Chapter-II

Review of Literature
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Literature on advertisement and some in the area of advertisement appeals exists in the form of theoretical and conceptual framework. These studies show a wide range of coverage in terms of various aspects of advertisement. With a view to formulate the problem and to point out the importance of the present study a brief review of the researches which have a direct or indirect bearing on the present study have been included in this review of literature. And they are as follows:

Professor David Potter\(^1\) (1954) was of the view that advertising is the only institution which instills new needs, trains people to act as consumers, alters men's values and thus, hastens their adjustment to potential abundance. Advertising as such has a vast power in shaping the popular desires and hence, it is one of the institutions which has formidable influence on the society. The stimulates greater consumption and hence, contributes to social process through industrial growth. It is also used to fight the social problems like crime prevention, drug abuse, harmful effects of certain products. However, the predispositions, motives, interest and values of consumers largely determine the media they select, advertisements they see, messages they accept and products they buy. Advertising is a success to the extent it gives the people what they want and this is a very important social function it performs. The standard of business is set by the ethical and moral norms of the industry. Unethical practices in advertising though harmful in the long run, have been adopted from time to time. Various criticisms of advertising have been made particularly against its unethical practices.

Starch\(^2\) (1959) the Study of shows that four colour advertisements pull approximately 50 percent more inquiries than black-and-white. This conclusion was based upon data for coloured and black-and-white advertisements of the same size, for the same product, appearing in different issues of the same publication. Starch had also shown that colour produces better reading. Four colour advertisements of half

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\(^2\) Ibid, Vol. 4, No. 9, September 1960, pp. 92-98.
Page draw 85 percent larger audience than the same sized black-and-white space. This study also indicated that two colours (black-and-white, one colour) do only slightly better than black-and-white, whether used in half page, full page, or two page units. Rochester (1959) studied 12 advertisements to find out the value of repeated exposures to advertising. His conclusion were (i) Before exposure, 9.1 percent of readers would buy the advertised brand. Three and one half days after one exposure, 11.3 percent would buy. Three and a half days after two exposures, 13.8 percent would buy; (ii) Before exposure, 29.2 percent of the readers considered the advertised brand good on one or more features. After one exposure, 31.6 percent thought so. Two exposures brought favourable responses from 38.2 percent; and (iii) Before exposure, the advertised brand came to mind first to 15.2 percent of the readers; after one exposure to 18.1 percent; and after two exposures to 20.7 percent.

Fairfax Cone (1961) in "The case against advertising" - a speech before The Regent Advertising Club, London - said that "advertising should be done by agencies precisely as they would like it to be done to them; clearly to its promises, honestly as to its intentions and with sufficient substance to allow each reader, listener or viewer to make up his or her own mind with regard to the proposition that is presented, appealing to reasonable self-interest." Howard and Hulbert (1974) claimed that "If advertising predominantly appeals to the consumer’s self-concept preference attributes, then advertiser should be free to advertise them." He added that "advertising should be complete; omission and disguise of referants can in no way be viewed as a positive contribution to the consumer’s conditions of choice." He emphasized that "proper use of product endorsements and testimonials should be ensured."

Baker (1961) found that "Sexual illustrations have high attention value and that sex as an element in ads, will arouse the immediate interests of both men and women." Rudolph (1947) "Ads. featuring pictures of women are more often read by women and those with pictures of men are more often read by men. Readership and recall of messages accompanying sexual readership may be low. A practical example
of this finding is a firm that obtained a low rate of return from its coupons featuring a scantly clad female and a much higher rate of return when this content was taken out. Anastani (1964), Laslett (1918) and Starch (1954, 1961) revealed that, "Irrelevant, bizarre or arty illustrations in ads. may attract a great deal of attention but may not associated the illustration with product name." According to Major Steadman (1969), in his study "How sexy Ads. affect brand recall", he found, "non-sexual ads. were more effective in producing recall of brand names than were sexual illustrations and this became more pronounced with the passage of time. The recall results from the sexual illustrations, however, didn't show that the amount of erotic content in the illustrations, as perceived by the individual, had any impact on its recall effectiveness."

In the relation between attitude to the use of sex in advertising and the recall of brand names, it was found that as a group those holding attitudes favourable to the sex in advertising recalled more correct brand names than did respondents with unfavourable attitude to such use. Gorden L. Wise, Alan L. King and J. Paul Merenski (1974) conducted a study in "Reactions to sexy Ads. vary with age". They had personal interviews with young men and women (19-25 yrs of age) and selected one of their parents for study. Total number of respondents were 621 youth and 589 parents.

In reacting to the attitude statement, "advertisers make too much use of sex appeal in their advertisements" the 1210 respondents indicated a mild form of agreement. Within the college students, the only significant difference was found within the area of study for those who were currently enrolled in college. Here, the greatest agreement came from those studying Science/Engineering and the least agreement came from the students of business administration.

Race, sex and family income failed to surface as variables capable of causing significant differences. The more liberal attitude towards sex indicated by a tendency to disagree with the attitude statement was found to exist among the young. This was particularly evident among young males.
An interesting highlight of the study’s finding is the fact that the fathers and the younger females - their daughters tended to give somewhat similar answers while a great disparity exists between the responses of sons and their mothers.

**Gallup and Robinson**⁵ (1962) found that illustrations with dramatic elements of human interest are important in getting readers involved in an advertisement. They also observed that ‘one good human element is an emphasis on the private lives or events that people do not ordinarily parade in public. And that exaggerated expressions help to convey the idea more quickly. Hepner H.W. in his book ‘Advertising’ reported that ‘pictures of young people, on an average, do a lot better than those of older people.’ In pictures, ‘each sex prefers its own sex older, and the opposite sex younger. Also, women tend to ignore advertisements which feature men younger. Also, women tend to ignore advertisements which feature men because they feel that they are not directed towards themselves although a large number of women will observe and read a men’s advertisement, than the other way round.’ He further mentioned that ‘there is a change of missing audience if wrong sex is used in advertisements.’ He also found ads with no illustration receives much less attention than those with it, and the larger the illustration, the greater the stopping-power, etc. Edward Bole indicated that pretty girls are popular in advertising. If the girl is truly beautiful, has character and youth’s eager interest in life, she is bound to catch and hold attention. As an evidence, actresses from movies can be considered. Sentiments, romance, sex and courage never die.

