Review of Literature
Chapter-II

REVIEW OF LITERATURE

The review of literature is the basis of most of the research.

"The literature in any field forms the foundation upon which all future work is built."

Review of related literature of the study has become an established practice of all research report but this should not be taken as mere practice or tradition in writing research process. Briefly it may be pointed out that review of related literature gives an insight into the problem. The important aspect of this tradition is that the researcher come to know about the present position of the problem and also the explored and unexplored aspect of the problem. It was in view of these considerations that the investigator shifted the pages of journals, abstracts, so that the different aspect of problem may be elaborated.

Stanley (1976) carried out an examination of the relationship between advertising and sales for four different types of liquor. The basic purpose of the study was to determine whether these markets exhibit increasing returns could lead to increased market concentration. The results in all markets suggested that advertising could lead to some increase in sales and consumers were more sensitive to changes in price as opposed to changes in advertising.

Moore (1980) studied the relationship between price and quality in situations of repeated trial. The product used for the investigation was coffee and respondents were students. The conclusions drawn from the findings included that price is a potentially important input in consumer's post initial trial evaluation of product quality and in the long run extreme variations between expected performance based
on price information and actual performance based on trial may result in a diminishing favourability in attitude toward the product.

Traylor (1980) found that comparative advertising is more effective from a recall standpoint, but not in attitude change comparative advertising was consistently the most effective relative to on particular brand than non-comparative advertising. Thus, it may be an effective competitive tool for new or poorly known brands generally when there is at least one well organised brand already in the market.

Murdock (1980) revealed a significant difference between the word of mouth group and the television advertisement on the dependent variable of consideration, information seeking, intentions to contact and image. The television advertisements resulted in a more negative image than the subjects received the same information from the traditional, world service.

Srinivas and Bhatia’s (1982) study revealed that homemakers showed positive attitude towards advertisements as an aid for selection of a product, and brand name and packaging as guide for quality.

Desai (1983) on advertisement and advertisement media considered by the college girls in selection of cosmetics and their attitude towards advertisement. Findings showed that students were highly exposed to the media like cinema slides, posters, bus panels and magazines. Majority of the respondent had positive attitude towards advertisement and very few had negative attitude. Highly significant positive relationship was found between the interest taken by the respondents in each advertising medium and use of each advertising medium for getting information.

Chaken and Eagly (1983) revealed that product type and advertising medium both significantly influenced the advertisement attitude and brand
cognition relationship. The stronger effect for print advertisements reflected greater opportunity to cognitively elaborate printed information versus televised information.

**Pal (1983)** in a study on impact of advertisement on society found that 62 per cent of the respondents felt that advertisements were important for the sale of consumer products, while 32 per cent felt that it was very important. However, only 6 per cent thought that advertisements were not important for sales. Nine out of ten felt that advertisements are indispensable for new product introduction and two out of three consumers were of the view that even established products of good quality required advertising to maintain their sales.

**Bucklin (1984)** revealed that consumers actually used advertising in the informative role. The result indicated that advertising was used more in shopping for less familiar items, high priced items, and items not bought recently. It was also found that the usage of advertisement led to brand preference.

**Gorn and Weinberg (1984)** examined the impact of comparative advertising on perception and attitude and revealed that comparative advertising can bring the challenger closer in people’s mind to the leader. Type of advertisement did not affect attitude. Attitude may not be the most sensitive dependent measure when investigating the effects of comparative advertising. They reported that longer term exposure to the advertisement is needed to affect attitude, since attitude is typically considered higher order response.

**Bhandari (1984)** observed in a study on the impact of advertisement on the citizens of Bhatinda that majority of males and females (90 %) of Bhatinda city were influenced by advertisements. Two third of the respondents felt that advertisements had affected their standard of living to a certain extent. More than
90 per cent of them were exposed to television, radio and newspaper advertisements.

**Bayer (1985)** reported that past purchasing behaviour had the greatest effect on future behaviour. Advertising effects were small, but positive. Study further indicated that the amount of advertising and the advertisement impact of the commercial contributed to advertising effectiveness.

