CHAPTER II
REVIEW OF LITERATURE

2.1 Theme
In the previous chapter, introduction to present study was discussed. This chapter highlights the theoretical concepts and through review of literature survey of the current research has been discussed under several themes as explained in detail in the following sections.

2.2 Traditional and unconventional advertising
Traditional advertising is any form of promotion of products and/or services on traditional media channels such as Television, Radio Newspapers, Magazines, and any other print channels. On the other hand, unconventional advertising is any form of promotion of products and/or services on non-traditional media channels such as online, mobile etc. The unconventional advertising is very innovative form of advertising when comparing with the traditional advertising. Most of the companies keep moving to unconventional advertising as the growth of technological changes taken place over a period of time. For example, the growth rate of mobile technology is an exponential in nature, reaching targeted customers are very easy for the companies who aimed to offer customized products and/or services. Similarly, the penetration of internet in 21st century is very fast and it leads to paper free transactions. As a result, every company has moved to online products and/or services. Even customers are very much interested to spend lot of time on internet and like to shop online. Therefore, online advertising is a most impactful advertising strategy for any company in the recent times. Reaching the large targeted customers base, offering customized products and/or services, cost effectiveness and innovative ads are the key advantages of unconventional advertising over traditional advertising. Accordingly, the study aimed to conduct a literature survey on traditional advertising, unconventional advertising, women and children in advertising as a most effective innovative ad concept by ethical portrayal and the preference of traditional advertising over unconventional advertising for both customers and
marketers. The following section highlights the previous studies on the theoretical concepts of this study.

A study conducted by Dahlen, Granlund and Grenros, (2009) revealed that advertising on unconventional media provides the high level of customer perceived value over traditional advertising. The authors argued that the value is the most important thing which the customer look for in products and/or services which leads to high purchase intentions. Therefore, unconventional advertising plays a major role to improve customer value. It can be achieved by unconventional advertising. Thus, it implies that unconventional advertising reaches the target customers more effectively. Also, it helps the companies to deliver high customer value at low cost and increases the brand reputation. Accordingly, it leads to repurchase intention of the customers.

The unconventional advertising has several forms like online and mobile, as indicated earlier, ambient advertising, ambush marketing, sensation, buzz, and sensation advertising forms as indicated by Hutter and Hoffmann (2011). The authors indicated that unconventional advertising helps the companies to reach the large set of targeted customers at very low cost as proved by many studies. Therefore, according to Hutter and Hoffmann (2011) unconventional advertising is a most effective for the companies in the present scenario.

There are many studies on how an innovative advertising influences the consumer behavior. Creativity is the most important part of any innovative ads as indicated by Romonti-Maniu, Zaharie and Jurca (2013). The authors emphasized on originality and relevance of an innovative advertising, how those aspects can influence customer attention and attitude of a customer in terms of ad, brand image and medium credibility. Also, the authors indicated that customer response rate is very good for unconventional advertising when compared to traditional advertising. Therefore, it highlights the unconventional media for good customer response.
Similarly, another study conducted by Baack, Wilson and Till (2008) also highlights how creativity has an impact on customer recall. Creativity plays a major role to memorize company’s offerings in the minds of targeted customers. Based on this concept, the authors studied customer recall effect in two different non-traditional media contexts i.e., advertising in Airport and preshow cinema ads. Customers visit to airport is very less when compared to cinema halls. Thus, the impact of ad recall is more effective for preshow cinema ads than airport ads. The authors highlighted that customer connection to the media plays a major role to recall an ad. Creativity effect is more for the media which customers connect more frequently. Therefore, the study implies that customer exposure to a media is also equally important with the creativity for the effective advertising.

In the other study by Dahlen and Edenius (2007), it is pointed out that favorability of customer response to unconventional advertising is more effective than the usual traditional medium advertising. The authors investigated different new advertising formats which were very different than the traditional ones. They found that if customers don’t recognize that a message is ad message, then the attention given by them to the advertising is more effective to convey the ad message. Accordingly, they experimented with an advertising message in a non-traditional media and studied the customer attention that ad message. The customers didn’t recognize that ad message as advertising. Therefore, the customer paid high attention to read the message. Thus, it implies that the ad message on an unconventional medium leads to high customer attention.

The study conducted by Shankar and Horton (1999) revealed the importance of unconventional advertising over traditional advertising. The authors provide the various types of ambient media. The authors argued that ambient media is outdoor media which can be help companies to focus on large audience where people normally hangout. The places like beaches, parks, shopping malls, etc. are more important to target ambient advertising strategies. Therefore, ambient media is one of the important unconventional media to reach the targeted audience at large extent.
A study carried out by Jurca (2010) explored various types of unconventional advertising. The author studied how frequently the unconventional advertisements can be used and grouped them accordingly based on the homogeneous characteristics of a particular type of an unconventional ad. Also, the author highlighted the importance of each category of advertisement in the modern business context and stressed on how those are helpful to capture the attention of the targeted audience.

Saucet and Cova, (2015) studied the basic understanding of different approaches to unconventional advertising strategies. According to the authors unconventional advertising is a kind of alternative methods to reach the target audience and communicate company’s offerings in an effective manner. The authors more stressed on street advertising concept for the companies which can target urban regions. The authors indicated that this kind of street advertising also involves risk for both company and ad agencies to promote common goods as part of mass communication strategy. The authors studied 10 ad agencies and five companies who sponsor the advertising. They found that both agencies and companies should mobilize each other to obey with rules and regulations of marketing communications by focusing on cost reduction and risk minimization. It implies that an effective unconventional advertising strategy can be achieved by mutual understanding and optimization of sources to minimize both risk and cost for the advertising.

Finally, an investigation of the field of study carried out by Wilson, Baack and Till, (2015) revealed an interesting finding about which element is more important to capture customer attention i.e., creativity or both creativity and visible features of an advertising. It is obvious that visual aids are more important for any kind of advertising which makes the ad viewers to process the ad message favorably to get positive outcome in terms of response rate and/or improve chances to memorize that particular brand for future response. The authors focused more on this concept and to explore further, they conducted a field study. The study is about billboard advertising in an urban locality and intended to explore the factors
that influence on recognition effect of outdoor media advertising. Interestingly, the study results revealed that the targeted audience should expose to advertising and capture the attention initially. Later, the creativity part plays a major role. It implies that initial exposure of an ad develop a familiarity of that particular advertisement, slowly if that advertising has a creativity part then the audience can easily memorize that particular band in their minds. Otherwise, the audience simply may not memorize the brand. According to the authors, the size of the hording, visual appeal and familiarity of a particular brand are the key elements that play a major role to improve brand recognition rate.