**Toynbee**⁶ (1964) agree that advertising stimulates consumption, yet he feels that it is of the wrong kind and states: “Working for this obviously worthwhile purpose to supply the elementary needs of the poverty stricken three-quarters of the human race would bring us much greater satisfaction than working, under the stimulus of advertising in order to consume goods that we do not need and do not genuinely want. Advertising deliberately stimulates our desires.”

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John, Kenneth Galbraith\textsuperscript{7} (1967) overrates the power of advertising and underrates the power of consumers. He comments that control or management of demand is a rapidly growing industry in itself which covers the whole of advertising machinery. And it is engaged in the management of those who buy goods.

Peter, W. Allport\textsuperscript{8} (1970) in “Advertising in our Society” has pointed out certain persistent concerns about advertising raised by various segments of the society. They are:

- "Advertising encourages unsound and false values",
- "Advertising raises prices",
- "Advertising promotes objectionable products",
- "Even truthful advertising can be wrong or deceptive"

Thus according to him, society feels that there are lot of advertisements that are untruthful, misleading, exaggerative, poor in taste, and inconsiderate of reader, listener and viewer.

As a matter of fact, in advertising, there are clearly two schools of thought. Certain people feel that advertising as such is not at all necessary; it is a waste of resources; it raises the prices of products unnecessarily and it does not contribute to the welfare of the people. While others argue that advertising, like atomic energy, plays both constructive and destructive roles. It can be used to promote good products, inform consumers, appeal to the government to take proper measures against certain policies of business corporations, educate people regarding family planning which is very crucial at the present stage of development of our country and so on. More particularly, for marketing under scarcity conditions, advertising is very essential for educating consumers to avoid waste, to use the products economically and to promote the development of our economy. Thus, advertising is all the more important and necessary.

However, advertising must give a complete presentation of facts and provide adequate information. It is in the ultimate interest of the producers also that advertising is honest and truthful and it is judiciously used. The messages have to be credible and meet the expectations of consumers adequately. Unless advertisements


contain statements that are true, they cannot serve as a real guide to consumer purchases. Because of the power and influence of advertising, it is vital for the welfare of the society that high ethical standards guide the actions of advertising practitioners. It is essential in the long-run because, once confidence is lost in advertising, it ceases to influence. It tends to make consumers reject most of the advertisements even though they are genuine. It is important, therefore, to learn what people think of advertising. The advertiser should know what kind of impressions he has left in the minds of people; for the success of the business organisation depends upon these impressions.

**Mehta (1971)**\(^9\) opines that Surrogate advertising is not only misleading but is also false and dishonest in many cases. With surrogate advertising so widespread, this is the moment to tackle the problem head on. There should be stringent regulatory measures to curb the practice.

**Haefner (1972)**\(^10\) reported consumer's understanding of deception. His analysis indicated a strong correlation between advertisement that were seen as deceptive and the same advertisement being described as annoying, offensive and insulting to the intelligence.

**Greyser (1973)**\(^11\) suggested that the publics; receptivity to advertising depends on a goodwill that is eroded by public dislike of advertising.

**Winter (1973)**\(^12\) conducted laboratory experiment to examine the influence of advertising exposures on individual brand attitude change revealed that attitude change in consumers as a result of exposure to advertisements is a function of individual's attitude prior to exposures, the number of previous exposures, and brand familiarity. The conclusion suggested that the more familiar a consumer is with a brand, the less are the chances of any possible attitude change and that only prior negative attitudes may turn positive as a result of advertising exposures.

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Robertsan (1974)\textsuperscript{13} Concluded that a child’s attribution of persuasive intent is positively related to the child’s age and the educational level of his parents. The only variable tested that was associated with assistive intent was the absence of older siblings. Findings concerning cognitive factors likely to precede attribution of intent suggest that children capable of recognizing commercials as having persuasive intent a) can distinguish commercials from programming b) recognize the existence of an external source of commercial sponsor, c) perceive the idea of an intended audience, d) are aware of symbolic nature of commercials e) can cite experiences of discrepancies between the product as advertised and actual product. Finally, children holding assistive intent attribution tend to like and trust commercials whereas children holding persuasive intent attributions place less trust in commercials and tend to dislike them. When both types of intent are considered in combination, persuasive intent is clearly dominant.

Hamilton (1975)\textsuperscript{14} suggested that there is nor evidence from those countries where tobacco advertising has been banned that the ban accompanied any significant reduction in overall consumption, per capita consumption or the incidence of smoking. The market trends apparent prior to the introduction of the ban have largely continued to be unchanged in the years following it. However, other researchers (Fuji, 1980; Young 1983; Bishop & Yoo, 1986; Seldon & Daroodian, 1989) have found that the advertisement ban had a positive effect on the consumption of cigarettes although the size of its impact was lower and of a lesser duration.

William (1975)\textsuperscript{15} reported that comparison advertising has recently generated considerable interest on the part of marketers, regulators and advertising strategists. He has attempted to provide an overview of practice, ranging from its historical roots, through ethical legal and code controversies, to its potential as a strategic marketing tool.

\textsuperscript{14} Hamilton J.L. (1975), “The Effect of Cigarette Advertising Bans on Cigarette Consumption,” Paper Presented the 3\textsuperscript{rd} World Conference on Smoking and Health, USA.
Risnik and Stern\textsuperscript{16} (1977) pointed out that the most favourable results on T.V. commercial could be improved in providing useful information to the consuming public. An important implication stemming from the study results was that non informative advertising could be an indicator that the product so described failed to fulfill any unique or relevant need of the consumer like taste, value, etc. Thus advertising should have begun with the communicative features and competitive advantage which the consumer could use while making an intelligence decision in the market place. The methodology adopted undertook 14 evaluation criterion reflecting product characteristics to judge whether the commercials were deemed informative or non informative.

Weaver and Farrell (1977)\textsuperscript{17} suggest that codes of ethics or corporate policy on ethics must be established to change individual beliefs about ethics. Their research indicates that beliefs are more ethical where these standards exist. It was found that the enforcement of corporate policy on ethical behaviour is necessary to change the ethical behaviour of respondents. Their research discovered a poor correlation between ethical beliefs and ethical behaviour.

