CHAPTER - I

INTRODUCTION
AND
REVIEW OF LITERATURE
# CHAPTER - I

## INTRODUCTION AND REVIEW OF LITERATURE

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**CHAPTER SCHEME**

### REFERENCES


1.1 INTRODUCTION:

With the technological advances and opening of Indian economy, Indian consumers are facing exciting challenges with a wide variety of products available at their disposal. Each vendor tries to grab a piece of market share by adopting number of marketing tools. These marketing tools are sometimes referred as marketing mix variables. There are four generic marketing mix variables commonly referred as 4 Ps- Product, Price, Place and Promotion. These marketing mix variables constitute the primary means used by organization to influence responses in market place. Advertising is an important constitute of promotional tool.

Advertising plays a vital role in the society in general and in business in particular. It is a technique of modernism. According to William J. Stanton\textsuperscript{2}, “Advertising consists of all activities involved in presenting to a group a non

Personal, oral or visual, openly sponsored message regarding a product, service, or idea; this message, called an advertisement, is disseminated through one or more media and is paid for by an identified sponsor. Advertising can be described as a paid form of communicating a message which is persuasive, informative, and designed to influence purchasing behavior or thought patterns, and meet the goals that it set out to do. Advertising is a powerful communication force and a vital marketing tool helping to sell goods, services, images and ideas through channels of information and persuasion.

Modern advertising is a means of communication to people on a non-personal basis. It is a method of communication that uses one or more mass communication vehicles such as radio, T.V, newspaper and magazines. Ultimately it aims to sales promotion and attitude changes, or inquires. In this world of excess competition advertising has become an indispensable means of reaching the consumers. Advertising implies the ability to make end users of a product or service appreciate and if possible lure them to patronizing such a service or product, through enlighten on the usage or efficiency of the product or service. The key factors that have contributed to growth of the Indian advertising Industry include:

- Rapid economic growth of the country on the back of economic liberalization and deregulation.
- Increase in consumer prosperity.
• Entry of global consumer companies with large advertising budgets.
• Higher degree of competitive intensity.
• Growth in media vehicles leading in increase in media penetration.

Advertising has come to stay and it has come of ages. It has established its own credibility. But the professional bodies in the area of advertising and mass media have to realize their responsibility for maintaining this credibility. As mentioned earlier the paucity of information with regard to various aspects of advertising makes it almost impossible to make any assessment of the progress of advertising business in this country today. It is time that professional bodies such as INES, Advertising Agencies Association of India etc and practitioner give serious thought to this problem especially as advertising has developed into an academic discipline with its introductions as a subject for a specialization in various universities.

1.2 NEED OF THE STUDY:

Advertising is a scientific concept requiring in-depth market research and analysis of communication problems. As business is an activity associated with a motive of profit. One of the ways to earn more profit is to increase the volume of sales, and sales cannot increase unless the prospective buyers know about the goods. Moreover, consumer goods are necessary and important, and on the whole have become a welcome development of the modern world. But, along with the commodities consumers need information about them, like, quality, durability,
function, price etc. Advertising lies at the juncture where culture and the economy interact: its primary purpose is to sell products and services by stimulating purchasing behavior and it does this by using strategies that rework culture, creating aspirations and new desires for products. Hence advertising is important not only for business people, but also for consumers.

The companies in India spend a lot on advertising in order to sustain the onslaught of multinationals and competitors. Corporate India’s ad spend rose by 9.45 percent to Rs 6,378 crore (Rs 63.78 billion) during 2004-05. This is the highest growth rate in ad spend over the last three years. In absolute terms, the ads spend increased by Rs 445 crore (Rs 4.45 billion) in 2002-03 to Rs 551 crore (Rs 5.51 billion) in 2004-05. The fast moving consumer goods (FMCG) companies remained the biggest spenders on ads in aggregate terms with Rs 2,363 crore (Rs 23.63 billion) in 2004-05. The FMCG companies increased their ad spend by 3.8 percent in 2004-05.

