that multiple endorsements lead to lower credibility and likability for the endorsers and lower attitude to the brand.

4.10 CONCLUSION

The review of literature and the related study have been carried out in different settings and varied time frames. However they have inspired the present data collection, analysis and recommendations and challenged further probe. With this background information the present study direction gets validated.
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