2.3 Types of unconventional advertising

The previous sections highlighted the basic concepts of traditional advertising and non-traditional advertising. This section discusses the various types of unconventional advertising (ambient advertising, transit advertising, graffiti advertising, ambush advertising, affiliate advertising, spoof advertising and online advertising) in details as given below.

2.3.1 Ambient advertising

Ambient advertising is a form of an innovative outdoor advertising which can make customers think of a place. There are many previous studies that exist on ambient advertising. One of such study conducted by Alina and Loan (2013) is considered to be important in terms of theoretical base of the concept of ambient advertising. The authors focused on theory development to evaluate ambient advertising. Schema congruity theory was taken as a base for evaluating ambient advertising in the study. The schema theory is about how a consumer processes the advertising content in to useful information for his/her buying purpose after viewing a particular advertisement. According to the authors it is important to understand consumer behavior because the corporate brands, products, and/or services which are promoted by the companies are very homogeneous in nature. In this context authors pointed that ambient advertising is an important form of innovative advertising to deliver unique brand communication and place the company’s offerings in the minds of consumers. In line with the above study,
Jurca (2012) also worked on ambient advertising and its theoretical framework. The author indicated that ambient advertising one of the primary innovative ad form in terms of popularity and its appearance. The author also indicated that the literature on this advertising form is continuously evolved over a period of time.

A study conducted by Manan (2009) indicated that ambient advertising is most innovative and its perceived effectiveness is more than traditional advertising. The author in his/her study focused on comparing the recall rate of an advertising in the context of both ambient advertising and traditional advertising. The author revealed that ambient advertising is most effective form of advertising in terms of recall rate of a particular advertising.

Also, the study reviewed another paper written by Daniela and Admap, (2007). The paper focused on the major trends that are going in the field of ambient advertising. The authors highlighted that the ambient advertising has been undergone with many changes in terms of competitive scenario and technological environment. According to the authors, teenagers expectations towards security and privacy are termed as the major problems involved in technological aspects. Besides, the youth customers are very much attracted to stunts kind of ad concepts. Also, the authors reported that only a few corporate brands such as Nike, Mini and Adidas used this ambient advertising out of 45 cases in their study. The authors highlighted that ambient advertising needs high convergence with the art field so that the development will be taken as green, and self-regulation. Therefore, the ambient advertising can be highly focused on the customers’ attention and participation.

In line with the above study, another study which was conducted by Jurca and Madlberger, (2015) focused on the drivers of ambient advertising in the changing business environment. The authors highlighted the increasing trend of consumer literacy and clutter of advertising because of improved conditions of ambient advertising. Also, the authors reviewed many theoretical frameworks as follows: (i) Human information processing refers to the process of how the consumers
undergo to understand a particular advertising after viewing the advertisement. (ii) *Schema congruity theory*, as explained earlier, refers to how a consumer can process the content of a particular advertisement to his/her benefit based on the perception of the content. The authors identified four elements which help an advertisement to be effective. The elements are *creativity, unexpectedness, engagement*, and *subtlety*. 

(iii) Advertising effectiveness refers to how an advertisement can influence the ad viewers positively and can improve the brand awareness and/or intention to buy that particular brand.

Apart from the above studies, Hutter, (2015) highlighted the significance of ambient advertising. The author highlighted that ambient advertising strategy influences the customer attention and communicate the brand promise effectively. Also, the author indicated that the success of ambient advertising to promote a brand innovatively at unexpected locations. The author reported that previous studies not addressed the elements of ambient advertising i.e., place and execution of the ad. Therefore, the author targeted the same by using mixed-method approach which helps the study to identify best location and different execution strategies, and formulating effective ambient advertising concept. The author adopted content analysis and found that ambient advertising mostly uses innovative visualizations to attract the customer attention at an unexpected locations. Also, the author performed analysis of variance and found that ambient advertising is a form of unconventional advertising which influences customer attention and create positive attitude towards the advertising.

2.3.2 Transit Advertising

Transit advertising is second form of unconventional advertising. It is a form of outdoor advertising. It refers any kinds of ads that placed on transport vehicles (like buses, trams, subways or trains, floor displays, island showcases and electronic signs placed in transit stations, also trucks, trains, cars, scooters and taxis) and the ads can be placed either inside and/or outside of the vehicles (Belch and Belch, 2003; Cincotta, 2005; Pavel and Cătoiu, 2009). In line with the above studies, Peters, James and Hind, (2014) analyzed the transit advertising in
the places of trains, buses, shopping malls and airports. The authors focused on the preference of customers, purchase record of the customers and demographic profiles of the customers. Also, the authors collected data by interacting with the respondents at the public places and recorded the data by using wireless communication device. The authors displayed a number of sample advertisement and recorded their response that which kind of advertisements they prefer to watch at the public places and accordingly the authors have given the suggestions for the best display locations. The authors indicated that transit advertising a most successful unconventional advertising form.

2.3.3 Graffiti advertising
In the previous section transit advertising was discussed. In this section, some of the important studies which were already there in the literature in the field of advertising. Graffiti advertising refers to a large size of colorful paintings which are normally placed on the walls of common walking streets usually customers pass by the way (Hackley, 2005). This kind of advertising usually used to introduce new product brands and/or services like Puma and Nike follow this type of advertising strategy. Graffiti advertising is a great way of delivering a firm’s brand message to a younger audience in a more entertaining and engaging way. In line with the above discussion, a study conducted by Antunes, (2014) studied on graffiti advertising strategy. The author highlighted on how companies accept a street art painting as advertising to promote goods and/or services in any city. Also, the author pointed that how street walkers perceived street art advertising and how they react to such advertising. In addition, the author highlighted the painting artist’s point of view to do such painting to promote a product and/or service. The author conducted comparative study between Portugal and Brazil by conducting interviews with street artists, companies and advertising viewers. The author highlighted that graffiti advertising is an important advertising strategy to build the brand image, the motivations of painting artist towards promoting brands in the street walls and very cost effective ad strategy.
In continuation with the above discussion on graffiti advertising strategy and its importance, Harjanto and Sabana, (2013) studied how flexible and feasible a graffiti advertising is, for the companies who want to promote products and/or service in a cost effective manner to the targeted customers. The authors highlighted that graffiti advertising is a symbol of any area which is going to be become an urban area. It is a form of colorful art work in the urban localities and very healthy promotion of goods and/or services to the targeted viewers by achieving 100 percent viewership. The authors stated in the study that most of the people who work for graffiti advertising are very young enthusiastic people. The young artistic people love to transform advertising messages in to colorful images and forms of content to communicate ad message which reaches the message to the targeted ad viewers. The colorful images and meaningful messages on the streets can easily catch the customer attention and such kind of promotions are very successful. Besides above statements, the authors also indicated that graffiti advertising represents the culture of that particular urban area which is key success factor of this advertising strategy.