Within the FMCG sector, personal care products companies such as Hindustan Lever, Dabur, Marico and Procter & Gamble stepped up their ad campaigns to maintain their share in detergent, hair & care and toiletries segment. The ads spend by personal care companies increased by over Rs 140 crore (Rs 1.40 billion) to Rs 1,429 crore (Rs 14.29 billion) in 2004-05. Hindustan Lever remained the top ad spender, accounting for 13.67 percent of the total ad spent by other companies. HLL’s advertising expenses rose by 10.13 percent to Rs 835.98 crore.
(Rs 8.359 billion) in the financial year 2004-05 against Rs 759.09 crore (Rs 7.590 billion) in the previous year.  

**Table 1.1**  
EXPENDITURE INCURRED ON ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Company</th>
<th>2003-2004</th>
<th>2004-2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hind. Lever</td>
<td>759.09</td>
<td>835.98</td>
</tr>
<tr>
<td>ITC</td>
<td>265.72</td>
<td>220.53</td>
</tr>
<tr>
<td>Ranbaxy Lab</td>
<td>182.26</td>
<td>201.72</td>
</tr>
<tr>
<td>Tata Motors</td>
<td>123.60</td>
<td>172.37</td>
</tr>
<tr>
<td>Dabur India</td>
<td>154.95</td>
<td>171.79</td>
</tr>
<tr>
<td>Hero Honda</td>
<td>124.46</td>
<td>147.48</td>
</tr>
<tr>
<td>Bajaj Auto</td>
<td>129.32</td>
<td>143.87</td>
</tr>
<tr>
<td>Colgate Palmolive</td>
<td>147.65</td>
<td>136.84</td>
</tr>
<tr>
<td>Reckitt Benck</td>
<td>102.17</td>
<td>124.41</td>
</tr>
<tr>
<td>Nestle India</td>
<td>136.12</td>
<td>121.26</td>
</tr>
<tr>
<td>ICICI Bank</td>
<td>68.68</td>
<td>116.26</td>
</tr>
<tr>
<td>Reliance Ind</td>
<td>220.64</td>
<td>114.56</td>
</tr>
<tr>
<td>Glaxo Smith Consumer</td>
<td>97.92</td>
<td>101.45</td>
</tr>
<tr>
<td>Britannia Ind</td>
<td>114.66</td>
<td>101.09</td>
</tr>
</tbody>
</table>

Source: INS annual report at constant 2005 prices

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The above figures reveal the rising expenditure on advertising incurred by various companies in India in order to sustain in the market. The advertising expenditure is rising day by day making one feel, is spending on advertising really worthy? Of all the advertisements, people recall only a few. Successful advertisement campaign depends on what? Which is the best media of advertising to create an impact? What influences buyer attitude over his purchase decision? Whether the consumers recollect or recognize the brand name and the message of the advertisement at the time of purchase? What are the factors affecting purchase of a particular commodity? Does advertisement of consumer durables or dealer salesmanship advertisement leads to sales.

In the same way the advertiser requires information about his market—so does he require faithful information about his appeal, before he uses it. People of what class age or sex read the available Media? Who notices and remembers his advertising? Whether his advertisements do, in fact, bring him additional business or are essential to maintain his present volume? It is very essential for an advertiser to peep into the market. After all, in advertising efforts are made to pre-dispose people to buy rather than to sell. The advertiser has to discover the reaction of the minds of the consumers to various elements in the substance and form of advertising appeals.
Advertising research has a greater value. Research helps the creative advertising man. It helps the advertiser to know the value of what he is buying and to safeguard him against wasting his money in unproductive advertising. Advertising research keeps advertising from becoming smug, stodgy and too sure of itself. It is distressing to note that most of the Indian advertisers do not recognize the need for conducting advertising research. It is a point of fact that advertising research is given little importance and treated as ignoble in India. Lack of advertising research has made Indian advertising aimless, dull and ineffective. The Indian Council of Social Sciences Research\(^3\) conducted a survey on research on Marketing. According to the survey there are certain research gaps in marketing. One of the important findings of the Scanning was that, in general the studies on consumer behavior in India lacks depth and do not touch upon the psychological process of consumer behavior. It has suggested that such type of study on consumer behavior should be conducted in India. The above-mentioned facts were the main propelling force for conducting the present study in which an effort has been made to unearth how the consumers react to toothpaste advertising.

