CHAPTER I
INTRODUCTION
1.1 Introduction and Problem Identification

Advertising is one of the most important promotional elements in marketing-mix. It has evolved as a competitive strategy to create a brand and influence the customers' attitude towards the brand. Creativity and innovative ideas along with the new medium strategies help the advertising to become a powerful communication tools in the modern competitive business environment. Today's marketers are facing tough competition from their competitors. In order to prove themselves better from their competitors in the cut-throat competitive environment marketers try to design their advertisements in such a way which gains instant customer attention. But while doing so, it is very important that advertisements should be respectful towards consumer and free from exploitation because, when the integrity of the intended message is ethically compromised the capacity for consumers to make informed decisions become diminished (Foley & Pastore, 1998).

Traditional advertising includes ads in magazines and newspapers, radio and TV, and direct mail. Non-Traditional/unconventional advertising comprises of anything that is not TV, radio, print or direct advertising. It is designed to cut through the clutter of traditional advertising and grab the attention of customers in a more innovative and ethical manner. Creativity and innovation are important aspects of unconventional advertising and if used properly it is hard for the customers to ignore it. Unconventional advertising is atypical. It is a type of advertising that sets most businesses apart from their competitors (Burman, 2012). This kind of advertising uses a surprise effect which adds a wow factor to grab the attention of the consumers. Many traditional companies find it difficult to accept unconventional advertising, but are slowly becoming more aware and open-minded that it is a way of reaching consumers with a greater impact (Ahuja, 2008).
The Indian consumer as well as marketer has become much more open-minded and experimental in their perspective. The current urban middle and upper class Indian consumer preference and attitude towards advertising to a large extent has the western influence especially amongst female. There is an increase in positive attitude towards the Western trends. Foreign brands have gained wide consumer acceptance in India. Fashion is a billion-dollar industry giving employment to millions of people not only in emerging economies but also across the globe. But when it comes to the portrayal/representation of children and women especially through traditional advertising, has been the subject of discussion and debate for decades with advertisers standing accused of displaying inappropriate and degrading images. This is currently a matter of prime concern in India. Ethics plays an important role. There is no clear view of what is ethical and what is unethical when it comes to advertising because advertisements communicate different connotation to different people. One s idea can be ethical to one person but unethical to another but with careful consideration and planning, it is possible for advertisers/marketers to find a common ground for promoting their products without offending people s sentiments in the process.

In order to increase instant sales and catching customers attention through various media for promoting the product, many companies if not directly but indirectly are indulging themselves in deceiving customers. Deceptive claims in advertising while targeting women and children can cause serious damage to a company s reputation. Women have been the primary focus in sexual advertising in the past and present. The children s market also has become significantly more important to marketers in recent years. They have been spending increasing amounts on advertising, particularly of food and beverages, to reach this segment. The roles of children in modern society are changing. Children continually assume larger roles in their homes and are becoming more involved in the shopping habits of the household. As a result, they have become the prime targets of television advertising. This has led to a serious debate among the advertisers, policy makers and consumer protection groups about the
influence of traditional media advertising on children. However during the research the researcher found that advertisement companies are using many unethical practices to advertise their products or services, which is really becoming a big problem for the consumers. Previous researches revealed that consumers who find deception in an advertisement in turn generally would develop a negative perception about advertising.

As compared with the past, women in modern times have changed a lot. It is majorly seen that women view shopping as a fun, satisfying, hedonic and joyful activity. The attitude of female towards online shopping seems very positive and they look forward to this communal event with cheerful prospects, but in reality they have to still travel a long way. The changing role of women in society has created a challenging task for advertisers - how to portray women in advertisements? Since 1990's some advertisers trying to make an attempt to build positive identities for women, in an effort to change their stereotypical, negative or degrading images of women in advertising. These days many advertisements have started portraying women more frequently as career oriented and in non-traditional roles and are constructing the persona of the new Indian women. Despite the fact that Indian society is concerned with female images in the advertising, little is known about how Indian women interpret -How advertising depicts their images? So the present study helps in examining this idea.