Apart from the above studies on graffiti advertising strategy, a study conducted by Tomic (2013) investigated the issue of promoting cancer awareness campaign in Brazil. The author indicated that a team of Camargo (a cancer center) and graffiti artists conducted an awareness campaign on cancer among young Brazilian. All the street walls were covered with the colorful painting of the awareness program to catch the attention of the young Brazilians. Apart from the wall paintings they added textual and visual messages on the poles which are available on side of the roads. As indicated by the author, graffiti advertising technique helped the team of awareness program to create cancer awareness among young Brazilians.

In continuation with the above discussion, Wang, Zhao, and Zhong, (2011) also contributed a study to the existing body of knowledge in the field of advertising. According to the authors, graffiti advertising is one of the new form of advertising which can build the cultural aspects of a particular locality, gain the more
customer attention towards the ads and design of the ads can be very innovative to express the exact content of a an advertisement. Also, the authors indicated in their study on promotion of fashion designing products, that the graffiti advertising encompasses the street passers to expose to the fashion designing products and gain the customer attention. Also, the authors stated that graffiti advertising promotes goods and/or services according to the cultural aspects of the society. Therefore, graffiti advertising is one of the most successful advertising method for the effective promotion of goods and/or services. Thus, it is observed that graffiti advertising has cultural component in it the tool itself. That is the success factor of this graffiti advertising strategy.

### 2.3.4 Ambush advertising

Another form of unconventional advertising is ambush advertising. The ambush advertising refer to associating promotion strategy to a particular event at a very less cost (Portlock and Rose, 2009; Zyman, 2002). The best example of this kind of advertising is the companies sponsoring Olympics. Some of the famous brands that use this kind of advertising strategy are Nike, Adidas, Coca Cola, Visa, American Express, Lufthansa etc. In line with the above discussion, Jothi (2015) recently explored the concept of ambush advertising strategy. The author investigated the how the concept of ambush advertising has been evolved and also, highlighted the benefits of the ambush advertising strategy. According to the author, ambush advertising refers to a planned association of advertising campaign with a particular event. Also, the author indicated that ambush advertising is very innovative ad campaign to a large set of targeted customers in the world.

### 2.3.5 Affiliate advertising

Affiliate advertising is one of the most effective unconventional advertising strategy in the digital era. Affiliate advertising is a form of internet advertising strategy which allows any online business people to associate with any other website to promote their goods and/or services. This affiliate advertising not only promotes goods or services but also acts as a kind of marketing tools. The
affiliate advertising involves generate a sales lead, collect money through online payment gateway, and any other business transaction. According to Woods, (2008) affiliate advertising is a business relationship between online merchant and online portals which act as sales force.

In line with the above discussion on affiliate advertising strategy, a study conducted by Dennis, (2005) explored the concept of affiliate advertising. The author highlighted that the key component of successful affiliate marketing is win-win business relationship between the online merchant (advertiser) and online portals (affiliate). The author also highlighted that affiliate advertising is a key marketing strategy for any online business transactions particularly for e-commerce industry. The author indicated that affiliate marketing involved lot of business partners working towards a common goal. The success of any affiliated marketing strategy highly depends on long-term relationship.

In continuation with the above discussion, another study conducted by Libai, Biyalogorsky, and Gerstner, (2003) examined the process and involvement of participants in affiliate advertising strategy. The authors highlighted that online advertiser can easily get the business leads by affiliation, in return the web portals that facilitated the advertising and/or marketing of merchants products can receive money as a referral fee. The role of online affiliates are to direct the customers to the merchant s portals to get the business and the merchant has to provide the referral fee for the same to the affiliates. The authors indicated that the payment can be received by affiliates mainly based on pay-per lead or pay per click. This is the normal criteria usually followed in this kind of online transactions. The authors stated that pay click is more useful for the affiliates as the customer who clicked need not to do any business transaction i.e., without sale also affiliate gets money. On the other hand, pay-per conversion refer to if a customer buys any product and/or service then only merchant has to pay money for referral, this is very profitable to the merchant as indicated by the author in their study.
In addition to the above studies on affiliate advertising strategy, there is another study conducted by Simons, (2001) examined the search facility to the consumer who wants to get product and/or service information on the website. In this business scenario, pay-per action provides commission to the affiliates. In the search facility, if a customer searches any information related to the particular merchant's products and/or services, then the merchant has to pay commission to the affiliates as indicated by the author. Besides the above discussion, the author also stated that search facility also provides the sales tracking element as the customer who buy product and/or service after searching the information from the search facility. In such scenario, affiliate gets commission for both for information search and for sales conversion.

2.3.6 Spoof advertising

Spoof advertising is another innovative advertising strategy in unconventional advertising. According to Pierre and Leyland (2012), spoof advertising also termed as parody advertising. It is one of the old form of advertising in unconventional advertising category. The previous studies in the literature highlighted that spoof advertising usually a successful advertising strategy. As indicated by Pierre and Leyland (2012), it is clear that spoof advertising is more often advertising strategy in the non-traditional advertising forms. The authors examined the various forms of advertising literature and found that spoof advertising considered being a little risk kind of advertising due to its advertising elements involved in the process. As indicated by the authors, spoof advertising messages can easily controlled by the advertisers. The authors also highlighted the theoretical base for supporting their arguments about the major risks associated with the spoof advertising. In spite of risks associated in the form of negative perceptions of advertising, the spoof advertising is one of the important advertising strategy in unconventional advertising.

In line with the above study on spoof advertising, there is another study which was conducted by Strachan, (2007) revealed that spoof advertising is one of the most innovative advertising strategy in the recent competitive business scenario.
As indicated by the author, the spoof advertising evolved in the eighteenth century for the promotion of brands and/or services associated with the society during that time. Over a period of time, the advertising has become one of the sales promotion activities and without any advertising there can t be brand sales as indicated by the author. In the spoof advertising copy writers borrow concepts form the literary culture and poets. The author also indicated that in his/her study the major focus was given to when customers pay continuous attention and get influenced by the ad after exposing to the spoof advertising. In addition to the above discussion, the author also indicated that spoof advertising brings the customer awareness and insights to how the advertising can influence the attitude of the customers.