1.3 **SIGNIFICANCE OF THE STUDY**

Advertising deserves more serious academic attention than it sometimes receives. Like psychology, political science and economics, it deals with people and how they react to the world about them. Advertising is the most persuasive force in

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\(^3\) Indian Council of social sciences research, a survey of research in Management, New Delhi, Vikas publishing house, vol II, pp 17-18,1977.
the world today. Firms in promoting their products through advertising spend a sizeable amount. Even then only a few products are successful. Intensive survey should be conducted to unearth as to why very few people use a particular product in comparison to other product. In today's market customer is the king. He does not make blind purchases; therefore every advertising company should know what affects the purchase decision of the consumer.

The importance of conducting research on toothpaste advertising and consumer reaction was for several reasons. The dental diseases in our country have increased tremendously. Even in a city like Mumbai many people do not use toothpaste they use other supplement such as Datuns, Neem twigs, charcoal, snuff powder, salt, tobacco powder and Musak the bark of the tree to clean their teeth. Furthermore it is felt that the problem of dental disease in the country cannot remain unhidden. More than 80% of the people in our country are said to suffer from different types of dental disease. A new national survey conducted by Synovate India and sponsored by Colgate-Palmolive (India) Ltd says that even though Indians use quality toothpaste available in the market, the level of oral hygiene awareness was surprisingly low. Almost 60% of those surveyed admitted that they have never been to a dentist in their life. The survey notes that poor oral hygiene practices are resulting in a myriad of dental problems across the country especially in the rural countryside. Majority of the country's population does not use toothpaste. There is immense scope of expansion of toothpaste advertising. It is also seen that new oral products are daily entering our markets. The markets are
trying to bring about change in the existing products. They are also trying to capture the market for their products. Unlike western countries the market for innovative oral care accessories such as mouth refreshing, dental floss and teeth whitening products are at nascent stage in India. Besides toothpaste is a consumer article of mass use and of general interest. It is thus of crucial significance to study how far advertising of toothpaste has stimulated its purchase and use in the masses. Hence it is imperative to uncover as to why people use toothpaste and how far advertising has helped in creating awareness of the need of keeping the teeth clean uninfected.

The most important reason for studying consumer behavior is the significant role it plays in our life. Much of our time is spent directly in the market place and large amount of additional is spent thinking about the products and services, talking to friends and hearing and seeing advertisements about them. Consumer behavior is said to be an applied discipline. Such applications at the micro level collectively influence economy and social conditions within an entire society. In market systems based on individual choice, consumers strongly influence what will be produced, for whom it will be produced, what resources will be used to produce it. Consequently the collective behavior of the consumer has a significant influence on the duality and level of our standard of living. In addition, the study of consumers can help us to understand more about the psychological, sociological, and economic factors that influence human behavior. From a border perception consumer behavior provides consumer, managers and government officials with two
types of information. First it provides an orientation. By studying the consumer and
the factors that influence his or her actions, one gains an appreciation for the
importance of a consumer focus, rather than a sales or product approach. Facts are
the second type of information supplied by consumer behavior. In the planning
function, facts are required to assess marketing opportunities and to plan the
marketing mix.

The major environmental factors that impact on advertising is: the
economy, demography, culture, and the political and legal system. Consumer
research supplies many of these facts. Demographic data, cultural trends, economic
relationships, and basic knowledge of consumer perceptual processes are examples
of the types of factual information supplied by consumer researchers and used by
managers and planners.

1.4 SCOPE OF THE STUDY

Advertising not only plays a vital economic role in the scheme of national
development, but it has an important educational, cultural and social part to play as
well. Advertising is an exciting, dynamic and truly challenging enterprise- often
misunderstood and sometimes misleading, but essential for both, the business and
the consumer. This study will be of immense use to Marketers to develop a suitable
marketing strategy.
1. The purchase of even seemingly simple products as Toothpaste is also the result of a long and complicated sequence of decisions involving an individual. The present study will be of immense help to Marketers in describing such complex behavior.

2. This study is intended to help Marketers to understand the Consumer relationship to the aspects of the Brands, e.g. Advertising.

3. The present study will be a help to the Marketer to develop new Brands, by providing an understanding of the toothpaste market and the various Brands within it, thereby helping him identify possible gaps for positioning his new Brand.

