CHAPTER II

REVIEW OF LITERATURE

2.1 INTRODUCTION

2.2 REVIEW OF PREVIOUS STUDIES
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Review of past studies is considered to be useful to define concepts and shows the theoretical basis. Review helps to formulate the methodology unambiguously and objectively. In this chapter, an attempt is made to present a review of the previous studies in print advertisement. An overview of this research is classified and grouped along with the relevant studies in the respective areas and review has been made accordingly in this chapter.

2.2 REVIEW OF PREVIOUS STUDIES

Thomas (2000), in his study “Race, gender, and status: A content analysis of print advertisements in four popular magazines” considered the continuation of race-gender stereotypes in advertising images by way of the product's suggestive messages, specifically, connotations of higher or lower social status and promises of intangible social rewards (e.g., friendship, appearance, romance). The study focused on 1,709 sample advertisements in magazines whose primary reading audiences differ by race and/or gender: Life, Cosmopolitan, Ebony and Essence (1988-1990). It is found that most ads make use of positive (i.e., high-status) images of Blacks and Whites and women and men. The differences between magazines are more pronounced than differences between models. Some patterns in the use of status and product promises may be suggestive of continued, though subtle and stereotyping.
AnandSen Gupta and AshishKumar Srivastava\textsuperscript{2} (2002), in their Articles “Ethics in Advertising passe” stated that an advertisement will have to be truthful and ethical. Hundred years ago, the ethical standards of business were far different from what is considered appropriate today. The study was useful to the marketers, policy makers, and the students of marketing. This study was concluded that the advertisements should confirm to laws and should not resort to immorality and indecency. Advertisers should fulfill their obligations towards the society. The success of advertising and products depends on public confidence and no practice should be permitted to impair this.

Sengupta\textsuperscript{3} (2002), had analysed the Illusive World of Advertising. In his opinion, that the television advertising and print advertising are the two most popular media which have been used by advertisers to advertise and popularise their product country wide. The banners are used as methods of local advertisement. In 1995, there were about 1300 dailies and about 2500 periodicals were published in India. Along with the dailies and periodicals, 16 other dailies and 24 other periodicals increased which had over one lakh circulation. The latest tendency is to design the advertisement in such a way that the advertised brand seems to be the top of the world and the best. The multiple aspects of advertising behaviour have often confused the consumers. It is very difficult for them to take correct decision on the basis of advertisement.

Minov and Denis\textsuperscript{4} (2003), made a study entitled “The effectiveness of print advertisements containing visual rhetorical devices”. The research revealed that the purpose of that study was to investigate the use of visual
rhetorical devices in advertising images enhances the effectiveness of print advertisements. An experiment was conducted where 36 magazine readers were exposed to 13 pairs of advertisements featuring a range of brands and their response to the advertisements was measured. The research revealed that advertisements with rhetorical devices in their images were remembered by the viewers better and had greater positive influence on the viewers' brand attitudes, than the advertisements containing realistic images.

Manfred Schwaiger⁵ (2003), had studied the impact of medium on recall, brand attitude, and purchase intention and the Publishers were actively selling Cross Media Advertising. An experiment was conducted in order to compare advertising effectiveness of cross media advertising with pure internet and print advertising. The sample size consisted of 134 undergraduate business students. The one way ANOVAs were conducted for the three different samples and three dependent variables. It was suggested that while a combination of internet and print advertising was more effective than only internet advertising with regard to brand attitude, no difference could be confirmed between advertising effectiveness of media combination and print. Additionally, it was found that the banners performed worse than print advertisements with regard to recall and brand attitude. This study was concluded to expand the knowledge about internet and cross-media advertising effectiveness.
Margod Van Mulken\textsuperscript{6} (2003), gave study on “Analyzing rhetorical devices in Print advertisements the role of rhetoric may seem evident in print advertising”. In this study, 953 advertisements were sampled in the corpus, 475 French advertisements and 478 Dutch advertisements. In order to test the feasibility of the two taxonomies, a sample approximately 1000 magazine advertisements were composed. According to him, the results showed that both frameworks presented inadequacies with regard to their feasibility.