Ducker and Tucker\textsuperscript{18} (1977) reported that advertisers still portrayed woman as domestic adjuncts (37.50\%), dependant on men (33.9\%), demanded house keepers (22.70\%), submissive (24.30\%), sex object (16.7\%), unintelligent (17.10\%), households functionaries (42.60\%). Further study indicates that most of the advertising directed to women or in which women are featured do not reflect the diversity of women’s experiences or aspiration in today’s society.

Butler and Paisley\textsuperscript{19} (1978) reported that almost all commercials with voice occurs are spoken and sung by men. Commercials show men in more roles than women, and more often show women in family roles. Women is shown as doing


\textsuperscript{17} Weaver, K. Mark and D.C. Ferrell (1977), “The Impact of Corporate Policy on Reported Ethical Beliefs and Behavior of Marketing Practitioners,” in Contemporary Marketing Thought. Barnett Greenborg and Danny N. Bellenger. eds. Chicago: American Marketing


activities in the home being concerned with house work or their own physical appearance; and show men as beneficiaries of these activities. The setting of commercials show women inside the home and men outside the home. Women are shown younger than men. In commercials for children’s programming, women and girls are seen less than men and boys.

Serouk\textsuperscript{20} (1980) found that elder persons were under represented in week night TV commercials. There was significant difference in portrayal of the elderly persons in TV commercials viewed by children on the basis of sex. While women were most often associated with domestic roles, men were associated with professional roles. The results further indicated that the elderly person, in commercials viewed by children were portrayed in accurately and unrealistically. This was particularly true for elderly women and minorities.

Butelia\textsuperscript{21} (1980) reported that the use of a woman’s body in advertising has two aspects: (i) it is offered as titillation for man, and (ii) the “make yourself beautiful” argument which is offered to the women, so that man or men in general may appreciate her more. She quotes UNESCO report on woman and the mass media which has emphasized how women in advertising are frequently depicted as sexual objects. Advertising simply reinforces the social reality that types women as housewives, consumers and decorative object.

Das and Kaushal\textsuperscript{22} (1981) reported that impact of such advertisements differed from product to product. Impact was maximum for relevant products like body developers, and minimum for unrelated (10 sex appeal) products like cycles. Moreover, the sex appeal has been used extensively in advertisements.

Tandon and Kher\textsuperscript{23} (1981) reported that the use of sex in advertising definitely had an effect on the recall capacity, as a majority of respondents could remember the brand names for which such advertisements were used. The study also


concluded that boys and girls had more or less identical feelings towards sex in advertisements.

Aaker and Bruzzone\textsuperscript{24} (1981) empirical evidence and psychological theory, well liked television commercials that are either liked nor disliked. Some commercials that generate strong negative reactions have been effective in part by generating high levels of attention and recall. Knowing viewers reactions to a commercial may become even more critical as the new video technology provides people with greater opportunity to watch commercial free television.

Dayal\textsuperscript{25} (1981) reported in this society women are used only as commodities. Their bodies, smiles and curves are used to sell other commodities. In ad you see a beautiful waterfall, and a lovely girl bathing in it. Very cleverly the ad shows everything and nothing of her. She smiles, raises her arms to show you what bare minimum is left of her to show and a sexy voice tells you all about the freshness of “Liril” soap. There is no end to it. Ad films show you what could on principle be ruled out of feature films.

Roy\textsuperscript{26} (1981) quoted an example of ad film for textile product. In the first scene we see a sailor looking through binoculars. Then comes his eager reaction. What has he seen? Something fabulous? No; it is a group of young sexy women prancing around in colourful dresses. The camera lingers on their bodies, pausing suggestively. The sailor is not able to resist temptation and jumps into the water from his ship. Pretty girls, exotic setting, beaming smiles, pulsing music and, of course, the product. It that all there is to advertising films.

Gerald (1982)\textsuperscript{27}, conducted a study to find out whether features like humour, colour and music in an advertisement merely increase the attention of consumers to product information in the message or they can directly influence brand preferences of consumer. This study suggested that listening to interesting music while being exposed to a product advertisement can directly affect product preferences.


Rao (1982)\textsuperscript{28} opines that consumer legislation can also prevent such abuses of advertising. Consumerism through self-help can also safeguard consumer interest against bogus advertising. Consumer good will is perhaps the most important aspect as there cannot be a business without a consumer. Advertising must be used as a tool to educate the people in a country like India where literacy rate is very poor. Now a days significant sectors of the rural population had started responding to advertising, which was a method met only for promoting the sale of a product, but also played a master role in creating awareness among the masses.

Gelb and Pickett\textsuperscript{29} (1983) explored relationship between attitude toward the advertisement and perceived humor in the advertisement. Four measures of advertising effectiveness i.e. attitude toward the sponsor/brand, credibility, persuasiveness and purchase intention were examined in a mail survey to a random sample of licensed drivers, smokers and on smokers. Results indicated that if an advertisement is perceived as humorous, all others things being equal, it is more likely to be associated with a favourable advertisement. While the study found a significant association of advertisement with all the effectiveness measures but perceived humor was significantly associated only with the sponsor’s image.

Gorn and Weingrang\textsuperscript{30} (1984) tested the effects of comparative verses non-comparative advertising. The experiment was conducted across three product categories. A series of dependent variables like perceptions, attitudes and cognitive responses to the advertisements were investigated. Comparative advertising was considered successful in reducing the perceived difference between the challenger and the brand leader across the three product categories. Comparative advertised brought the challenger closer in people’s mind over the leader. The type of advertisement did not affect the attitudes of the viewer. Comparing negative and positive responses, comparative advertisements in the study generated relatively more negative cognitive responses than the non comparative advertisements.


Vijayalakshmi (1984) found that a survey conducted in Coimbatore encompassing different kinds of people-marketing manager, advertising agencies, media people, academicians, housewives, students, villages etc., regarding advertising thus revealed an interesting line of thought when asked about misleading advertisements nearly everyone were equivocal in condemning such advertisement and believed that by such advertisement the advertiser was doing more harm to himself than other as for most of the products/services to survive report patronage by the consumer is necessary. Still there is a chance of legal proceedings like those undertaken by CERC, CGSI (Consumer Guidance Society of India) etc. as well as negative advertising through word of mouth.