But it can be seen that traditional media especially T.V. still portray women as sex objects to catch the attention of people and the biggest example of this is deodorant ads. Human beings, especially women are used to represent the products in the advertisements. Maximum advertisements which we come across daily through T.V., Newspaper etc are focused on women and family needs, for women are the perfect home makers. She is the one who makes majority purchases for her family. The advertisements basically depict the image of women in our culture. As far as showing women in advertisements is concerned, things seem to have worsened over time. Advertising campaigns can be
problematic when they inadvertently offend consumers. Today's technology allows advertising to be widely distributed, which increases the possibility of the messages reaching consumers who are not identified in the targeted segment (Christy, 2006). For example, an advertising campaign to recruit participants for a marriage retreat could be received as offensive or painful for a widow or widower. This study explores these issues and in an effort to represent consumers preference and marketer's attitude, draws upon discussion and empirical evidence from consumer research, media studies and advertising studies in which women are stereotyped and degraded by advertising. This call has very much brought the issue of how women are represented in advertising. A number of complaints in recent years about advertisements on traditional media that have been degrading women image are welcomed in the proposed study.

Consider following advertisements:

- **Fair & Lovely** - beauty cream earlier focused on a *fairer girl gets the boy*. In one of the advertisement they have portrayed the young women who after using fair & lovely became beautiful and therefore got a good job. Many people in India felt that Hindustan Uniliver (HUL) had violated advertisements ethics by openly insulting a majority of dark skinned Indian women.

- **Reebok** - *Cheat On Your Girlfriend, Not On Your Workout.* This form of advertisement shows a dishonest and disrespectful attitude towards women and advocates betrayal, dishonesty, disloyalty, infidelity, promiscuity and cheating. It represents an athletic equipment company giving the stamp of approval to cheating.

- **The Gucci Print Ad** - this ad tries to show women's place in the world is at a man's feet. This ad is totally humiliating to women. In this ad the women is visibly distressed and is using her right hand to hold her dress down and cover herself. It depicts that women are inferior to man, which totally harms human rights. This is not the correct portrayal of women in
ads because it shows that we live in a very narrow minded society that is full of stereotypes and misrepresentation.

- **Set Wet Zatak, Wildstone Deodorants** - set wet zatak is a deodorant from wildstone that has been positioned sensuously in the market. In 2007 an ad featured a women getting aroused and lusting after a man wearing Set Wet Zatak Deodorant. Her suggestive gestures made the scene look obscene and sexually explicit. This ad sparked several controversies and on the intervention of I & B ministry, the **Advertising Standards Council Of India (ASCI)** was asked to look into this matter. Later ASCI told the creative agency to either amend it accordingly or take it off air immediately.

- **Tuff Shoes** - in 1995, this advertisement shocked everyone. The tuff shoe ad featured supermodel Milind Soman and Madhu Sapre. Both posted wearing nothing but a pair of tuff shoes and a python wrapped around their body. This ad attracted severe protests from social service organizations for unhealthy promotion and nudity. Another case filed over this ad was under the wildlife protection act for illegal use of the python and animal cruelty. The legal proceedings lasted for around 14 years, until the counts declared the accused as not guilty.

- **Winston's Print Ad** - Winston tries to convince young women how tough & cool they can be by smoking while waiting for a man. This underestimates women intelligence by convincing them for silly, vague unhealthy & immature things to do. This ad also promoted an unhealthy habit that is till now affecting people (especially teenagers & young adults). Smoking cigarettes is very unhealthy and causes cancer.

- **Amul Macho** - Amul Macho's **Yeh To Bada Toying Hai** has been amongst the most controversial advertisements in India. It featured a woman washing her husband's Amul Macho underwear. This woman washes the underwear, fantasizing as if her husband is still wearing it. The suggestive expressions of the ad make it sexually explicit and vulgar. This ad attracts strong protests and causes were filed on the aforesaid grounds. The court
also upheld those allegations and scrutinized the frequency and airing timings of the advertisements on T.V.