Brian Tanner and Nair Scholar\textsuperscript{7} (2003), concentrated on “The Representation of Ethnic Minority Men in Print Advertisements: A Content Analysis”. According to them, traditionally gender studies on advertising had focused on women and investigated how ethnic minority men were represented in advertisements in male audience magazines. A content analysis approach was used to rate human male figures, both real life and illustrated, with a sample of advertisements from selected magazines in 1983 and 2003. A total of 214 advertisements were included and 317 male figures were identified. A trained second coder was employed to measure inter-coder reliability. The coder reliability coefficient was 85 per cent. This second coder coded 10 per cent (32 male figures) of the sample. The data were analyzed using SPSS. Finally, audience perceptions of these representations should be investigated.

Tornetta\textsuperscript{8} (2003), had identified the validity of claims made in orthopaedic print advertisements. He opined that the statement made in orthopaedic print advertisement determined whether they were supported by scientific data. The sample study showed that fifty statements from fifty
advertisements were chosen at random from six peer-reviewed orthopaedic journals. The supporting data were from a published source for eighteen claims (36%) from a presentation at a public forum or a scientific meeting for twelve claims (24%) or were "data on file" only at the company for twelve claims (24%). Inter observer agreement among the surgeons evaluating the advertisements for quality and support was good (the average intra class correlation coefficient was 0.72). It was concluded that Orthopaedic surgeons should interpret claims made in orthopaedic print advertisements with caution. Approximately, half of the claims were not supported by enough data to be used in a clinical decision-making process.

Rohr-Sendlmeier, and S.Ueing\(^9\) (2004), had analysed the images of the elderly in printed advertisements in a time change perspective. They had observed that the content analytical study investigated the changes of image of the elderly in printed advertisements. A total of 364 advertisements published in 1999 and 2000 involving elderly models were analyzed. A positive image of older age was generally transported in advertisements addressing all consumers, whereas physical and cognitive deficits occurring with age were expressed in some verbal elements of advertisements addressing primarily the elderly themselves. However, such deficits were not visually depicted, since health, full energy and activity provided positive orientation. Compared with advertisements in the 1970s and 1980s, the elderly are shown as more attractive, active and socially appreciated today. In spite of their improved
image, the elderly, especially older women, are still not represented in printed advertisement in proportion to their number in the population.

Mario Baumann\(^\text{10}\) (2005), had studied the Color Saturation and Advertising. In his opinion that the study looked at saturation in advertising, feelings of excitement, relaxation and boredom. It was observed that the (Pleasure-Arousal-Dominance) PAD emotional state-model was developed with the idea in mind that a person’s emotional states change continuously as he progresses throughout his day. The study indicating 97% reliability in measuring pleasure, 89% in arousal, and 80% in dominance. Their findings indicated a positive correlation between saturation and excitement. Their results led to the conclusion that saturation of a color in an advertisement was positively correlated with feelings of excitement, whereas no correlation was found between saturation and feelings of relaxation. This conclusion establishing positive correlation between the saturation of advertisements and levels of consumer excitement provided the researcher with early confirmation that the researcher were on to something.

Tozzi and Isa\(^\text{11}\) (2005), in their study “The effects of print advertising and television commercials on teenagers” explored the effects of print advertising and television commercials. This exploratory study was based on one session with a focus group of six students from a public high school in Laval, Quebec. Three of the students were male and three were female. The study was based on three activities completed during the focus group. The first activity was students responding to a questionnaire regarding their media
related spending habits. The second activity was to view and analyze a variety of print advertisements. Lastly, students were asked to complete an analysis of five television commercials. According to them, the results point to the fact that advertising does have an effect on teenagers and that education must play a role in helping students become critical thinkers in order to make sense of this phenomenon that is literally all around them.