2.3.7 Online advertising

One of the most important and dynamic advertising form of unconventional advertising is online advertising in twenty first century. It refers to promotion of goods and/or services through online media i.e., internet, social media, mobile and websites. There are many studies in the context of online advertising, some of the important studies are discussed in this section as given below.

A study conducted by Goldfarb (2013) highlighted the basic differences between the advertisements posted on online and the ads hosted on offline. The author indicated that online advertising is very much cost effective when compared to the offline advertising. Therefore, it implies that traditional advertising is costly than unconventional advertising. The author also highlighted the effectiveness, privacy and security of online advertising.

In continuation with the above study, another study conducted by Korgaonkar, Silverblatt and Leary (2001) explored the various theoretical insights of online advertising. The authors examined the attitude towards online advertising and users belief on online promotions using Pollay and Mittal’s model. The model also called as seven factor advertising beliefs model. The authors indicated that they studies online advertising attitudes in three different contexts by adopting
the statistical techniques such as multivariate discriminant analysis. As indicated by the authors, the two contexts are as follows: paid online advertisements, frequency of viewing online advertising. The results of their study indicated that they two contexts of online advertising are significantly correlated with demographics of the online ad viewers.

In addition to the above study, there is another study which was conducted by Van der Lans, Wedel and Pieters (2014). The authors developed a theoretical model called Hidden Markov model. As indicated by the authors, the model mainly highlights online brand search states of online advertising. The authors in their study indicated that colors and image of product have short-term effect on ad viewers in the context of online advertising. The authors also stated that brand search process has a mediating effect on the relationship between ad exposure and performance of the brand search.

In continuation with the above discussion on online advertising and its effects, a study conducted by Indrupati and Henari (2012) analyzed the effectiveness of online advertising strategies in the context of social networking in Arabia. The authors explored that the online advertising is very successful if the companies adopt integrated marketing communication strategies with the online advertising. The authors conducted a number of interviews with entrepreneurs in Arabia who are promoting their goods and/or services on social media. The authors indicated that online social media advertising is one of the most impactful advertising strategy which is very cost effective and reaching the targeted customers there by the entrepreneurs are succeeding in their business.

In line with the above studies, Wang and Sun (2010) examined the online advertising effectiveness to understand the cross cultural effect on online advertising in two difference cultures i.e., Romania and the USA. The authors indicated that they also examined the beliefs, attitude towards online advertising and responses of ad viewers to the online advertising in the context of Romania and the USA. The authors highlighted that attitude of customers is the best
predictor of customer response to an online advertising. Also, the authors stated that Romanians respond (click on ads) to the online advertising more positively than Americans. Whereas, the authors highlighted that Americans have more tendency to buy online more, when compared to Romanians. Also, the authors suggested that online merchants should adopt online advertising strategy to become global successors in their business category.

Apart from the above studies on online advertising, there is another study conducted by Hanafizadeh, Behboudi, Ahadi and Varkani (2012). The authors examined the inter-relationships among seven latent constructs in their study in the context of Iran. The constructs which they were studies are as follows: internet, agencies, publishers, enterprises, government, development of e-commerce and type of users. The authors highlighted that all the constructs they studied combined the total form of online advertising and delivers the readiness and globalization of corporate business. Also, the authors indicated that SMEs (small and medium-sized enterprises) are very successful by adopting online advertising strategy. Further, the authors showed some of the most insights such as competitive advantage for the success of online advertising strategies.

In line with the above study, Wang, Sun, Lei and Toncar (2009) examined the online advertising strategy in the context of China. The authors highlighted that customer attitude towards online advertising, belief factors about the internet advertising, and the customer responses to the internet advertising are significantly influence each other. The authors indicated five factors related to beliefs as follows: entertainment, seeking information, trustworthiness, economy and value. Thus, it implied that the effectiveness of online advertising is mostly influenced by attitude of a particular ad viewer as indicated by the authors in their study results.

Gordon and Lima-Turner (1997) also conducted a study in line with the above discussion and examined how the consumers balance their responses with the influencing factors of online advertising. The authors highlighted the guidelines to
formulate effective advertising policy and indicated that the policy can enhances the impact of online advertising on consumers.

Apart from the above study, there is another study conducted by Barreto (2013). The author examined the social media advertising. The author tested the impact of Facebook advertisements on consumers. The author’s research question is really consumers view advertising on social media network site Facebook? The author answered the question that a consumer ad viewing on Facebook mainly depends on his/her friends’ comment and/or like to that particular advertisement. The author also provided major implication about the design of online advertising strategy to get success in online business. Therefore, it is implied that social media network advertising is most impactful advertising which can be treated as chain effect as indicated by the author.

In continuation with the above discussion, the another study on online advertising conducted by Evans (2009) tested the inventory supply of internet advertising i.e., the number of times an online ad viewed in a particular time frame to buy space on web for displaying advertising. The author stated that the transactional costs for both customers and merchants are very less for online business. The customers can easily search information, compare the price, product features, quality, and availability on the internet. On the other hands, merchants can easily processes the customer requests.

Dreze and Hussersherr (2003) also examined the online advertising in terms of two aspects as follows: banner advertising and effectiveness. The authors argue that banner advertising is not effective; the advertisers should take care of necessary steps to improve the effectiveness of online advertising. The authors used eye-tracking device to study the consumer attention towards online advertising. The authors conducted the survey by collecting the data from a large number of online ad viewers with a focus on recognizing online ads, how well the viewers able to recall the online advertisements and how much they are aware of banner ads. The authors stated that online surfers don’t pay attention to the banner ads
during their online activity. The results of the study done by the authors revealed that advertising effectiveness misleads if the measurement process is based on the click on ads because they are not paying attention to it.

Yang & Oliver, (2004) in their study indicated that the studies on online advertising are very less. The authors highlighted that customers perceptions about the online advertising and news are mutually influence each other. Also, the authors indicated that online advertising is most influencing advertising.

Apart from the above study, there is another study which was conducted by Emmanuella, Kalliopi, Pavlos and Yorgos (2008). The authors argued that images in online advertisements particularly women images are very unrealistic in nature. The authors also indicated that the women images in online ads are considered to be ethical issue if they seem to be very unrealistic particularly for global product promotions. In their study, the authors conducted a survey on role portrayal of women in online advertisements across various web pages particularly the products promoted by global companies. The results the study stated that sexism in online advertising is prevalent across the world. The authors stated that portrayal of women across various web pages vary widely as indicated in their study. The web sites where female-audience are more, the female portrayal is as decorative kind of female images, in men-audience web sites female portrayed as dependent kind of images, and in general web sites female is portrayed as housewives or equal to men as indicated by the authors in their study.