- **Bisleri** - When Bisleri was undergoing transition from *Pure & Safe* to *Play Safe* during its early days in the Indian markets, the mineral water was desperate to capture the Indian Market. This was quite evident from the ad that aired in Feb, 2001. It featured two couples making out and drinking Bisleri water on a beach. The whole hidden idea of safe sex did not play well with Indian audiences and subsequently banned.

- **Fastrack Watch** - In the year 2011, fastrack roped in cricketer Virat Kohli and actress Genelis D souza for a series of commercials. This commercial featured Kohli as a Pilot and eventually both land up making out in the cockpit while the plane was still in mid-air. This ad was condemned by several Aviation companies for showing them in bad light. They felt that this ad can ruin their reputation. However, the cases filed against this ad were not upheld by the court.

- **Nakshatra Diamond** - People will also spend money on things that they love, even if the purchase is not a requirement. Nakshatra advertises that *Heera hai sada ke liye*, which instills the idea that a diamond engagement ring is a requirement for everlasting love. It is suggested that two to three months worth of salary should be spent on an engagement ring, when in reality, a ring is not even necessary for marriage. Advertising to the emotion of love can persuade people to complete a purchase based on manipulative messaging, which violates ethical guidelines (Foley & Pastore, 1998).

In case of children, the main products are unhealthy food (fast foods & junk foods), soft drinks, fashion items such as attractive watches, jeans, branded shirts & shoes, perfumes, gels and other forms of accessories & entertainment goods such as new series of iphones, digital cameras, handy video-cam, video games, laptops, tabs, other gadgets etc. Today children are a part of decision making process in many homes. They try to persuade their parents to go for their
choice of things. The parents also fail to resist their children’s choice & try to make them feel comfortable in any way possible because if they do not get the commodities that their friends are using they develop a feeling of complex (Sharma, 2009). Targeting impressionable youth with products deemed necessary for social acceptance is also inappropriate. Often times, the advertising messages are designed to attach the emotions of children who may already be insecure. The advertisements make youth feel like they need the product in order to be viewed as worthy. Peer pressure plays a large role because children like to feel like they are part of the group.

Now a days, advertisements influencing the children a lot in Indian Market. In order to boost the sales, advertisers are trying to use children in advertisements even when it is not required. Because of this, parents are being forced by their kids for those products which they cannot afford, like expensive cars etc, as a result its influences their monthly income and also our Indian culture. Some of the advertisements are very relevant to children like complan, surf excel etc., and where advertisers should use children to promote their products in the market otherwise they should not. Children represent an important demographic factor to markets because they have their own purchasing power, they influence their parents buying decisions and they are the adult consumers of the future.
Consider the following advertisements:

For example,

- Refreshment at Pizza Hut, McDonalds, Dominos etc., attracts teenagers. The children are easily carried away by the facility available in spite of the price being a little higher than those available outside. Most of the time the children do not even bother to think about the hygienic conditions in which the food is prepared.

- The ads of Pepsi, Coca-Cola, Sprite, Fanta, Thumps-Up etc., cold drink and more specifically the carbonated ones, which are being marketed by celebrity-brand ambassadors like Shahrukh Khan, Amir Khan, M.S. Dhoni, Akshay Kumar, Salman Khan etc, are more popular among children with
their punchlines - *Thanda matlab Coca-Cola, Yeh dil mange more, Taste the thunder, Dar ke aagay jeet hai*. Children do not drink these cold drinks to quench this thirst but just for the reason that their favorite star is drinking it.

Even after the news of high PH in the carbonated and bottled cold drinks which was found to be true but the children are continuing to drink because of their addiction towards it. The ads of pan-masala, gutkha attract children and making them addicted to it.