**Frances (1986)** studied preference for the purchase of different products in relation to advertisement media to know consumer’s behaviour when they are seeking information, prior to making a high involvement decision to purchase a product, it revealed that media affected the preferences for the product and preference reflected the rank order of their attitude towards various advertisement media.

**Mackenzie et al. (1986)** found in a study on the role of attitude towards the advertisement as a mediator of advertising effectiveness. They also reported that the positive effects of an effective advertisement on brand attitude measured immediately after exposure, may no longer exist after a delay. Immediately following exposure a halo effect from a salient and likable advertisement may lead to affect transfer from the advertisements to the brand.

**Machleit (1987)** studied the effective responses to emotional advertising appeals and reported that emotional feelings experienced during the advertisement exposure are found to have a strong positive effect on attitude towards the advertisement. Advertisement is found to significantly affect brand, attitude only for unfamiliar brands. He further reported that prior brand attitude also affected emotional feelings experienced during commercial exposure.
Marks and Kamins (1988) reported that in a natural environment the consumer is likely to be exposed to repetitive advertising. The advertisements were the focus of the subject's full attention. Findings further indicated that exposing subjects to product sampling and then to exaggerated advertising leads to different effects on attitude and purchase intention than the reverse sequence of exposure. Both absolute and actual attitude change measures should be significantly greater and more negative for consumers exposed to an advertisement sampling sequences than for those exposed to reverse sequence.

Rahul (1988) in his study on effect of advertising on buying behaviour found that advertisement was the most effective promotion tool and it affected the buying process the most. But the effectiveness of advertisement went on decreasing as consumer moved up in the buying process i.e. from awareness to final decision-making stage. Print media was found to be most effective advertising media. Newspaper was the most effective in the initial stages but magazines become more effective in the final stages. Study further revealed that with time T.V. advertising would acquire more importance.

Mohamed and Raman (1989) studied the effect of advertisements on parents as well as children. The results showed that preferences of the parents as well as the children with regard to programmes were similar in the matter of entertainment and advertisement. But children watched advertisement with more concentration than adults. It was seen further that compared to other forms, presentation with cartoons, actor/actress, sports persons and children appealed more to the children. They enjoyed advertisements irrespective of the nature of the product or the method of presentation, it was found that children could remember a sizable number of advertisements without the help of any supporting materials. These were mostly the advertisements of drinks, chocolates, biscuits, soaps,
toothpastes and ice-cream. Study revealed that children's exposure to telecasted advertisements resulted in brand changing frequently.

**Nakamura (1989)** conducted a study on college students and reported that about 92 per cent of the male students felt that industrial advertisements shown in T.V. were effective. Forty nine per cent of the female and 56 per cent of the male students reported that these industrial advertisements influenced them while choosing to join a company.

**Singal and Sehgal (1989)** studied the factors influencing in the selection of toilet soaps on 120 girl college students and revealed that Lux brand topped the list of preference, followed by Liril, Hamam and Pears. Study further revealed that past experience with the product was considered as the most important criterion by the respondents followed by being economical and easy availability of the brand ‘Well, known’ or popular brand and attractive packaging which took fourth and fifth rank were comparatively more influencing in the selection of the brand than the current advertisement of the product which took sixth position. The advertisement on T.V. were the most effective in influencing their selection, followed by media like cinema, slides/short films, magazines, newspapers and retail shop displays.

**Curtis and Edward (1989)** studied importance of attributes in buying coffee. It was found that coffee drinkers stated that they liked coffee because of its strength, body and flavour. A coffee was brewed with all these characteristics but was white in colour and when this white coffee was offered to the respondents almost everyone refused colour was important, perhaps by habit or on attitude built over a period of time and the lack of colour made them react adversely to ‘white coffee’.
Franklin (1990) found that in the group of cooking medium other than the vanaspati group, brand consciousness was the lowest. Loose buying is a market characteristic and therefore, when the respondent families stated that they used Dalda, it was quite possible that Dalda here meant Vanaspati.