Finally, in line with the previous studies discussed above Amanda (2008) pointed that women portrayal is a critical issue in online advertising. The author studied six advertisements which are posted on three different online news websites as follows: Yahoo, MSNBC and CNN. The author observed that how women are portrayed in all the advertisements on the above news sites. The author stated that four aspects he/she observed in women portrayal in online ads as follows: stereotypes, body image, emotions and beauty. The author deeply analyzed the
purpose of the online ad and the message which was communicated to the ad viewers. The results of the study in his/her study indicated that the advertisers targeted the audience emotionally by portraying women as stereotype, power and beauty.

2.4 Portrayal of women in advertising
The previous section highlighted the various studies on traditional and unconventional advertising strategies, which were conducted prior to this study, were discussed. This section provides the details of how women are being portrayed in advertisements. The study brings out earlier studies regarding the same context as explained below.

There were many research studies that exist on portrayal of women in advertising which influences the perceptions of a particular brand promotion. According to Lundstrom and Sciglimpaglia, (1977) the women role portrayal in advertising leads to much more effect on brand recognition, brand image, and further it leads to brand purchase decisions. The authors stressed up on the effective portrayal of women to meet effective brand promotion and balancing the oppositions from the female-interest community. On the other hand, the ads which have unethical portrayal of women tend to develop negative attitude towards that particular brand particularly from female-interest groups.

As indicated earlier, Saad, (2004) also supported the claim that many advertisements mainly portray women in advertisements as sexual objects. The author observed the unethical portrayal of women in traditional advertisements in the specific context. Also, the author observed that the women portrayed as the appeal which communicate sexuality to promote impossible attractiveness for gaining the attention of ad viewers.

The argument that explained in the previous paragraph, unrealistic portrayal of women influences the poor attention of ad viewer particularly from feministic group, is also supported by Wan, Faber, & Fung, (2003). The authors conducted a survey on evaluating advertising effectiveness when there is unethical portrayal
of women in advertising in the context of American media comparisons in a
global perspective. They found that unrealistic portrayal of women in advertising
mostly communicate the brand how it is treating the women. The authors also
emphasized that such kind of ads demotivate females that they are not fit for
better work. Accordingly, women audiences develop a negative attitude towards
the brand.

A study conducted by Ford et al., (1997) focused on the issue of inconsistent role
portrayal of women in advertising and how it is critical matter for effective
advertisements. The role orientation of women in advertising is quietly vary from
one advertising to another. Most of the advertisements portray women as a
sexual appeal for a brand promotion. This is the critical issue for the company in
terms of female-interest community. The authors indicated that women react to
unethical portrayal of women in advertising. As a result, the audience tends to
discontinue the relationship or purchase of products and/or services. It influences
the brand negatively. As earlier studies indicated, women have influencing power
to buy products and/or services in any industry. If the ads that involve unethical
portrayal of women can influence the business and those advertisements have
negative effect on the brand image. This kind of trend is there among 63% of
respondents according the authors in the study. Therefore, it is implied that
portrayal of women in advertising also plays a major role on the brand promotion
strategies. Thus, it is a considerable critical issue as indicated by the authors.

In line with the previous arguments, there were many studies which shows that
unrealistic portrayal of women leads to poor brand promotion particularly on
young females. According to Durkin and Paxton, (2002) the young females
normally tend to demotivate after viewing unrealistic portrayal of women in
advertisements in terms of type of body they have, loose the self-confidence that
the ad deliver women can't do extraordinary work, even they may not maintain
proper diet. All these effects lead to discouraging women community and society
at a large extent. These results also supported by a study conducted by Park,
(2005) which revealed that after viewing the magazine advertisements young
women felt body dissatisfaction. Therefore, the advertisers should consider this issue to develop effective portrayal of women in advertisements.

Jessica Dawn Blair, Jason Duane Stephenson, Kathy L. Hill, and John S. Green (2006) carried out a study on ethical issue of sex appeals in the advertisements. They examined that (i) which context sex appeals can be useful in advertisements, (ii) how men and women can be used as sex objects in advertisements, and (iii) how ethical issues play a major in unrealistic advertisements. The authors revealed that advertisers should follow ethical issues for the effective designing of advertising concepts in unrealistic portrayal of men and women in advertisements. The authors indicated that the unethical portrayal of women in advertisements promotes women rather than the brand and the audience attention is mostly on women. It implies that women in advertisements divert the brand attention. Similarly, the authors also indicated that women were sexually portrayed in past as well as present and men is not exceptional in this context. Men also portrayed as sexual appeal in many brand promotions.

In continuation with the above discussion, Amanda Zimmerman and John Dahlberg, (2008) carried out a market survey on young females that how they react to the unrealistic advertisements. The authors has conducted the study based on two major studies done by Mittal and Lassar, (2000) and Ford, LaTour, and Lundstrom, (1991). The authors considered the insights used in these studies to design their study. They surveyed 94 young females about unethical portrayal of women in advertising. The results of their study revealed that the young females influenced by the ads in a negative manner. Further, the results revealed that the females would like to oppose that particular brand and tend to do less business with that company.

Besides the above arguments about the feelings of young females about extreme stereotypes, Shoma (2005) surveyed that how the intensity of a particular portrayal of women in advertising leads to further depression to the women
community. The author argues that after viewing that particular unrealistic ad, women undergo with guilt, misperception about their self-esteem, and embarrassment about their life itself. Also, the author pointed out that the advertisements in which women models acted, those models themselves don’t feel comfortable. But for their livelihood they do the same portrayal in the ads as directed by the ad maker. Only some ads for a particular products in which the women portrayal as a beauty and gorgeous, submissive and compliant, the women can be seen as good seller for that products and/or services which can be treated as modern lifestyle.

The same argument also supported by a study conducted by Sukumar and Venkatesh (2011). The authors indicated that unrealistic portrayal of women in advertising and media mainly for providing sexual pleasure to the target audience. According to the authors, it implies that customers can easily pay attention to a particular advertising if that ad is providing them sexual pleasure. In that situation, producers of ads feel that any goods and/or services can easily sell by women portrayal in advertising. Also, the authors stated that this kind of trend is increased in the recent times and those ads have been delivered a negative impact on women in particular young females. The authors concluded that this kind of negative impact leading to female depression and low self-esteem.