Alain Decrop\textsuperscript{12} (2007), had identified the influence of message format on the effectiveness of print advertisements for tourism destinations. He also discussed the context of over abundant advertisements and saturated consumers. The message formats are crucial in developing effective advertising campaigns. In this study, four major format components of print advertisements are considered: picture, logo, text and headline. The goal is to investigate the effectiveness of each of these components in triggering a response by the target audience. Three types of response are taken into account: knowledge (information), liking (attraction) and behavioral intention, and four series of hypotheses related to the influence of message format on the effectiveness of print advertisements are tested for an urban tourism destination through an experimental research design. The finding shows that the picture and the text prevailing elements, while logo and headline are of marginal importance for Pictures, are especially effective in attracting the consumer and arousing a behavioral intention, to text the most powerful conveying information.
According to Patricia Sorce and Adam Dewitz\textsuperscript{13} (2007), in their study “The Case for Print Media Advertising in the Internet Age”, the medias have a long history of providing timely and useful information that have been instrumental in building our fledgling democracy. This study reviewed over 250 articles that appeared in the academic literature and summarized their findings. Their literature review found that the correlations between attitude and buying behavior, though statistically significant, were relatively low, with the upper range near $r = .30$. In a survey of 4,500 newspaper readers sponsored by the Newspaper Association of America, 78\% of readers reported that they used newspaper inserts to plan shopping, and 76\% felt that these inserts helped them save money (2006). It was concluded that print advertising plays a necessary role in the advertising mix for a countless of marketing situations.

Wakolbinger\textsuperscript{14} (2007), had studied the effectiveness and cost effectiveness of television, radio and print advertisements in promoting the New York smokers' quitline. It was felt that the relative effectiveness and cost effectiveness of television, radio and print advertisements to generate calls to the New York smokers' quitline. The survey study was used to Regression analysis. The link of total county level monthly quitline calls to television, radio and print advertising expenditures. Based on regression results, standardised measures of the relative effectiveness and cost effectiveness of expenditures were computed. He concluded that the television, radio and print media all effectively increased calls to the New York smokers' quitline.
Sashikala\textsuperscript{15} (2007), has studied the impact of emotional intelligence and effectiveness of advertising. According to her, the advertising means bringing a product or service to the attention of potential and current customers. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact etc. The research objectives of this study are to understand the concept of emotional influence and to study advertisements as a means to target emotions of the potential consumers. The effectiveness of advertising on individuals has been studied through primary data. A questionnaire to test the influence of advertisements was served to each individual. A total of 50 sample comprising two different age groups was chosen for the survey. It was concluded that to carve a niche in the customers’ minds that an advertisement should be targeted towards arousing the emotional feelings of the targeted customers.

Molholt\textsuperscript{16} (2008), in his study “A buck well spent: Representations of American Indians in print advertising since 1890”. This study examined and deconstructed representations of indigenous people in print advertising since 1890. The data for the project were 850 advertisements published in American magazines between 1892 and 2008. The scarcity of literature dedicated to the subject showcases a lack of understanding regarding its importance. Advertising can be viewed as a language through which knowledge or a discourse is produced. Finally, they concluded that the advertising works to locate and engage people within a particular social hierarchy.
Anderson and Kristin\(^7\) (2008), in their paper “An experimental study of the effects of inoculation on recently established opinions and the impact of gender of message source on persuasiveness of a print brochure advertisement”, addressed the impact of gender of message source on the persuasiveness of a print brochure advertisement and the impact of the inoculation theory on a recently established opinion. Samples of 116 college students were selected and they were randomly given a brochure corresponding to one of four experimental conditions: male inoculated, female inoculated, male non-inoculated and female non-inoculated. The respondents were carefully read through the brochure and were then given a questionnaire. The results indicated that the gender of the message source had little effect on overall persuasiveness of the brochure. Findings suggested a decrease in the gap between the persuasiveness of males versus females as the message source. The results also indicated that inoculation on a newly established opinion decreased the participants' ability to oppose attitudinal attacks on the new opinion.

Gwenaelle Anne Gaelle Roux\(^8\) (2008), have presented a paper entitled “Humour in British Print Advertisements”. This study explores a research model concerning humour in British print advertisements. The aim of this study is to comprehend to which extent mechanisms are used to trigger the humorous challenge in British print advertisements. The advertisements were selected from two published books: A corpus of forty-six British print advertisements was analysed in this study. The findings of this study suggested
that humour is a relevant means used by industries to achieve commercial effectiveness. Finally, the paper analyses the primary type of humour that is recurrent in British print advertisements.