1.5 OBJECTIVES OF THE STUDY

The study of advertising and consumers behavior helps firms and organizations to improve their marketing strategies by understanding issues such as: The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products), the psychology of consumers regarding advertisements, the psychology of consumers recall about products/services after reading the advertisements, the psychology of consumers regarding brand preferences, Media preference, consumers consciousness regarding toothpaste, and how marketers can adapt and improve their marketing campaigns and marketing strategies more effectively to reach the consumer. Therefore the present study has the following objectives.
The objectives of the study are as follows:

1. To find out which is the most appealing Media.

2. To find out whether people see, read or hear advertisement of toothpaste.

3. To find out in which media do they see, read, or hear advertisement of Toothpaste.

4. To find out which brand of toothpaste they use.

5. To find out why consumers use a particular brand of toothpaste.

6. To find out why are people toothpaste conscious.

7. To find out advertisement of which brand is preferred by the consumer the most.

8. To find out whether the consumer recollect or recognize the brand name and the message of the advertisement at the time of purchase.

1.6 HYPOTHESIS:

The formulation of hypothesis is another important step in conducting research. Hypothesis in simple terms refers to a predictive statement made by a researcher.

In the present research the hypothesis are as follows:
- H1 Advertisement has significant impact on consumer buying behavior.

- H2 Advertising enables the prospect to retain, recognize, recall, and to purchase and repurchase the brand.

- H3 Consumers tends to purchase a particular Brand of Toothpaste whose advertisement they prefer.

1.7 RESEARCH METHODOLOGY:

The research design, which has been used in this empirical study, is quantitative in nature as it enables a larger sample size. This further has an advantage of collecting objectives and standardized data through highly structured procedures. Questionnaires are the descriptive survey tool used for investigating a present status of factors. Though questionnaires have the disadvantage of being structured it has the benefit of large quantity of standardized original data that can be collected and if terms of economy. The primary research conducted fell into the category of statistical studies, which mainly deals with group phenomena or individual behavior in and effort to focus on the specified groups opinion and attitudes concerning the research question.
1.7.1 **Primary data:**

The main source for primary data was the respondents themselves. The method of data collection was through use of well-framed and tested schedules/questionnaires for the purpose of collecting data from the consumers. The collection was done through personal contact. The questionnaires were distributed among the respondent by the researcher personally. Focus interviews of various retailers were also made to come to the conclusion. After reviewing various books, articles related research thesis etc, the hypothesis was formed and research problem has been defined to have in-depth study it was must to obtain additional information directly from the people concerned.

**a. SAMPLE:**

Sampling is a process by which a portion of the targeted population is investigated for procuring accurate generalization of results, which is unbiased.

**Location**

1. This study was conducted in Mumbai. The population of this study comprised of people residing in different parts of Mumbai city. The population of Mumbai is about 13 million, with a density of about 29,000 persons per square kilometer. There are 811 females to every 1,000 males.
2. Mumbai represents an economic opportunity on a massive scale, both as a global base and as a domestic market. Marketing and advertising are of increasing interest and concern to consumer companies in Mumbai and all over India.

3. Mumbai consumers are becoming increasingly sophisticated and knowledgeable about products; media channels that allow companies to communicate with consumers who are growing in diversity and reach.

4. All companies agree Mumbai consumer markets are changing fast, with rapid growth in disposable incomes, the development of modern urban lifestyles, and the emergence of the kind of trend-conscious consumers that India has not seen in the past.

b) DETERMINATION OF THE UNIVERSE

The universe comprises of the literates, of Mumbai city with the age group of not less than 15 years of age to people above 60 years of age. Males and females belonging to different occupation like Service, Profession was considered. Moreover, matriculates, higher secondary, graduates, post graduates, Professionals were properly represented. Since family income and family size also play an important role in the buying habits of consumers, precaution has been taken to see that these aspects were taken into account before selecting respondents.
c) **DETERMINATION OF SAMPLE SIZE**

The pre-determined sample was kept at 500 consumers throughout Mumbai, but as the consumers did not provide the researcher with sufficient details, the researcher was able to collect data from 352 consumers. Precaution has been taken to see that the respondents selected represent the entire target customers.