In line with the above studies, there is another study conducted by Claudia, Jouliana and Ana (2006) which examined that how a woman can interpret a portrayal of women in advertising, how those portrayals are different from what a woman actually does in the similar context and how those portrayals influence the women in Latin American context. The authors surveyed a 75 individuals by adopting convenience sampling method. The results of the study indicated that women compare that portrayal in advertising with themselves, feel very bad and develop a negative attitude towards the brand.

Similarly, in a study Saad (2004) indicated that the advertising sector mostly run by the white male who are very dominant in the concern field that they can only
promote any kind of goods and/or services by showing female models as unattainable beauty. On the other hand, the advertisers are very fascinated to design women as unusual sex objects. It implies that both producers and designers strongly believe that they can get customer attention through unusual portrayals of females in advertising. In fact, according the author, that the belief of unusual portrayals is a flawless, it leads to delivering a negative opinion about the women in the society, and the same causes to demotivate the women that they exist for the same purpose.

In addition to the above studies on unrealistic portrayal of women in any advertising, another study also supports the wrong portrayal of women in advertising leads to so many issues. Maurice, Lisa and Vicky (2009) examined the effect of women portrayal in Ireland. The authors indicated that women portrayal is a primary issue for the last four decades. Also, they pointed out that advertisers more frequently do same kind of unrealistic women portrayal i.e., inappropriate way of describing women in such a way that degrading women community. The authors also pointed many issues in Ireland how the government has taken the steps to control the inappropriate description of women in advertising. The Ireland government has called concern departments such as women council, advertising authority and advertising practitioners to discuss up the issues and set up the standard criteria to promote any products and/or services. Therefore, it implies that to promote any goods and/or services there should be a government intervention to control the unhealthy brand promotions and encourage win-win business environment.

In extension to the above studies, John and Michael (1996) examined how adult females perceive inappropriate portrayal of women in advertisements in the context of mid-Atlantic. Also, the authors tested the relative effect of those perceptions on corporate image, behavioral intentions in terms of repurchase and autonomy of female. Interestingly, even the advertisers change the concept of unrealistic portrayal of women in ads, the past impact of negative image on the corporate still exist in the minds of women. The authors also highlighted the
results that the inter-relationships among female autonomy, corporate image, role portrayal are significant. The inappropriate role portrayal of women are treated as offensive and it further influences corporate image, female autonomy and finally it leads to refuse the products offered by the company.

Apart from the above discussion on how women are being portrayed in ads and it influence on the feminist group, there is another study done by Park (2005). Park examined that how young girls are influenced by the beauty and fashion magazines and how the readers further influence their peer group indirectly. The author pointed out that the number of women working in all kinds of media slowly decreased as time goes on. Also, Park revealed that the fashion magazines mostly about how to become thin, the models in the ads or the news strongly influences the girls and the girls develop a strong desire to become as thin as the models shown in the magazines. Park study also revealed that the readers of beauty magazines develop a desire to become thin especially young girls. Further, the author indicated that if a girl influenced after reading such magazines, indirectly she will influence her peer group to become thin. This kind of impact of such ads on the young female group is a very good topic for further research as indicated by the author.

A study conducted by Mager, Summers-Hoskins and Helgeson, (2015) also studied on the role portrayal of male and female in a particular advertisements. The authors major intention is to how to overcome misperceptions of role portrayals for an effective advertising strategy. Also, the authors set up criteria for developing a good ad concept. They highlighted that the code scheme for an ad concept which involves various measurable variables and the variables are very helpful to overcome the shortcomings in the advertisements.

Finally, based on the above discussion on role portrayals and its impact on several concepts, it is important to take a necessary action to improve the situation. By keeping this in mind, Cohan, (2001) suggested that there is need to be change the concept of portrayal of female in ads. The author indicated that
the ad concepts should be developed by keeping positive images of female which helps them to motivate for enhancing their self-esteem. The author also indicated that advertiser should not treat the women as thing or object. In fact, they should expose real human qualities of a woman to boost the feminist group that they can do wonders to develop the society. It implies the ad concept should deliver inner beauty than external beauty to meet the societal norms.

2.5 Portrayal of children in advertising

In the previous section, it is discussed that how women were portrayed in advertising, how unrealistic portrayal impact on the attitude of feminist group and its impact on the corporate image. In continuation with the previous section, how children are portrayed and its impact on the attitude of children and parents in the society which in turn influences the business etc. Children in advertising are an important concept. The advertisers often using the children for many advertisements and depicting the children in many ways to promote goods and/or services in the recent times. This section highlights previous studies on the portrayal of children in advertising as given below.

A study conducted by Aysen and Scott (2010) highlighted the how parents perceiving the advertisements which are targeted children and their portrayal in food industry. The authors in their study indicated that parents more often feel about the children portrayal in advertisements which in turn influence the behavior of children. Also, the authors pointed that advertiser should keep moral intensity in mind while designing the advertising concepts. Further, argued that if the children portrayed inappropriately in the ad that leads to major impact on the children behavior and the children easily catch the same whatever they observe. Accordingly, children morality will build as child grows up. Therefore, portraying children in advertising a sensitive issue.

In line with the above study, Sana, Haseeb, and Hafiz (2009) worked on the ethical issues related to children portrayal in advertising. The authors pointed out that advertisers are following many unethical norms that adversely affecting the
overall performance of promotion campaign. Also, they indicated in the study that advertisers are portraying youth and children inappropriate way in advertisements which deliver negative behavior in the targeted market segment. Therefore, the authors stressed upon ethical standard to promote goods and/or services in an ethical manner.

Further, Wally Snyder (2011) also stressed on the unethical pattern of ad concepts. The author indicated that ethical issues in advertising are critical in nature which leads to develop negative attitude towards not only corporate brand but also on the society. Children portrayals in advertising are highly sensitive as they are very fast in learning new things and develop an attitude upon it. If the advertisers portray children in a better manner in such a way that how a good human being to be natured, then children catch the same and develop a positive attitude not only towards corporate band, but also about the society. Thus, the author indicated that it is the responsibility of advertisers how they want to communicate the brand value by following all the ethical portrayals in the ad concepts.

In addition to the above discussion on children portrayal in advertising, Laura, Terry, Martine and Gerard (2006) indicated that food advertising, which is targeted at children, is a more concern for parents. The ads simply focus to influence to buy food products by portraying children in the advertising. Children simply attracted to those products. But parents point of view, such products are not good for their children. In this context, children are influenced by ads, further those children influence the parents to buy those products. The author called this situation is called pester power. This is the primary issue in the industry how to control this kind of controversial ads.