Huang\(^{19}\) (2009), in his study “A cross-cultural study of humor-based advertisements: Differences among China, North America and France” has examined, through content analysis, the use of humorous advertisements in three countries with quite different cultures, namely China, US and France. The study consists of two stages. Stage one collects a sample of respondent of 1000 print advertisements for each country, extracts those humorous ones and determines the percentage of humorous advertisements in each country’s sampled advertisements. It determines the frequencies of various cultures related advertising appeals in each country’s humorous advertisements, and compares these frequencies of various culture-related advertising appeals in each country’s humorous advertisements, and compares these frequencies across the three countries. These findings demonstrate that US advertisers’ tendency to employ humor is increasing, while that of their French counterparts’ is decreasing. This study also clarifies some methodological issues in cross-cultural advertising research, and provides guidelines to cross-culture advertising practitioners.

Van der Veen and Robert\(^{20}\) (2009), made a study on “Celebrity endorsement effectiveness for print destination advertising”. The aim of this study is to develop a conceptual framework for understanding the effects of celebrity endorsement on the attitude and visitation intentions of tourists. A
total of 1044 sample respondents are involved in this study. Structural equation modeling is the main statistical technique for testing and estimating the relationship. The path coefficients and their statistical significance in the revised structural model indicated that all hypotheses were supported, apart from one. By comparing the hidden mean differences, it was found that the experimental groups significantly score better on both attitude dimensions. By assessing the conclusion value of celebrity endorser assets and their effectiveness, this study may help to inform destination marketers who may independently use the model or at least in part, to form, explain and perhaps justify promotional activities.

Rik Pieters (et.al)\textsuperscript{21} (2010), had analysed the Shopping Power of Advertising Measures and Effects of Visual Complexity. It indicates the advertising needs to capture consumers’ attention in likable ways and the visual complexity of advertising plays a central role in this regard. Yet ideas about visual complexity effects conflict and objective measures of complexity are rare. A total of 249 sample advertisements were tested towards the attention to the brand and attitude toward the advertisement. These data are available for a representative random sample of 249 full-page advertisements appears in general-interest consumer magazines. These findings are important because design complexity is under direct control of advertising creative agencies, and advertisers. In addition, it is proposed and found that visual complexity is distinct from brand identifiability.
Combs and Sarah 22 (2010), presented a paper “Video games and violence: A content analysis of print advertisements and Internet trailers”. This study examined the level of violent content in video game advertisements and trailers. For the purpose of this study, violence was defined as an act intended to cause physical harm. The resulting sample included 347 print advertisements and 260 trailers. The data collected by this content analysis indicated that violence was prevalent in video games, 78.9% of the games included violent content. The General Aggression Model, Social Learning Theory, and Cultivation Theory were used for this study and indicated the dangers of a media diet that was heavy in violence. These three theories indicated that consuming media riddled with violence led to an ominous worldview and to aggressive responses to social situation and hostile learned behaviors.

Amy Ladd 23 (2010), expressed his work under the title “Developing Effective Marketing Materials: Newspaper and Magazine Print Advertising Design Considerations”. Today, consumers get information from so many forms of media and print advertising is often thought to be a less effective marketing tool than before. However, this is not true for all business. Print advertising can be effective, if the message reaches its target audience. A business should focus on developing an ad that will grab a reader’s attention by appealing to their own self-interest by telling them how they will benefit from a product or service, while at the same time motivating them to take action. Developing an effective print advertisement is not an easy task, but following a few simple rules of thumb will help make advertising investments a success.
Special attention should be given to the ad layout and other design considerations. When done correctly, print advertising will grab readers’ attention, appeal to their needs, communicate the company’s unique advantage and motivate readers to take action and thus resulting in the advertising objective being met.