**Table 1.2**

**SAMPLE DESCRIPTION**

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial target</td>
<td>500</td>
</tr>
<tr>
<td>Actual collection</td>
<td>450</td>
</tr>
<tr>
<td>Final Sample</td>
<td>352</td>
</tr>
</tbody>
</table>

1.7.2. **SAMPLING TECHNIQUE**

The ‘Convenience’ method of sampling was adopted. The respondents accessible at ease at right time and right place were selected. For an individual researcher, convenience sampling is better suited because of limited recourses of time and money. In a place like Mumbai, to get the questionnaires filled in is a great achievement. Non-response is one of the greatest limitations, which hinders the progress of marketing research. Convenience sampling helps in getting over this limitation.
1.7.3. SURVEY QUESTIONNAIRE DEVELOPMENT

The researcher prepared structured questionnaires based on the objectives of the study. The questionnaire has the uniformity of tabulating the responses and was developed after extensive survey of literature on the subject. The entire question was of objectives types enabling the respondents to pinpoint his views in one of the alternatives given. The questions were grouped in such a way that it would reveal the dimensions of consumer behavior, attitude, media preferences, brand preferences, vis-a-vis advertisement as seen by him in different medias.

1.7.4 FOCUS GROUP DISCUSSION

In addition to the questionnaire, in order to get a first hand experience of the behavior of consumers, as well as to fine tune the observations, it was decided to hold focus group discussions. These were to be held in various parts of Mumbai city that represent a microcosm of India. Income level was the guiding factor and hence groups of various respondents from the areas of Santacruz, Andheri, Kurla, Ghatkopar, Matunga, Borivali, Dadar, Bandra, Mulund and Goregoan were selected. Each group discussion was carefully analyzed to elicit behavioral patterns.
1.7.5 SECONDARY DATA:

For data on the latest in trends in advertising as well as new opinions in the field of positioning, marketing and advertising, journals, Books, magazines, periodicals etc. from the institutional libraries such as university/college, private libraries, etc were scoured and used as inspiration by the researcher. Electronics media – use of Internet websites, CD’s, e-mails, audiovisuals cassettes etc. has been of great help. E-mail facility has been of great help as many of the consumers, participants preferred to send their responses through e-mail as per their convenience. Other means such as newspapers, news from the television channels, telephonic conversation etc. has been the sources of obtaining the required data.

1.7.6 RESEARCH DESIGN:

Research design can be defined as “the strategy, plan, and the structure of conducting the research study and that the design provides the overall frame work for collecting data. Thus research design refers to the exposition or plan and structure of the investigation and has the objective of planning, structuring and executing the research concerned in such a way that the validity of the findings are maximized in answering specific research questions Leedy(1993)\(^4\). A survey design was used for data collection.

\(^{4}\) Leedy P D, Practical research: planning and design, McMillan publishing Co, New York, 1993.
"A STUDY OF ADVERTISING AND CONSUMER REACTION TO TOOTHPASTE ADVERTISING IN THE CITY OF MUMBAI"

Study and Review of Literature

Formation of Hypothesis

Identification of objectives

Primary Data

Responses from the Questionnaire

Pilot Study

Revised Questionnaire with some changes

Data Analysis

Conclusions & Suggestions

Report Writing

Secondary Data

Books, Journals, Web Sites, Research work
1.7.7 PROCESSING OF DATA

The questionnaires were collected and sorted after the fieldwork, and were then taken up for processing. The study analyses the field data statistically to unveil the factors whether people see, read or hear advertisements of toothpaste and if they see, read or hear whether they purchase those product whose advertisement they prefer. The study also highlighted the main cause of the purchase of toothpaste.

1.8 PILOT STUDY

The questionnaire designed by the researcher was initially given to 31 respondents for pilot study. The questionnaires filled by these respondents were not considered as a part of the data collection. The researcher requested them to give their suggestion for any modification required in the questionnaire and posed them the following question:

1) The duration they took for completing the questionnaire.

2) Were there any uncertain questions?

3) Were there any objections for any specific question?

4) Is there a need to include anything, which has been omitted?

The respondents provided the necessary feedback and ambiguous question. This enabled the researcher to estimate the anticipated completion time and also gave a clear picture on question that contained difficult and vague words. Then such ambiguous questions were rewritten.
1.9 **LIMITATIONS OF THE STUDY:**

1. India abounds in various cultures & socio-economic groupings... Studying the media habits & attitudes of all of them is a Herculean task. The present study is, therefore, confined to one metropolitan city, greater Mumbai.

2. The study is confined to major conventional Media only; Media like billboards, skywriting, & point-of-purchase display are beyond the scope of our study.

3. The latest media available to advertiser, such as videocassettes, yellow pages, & Tele-marketing have also not been covered.