Kapoor et al. (1990) found that instant ‘recall’ was 100 per cent in the case of girls and 91 per cent in the case of boys. In advertisements models and visuals appealed most to young people, one girl out of every two and one boy out of four bought a product only because of the advertisements. More than 50 per cent were of the view that advertisements are both entertaining as well as informative. Thirty per cent felt that advertisements entertain more than provide genuine information, while about 14 per cent felt that advertisements are only for entertainment.

Migliani et al. (1991) conducted a study on the effect of different advertising media on the purchase of household goods and revealed that maximum respondents (100 %) belonging to all income group were exposed to T.V. advertisements. Fifty per cent respondents from higher income group were not at all influenced. Television took the top rank for its effectiveness in the purchase of household goods by all the income groups followed by magazine in high and middle income groups. Pamphlets, outdoor displays and cinema were found to be the most effective media of advertisements for the lower income group.

Lakshmi (1991) in her study on impact of advertising on business with special reference to press media found that nearly 85 per cent of the readers were of the opinion that their market knowledge was improving through advertisements. Nearly 70 per cent of the readers were getting benefit in selecting the right brand and 60 per cent of the readers were getting benefits in selecting the right market and shops. Nearly 25 per cent of the readers were getting benefits by knowing possible
hire purchasing facilities for their needs. Study further indicated that nearly 10 per cent of the newspaper readers were having a negative opinion about advertising. According to them, the advertisements were burden on the consumers. Further, the advertisements were misleading the consumer by feeding false and exaggerated information.

**Singh et al. (1991)** investigated the efficacy of advertising media, namely, T.V./radio/cinema, newspaper/magazines/pamphlets/handbills, visit to market and information from friends/ neighbours/relatives for the selection and purchase of interior home furnishing. The sample comprised of 200 female respondents living in two economically segregated colonies of Ludhiana. The study revealed that the respondents with higher family income, higher education and in the middle age group of 30-40 years were more favourably inclined and were resourceful to add fashionable items of interior home furnishing.

**Joon (1992)** conducted a study on the effect of television advertisements on the purchasing behaviour of homemakers and revealed that 40 per cent of the respondents bought one or more brand of cooking medium, bathing soaps and toothpastes after being influenced by their advertisements. The factors such as good quality, earlier experience with the brand were important in influencing the respondents to repeat the purchase of brand. To try out new product, discount/special offer were major factors leading to change of brand. Majority of the respondents (82 to 85 %) considered good quality of the product while purchasing these three brands followed by earlier experience, less consumption, cost and TV advertisements.

**Domzal and Kernam (1993)** says also believed that some beauty products are qualified for “global” advertising. By “global” advertising, they referred to
international advertisements that “are addressed to multinational audiences” and it implies “a uniformity, not necessarily an exact replication”.

**Donthu and Bhargava (1993)** carried out a research ‘Factors influencing recall of outdoor advertising. It was found that recall of outdoor advertisements was influenced by its location, position, colour and number of words used in the advertisements.

**Barry (1993)** revealed that there may be more value in advertising unknown brands against well known brands when using comparisons. And for the same product different advertisements of different brands affects the preference of buyers, especially for small household articles like soaps, cosmetics, food, beverages, and the like.

**Willke (1993)** showed that the brand which was advertised through different media achieved larger market compared to the unadvertised brand, so it can be said that advertisement acts an effective informative media for the new product or brand.

**Bloom (1994)** carried out a case study on misuse of new technologies in advertising. First case related to extra price because of new technology as given in the information through advertisement and second related to monopolizing.

**Kent and Chris (1994)** carried out a research on competitive interference effects in consumer memory for advertising and the role of brand familiarity. The general purpose of the research was to examine differences in competitive interferences for high versus low familiarity brands. The results were (i) memorability of an attribute, claim made in one brand’s print advertising was affected by exposure to advertisements for competitive brands, and (ii) the familiarity of the brands featured in competitive advertisements had an impact on the degree of memory interference that occurred.
Rabine (1994) reported consumers also seek for beauty information and advice for their styling and buying decisions from fashion magazines. Fashion magazines provide readers the bridge that links the “real” and the “fantastic”. By looking at the photographic images on advertisements, readers can gain the pleasure of “re-creating the body and the pleasure of masquerade.