Chi-hong Leung\(^{24}\) (2010), in his article “Code-Mixing in Print Advertisement and its Cultural Implications in Hong Kong”, has worked out that the Code-mixing is a common phenomenon in communities of high heterogeneity and Hong Kong shows no exception to this. English, Japanese Kanji and vernacular Cantonese are permeated and mixed with Chinese virtually in every sector of the economy. Commercial print advertising, which draws on visual and linguistic resources to attract consumers, provides an ideal microcosm model of the code-mixing phenomenon in Hong Kong. A total of 125 print advertisements produced in Hong Kong between 2008 and 2009 were analyzed. It is found that there are different reasons for people to mix English, Japanese Kanji and vernacular Cantonese in print advertisements. Mixing English is the norm in Hong Kong advertising industry. Japanese Kanji mainly mixes in advertisement to achieve positive country-of-origin effects. Vernacular Cantonese is still in its infancy and has yet to enter the mainstream of advertising. The print advertisement practices reflect the relative importance of the mixed languages in Hong Kong society. The use of these codes is complementary to the dominant language to get across the message.
Kavanagh and Greg\textsuperscript{25} (2010), in their study on “The effect of alcohol expectancies on postural sway in college students during an alcohol advertisement prime” had conducted that the alcohol expectancies were of particular interest because of their relationship to alcohol use and the possibility that they might predict potential alcohol-related problems, such as risk for alcoholism. A sample of 251 males and female undergraduates were assessed using the Brief Alcohol Expectancy Questionnaire Social/Physical and Pleasurable scales and a variety of other self-report instruments. The statistical tools measure the ANOVA test and it analysed the sway variability among the three advertisement groups. The results showed that there was no significant relationship between alcohol expectancies and postural sway. The findings suggested that alcohol advertisements have a physiological effect on an individual regardless of their alcohol expectations and that they can be influenced outside of their own awareness by alcohol advertisements.

Mihai zdrenghea and Berariu Elena-Cristina\textsuperscript{26} (2010), made a study on “Discourse Analysis in Romanian Print Advertising”. They had pointed out that languages merged due to the human need for communication. People have also learned to communicate through drawings and paintings. Advertisements reflect social aspects such as political and economic issues or gender related issues but also have the power to maintain and further spread social issues among the audience. This thesis not only analyses the potential social impact, but also aims to actually verify it. This thesis applies the empirical research method to the study the print advertisements during and after the communist
regime in Romania. The hypotheses according to which there is a new image of women in advertisements but they are still discriminated needed to be further verified. Therefore, the semantic differential method was applied to a group of 100 male and female respondents at Dimitrie Cantemir University of Tg.Mures to verify their perception of gender stereotypes, as they are reflected in advertising. The results were processed by means of the SPSS statistics program. This focuses mainly on the code but also analyzes the other elements that complete the meaning of the message.

Purva Kansal and Himanshu Sharma\textsuperscript{27} (2011), had conducted a study on Effect of Absurdity in Advertising on Brand Recall. This study reveals that print and broadcast media are dominated these days by advertisements which show a cow teaching us, how we too could get white teeth by chewing gum, a boxer trying to kiss another, he has polo mint. This study was undertaken with an objective to test, if absurdity in advertisements made them more noticeable to the viewer and if this recall influenced likeability, trust ability and believability. The questionnaires were distributed to 150 students from various departments of Punjab University. This study was based on correlation analysis of recall of Absurd Advertisements and was more likely to be noticed. The study concluded that there was a strong relationship between reality and believability and also correlation was found between believability and trust ability and purchase ability.
Alli and Iyyampillai\textsuperscript{28} (2011), made a study on “Survival Strategies of Corporate Sector: An Empirical Study with Reference to Advertisement”. In this article, they revealed that the market in spite of its failures goes on penetrating and expanding in its dimensions and coverage. The corporate sector continues to innovate newer goods and services and manages to sell all of them by using some strategies. The present study uses the data available in the Prowess database on four firms. Although large number of confectionary firms exists in the Indian confectionary industry, only 12 firms could find a place in the Prowess database. They concluded that the advertisement appears to be a very significant strategy for the growth of the corporate sector in general and confectionery sector in particular. While due attention is not given for increasing the basic food-grain production, which remains constant, around 200 million tons in the last five years. More funds are diverted for manufacturing relatively less important goods and services.

Peyman Ghafari Ashtiani, (et.al)\textsuperscript{29} (2011), presented a paper on “Examining the role of incomplete information in print advertising of travel agencies and its effect on information search, consumer involvement, information source trustworthiness and purchasing intention (case study: Iran’s tourists)”. According to them, the role of incomplete information in print advertising of travel agencies and its effect on information search, consumer involvement, information source trustworthiness and purchasing intention, the present paper tested six hypotheses. The research sample was distributed among 340 respondents and the Structural Equations Modeling (SEM)
technique and LISREL software were employed for data analysis. The results indicated that the attitude towards incomplete information positively influenced information search behavior and consumer involvement.