In line with the above arguments, Shiney, Lipika and Prashant (2011) examined in detail how people responding to many unethical advertising issues like advertisements which are targeted at children, unrealistic role portrayal of women and men in advertising, corporate brand promotion of materialism using
advertisements, controversial or criticizing other competitive brands by comparing with a particular brand, ethical standards of advertisements, and issues related to brand ambassadors in advertisements in India. The authors conducted a market survey by collecting data from 500 students and faculties from different regions of Maharashtra state in India. Based on the survey, the authors highlighted their observations that public opinion towards the ethical issues to be taken into high consideration to formulate standard regulations and straight implementation of those regulation to streamline the advertising industry and protecting the public beliefs.

Finally, a study conducted by Sharp, Kindra and Bandyopadhyay (2001), indicated many areas which are considered to be major concern to look at deep insights in the context of advertising policy making. The authors highlighted that the roles and responsibilities of children in the digital era are dynamic and keep changing. Also, they indicated in their study that children are more influenced by television ads which lead to involve in buying process of household products and shopping behavior of such family quietly different from others. Accordingly, now a days all the television advertisements targeting children. Thus, children in advertising is a primary focus of advertisers, whereas protecting interests of ad viewers are the concern for the policy makers as indicated by the authors.

2.6 Ethics in advertising
In the previous sections, it is highlighted that portrayal of women and children in advertising. In continuation, there were many studies which highlighted on ethical issues in advertising. This section discusses the some important studies on ethical issues in advertising as explained below.

A study conducted by Nwagwu (2006) highlighted the some important which come across the advertising. According to the author, advertisements involve false information. The false ads divert the customers and further leads to ethical and more issues. The author pointed that there should be necessary steps to be taken to monitor the false advertising.
In line with the above study, Jaspal and Namrata (2011) examined that how television commercial advertisements misleads the customers. The authors highlighted that content of TV commercial advertisements degrading the societal norms, customs, traditions, and cultural and human values. Also, the authors pointed that unrealistic portrayal of women and children influences the attitude of young women and children negatively. Therefore, the TV commercial advertisements become more core sales oriented and ignoring the moral values of the society.

Another study conducted by Sundaram and Mitra (March 2007) evaluated the ethical marketing practices of tobacco product promotions. The author indicated that fifteen percent of youth exposed to tobacco product ads on magazines and the advertisers portraying the consuming tobacco products as fun activity using the young looking female models. All these practices of tobacco companies for their brand promotions can be treated as unethical as pointed by the author. In addition to the above elements in advertisements, there are many elements which are to be considered as unethical promotional practices in advertising as follows: age of targeted customers as well as age of brand ambassadors in the advertisements, family and marital status of the targeted customers. The author highlighted that portrayal of smoking in advertisements should be treated as unethical for societal benefits.

In line with the above studies, there is another study which was conducted by Ahmed (2011). The author focused in his study that what are the major causes behind the unethical advertisements and what is the impact of unethical advertising on society. The author conducted a market survey with a sample of 100 by adopting stratified random sampling method. The author explored the different concepts related unethical causes and their impact on society. The data was collected using a structured questionnaire which was prepared based the explored variables. The authors performed a wide variety of statistical tools and techniques to analyze the primary data such as chi-square test, correlation analysis and the results were interpreted. The results of the study revealed that
advertiser should follow standard regulation to promote the corporate brands which can reduce the negative impact on the society.

Apart from the above studies on ethical issues, a study conducted by Andrew (2007) provided a personal interaction about the changing role of advertising particularly not only in marketing department, but also in the society. The author indicated how an advertising field evolved over a period of time. Also, the author pointed out that how the intervention of government in regulating the advertising to boost healthy promotion of goods and/or services in the dynamic environment of the business. In addition to the above arguments, the author also pointed that ethical issues of alcohol and car driving promotional activities and how those issues has to be taken care to overcome the societal problems. Besides, the author posed a very big challenging question on the future of advertising and its further improvements for better brand communication.

In continuation with the previous studies on unethical advertising, there is another study which is conducted by Katherine, John and Lisa (2011) analyzed the false advertising claims which have been influenced a very strong negative impact on corporate image and its reputation. Their study indicated that customers, who have exposed to a misleading advertising, have developed a negative attitude towards that particular corporate brand. In this sense, the authors explored different cases that which corporates have been caught by misleading advertisements and how the companies recovered the consumer trust again. The authors explained a case on a large pharmaceutical company named GlaxoSmithKline in New Zealand. The company said apology for their false advertising on television to regain customer trust.

In continuation with the above discussion, Gerard, Wah-Leung and Douglas (2008) explored the concept of aggressive advertising which further leads to psychological imbalances for the targeted group of customers in Hong Kong and Shanghai. The authors interestingly focused on the classification of offensive advertising and predictors of psychological imbalances. According to the authors,
offensive advertising can be classified as follows: the advertisements dealing with (a) sexual matter (b) non sexual matter and (c) manner of displaying an advertisement. Based on the survey results of the study, the authors stated that the manner of displaying an advertisement can be treated as most offensive advertising. Further, the authors indicated that there are two significant predictors which can influence psychology for taking an ad as offensive. The predictors are self-esteem and susceptibility to social influence.

Finally, in line with the above study, another study conducted by Fred (2008) examined the consumer complaints related to the unethical advertisements which are promoted on mass media like electronic and print media. The author reported that four of five hypotheses were supported by the study results. Also, the author reported that the advertisement viewers are mostly offended by the theme of the advertising concept rather than the goods, services or other offerings which a company trying to promote.

2.7 Research Gap
The above review clearly depicts lack of studies on unconventional advertising strategies in Indian context. Even in international context, although large number of researches was carried on unconventional advertising and ethical and moral problem regarding unethical portrayal of women and children in traditional advertising but almost all of them have discussed either the importance of unconventional advertising or the existing problem of traditional advertising only. Furthermore these studies were carried with a small sample size which casts a question on generalization of findings. Hence it is important to comprehensively analyze the customers and marketers attitude and their relative preference of unconventional advertising strategies over traditional advertising which can be practiced in a more ethical manner. Doing this is certainly in interest of society and that is why the proposed research can be considered as meaningful. The present research will throw light on the various unconventional strategies which appears to be solution/remedy over the clutter of existing traditional advertising and opens a new perspective for marketers to be creative, attractive and
infotainment yet remain ethical which helps in filling the gap that exists due to the lack of any study on the above mentioned subject in India.