Abraham (1984) reported that advertising has been accused of misrepresenting women and more specially of using the charms of a women’s body to attract attention and sell their products. The use of young women in eye catching visuals is the most tempting bait that advertisers have resorted to, in many cases unscrupulously. Woman’s body has been exploited by advertising. Tallur (1984) reported that advertisements focused upon the stereotyping of women as “sex objects”. The decorative sex object role of women was projected in about one out of ten advertisements. Such exploitation of the female form in commercial advertising promoted the notion of women as “sex symbol”.

Anonymous (1985) a study as to whether the use of women in ads be encouraged, showed that 64 per cent of the respondents did not approve of it, while rest agree on the condition that the picture of women be used aesthetically and appropriately. The sex object role of woman is projected in about one out of ten ads featuring women. This was found in ads for vehicles, leather goods, fabrics and cigarettes.

Heath (1985) concluded that many federal justices and regulatory policymakers seen increasingly willing to uphold the right of corporations to

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communicate on controversial issues. The underlying rationale is the necessity of having an informed citizenry while balancing between regulation, technological advances, the public interest.

Mishra\cite{35} (1985) reported many ads perpetuate the image of women as sex symbols. They are used as sex objects in ads to promote goods and services are advertised by nude or seminude girls looking their sexiest. It is also common to see a girl cuddling up suggestively to a man who either smokes a particular brand of cigar or is dressed in suit of a particular company.

Park and Young\cite{36} (1986) reported that music also effects brand attitude more as compared to that advertisement which does not contain it. This difference is expected because in addition to the visual portion of the commercial, its music should act as another persuasion cue. Moreover, effect of music on the subject reaction to brands (i.e. the extent of liking) and behaviour intentions also are expected to depend on the types and levels of involvement.

Abraham\cite{37} (1986) reported that advertising has always been divided not only for perpetuating a consumerist materialistic society, but for its unreal portrayal of women as well. In commercials more than on regular television programming, women have been depicted either as mere housewives or as sex objects. All the foregoing discussion on sex role stereotyping applies equally to commercials. In the case of commercials, the role of the advertiser is significant in addition to that of the producer and the network, for the portrayal. Multon reported that ads depicting naked or semi-naked women are often brought up by complainants to the advertising standards authority. However, on TV the commercials are seldom as explicit as in the print media. The portrayal of women in advertising directed to children has been equally unrealistic. The unrealistic and unfair portrayal of women by advertisers is especially of potential harm since commercials are repeated over and over again, often within the same hour. This repetition can instill the roles into the minds of the viewers and often therefore serve to reinforce society’s chauvinistic view of women.

Chaudhary (1987) advertising is quality of misrepresenting women. Advertisements exhibit stereotype portrayals of women. The Indian advertising industry seems to have failed to portray the reality of women’s contemporary life. It continues to portray women with manicured nails, happily scrubbing clothes, cleaning toilets and soaping themselves or their kids. Men bring the commodities home and women enjoy them, such image is depicted by advertising industry. Advertising has not kept up with the times in portraying women in the wide variety of roles they play in today’s world.

Edell and Burke (1987) investigated the role of feelings in understanding advertising effects. They conducted two studied to examine (1) whether feelings occur as a result of viewing TV commercial, (2) the relative importance of feelings given in different and characteristics. The study found that (a) negative and positive feelings co-occur (b) both are important predictor’s of the ad effectiveness, (c) feeling contribute uniquely to attitude towards the brand and (d) relative importance of feelings and judgements of an ad characteristic varies based on the extent to which the advertisement is transformation and informational.

Mathew (1987) examined the existing regulations for advertisement under the provisions of various laws in India and to discuss whether or not there is need for making changes in the existing regulation or to make new laws.

Rao (1987) concluded that advertising must make the life of the consumer easier, more comfortable and pleasant. Honesty should be observed in advertising. A voluntary observance of code of ethics is required. There is no law in India on advertising, no code of conduct and no authority to ensure discipline. To control the evil effects of advertising, it is better to set up a Central Advertisement Screening Board, having branches in all the states to look the advertisement in regional languages.

Sutherland and Sethu\textsuperscript{42} (1987) in their research studied the effect of humor in Television advertising, its credibility and recall. The effect on nonsensical humor on recall and perceived message credibility was investigated in an experiment conducted with 219 college students. The study used actual TV commercials employing humorous appeals for familiar as well as unfamiliar products with the straight versions created by removing the humorous components of the commercial. Results indicated that humor is no more effective than a straight commercials in generating recall and message credibility.

Barbars and Beth\textsuperscript{43} (1988) found that models in advertisements had a powerful influence on college women's evaluation of attractiveness and persuasiveness of cigarette ads. The cigarette industries still continues to aim at women in their ads. Women are also getting addicted to smoking as a result of aggressive advertising aimed at them.

Mehta\textsuperscript{44} (1988) found that although some advertisement did show a progressive image of women, the traditional and sex objects image is dominant. When consumers (men and women) were asked, most felt that women were unnecessarily used in advertisements as sex objects. As many as 75 per cent said that sexy advertisement were poor in taste and should be avoided.

Akhileshwari\textsuperscript{45} (1988) the most damaging portrayal of women is in advertisements. Take "health" drinks for example. Invariably, a boy is shown gulping down the milk and showing his powers in such "manly" activities as sports often, the girls, if present, is a spectator, sometimes applauding the achievements of the "super hero". In a majority of commercials women sought male approval and sought to appeal (sexuality) to men. Girls cooked sewed, ironed and looked beautiful, imitating their mothers, whereas boys sought adventure, discovered new things and solved problems like their fathers.

\textsuperscript{44} Mehta, Abhilasha, "Sex Appeals, Overdoing will Boonoang," The Economic Times March 3, 1988.
Akhileshwari\(^{46}\) (1988) quotes an example of ads on family planning. The film sold the image of a “Bharatiya Nari” specifically, a dutiful wife and an obedient daughter in law. A man advertisers in matrimonial column (with the “approval” of a forward-looking mother) for a wife. After a series of interviews, the woman who offers herself. Modestly refraining from listing her plus points, physical or otherwise and is prepared not only to serve her lord and master, but also his mother, for now and ever, is promptly accepted as being worthy of becoming a wife (and a mother). The prospective bridegroom, at the ‘interview’ asks for her the magic formula of a happy married life. She responds by writing on a paper. A small family. The wife is depicted as mute, perhaps to uphold the traditional maxim that “a woman should be seen, not heard.”