Dawar (1994) revealed that brand name was not found to be used much as a signal of product quality but the physical appearance which include the colour, shape and packaging was used as a signal of the quality of the product price remained the constant factor i.e. price did not affect the perception of the product.

Tai (1997) says the beauty industry considers the target segment as the main determining factor in applying advertisement strategy in different markets. Therefore, as beauty brands meet the trend of self-expression and can create similar perception towards the brand, a standardized approach is more likely to be applied.

Tai (1997) pointed out that the major benefits of a standardized advertising strategy in Asia markets include “the creation of a stronger international identity through consistent positioning and image across markets over time and cost reduction through economies of scale in advertising production, sharing of experience and effective use of advertising budget.”

MSU News Service (2000) says American women buy makeup. Seventy present use face makeup, 78 per cent use lipstick, 64 per cent use eye products and 59 per cent use nail products. Most of them buy their make up from mass markets like discount stores and super markets.

Rodge (2001) studied the effect of advertisement on different age groups from rural and urban area on a sample of 150 respondents. Out of the total sample, 75 respondents belonged to rural area and 75 respondents were selected from urban
area. It was concluded from the study that the rural respondents gave less importance to advertisement and its impact as compared to urban respondents. Reading and watching advertisement helped the urban group in purchasing more as compared to rural group. Both the group of respondents found that all the advertising media were equally important and effective.

Frings (2001) says few media possess the power to influence fashion trends more than magazines. For cosmetics marketing, magazines play a crucial role to the advertising mix. As consumers become more aware of the latest fashion styles through magazines, the more desire they want to catch up with it.

DALnetizen – The perfect Body – Thinness and Slim magazine (2002), reported that the majority advertisements incorporate young, beautiful, slender models to present their products and services. While individual ads may not be seen as a big issue, it is the cumulative, unconscious impact that has an effect on attitudes towards women, and in women's attitudes towards themselves. As women are consistently exposed to these feminine forms through both print and television, it becomes difficult to distinguish what is normal, and even more difficult not to compare them to this form. Take for example if DAL net is not just IRC, but on television. And channels are allowed to advertise on TV, I bet the usage of slim sexy female models would be used as an attraction.

Yu-Rong pu (2003) reported As H13 asserted, there was a significant difference between language adaptations in personal care product ads and cosmetic ads. The finding show more Chinese-only personal care product ads than cosmetic ads. More cosmetic ads were presented in an English – only text. In addition, western personal care product ads contained more Chinese only ads than western
cosmetic ad. In contrast, western cosmetic ads had more ads with no Chinese translation for headlines than personal care product advertisements did.

Susan Chisholm (2003) says Advertisers are well aware of the insecurities that most women feel about their own bodies. The influential power of the diet, fashion, cosmetic and beauty industries?? And their advertising strategies?? Target this, their “profits are sustained on the enormity of the body insecurity”.

Candace De Puy (2003) says American consumers were targeted as a vast, untapped market of revenue and advertisers, having a create a discontent and a need in order to sell products, reacted to cultural forces and created new model of female beauty : the eternally young and slim women. The economic climate probably helped determine the shift in female beauty from Rem brandt’ chubby ladies to the waif archetype we value today. In slim financial times the revered image of female beauty has been a larger woman. Her ample body become a sign of financial abundance afforded by the upper class. In times of financial abundance afforded by the upper class. In times of economic prosperity, when the middle class was not starving, a sleek female image was embraced by the upper class to set them apart. So, what did the increasing prosperity of the 1950’s and 60’s bring.

ROB Walker (2005) says actually, we all know that isn’t quite true, and buyers of cosmetics probably know it better than most Paula Begoun, who has written several consumer – orientéd book about make up and skin care products, says that exotic or even baffling names have been part says that exotic or even baffling names have been part of the category at least since the 1950’s. With a lot of make up, there isn’t really much to pay attention to besides colour and texture, so a name that stands our means a product that stands out. “Calling a color tan or mauve’. She observes “is just boring and banal”. This happens in many product
categories (even paint colour have names like Garden clogs and squirrels Tail), but the practice is particularly noteworthy in the outlandish, sensational or nonsensical quality of make up names.