In order to sell products it is unethical to play with the emotions of innocent children. The Pontifical Council suggests that this type of advertising is unethical, as it interferes with the dignity of both the parent and the child (Foley & Pastore, 1998). Young children do not have the necessary cognitive skills to fully understand the persuasive tactics used in advertising. Youth also play an important role part in developing the product purchasing pattern of their family. Marketers are well aware of the power that the youth market holds in relation to buying decisions in the family (Calvert, 2008.) Some consumers believe that the products used by their idols will make them look better, feel better, and even perform better. This results in additional money being spent on costly products. Consumers should recognize that wearing Wrangler jeans will not develop their football skills.

Not only youth, but also the infants are targeted. In baby foods where different companies are trying to convince the parents to buy their food products for their babies and promise a lot of benefits, out of which most are false. Sometimes the baby’s health affects if the mother do not to follow the instructions as mentioned on the food packets. Instead of simply sitting back and accepting information as fact without evaluating it, consumers should critically analyze and be more independent in making their own opinions, perceptions and decisions of issues. This type of critique would contribute to making consumers less susceptible to
mass media effects and influence by giving consumers self-reliance and autonomy when it comes to beliefs and decision making.

By following ethical standards when conducting campaigns will help avoid offensive ad distributions and maintain positive customer relations. The study discusses the value of unconventional advertising that produce a positive influence on consumers as well as advertisers. Information distributed can inspire and motivate people to behave in a manner that will help themselves as well as others. After a complete and thorough analysis of the whole scenario, the researcher focuses on some key areas which need to be taken care and will be helpful for the advertisers in the long run to keep their advertisements effective and ethical in every manner. In the end, it is the responsibility of the ad professionals to resolve ethical concerns proactively, and they must be encouraged to do so from the top down, and given clear permission to express their concerns.

1.2 Justification for the Study

It is often seen that in the name of experimentation and in the desire to win the market, marketers are involved in making ads which can be termed as unethical. There are numerous such examples of advertisements related to bathing soaps, detergents, cosmetics, health drinks, and apparels, deodorants etc., which have targeted women and children in an unethical manner. Perhaps marketers need to be more socially responsible while making and presenting their advertisements as the presentation of advertisements can have a positive as well as a negative impact on the society.

Sometimes many marketers in order to boost sales and earn profits they forget that they are part of the society and they have some responsibility towards it. By adopting unethical practices some business entities are damaging traditional advertising techniques; in fact these ads are not accepting a fully clean and positive approach as they pretend to be, instead playing with the consumer’s sentiments. As much as marketers would like to believe they are being entirely honest with consumers, they are really using "manipulation made obvious in the
service of manipulation”. The result of this common practice is that the line between misrepresentation and sincerity is becoming blurred; rather than disapproving certain advertising techniques, it is supporting them.

There are lots of offensive T.V. and print advertisements; many times they all try to portray women as only sex objects and nothing more. Women in these ads are dressed in a very sensual way and in totally revealing clothes and use facial expressions that are sexually explicit. These advertisements’s focus is mainly on women rather than the product and its usefulness. They include female models dancing and talking in a sexy and attractive tone. There is no need of using sex appeals in ads and is totally unethical. The ad could be as effective and maybe more inspiring, if it is clean and respectful. Advertising is a very powerful and influential medium therefore; it plays an important and great role in shaping society’s views towards the ethical portrayal of women. The audiences are usually large and ranges from people concerned with the advertisements to families and young teens. Unfortunately, most of the images of women in advertisement are unjust, negative and misrepresentative to the nature of women and their roles in society.

This study may provide meaningful alternatives to corporate sector to ensure attention yet remain ethical.