4. It is also believed that the responses in such type of researches cannot be taken for granted.

5. The limitations of funds, time and energy also restricted the study.

6. Some respondents while filling the Questionnaires may not give information, which are true, and which may reflect their feelings.

7. Sample size was limited to 352 respondents, spread throughout the city of Mumbai. Time span is for the year 2006-2008.
Newman. W.L.\textsuperscript{5} (1997) stated, "the primary reason for studying the literature is to demonstrate familiarity with research in the field and establish credibility for the individuals' current investigation. The literature review is built on the assumption that research should be build upon the work conducted by other researcher who are apart of the larger intellectual community".

"One who is not fully conversant with what has gone before has little chance of making a worthwhile contribution. Therefore, a researcher has to survey the available literature relating to his field of study. He must keep himself update in his field and related areas." These are the words of Dr. O.R. Krishnaswamy\textsuperscript{6}(1993).

Borg W.R and Gall M.D\textsuperscript{7} (1989) viewed that "review of literature forms the foundation for the educational researcher. If the foundation is not build properly, the likelihood increases that the ensuing steps will be redundant to previous knowledge or naive in its purpose. Insights gained through the review will lead to a better prepared and better designed project."

\textsuperscript{5} Newman, W.L., social research methods qualitative and quantitative approaches, N.J, Arlyn and Bacon, 1997.
Good, et. A I (1954) suggested that the keys to the vast house of published literature may open doors to source of significant problems and explanatory hypotheses and provide helpful orientation for definition of the problem, background for selection for procedure and comparative data for interpretation of result. In order to be creative and original one must read extensively and critically as a stimulus to thinking.

Reading on the work done by other researcher in other areas relevant to this research topic has helped to formulate the research objectives and methodology. In the present study an attempt is made to review the related literature in the area of advertising and consumer reaction. The related literature is reviewed under the following years:

The first studies concerning attitudes towards advertising were conducted during the depression in the 1930’s, published in sales management. Advertising was seen in a generally favorable light, with favorable ratings on six out of ten dimensions. Criticism was focused on the content of Advertising rather than on the institution as a whole.

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in a generally favorable light, with favorable ratings on six out of ten dimensions. Criticism was focused on the content of Advertising rather than on the institution as a whole.

1.10.1 Studies in 1960’s and 1970’s

A study was carried out by Washington State Apple Commission\(^9\) to measure the appeal of two advertising themes for apples/ the sample constituted of housewives. One theme stressed the various uses of apples and the other on the healthful qualities of apples. The experiment was done in seventy-two self-service food stores in six cities for sixteen weeks. Analysis of the final sales results revealed that the apple use theme was significantly more effective in promoting sales than the health theme.

Mehta S.C\(^{10}\) did an experimental research in 1973 to study the ‘Impact of Price and Brand on Consumers’ choice’. The objective of the study was to find the quality and Price perceptions as well as the brand choice of consumers with respect to ready-made shirts. In this study the researcher had interviewed 75 married couples belonging to the middle or upper income group. Findings of the study indicated that consumer attaches considerable importance to the brand image in the purchase of products. The research also reveals that a considerable gap between

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expected price and actual price could create a negative disposition, when a consumer attributes a lower quality perception to the product in high price range. The study also revealed that, the husband generally does the final purchase and the wife has only a supportive role, though wives prefer higher quality of shirts than husband.

In 1984, Clarke, T. K.\textsuperscript{11} studied responses of 80 pre-school children towards advertising. The two products considered for the study were toy truck and fruit drink. The commercials of these products were shown to the children in the midst of a programme. The findings of the study were that children of fifteen years are not completely swayed by advertising. Moreover, when children have experience with the product, they are not influenced by advertisements. Children have been shown to have low awareness of the purpose of commercials and often regard commercials as part of the programme.

McNeal, J.U and McDaniel, S.E\textsuperscript{12} did a study in 1984 to analyses advertisements appearing on television for products in nine categories over a period of three months. A total of 416 need appeal advertisements were analyzed according to Murray’s and Maslow’s need classification, resulting in a categorization of 1682 need appeals according to Murray’s list of needs. The averages turned out to 4.04 need appeals per advertisement. The study revealed that, there was no


advertisement that contained no need appeal, nor was there any advertisement that contained just one needs appeal (according to Murray's and Maslow's list of needs).