Rakshita Puranik\(^{30}\) (2011), undertaken a research study on “Effectiveness of Humor Appeal in Advertisements of Fast Moving Consumer Goods (FMCGs)”. This paper is an exploratory research and the study effectiveness of humour appeals in advertisements of FMCGs in creating consumer awareness. The sample size comprised 100 respondents from Indore city. Then, the statistical tool of Factor Analysis was used. From the conclusion, it has been founded that the percentage variance of Factor – Novelty is the highest, as it contributes to 23.608%. This contribution makes the factor an important constituent in humorous advertisements of FMCGs. This study will help the advertisers to decide upon the elements which make a humorous advertisement effective.

Amit Verma\(^{31}\) (2011), conducted a study on “Unethical Issues in Advertising”. Samples of 100 participants were randomly selected in the city ‘Varanasi’. Out of 100 participants, 35 were academicians, 40 were university students and 25 were laymen. Eight attributes that were identified as per the survey were rated on five point Likert scale ranging. He stated that, advertising creates employment opportunities; provides information regarding the developments taking place in the society; contributes to economic growth; and provides information about products and services available in the market which helps in taking buying decisions. The results of the study showed that the
consumers do not like those advertisements which mislead them, affect their children and use of emotions extensively.

Yashmin Sofat\textsuperscript{32} (2011), made a study entitled “Strategy of Advertising Agencies in India for Evaluating Advertising Effectiveness across Experience”. The study has been mainly based on the primary data. A sample of 775 advertising agencies was selected from five metropolitan cities (Mumbai, New Delhi, Kolkata, Chennai and Bangalore). Three hypotheses have been set up and Statistical tools, such as percentages, chi-square were used to analyze the data. He found that the agencies in India have no formal way of evaluating their advertising campaigns.

Irene Roozen\textsuperscript{33}, had examined the study “The Relative Effectiveness of Celebrity Endorsement for Beauty High-and Low Involvement product Print Advertisement”. This paper consisted of two research projects. In the first research project, the matches between the products concerned and a number of celebrities were analysed. The experimental subjects were 200 student volunteers from a large urban university in Brussels Belgium who were not involved in the first research phase. Totally 200 subjects were participated. The age of the subjects was between 18 and 25 (average age 20 years, standard deviation of 10 months) 63% of the subjects were female. No significant differences for age and gender were found between the four different experimental groups. The research results did not indicate that celebrity endorsement was effective. This result was also found for the advertisements with the endorsement of celebrities who were found to match best with the
products at hand. These studies suggested, that considerable amounts invested in celebrity endorsement could better be allocated to other advertisements ends.

Del Signore and Lustig\textsuperscript{34} (2011), set up to review the “Claim Validity of Print Advertisements found in Otolaryngology Journals” to evaluate the accuracy and scientific evidence supporting product claims made in print advertisements within otolaryngology journals. The objective of the study is Cross-sectional survey with literature review and multiple-reviewer evaluation. Fifty claims made within 23 unique advertisements found in prominent otolaryngology journals were selected. References to support the claims were provided within the advertisements or obtained through direct request to the manufacturer. Five academic otolaryngologists with distinct training and geographic practice locations reviewed the claims and supporting evidences. The reviewers also noted that only 6% of the claims was considered well supported (n=3). It was concluded that the advertisers made claims that appear in respectable journals, but greater than half of the claims reviewed were not supported by the provided reference materials.

Soscia, Turrini and Tanzi\textsuperscript{35} (2012), in their paper “Non Castigat Ridendo Mores: Evaluating the Effectiveness of Humor Appeal in Printed Advertisements for HIV/AIDS Prevention in Italy” investigated the effects of different emotional appeals in HIV/AIDS prevention campaigns using printed advertisements. More specifically, it examined the effectiveness of humor appeal compared with shock and fear appeals. The authors experimentally tested the level of attention drawn and the spontaneous recall arising when
young Italian adults were shown different HIV/AIDS prevention campaigns. Findings showed that humor appeals were less effective than fear and shock appeals and evidencing the failures in HIV/AIDS prevention campaigns in Italy, a country where the former communication strategy has been used in substantive ways. The results also indicate the higher effectiveness of fear appeals (over shock and humor) in printed HIV/AIDS advertising campaigns. The implications of these results for further studies and for improving the design, implementation, and evaluation of HIV/AIDS campaign efforts are also discussed.