1.3 ELM Model
To evaluate customers attitude towards advertisements Elaboration Likelihood Model is used. This model is developed by psychologists Richard E. Petty and John T. Cacioppo. According to the ELM model, a basic dimension of information processing and attitude change is the depth or amount of information processed by the consumers. On the other hand, the consumer can deliberately and actively consider the information provided in the ad plays a major role in forming attitudes toward the advertised brand. Therefore the attitudes are changed or formed by careful consideration, thinking and integration of information relevant to the product or object of the advertising.
1.4 Unconventional Advertising

Unconventional advertising appears to be a solution to the increasing clutter from the traditional advertising. It is a creative way to use media in advertising that conveys direct and contextual messages by using and often altering existing elements of the advertising environment in a way that surprises the target audience. Nontraditional (unconventional) media has continued to increase because 1) traditional media does not have the power to attract and hold a viewer’s attention by itself, in the same way once it did, 2) it is versatile, 3) it can be very creative and engaging, 4) it is often less expensive than traditional vehicles, 5) it is highly targetable, and 6) many options allow for personalization. These attributes are well explained by PQ (Patrick Quinn) media in an online article *Use of alternative media to rise*, and it is predicted that, marketers will spend one out of every four dollars on alternative media (Leggatt, 2008).

An innovative advertising strategy is a quickest way to attract the target audience and convey infotainment message and if they are successful they become inspiration for others. Sometimes an advertisement is just for giving information.
but some companies work very hard to make their advertisement campaign very unique, striking and successful. Advertisement, whether online or offline, if they don’t catch customer attention within seconds they are considered failed. A good advertisement does not need to be too complicated to comprehend and should be easily interpreted and understood by its targeted audience. An innovative approach to unconventional advertising strategy is not so simple, and can involve some of the following:

- Identifying both, the current unconventional and traditional advertising consumed by target audience.
- Identifying consumer and marketer’s preference of unconventional advertising over traditional advertising.
- Identifying unconventional advertising opportunities, such as ambient, transit, online or live action flash entertainment, etc.
- Identifying trends within the audience, such as trending applications, events, broadcast, websites or digital media preferences.
- Identifying places to reach potential customers, who currently doing business with a particular firm’s competitors.

Unconventional advertising is very useful and suitable for the companies having limited budget, also the targeted audience can be easily reached through a means of communication other than TV, radio or newspaper which can be very expensive. It’s an effective method of displaying promotional message and making it more memorable because of the unusual way in which it is presented. It uses innovative methods to promote a product beyond traditional advertising techniques, especially those a firm creates itself comes under the classification of unconventional advertising. Examples include - people wearing clothes with company’s logo at events, giving out free samples at events, creating a partnership with a local charity, and unusual public displays - such as sidewalk paintings, and skywriting. Coordinated social media campaigns using free or low-cost online tools such as Facebook, Twitter, Pinterest, Groupon, Constant Contact and LinkedIn also have become integral parts of small-business
advertising efforts. A very well known approach to the selection of media for advertising is to identify a target audience, then find the most cost effective media options to reach that audience. For many advertisers traditional media such as TV and newspapers deliver the best ROI. For others, the unconventional media, i.e. the addition of a social media presence on say Facebook and YouTube gets the clicks. Because of the number of small and large businesses using social media, this form of marketing is considered as an unconventional method of advertising.

1.5 Types of unconventional advertising
Unconventional advertising is a broad category of advertising that can include various forms which are discussed as follows.

i. Ambient Advertising - It is one of the most important forms of unconventional advertising. Ambient advertising can be found anywhere and everywhere. These kinds of ads often make us think about a certain place or thing differently. It is an outdoor form of promotion that uses alternative and unconventional media, called ambient media (Pavel, Cătăiu, 2009) in order to convey the message to the right audience. This type of advertising is one of the newest and the most creative, and is expanding rapidly.

ii. Transit Advertising - It is a form of out-of-home advertising (Belch and Belch, 2003) and it refers to ads placed on vehicles (outside or inside) and in transit stations (Koblinski, 2005; Belch and Belch, 2003). The advertising mediums used in transit advertising include public transportation vehicles such as buses, trams, subways or trains, floor displays, and electronic signs placed in transit stations (Belch and Belch, 2003) and also trucks, cars, scooters and taxis (Cincotta, 2005; Pavel and Cătăiu, 2009). Transit advertising is important because it can provide high visibility for firm’s products on a daily basis. Also, the target audience may not necessarily be able to ignore the ads as they would, for example,
by fast-forwarding through a television commercial or radio advertisement, or flipping past a magazine ad.