Kamins\(^{47}\) (1989) supports the fact that for the enhancement of brand appeal through celebrity appeal works. In these advertisement renowned personalities are used to encourage and reassure the prospective customer. The advertisement using celebrity appeal had more brand appeal enhancing effect than the non-celebrity appeals.

Michael A. Kamins\(^{48}\) (1989) in his article discussed that advertising is a two-sided context. Quite simply, if the advertisement is not believed, research show that its effectiveness is restricted.

Naresh\(^{49}\) (1989) reported that in ads you find girls with their male counterparts posing for cigarette or campaigning for some brand of suitlegths or an aubum-haired females acrobatics on the piano followed by a coffee. On other side there is the sleek figure of a famour water baby doing her famous dive for the famous “Taj Mahal Tea”. Doesn’t her fresh young body tempt, you into buying the “Taj Tea”.


James\(^{50}\) (1990) reported that for some women acting as a model is a glamorous profession, but from making expensive portfolios onwards, they face exploitation every step of the way. Today’s women models launch a million soaps, tooth paste and whatever else there is to sell. Women form and face will adorn the wrappers of most of the packings.

Krishnan and Anita\(^{51}\) (1990) reported that the woman in the commercial is completely objectified; other than displaying her body and the fabrics, she does nothing at all. Her face is barely registered, nothing of her personality and achievements is known. So in the current climate of commercialization even feminist centred tents cannot be telecast without sponsorship which effectively degrade and demeans women. Since these commercials are the norm, and feminist texts are rare, it is likely that the message of the text processed as aberrant and that of the commercial validated.

Abraham\(^{52}\) (1990) reported that women’s sexuality has been to exploit woman. In fact, woman’s role is defined only in terms of her sexuality. Women models in Indian advertisements are basically of two kinds; the traditional woman dressed in the sari and portraying the housewife or a romantic bride, and the modern Indian woman, young, in western dress. The danger in such stereotyping lies in confining the sari clad women to the home and condemning the jean-wearing young girl to being a sex object.

Kothari\(^{53}\) (1990) reported that major factor behind the deceptive idiom, and obscenity. The criteria of obscenity however, go on changing according to time and place. The female figure is badly displayed these days in a vulgarised way. Our values of life, however, are not wholly western and we should not feel shy of maintaining our native cultural decorum in publicity campaigns. Advertisements are, indeed, our face and we should see to it that the face doesn’t turn into a mask.

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Kumar\textsuperscript{54} (1990) quotes a 14 years old Delhi girl's observation of TV ads at prime time (8 pm to 9 pm). The only activity both men and women were shown taking part was going to a party. Women were shown performing mainly domestic activities, focusing on the women's role of survival namely serving food, washing clothes, cutting vegetables, feeding children, receiving guests, serving them tea etc. On the other hand men were shown in a number of work situations namely as contractors, engineers, salesman, landlords, policeman, garment designers, instructing models, demonstrating electric and electronic gadgets etc. The list is endless. Point is how long can one go on tolerating it.

Jayaswal\textsuperscript{55} (1990) reported that in recent times, the ads campaign for the T.S. watch depicting a man embracing a woman in a bikini and watches dangling unobtrusively on their wrists has turned out to be most controversial one. The woman in the ad was shown in a bikini to prove that the watch was water-resistant. It showed a woman clad in a bikini when it was not related to the product at all and thus it misused the women as a sexual object, which was degrading. No doubt, a bare female body does attract but it is by no means creative advertising.

Pechmann\textsuperscript{56} (1991) argues that direct comparative advertisement could enhance consumers perception of the advertised brand by associating it with comparison brand's and simultaneously differentiate the brands by lowering consumer perception of the comparative brand on the featured' attribute. A key finding was that direct comparative advertisement was more effective for both unfamiliar and familiar advertised brands when the featured attribute is typically of the category.

Dosanj and Bhathla\textsuperscript{57} (1991) reported the idea behind employing the female models in ads is to take advantage of the sex appeal in attracting the attention of the potential buyers. There is hardly any justification or relevance to advertise a new

\textsuperscript{54} Kumar, S. (1990), "Role of Media in Woman's Movement," Journal of Advertising Research, Vol. 25, No. 4, pp. 3-5.


brand of cigarette, after shave lotion or men's suiting with the help of seminude female models. Capitalism has brought women out of the door to bed frame work of the feudal area.

Richins (1991)\textsuperscript{58} concluded that advertisement featuring highly attractive models lead the consumers to compare the elf with ideal image in the other side. Such exposures negatively affect feelings about the self leading to lower self-satisfaction among individual consumers.

Prasad\textsuperscript{59} (1993) reported that there is stereotyping of women's images on television. Despite the fact that the productive contribution made by women in India is considerable, they are shown as week, submissive and totally unconcerned about the development process. TV commercials portrayed women as objects; serial reinforces the traditional roles of women, as daughters, housewives and mothers. It has been realized that women make an active contribution to the development of their communities and should not therefore be regarded merely as beneficiaries of the development process but also as agents init.

Kumar\textsuperscript{60} (1993) reported that the portrayal of women in ads reinforces and creates the impression of women being as mere sex symbol. Ads use beautiful women to sell the products to both male and female consumers by virtue of 2 dimensional roles as housewife, mother and daughter and her function as a decorative sexual object. Women's entire being is reduced to her physical appearance only. Advertisers exploit women's sex appeal by vulgar exposure of her body. There are many ads which show half-dressed young seductive for motorbikes, cars, radios, beer, cigarettes, machinery and sell such products which have no relation whatsoever to her figure as shown in the advertisements.

Chatterji\textsuperscript{61} (1993) advertising is perhaps the only venue where the female is best glorified. But clad in enticing grabs, the female models are out on the scene not to preach the liberation of the fair sex but to sell products ranging from cigarettes to

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automobiles. Media images of women are by and large confined to the traditional archetypal types treating women in society. Women’s struggles for economic independence, fail to get adequate coverage even in government controlled electronic media leave along private producers who indulge in crass commercialism to increase viewership by sensational and sensual portrayal of women.

Gupta (1993) the present trend in cinema, television serials and ads, of giving prominence to indecent exposure of women’s body, focusing on indecent gestures and use of lyrics giving almost indecent reference to women are so disgusting that unless there is a strong movement to control this trend in the mass media, we are bound to face a situation in which our younger generation will not be in a position to make adjustment with our own cultural traditions and norms.