Swerdlow, R.A\textsuperscript{13} (1984) conducted a study to find out the percentage of correct celebrity-product association. The study was to find out the response of 393 randomly selected households. It examines the effectiveness of celebrity advertising by type of celebrity and category product. Celebrity type is comprised of actors, athletes and invented characters. Commercial television advertisement in the highly competitive markets of beverages and amateur photography were used as the medium for research data. Result showed that the correct celebrity-product associations per celebrity ranged from a low of 53.3\% to a high for 98.5\% with the average at 76.4\%. The study revealed that celebrity advertising has caught the eye of consumer as evidenced by the high percentage of correct celebrity-product associations. However, the ability to associate celebrities with their endorsed products was not different between buyers and non-buyers of the product seemed to have no influence in their buying behavior.

Earl, R.L. and W.M Pride\textsuperscript{14} (1984) examined reader's confidence in product claim and perception of advertiser's credibility. Comparative message, message sidedness and print media might influence buying decisions. Results of the study indicated that two-sided message with high differential test results should be used to


create confidence in the product claim for comparative advertisements. Readers perceived comparative advertisements more informative than non-comparative advertisements.

Mathur, N\(^{15}\)(1986) in Jaipur to study ‘Toothpaste advertising and consumer reactions to it’ did a research. The purpose of the study was to find the most popular brand of toothpaste being used, why a particular brand is bought and what role does advertisement play in making buying decision. Mathur, N, tested psychological values of selected toothpaste advertisements from the print media. In 1987 the psychotically values selected for the study were: Attention value, Suggestive value, Memorizing value, Sentimental value and Educative value. A sample of 500 people was selected based on random as well as convenience method of sampling. A copy of selected advertisements was shown to the respondents and questions were asked pertaining to each advertisement. Results revealed that the sentimental value of all the advertisements was very high i.e. none of the advertisement hurt the sentiments of people. Attractiveness and memorizability of the advertisements were also high, but not as high as that of sentimental value. Educativ and instinct value was found to be moderate, whereas suggestive value of the advertisements was comparatively low. The study revealed that advertisements, which are believable, do not necessarily persuade the readers to use the toothpaste. It was also noted that the respondent had a very high liking for the advertisement of the brand of toothpaste they use.

\(^{15}\) Mathur N, Advertising and Consumer Reaction in India, Jaipur, Printwell Publishers, 1986.
Chhabra, N.16 (1986) conducted a similar study in the city of Mumbai. For the purpose of study, two products—bathing soaps and toothpaste were selected and survey was conducted on a randomly selected sample of 100 housewives. Finding of the study showed that ‘Liril’ and Colgate’ were then the most popular brands of bathing soaps and toothpaste respectively. 65% of consumers agreed that they watch advertisements with special interest. 64% were persuaded to buy the product after seeing the advertisement, 14% just liked the advertisement and 22% felt it different. It was also found that advertisements have high impact on 79%, medium impact on 17% and low impact on 1% of consumers. 50% people felt that they have high impact when a famous personality advertises a product. The study states that advertising influence consumers’ choice of brand and hence the consumption of the product.

Chhabra, N17 The same study was repeated in 1987 under the title ‘The Emerging Trends in Consumer Behavior’, 4500 women were interviewed from 12 cities. The results revealed that despite the general consensus that advertising gives useful idea about products that people buy, there was a wide spread criticism about the role of advertising. The housewives believed it that:

- Advertising makes people buy things that they do not need.
- Things would be sold more cheaply if there were no advertising.
- Advertising in India is a copy of western advertising.

16 Chhabra N, Impact of Advertising on consumption dissertation, Mumbai department of PG studies and Research in Home science, SNDT women’s University, 1986.
However, a comparative analysis between the two years revealed that while the level of criticism remains fairly high even in later years, there was a perceptible change between the two periods indicating the softening of these attitudes over the years.

1.10.2 Studies in 1990’s

Bhavani, S. \(^{18}\) studied consumer behavior, in 1990 in the city of Mumbai. The objective of the study was to find out consumer behavior pattern in the purchase of washing machine during analysis, it was found that washing machine was purchased to save time and energy and to concentrate on other work. The main influence for buying washing machine was found to be the popularity of the product and friends influence.