Raj Kumar Gautam\textsuperscript{36} (2012), in his study “Product Strategies and Advertising in Small Firms: A Study of Punjab Units” reviewed that the product has provided primary value to a customer and methods of product differentiation of small-scale units. The sample of this study was 200 units comprising 50 small-scale units, each selected from manufacturing areas such as textiles, leather and leather products, bicycle and bicycle parts, and food products and beverages. It may be concluded that small manufacturing units have to update their manufacturing technology to compete in the domestic as well as in the international market.

Juao Costa\textsuperscript{37} (2012), in his study “An Empirical study of Goan students’ behavior towards Advertisements” reviewed, that the present economy is characterized by excessive specialization, mass production and competition. The objective of the study is economy and is largely supported by tourism, mining and remittances by people working abroad. This study included 883
respondents from South Goa and 1225 respondents from North Goa. The data so collected were cross tabulated with the help of chi-square test and tested statistically. It was concluded that the advertising has an influence on the purchase behavior and advertising does affect the viewers. This study shows that advertising influences the purchase behavior of adults.

Dalip Raina and Kritika khajuria\(^{38}\) (2012), in their paper “Effectiveness of advertisements in India: an Empirical Study” discussed the desirable norms and techniques to develop the measurement of qualitative effects for advertising expression and contents. The basic purpose of advertising effectiveness is to avoid costly mistakes, to predict the relative strength of alternative advertising strategies and to increase their efficiency. The objective of the study is to study the major components of an advertisement that proves to be more attractive for the advertisement. The study is based upon the primary survey and data have been collected from 220 respondents with the help of a well designed pre-tested structured questionnaire. The sampling technique used is simple random sampling and convenience sampling. The study has been concluded that in most of the research studies, customers had possessed positive perception towards advertising. The media, especially television and satellite channels, certainly affect the lifestyle of individuals.

Virendra Chavda\(^{39}\) (2012) in their study “A study of the Role and Effectiveness of Celebrities in Advertisements” reviewed that a celebrity is an icon of the masses. A celebrity’s popularity in the masses turns out to be criteria in selling a particular product. The main objective of the study is to
measure the impact of celebrity advertisements on consumers, and to evaluate the most appealing form of celebrities in advertisements for different types of advertisements across various age groups etc. The study covered primary data, survey approach and convenience sampling data used. In this study, 500 sample sizes of data collected and a research questionnaire consisting of a set of questions was presented to the respondents to know their preferences and ideas about a particular issue or matter. It was concluded that celebrity advertisement is effective, as it has a positive impact on various factors, which are essential reasons for a company to advertise in any media.

Vinita Srivastave and Sanjeev Kumar Mishra (2012), in their paper “A study on the Effectiveness of Internet Advertisements” examined the online advertising is the means of promoting a product on the Internet using various Internet features. With the arrival of the Internet, the business world has become digitalized, and people prefer to buy stuff online which is easier and faster. The objective of the study is to measure the effect of internet advertising on consumers. It aims to find the role of internet advertising in creating awareness among the consumers and to find out the role of internet advertisements on consumers’ decision making in today’s scenario. The chi-square test was used for the analysis of the data to know the significance of the study. A sample of 300 respondents was selected by following non-probabilistic convenience sampling technique. The study concludes that the consumers perceive the internet advertisements to be reliable and they compare it with other sources also. Internet advertisements are very reliable and have the
relevance for consumers in generating awareness and providing right information about the products and services.