Mahapatra (1993) women were highly visible in commercials. They were featured predominantly as housewives. The activities they were engaged in varied according to the type of product that was being advertised. In the case of food products, they were engaged in cooking, sewing, feeding children. In the commercials for medical aid, they were invariably shown in caring, servicing roles as they attended to members of their family. For grooming aids, they adorned themselves, applied lotion or used beauty soaps in a caressing languorous manner and displayed their bodies seductively. For household products, they washed clothes or shopped for household goods, looking contented and smug as they went around the house performing various housewifely chores.

Gupta (1993) one just needs to have a look at the projection of women in various ads in films, TV or newspapers and magazines these days. There is feeling of remorse on seeing the distorted pictures photos, mostly with over exposed women. These appear often undesirable and vulgar. Many a time it is not possible to watch them in the presence of one’s daughter, sister or mother. The main objective of the advertisers is to attract customers through such advertisements with a view to earning

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money by sale of their products. But this they do with the least respect and regard to women and society and its effect on the younger generation. Women are being portrayed negatively to the young boys and girls with scant regard to an Indian culture. The advertisers and film makers use all subtle ways to indulge in a lascivious projection of other's daughters and women, but can they allow their own daughters and family members to be exposed in such a manner? There may be some exceptions.

**Malichal**<sup>65</sup> (1993) women are glorified by the media only in advertisements. The female figure, often scantily clad, is used to advertise all kinds of products ranging from toothpaste to automobiles. The wide use of the female figure in advertisements has only further degraded the image of women. Unfortunately, the people in the media, mostly men, have not given any thought to bringing in some semblance of decency in the advertisements. Women are portrayed negatively by the media even when it takes up the cause of women. Women are portrayed negatively by the media even when it takes up the cause of women. Women are used as commodities in advertisements.

**Zaveri**<sup>66</sup> (1993) with fast development of industries all over the world, multinational, international and nation firms try to dominate each sector and force each other to compete on the same grounds in order to survive. All such firms try to survive through the media of television and films to sell their products. To keep profits higher, the companies accept the mass media, setting the ethics aside. Women's unfair portrayal casts damaging effect on the minds of the public. The model women get attractive remuneration. Unfair portrayal of women is made where it is not necessary, i.e. the ads of cigarettes, chocolates, blades, underwears etc.

**Praveen**<sup>67</sup> (1994) an attempt is being made to link drinking with emancipation, liberation and feminism. Whereas in reality feminism has nothing to do with alcoholism. A bolder and direct approach has been made in the beer advertisement fashioned along the lines of the ad for a popular soft drink. Here when the new neighbour asks for a drink, the chivalrous model gets her a glass of beer and then another girls demands the same. Indian women, especially middle class women,

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have so far steered clear of the vices of smoking and drinking. But satellite TV seems to far steered clear of the vices of smoking and drinking. But satellite TV seems to be all set to making in roads into this almost virgin territory in the most subtle yet powerful way.

Gupta and Friese\textsuperscript{68} (1995) stated that the image of the beautiful woman and glamorous model is an insult to the reality of the vast majority of Indian women, whose skins are unprotected. The increasing commodification of women will lead to increase violence against women. The media's portrayal of women as commodities is reducing women to a set of vital statistics. It distorts the image of the Indian woman.

Jayaram\textsuperscript{69} (1995) stated that "sex in advertising" had cause a great damage-with-turning a woman into a commodity like toothpaste, detergent or, indeed, switches-the cross heads and body copy traipsed along carelessly, using word play to completely destroy whatever few vestiges of decency the ad may have been left with. The real point isn't even about sex per se at all. It's about the wanton and willful debasement of women, turning them into objects, with the tacit approval of society at large. Such ads are offensive not only aesthetically, but in the assumptions that make its creation possible.

Dutt\textsuperscript{70} (1995) reported that our society through films and advertisement has already linked sex and violence to women's beauty as a result of which young women who have grown up with such violent imagery linking the two, sex and violence fear and distrust their own natural beauty. Beauty contests reinforce the idea that how a woman looks, determines her sexuality. In ads there is selling of beauty queens. They are used to sell soaps, drinks, cosmetics, undergarments, tooth-paste, fans and even more whatever to sell. Is this, where a beauty leads to?

Mitra\textsuperscript{71} (1995) says that he would give sex the lowest priority in a campaign. However, that has not stopped even the present Miss World, Aishwarya Rai from gambling around a particular brand of TV in a commercial and mouthing words like


"If I can have a flat stomach, why can’t they have a flat screen" or something to that effect. But if commercials are not treated as a fine art, certain amount of class can certainly be lent to the profession, feel critics. A good looking woman, scantily clad or not, would certainly get noticed by everybody. However, all this can be done quite aesthetically. The root caused of this recent raunchiness lies in the changing social values.

Anonymous72 (1995) reported that today people point to certain prominent advertisements that portray explicit scenes. The pressure is to create ads that get noticed. In the clutter of the market place where every product is trying to get noticed, to use sex is one obvious answer. Thus the ads are getting raunchier and more explicit. Some of the ads that raised the heckles of society were those of MR coffee and kamasutra condoms. The MR coffee campaign created a rumore when it was released showing a couple making love, with the coffee, real pleasure can’t come in an instant. Products like tyres, jeans and cosmetics use explicit visuals these days. The lyril ads showing scantily dressed models did, after all, help in building the brand.

Nayar73 (1995) reported advertisements that are “radical” show men stepping out of the “achiever” strait jacket. They do not derive pride from the choice. The focus is not on the sense of worth of the man but the efficacy of the product. But when it comes to women the focus is on poor women alone-be it as a wife, daughter, daughter-in-law or girl friend out side world she is doctor, lawyer, executive, banker. On the TV she is confined to stereo-typed image. When women have managed to break the mould in real life, why should the media moguls confine her in the advertisements. In ads she is bound to be convinced that all her needs centre around food, shelter and clothing. No wonder you leave textiles and masalas. Even the family planning ads show her being lectured to by the doctor.