2.8 Research Questions

1. Why customers and marketers prefer unconventional/non-traditional advertisements over traditional advertisements of selected rural and urban localities & belonging to different socio-economic profile?
2. How to analyze relative preference among unconventional advertising strategies of customers and marketers of selected rural and urban localities?
3. What strategies to devise and design ethical unconventional advertisements that appeal the attitude of selected customers who prefer unconventional advertisements and test these through some dummy advertisements?
4. How analyze attitude of marketers towards unethical advertisements regarding unethical portrayal of women and children in advertising and explore if they are correct in assessing the psyche of the target customers?
5. What strategies to recommend to corporate sector in order to become more ethical in advertising and using unconventional advertisement in ethical manner?

2.9 Research Objectives

1. To evaluate the extent to which customers and marketers of selected rural and urban localities & belonging to different socio-economic profile prefer Unconventional/Non-traditional advertisements over Traditional advertisements.
2. To analyze relative preference among Unconventional advertising strategies of customers and marketers of selected rural and urban localities.
3. To devise strategies to design ethical Unconventional advertisements that appeals the attitude of selected customers who prefer Unconventional advertisements and test these through some dummy advertisements.

4. To analyze attitude of marketers towards unethical advertisements regarding unethical portrayal of women and children in advertising and explore if they are correct in assessing the psyche of the target customers.

5. To recommend strategies to corporate sector in the way to become more ethical in advertisement and using Unconventional advertisement in ethical manner.

2.10 Research Hypotheses

1. Null hypothesis: There is no significant difference between customers and marketers in terms of preference of traditional advertising.

   Alternative hypothesis: There is a significant difference between customers and marketers in terms of preference of traditional advertising.

2. Null hypothesis: There is no significant difference between customers and marketers in terms of preference of non-traditional advertising.

   Alternative hypothesis: There is a significant difference between customers and marketers in terms of preference of non-traditional advertising.

3. Null hypothesis: There is no significant preference of customers of various socio-economic profiles for non-traditional advertisements over traditional advertisements.

   Alternative hypothesis: There is a significant preference of customers of various socio-economic profiles for non-traditional advertisements over traditional advertisements.

   i. Null: There is no significant preference of customers for non-traditional advertisements over traditional advertisements.

   Alternative: There is a significant preference of customers for non-traditional advertisements over traditional advertisements.
ii. Null: There is no significant preference of marketers for non-traditional advertisements over traditional advertisements.
Alternative: There is a significant preference of marketers for non-traditional advertisements over traditional advertisements.

iii. Null: There is no significant preference of customers in terms of gender (female and male) for non-traditional advertisements over traditional advertisements.
Alternative: There is a significant preference of customers in terms of gender (female and male) for non-traditional advertisements over traditional advertisements.

iv. Null: There is no significant preference of customers in terms of age group (less than 18 years, 18 to 25 years, 26 to 35 years, and above 35 years) for non-traditional advertisements over traditional advertisements.
Alternative: There is a significant preference of customers in terms of age group (less than 18 years, 18 to 25 years, 26 to 35 years, and above 35 years) for non-traditional advertisements over traditional advertisements.

v. Null: There is no significant preference of customers in terms of education (10\textsuperscript{th}, 12\textsuperscript{th}, Graduate, PG and Post-PG) for non-traditional advertisements over traditional advertisements.
Alternative: There is a significant preference of customers in terms of education (10\textsuperscript{th}, 12\textsuperscript{th}, Graduate, PG and Post-PG) for non-traditional advertisements over traditional advertisements.

vi. Null: There is no significant preference of customers in terms of occupation (student, employee, self-employee and others) for non-traditional advertisements over traditional advertisements.
Alternative: There is a significant preference of customers in terms of occupation (student, employee, self-employee and others) for non-traditional advertisements over traditional advertisements.
vii. Null: There is no significant preference of customers in terms of income level (< = Rs. 10000, Rs. 10001 – Rs. 20000, Rs. 20001 Rs. 30000, Rs. 30001 – Rs. 40000 and above 40000) for non-traditional advertisements over traditional advertisements. 
Alternative: There is a significant preference of customers in terms of income level (< = Rs. 10000, Rs. 10001 – Rs. 20000, Rs. 20001 Rs. 30000, Rs. 30001 – Rs. 40000 and above 40000) for non-traditional advertisements over traditional advertisements.

viii. Null: There is no significant preference of customers in terms of marital status single, married, widowed and others) for non-traditional advertisements over traditional advertisements. 
Alternative: There is a significant preference of customers in terms of marital status single, married, widowed and others) for non-traditional advertisements over traditional advertisements.

ix. Null: There is no significant preference of customers in terms of ads viewing frequency of customers per week (less than 2 hours, 2 to 4 hours and more than 4 hours) for non-traditional advertisements over traditional advertisements. 
Alternative: There is a significant preference of customers in terms of ads viewing frequency of customers per week (less than 2 hours, 2 to 4 hours and more than 4 hours) for non-traditional advertisements over traditional advertisements.

4. Null: There is no significant difference in preference of customers of various socio-economic profiles for various types of non-traditional advertisements (online, mobile, spoof, ambient, aerial, body, transit, ambush, affiliate, graffiti and elevator advertisements). 
Alternative: There is a significant difference in preference of customers of various socio-economic profiles for various types of non-traditional advertisements.

i. There is no significant difference in preference of rural and urban customers for various types of non-traditional advertisements.
ii. There is no significant difference in preference of female and male customers for various types of non-traditional advertisements.

iii. There is no significant difference in preference of customers in terms of age groups (less than 18 years, 18 to 25 years, 26 to 35 years, and above 35 years) for various types of non-traditional advertisements.

iv. There is no significant difference in preference of customers with different educational qualifications (10th, 12th, graduate, PG and Post-PG) for various types of non-traditional advertisements.

v. There is no significant difference in preference of customers with different occupational groups (student, employee, self-employee and others) for various types of non-traditional advertisements.

vi. There is no significant difference in preference of customers with different income levels (≤ Rs. 10000, Rs. 10001 – Rs. 20000, Rs. 20001 – Rs. 30000, Rs. 30001 – Rs. 40000 and above 40000) for various types of non-traditional advertisements.

vii. There is no significant difference in preference of customers in terms of marital status (single, married, widowed and others) for various types of non-traditional advertisements.

viii. There is no significant difference in preference of customers in terms of frequency of ads viewing per week (less than 2 hours, 2 to 4 hours and more than 4 hours) for various types of non-traditional advertisements.

5. Null: There is no significant difference in attitude of various levels of employees of marketing department of companies towards non-traditional advertisements and traditional advertisements.

Alternative: There is a significant difference in attitude of various levels of employees of marketing department of companies towards non-traditional advertisements and traditional advertisements.