Indumathi, K., and V. S. R. Vijayakumar \(^{19}\) (1990) studied the influence of socio-economic status on the perceived attractiveness of textile print advertisement. 60 college students belonging to high, middle and low socio-economic status, 20 in each, were shown nine commonly appearing textile print advertisements? They were asked to rate the advertisements for various structural features such as color combinations, model, copy, background and trademark on a seven point semantic differential scale. Results indicated that socio-economic status


has a significant impact on the perceived attractiveness of various features of the advertisements.

Samant, A\textsuperscript{20} (1996) conducted a survey to study whether advertising influences consumers buying habits. On analysis, it was found that 66\% and 50\% people made special efforts to view advertisements on T.V and print media respectively. 95\% respondents could immediately recall five advertisements each on TV and in print media. 55\% admitted that they experimented buying new products that were advertised. Responses also revealed that it was usually housewives who made the buying decisions. It was felt by majority of the respondents that children persuade them into buying new products, especially those advertised on TV, not through the print media.

One particularly intriguing study looked at how fourteen and twenty-four month old infants were affected by a television "advertisement". Meltzoff \textsuperscript{21}(1988), divided his subjects into three groups, two of which were presented with a televised demonstration of how to play with a new toy. The demonstration presented to each group was different, with the first group receiving a correct demonstration of how to play with the toy, the second group receiving an incorrect demonstration of how to play with the toy, and the third group receiving no demonstration at all. Following the various levels of demonstrations, the infants were presented with the


toy shown on the television. The children, who had been given a televised demonstration of how to play with the toy, played correctly with the toy significantly more often than did those who had been given an incorrect demonstration, or no demonstration at all. Meltzoff argues that his study demonstrates that children as young as fourteen months imitate what they see on television, and retain this information for up to a year. A second study introduced school-aged children to advertisements pertaining to over the counter drugs. It was discovered that these commercials had a modest influence on the children's willingness to suggest medicinal solutions to illnesses over equally viable non-medicinal solutions. This was particularly noticeable for drugs that were previously unfamiliar to the children. These and other studies suggest that television acts as an important influence on children's perceptions and behavior.

1.11 CHAPTER SCHEME

The study is organized into 7 chapters.

CHAPTER ONE: INTRODUCTION

This chapter gives the fundamental introduction of advertising, rationale of the study, significance of the study, scope of the study, objectives of the studies, the hypotheses, research methodology, research design, pilot study, limitations of the study, Review of literature and the Chapter Scheme.
CHAPTER TWO: CONCEPTUAL EXPOSITION

States the Conceptual Exposition. This traces the history of Advertising in the world and in India, understanding Concepts of Marketing, place of Advertising as a part of Marketing Mix and promotion mix. Overview of advertising in India, recent trends in advertising- Indian perspective, demographic, economic, social and cultural characteristics of Mumbai, consumer market in Mumbai

CHAPTER THREE: PLAYERS IN ADVERTISING

This chapter covers the players in advertising such as consumers, Advertising Agency, Sponsor, sponsorship in new perspectives, media of advertising, media consideration, media measurement, suitability of media of advertising. It also covers inside the advertising agencies.

CHAPTER FOUR: CONSUMER BEHAVIOUR

This chapter covers the meaning and definition of consumer behavior, theories of consumer behavior, stages of the consumer buying process, types of consumer buying behavior, factors influencing consumer behavior, consumer behavior and marketing strategy, consumer decision-making, and consumer's problem recognition. It also includes various factors arousing response in consumers.
CHAPTER FIVE: RESPONSE STATISTICS AND ANALYSIS

This chapter elaborates the Demographic classification such as Age, Sex, occupation, family Income and family size of the respondents. It states the basis of Analysis of the data collected from respondents of Questionnaire given to consumers.

CHAPTER SIX: DATA COLLECTION AND ANALYSIS

This chapter Analyses each Question in the Questionnaire. Statistical methods are used to prove or Reject the Hypothesis. The Tables are used to analyze the Questions according to demographic classification and overall data collected. Each objective of the study is covered in the analysis of the data.

CHAPTER SEVEN: CONCLUSIONS AND SUGGESTIONS

This chapter provides concluding observations covering the objectives of study and suggestions.

The chapters are so organized to follow a logical flow in covering the objectives of the study, followed by the hypothesis, Data Analysis to prove/reject the hypothesis and conclusions drawn from the analysis.