Anbarasan and Pongiannan\textsuperscript{41} (2012), in their paper “Comparative Analysis on Ethics in Advertisements of Print and Electronic Media” opined that advertising helps to make the product appealing to a person’s basic motives, and influences their behavior and attitude towards the product. Advertising should be designed to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people. Such types of advertisements are termed as ethical advertisement which contribute to a good corporate reputation, heighten morale and, thus, increases the business for the advertised product. The study has been conducted with primary data comprising 150 sample respondents who are the readers/viewers of advertisements in print and electronic media. For analysing the data, the appropriate statistical tools like percentage analysis, Chi-Square test, Friedman Two-Way ANOVA and Paired Samples ‘t’ test have been applied. The study revealed that, majority of the respondents gives high-level of importance to print media, when compared to electronic media for ethical advertisements. Thus, it can be concluded from the study that the ethics in advertisements of print and electronic media improve the quality of the advertisements and enhance the brand image for the advertised product.

Pongiannan\textsuperscript{42} (2012), had analysed the creativity as an art and creativity in TV Advertisements is often the most brilliant manner of preparing an advertisement copy. They combined the product attributes and the ideas,
words and phrases in such a manner that persuade the consumers to buy the product. Creative advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. The required data for the present study were collected by using a well structured questionnaire during a period of 6 months. The questionnaire was administered to 150 sample respondents to study the effectiveness of creativity in TV advertisements. For analyzing the data, appropriate techniques such as Descriptive statistics, Percentage analysis and statistical tools such as Chi-square test and Friedman Two-Way ANOVA were employed. Advertising with creativity such as attractive appealing, humorous presentation, getting quick attention of the audience, catchy slogan, etc. influence the daily lives of people. Hence, the present study aims to analyse the effectiveness of such Creative advertisements in TV media and their impact on the value of advertisement through TV.

Sathya Swaroop Debasish and Mohan Muralidhar\textsuperscript{43} (2013), in their paper “Print advertising: consumer behavior” opined that promotion is one of the 4Ps in the marketing mix. The objectives of promotion are: increase sales, maintain or improve market share, create or improve brand recognition, create a favourable climate for future sales. The data are collected with the help of a structured questionnaire. For service providers, the questionnaire was administered to 675 samples and so for the mobile service providers, the sample size is 675. For handset consumers, the questionnaire was administered to 657 buyers. So the sample size for mobile handsets is 657. The present study
aims to find out the effectiveness of print advertisings in consumer behavior, in telecom sector in the state of Odisha, India. It also aims to find out the role of demographic variables in purchase intention due to attitude towards the communication tools. The survey was done and the data were analyzed through ANOVA. The results establish positive correlation between attitudes to the communication tools and purchase intention.

Kiran and Kadakol(2013), in their paper “Readers Satisfaction towards Print Media A Case Study of Bangalore City” opined that the primary objective is to know the media which customers prefer as the source of news and to know the consumer preference towards different English dailies in Bangalore city. The study also aims at knowing the reasons for choosing the particular English daily and their satisfaction ad expectation level towards the newspaper they choose. The study has been conducted with primary and secondary data comprising 300 sample respondents. According to them, the huge numbers of dailies not only reflect the vitality and vibrancy of the media, but also the new vitality of the economy. The large readerships for these English dailies form the rapidly growing corporate sector and increase in higher education, as many as 84% stating to read only the established newspaper because of the popularity of these dailies. As the number of newspapers being published in the market is increasing, the competition is huge. The success in this competition depends upon the satisfaction of readers towards a particular daily maintaining the standards and good coverage of information.
Vikas Saraf (et.al)\textsuperscript{45} 2013, in their paper “Children and Parents’ Interest in TV Advertisements Elucidating the Persuasive Intent of Advertisements” explained that the presence of a parent as a viewing partner provides further opportunity for mediation of a program and advertising content. Parents and children may exchange comments and views regarding content showed in advertisements children may ask questions which the parents would answer, and issuing of instructions may take place. Out of the 200 respondents, 42 respondents from urban and 70 respondents from rural areas belonged to the lower income group; 16 respondents from urban and 2 respondents from rural areas belonged to high-middle income group; and 8 respondents from urban and none of the respondents from rural areas belonged to the high income group. The chi-square analysis was conducted between various sets of variables in order to find out the relationship and significance of association of those variables. It was concluded that the present study has revealed that in the urban and rural areas, the children of all age groups, of both the sexes, and from all income groups were found to be regular TV viewers.
Footnotes


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