Bedi74 (1995) reported sex does not push every product. If a bikini could have pushed up anything, the big companies here would have been masquarading pornography as ad campaigns for a product like condoms using sex and scantily clad

models can be justified, but certainly not for others like mobikes. Almost a decade back an Apollo tyre ad featured a curvy tass with the copy saying Apollo tyres can take all sorts of curves equally smoothly. In an era when increasing number of consumer goods are flooding the Indian market, the ad agencies are under pressure to create commercials and campaigns which get noticed, at any coast. "Titillating the reader or a viewer has become the prime object".

Malhotra\textsuperscript{75} (1995) reported that advertising today is about selling through images. The messages which keep pouring out of glassies and advertisements have talent sexual overtones. So we have a "model in a mini" selling a refrigerator. The disturbing aspect is when these images have no connection with the real life. Photography and other technological adjustment help create figures and images that is not healthy to aspire to. Extremely then or curvaceou bodies are often a results of trick photography and women seeing these images that for similar bodies, because it is subtly conveyed that this is what men want and all these metaphors are internalized. This latent pornographic tint to "beauty" dominates the ideals of an entire generation which is being fed on these images day in and day out.

Mitra\textsuperscript{76} (1995) reported most products, from car tyres to condoms, are being pushed down the throats of consumers via sex. Whatever the product may be, they always seems to find an erotic application. The billion dollar question that is being asked now after a female model was stripped naked on the computer for ad campaign is : How far and how down can Indian ad persons go in their bid to get across to the consumer amidst a cacophony? Well, sex has been used to paddle products since time immemorial but we need to restrain over selves from overdoing it. On recent trend in Indian ads of shedding clothes having fun and making any campaign for any product hot and spicy, there is not denying that flush from the success of Kamasutra and also liril ads, things in the ad world are going haywire.

Singh\textsuperscript{77} (1995) reported that the various cold drinks have given excuse to advertise girls in hot pants and naturally, biknis. In ads woman does not hold any more importance that of a beautiful and attractive tool effective in the promotion of a

product. Her physical attributes have been exploited to the extreme. When we talk of women’s liberation, this kind of liberation we are talking about liberation from all bondages of clothing. All this has degraded woman.

Govindarajalu (1996)\textsuperscript{78} reveals that the most commonly used motifs in advertising are sex, children and popular figures. Knowledge of psychology comes in handy in the successful exploitation of these motifs.

Tandon, R.K and B.K Subhash\textsuperscript{79} (1997) reported that majority of respondents had a positive attitude towards advertisement in general. They have clearly indicated that advertisement has a useful role to play in the society. One the other hand they also consider advertisement in Indian to be of poor taste, exaggerative and taking undue advertisement of popular personalities like that of films stars and sports stars.

Gupta (1999)\textsuperscript{80} concluded by saying that purchase decisions are influenced by psychological profiles of commonness which are referred as psychological in advertising literature. Efficacy of advertising depends on its match with target markets. There are four principal criteria for defining target markets. They are 1) demographic 2) geographic 3) Socio-psychological or psychographics 4) product usage. Demographic and Geographic have been used for many yes but Socio-psychological has been in use since the beginning of twentieth century. This study has established the relationship between psychographics and advertising effectiveness through target decisions, advertisement writing decisions and media decisions.

Aiyadurai (2000)\textsuperscript{81} concluded that the responsibilities of manufacturer marketers and advertisers are really great. They must direct their advertisements in right spirit and direction. The practice of mala-advertisement must be avoided in total, in the interest of the consumer as well as their own products. Viewers of

advertisement must also got awareness about the information in the advertisements in the appropriate manner.

**Mishra (2000)**[^82] suggested that by appropriate psychological persuasive technique, it is in fact, easier to bring attitude change in smokers. Hence, findings advocate that a practice of moral persuasion seems to be a much more effective instrument for discouraging tobacco consumption. The concept of “moral persuasion” in this context refers to an environment where smoking is considered as deviant behaviour and where people effectively cope with stress by adopting a positive philosophy of life.

**Verma (2000)**[^83] revealed that consumers have a moderately favourable attitude towards advertising messages. They favour advertisement on various counts. At the same time, they are also apprehensive of possible cultural degradation in society as a result of negative impact of advertisements on the psyche of the children and the teenagers.

**Hundal (2001)**[^84] a study to find out the reason and impact of portrayal of sex in advertisement. Moreover its impact on buying capacity of viewer is seen. Sample size of the study was 150 respondent selected from Amritsar City. Information collected from respondent was through questionnaire. It is very much right that from producer point of view, the success of their product strongly depends on the type of advertisement campaign, it could be safely concluded that in order to catch hold of consumer attention, the use of sexually suggestive illustrates have gone a long way. Sexual appeal in advertisement definitely helps in remembering and recalling brand names, but it does not motivate the most of the views to buy product. Sexual illustrators in advertisement must be avoided by the advertiser because it definitely have bad impact on youth who are future of our country. Advertisement must be appealing, relevant and according to the values of the society.

Gupta (2002) found that advertisement should conform to law 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.

Kundu and Sehrawat (2002) analyzed the impact of packaging on consumer buying behavior with the hypothesis that packaging has a strong influence on consumer buyer behavior. Three factorial approaches were adopted to verify the influence of sex, income and city. The study was based on a sample survey of 210 respondents selected from Hisar and Panipat areas of Haryana. The study revealed that packaging is considered as necessary part of product; hence customers find packaging as value additions. But certain negative effects of packaging led to misbranding and misleading customers.

Gurmeet (2003) found that the effectiveness of advertising depends upon to what extent the advertising message is received and accepted by the targeted audience. The effectiveness of an advertising message can be determined through AIDA model of advertising. According to A-I-D-A model of an advertising to be effective to Attract Attention (A)- Secure Interest (I) build Desire for the product (D) and finally obtain Action (A) in the form of sale.

Reddy (2003) found that by using celebrities marketers improve product recognition in a promotional environment filled with hundreds of competing commercials. The use of celebrities make the viewers more through different stages of consumer adoption or decision making powers as explained in communication effect model, very quickly at cash and every step.

Sakthivel (2003) resulted that the personality of a celebrity plays an important part in a successful endorsement. The companies must have deep pockets to be able to afford the best available celebrities.

Elpers, Woltman and Mukerjee (2004) studied the role of humor in T.V. advertising. A sample of 30 ads was used as stimuli in this study. Fifteen were humorous in intent while the other fifteen ads generated positive effect but were not intended to be funny. Two criteria were used. First, the advertisements showed variance in humor from low to high and second, the ads were relatively unfamiliar to the audience. A wide range of products ranging from soft drinks, beer, music, cars, perfumes, mobile phones, cameras, clothes etc. were taken. Results indicated that a dynamic transformation of surprise into humor lies at the heart of humor and the key features of the moment to moment surprise tracks drive overall perceptions of humor. Higher overall humor scores were related to a more positive attitude towards the end.

Dohen and Rosengren (2005) explain the role of the brand and advertising in the everyday lives of the consumers, as consuming a certain brand. Knowing things about that brand or about its advertising is a way to fit into different social groups.

Joshi (2005) found that India is a country where dialects, cultures and even cuisine change every 50 Km. In these conditions the challenges for Indian advertising is to understand what drives the varied group of Indian Consumers to different products.

Prasad (2005) focuses that to have a strong impact on consumer, advertisers use different models such as sports personalities professional models etc. Models are chosen in consonance with the type of product, influence of the personality on consumers, usage of slice of life situation etc. In modern families, it is observed that children play a dominant role in purchase decision-making. Taking advantage of this, advertisers are using children more often as models in advertisements. Earlier, children were portrayed in ads only for products such as chocolates, biscuits, health drinks etc. But the current trend seems to be assigning, greater roles to children in the advertisement for other products as well, not only for gaining parental acceptance of

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92 Joshi, P. (2005), " Increasing Need to Understand the Changing Customer," Advertising Express, pp 65-66
the brand, but also for preparing the young minds to be brand loyal when they enter
the adult market segment.

Srivastava (2005)\textsuperscript{94} reported that today the customers have become more
informed with mass-media growing leaps and bounds, the customer is not only read to
accept anything which is dumped on him. There is public revolution, where people
are moving towards ethics as a strong base on the flipside, over enthusiasm, fear of
competition survival tactics are the factors which are bringing unethical components
into marketing. Key success factors for ethics in marketing are avoid overstatement,
avoid deception, Be responsible, be honest & fair, respect rights of consumers and
society, avoid unethical means, avoid price conspiracies. Do not pollute environment.

Lightfoot (2006)\textsuperscript{95} suggested the challenge is not in establishing a code of
ethics, but rather in ensuring compliance with the codes. The study highlight where
the line between ethical and unethical advertising has been drawn, discussing some of
the different institutions involved in attempting to ensure compliance, and explores
the different perspectives on who is responsible for ensuring that advertising is
ethical.

Rajkumari, K (2006)\textsuperscript{96} found that Indian advertising is a powerful media,
which could actually inspire and influence people to give women their rightful place
in society. Advertises need to realize this and give enough attention to this aspect
while designing their commercials. Indian women have come a long way from their
traditional role of the dutiful bahu, neither are they object of attraction or
entertainment. Giving women a decent place in the society us very much essential for
a healthy living environment.

Roy (2006)\textsuperscript{97} suggested that the children’s market has a huge potential and
that makes it a prime target for food marketers. In addition to that, higher disposable
income of parents which is resulting in higher pocket money for children is directly

\textsuperscript{94} Srivastava, Chetan (2005), "Ethics in Marketing-The Need of the Hour, "Indian Journal of
\textsuperscript{95} Lightfoot, William, S. (2006), “Ethical Advertising-Perspective on Ensuring Compliance,”
Advertising Express (March), pp 30-35.
\textsuperscript{96} Rajkumari, K(2006), “Portrayal of Women in Indian Advertisement- A Betrayal of their True
Portrait,” Advertising Express (December), pp. 18-81
Express (March), pp 42-46
influencing the buying power of children. For younger children who cannot process the effect of not being across in a proper manner. Even without restrictions, a marketer should not practice unethical marketing practices while marketing food items to children because the child is going to grow up as a customer for a lot of products of development or some marketer.

Sharma Rishi Raj (2006)\textsuperscript{98} focuses on analyzing the perceptions of the respondents on ‘Surrogate advertising, an unethical advertising practice, presently followed by corporates. It concludes that there exists a significant association between the aided recall of surrogate advertisements and the brands, with the age of the respondents. In general, the perceptions that govern the attitude of respondents towards surrogate advertisements are more on the negative. Irrespective of the positive perceptions, majority of people perceive the phenomena of surrogate advertising as negative for the society-immoral and unethical.

Chandhok (2007)\textsuperscript{99} found that most of the advertisements are deceptive and false. In India, the customers are, most of the time, taken for a ride by the manufacturer because a majority of customers are illiterate, ignorant or unaware and at the same, time, there is less tendency on the part of the customer to voice his complaint against the exploiter. Very few customers opt to seek action against the exploiter and take him to task. Thus, the moral responsibility rests on the business houses to make advertisements for the mutual benefit of themselves and for the society as a whole.

Rana (2007)\textsuperscript{100} found that there is a drastic difference between the women of yesterday and women of today. There are number of factors that are responsible for such a difference. Few of the reasons are influence of western culture, redefining of beauty and misinterpretation of modernization. The status of women has been officially studied only since 1970s. Industrialization and Urbanization, domestic principles and legislative change, the influence of the west and shrinking global have


brought about varied changes in Indian Society. Now, it is left for the society to decide in which role they want to see the women of today. With the changing role and phase, it is really debatable whether the censor regulations should be applied strictly on vulgar advertisements depicting women as a commercial item.

Kara Chan\textsuperscript{101} (2008) examined how perceptions of truthfulness of television advertising and perceptions of brands varied among urban and rural children in Mainland China and also collected information about the basis of judgement children used to determine whether commercials were true. Descriptive statistics were compiled to give the perceptions of television advertising and brands of the overall sample, as well as the urban and rural sub-samples. Chi-square tests and independent sample t-tests were conducted to examine the urban-rural difference in perceptions of television advertising and brands. The sample was divide into two groups that were of similar size (age six to nine and age ten-15). Chi-square tests were conducted to examine the age difference in advertising perceptions. As per the findings, the urban-rural difference in consumer perceptions and advertising and brands indicated that children's developments in consumer socialization depended on the environment. Urban respondents were more skeptical towards advertising than rural children. Urban and rural children shared two similarities: older children were less likely to perceive television commercials truthful than younger children. Younger children liked television commercials more than older children.