iii. **Graffiti Advertising** The effects of graffiti advertising are striking: the huge painted images attract the attention of the people that pass by them every day (Hackley, 2005) becoming an excellent way to generate brand awareness, street credibility and word-of-mouth opportunities. This technique used at first to promote new bands and local performances (Hackley, 2005) has become lately an advertising method used by many important brands such as Puma or Nike. Graffiti has grown and diversified into one of the most exciting and innovative branding and out-of-home media. Graffiti advertising is a great way of delivering a firm's brand message to a younger audience in a more entertaining and engaging way.

iv. **Elevator Advertising** It is another form of unconventional advertising that has been frequently used in the past years. The walls and even the floors of the elevator units can be used to promote products, services and brands either by placing stickers, posters or even products inside the units or by running commercial movies and ads if the elevators are equipped with screen displays (Pavel and Cătoiu, 2009). As elevators are in popular places such as malls, business offices, doctor's clinics, schools and transportation depots, it is more likely that ads will be viewed more than once. These are visually rich and give relevant information such as headlines and images from the day's news, stock quotes, weather, and ad messages. Elevator advertising is probably the most effective advertising available in terms of consumer awareness. Elevator advertisements are extremely successful at being viewed frequently because they are a means of transportation and can't be avoided.

v. **Ambush Marketing** A marketing technique in which advertisers work to connect their product with a particular event in the minds of potential customers, without having to pay sponsorship expenses for the event. An example of ambush marketing might
involve selling music merchandise just outside the grounds of a concert without the consent or awareness of the concert promoters, relying on association with the concert to drive sales. Many events, especially in sports have sponsors. These sponsors pay money, which makes it possible to hold the event. In return for this, they get publicity and media coverage. It is a planned effort of a company that isn’t a sponsor of a particular event to give the impression that it is by associating its name indirectly to that event, in order to gain at least some of the advantages of a real sponsor (Portlock and Rose, 2009; Zyman, 2002). The main advantage of this type of unconventional advertising strategy is related to the fact that the ambushing company doesn’t have to pay sponsorship rights, which can be very costly sometimes. While the main purpose of ambush marketing is to confuse the consumer about who the real sponsors are. Many of the most known brands around the world at one point or another have used ambush marketing. Some of these famous brands are Nike, Adidas, Coca Cola, Visa, American Express, Lufthansa etc.

vi. **Body Advertising**  It is also known as tattoo advertising, this technique is not new. It refers to placing promotional messages directly on human skin. Foreheads, forearms, hands and backs have all been marked by marketing stunts. The people that sold their bodies as billboards for a quick buck have been left branded for life, the logos lingering longer than the companies themselves. The bearers of these ad tattoos are usually regular customers, who are looking for some extra money or free products, or who are loyal customers of a certain brand. However, this strategy has become increasingly popular lately among sports people who reveal more skin while competing, such as boxers (Sims, 2002). However, no matter if the ad tattoos are temporary or permanent they do catch the attention of the viewer and generate buzz, and more so if they are placed on the skin of someone who are famous personalities.
vii. **Aerial Advertising**  This advertising is also commonly called airplane advertising, airplane banner advertising or air ads, is a unique and innovative form of advertising. According to Belch and Belch this category includes airplanes pulled banners, skywriting, and blimps (2003). For example - aircraft, balloons or airships etc. It is extremely cost effective and gives excellent results.

viii. **Affiliate Marketing**  It originates from Amazon.com's introduction of partnership and commission-based marketing in July 1996. Amazon discovered this new marketing approach. By mid-1999, affiliate marketing emerged as the most cost effective way for marketing managers to acquire new customers. And by 2000, over three thousand companies and a 'million Webmasters had jumped on the affiliate bandwagon. As companies got focused on profitability, affiliate programs began to play a central role in their overall marketing strategy. Pay-for-performance marketing was no longer a cocktail party catchphrase, but a gateway on the "path to profitability." As with any marketing program, affiliate programs don't run on autopilot. The successful merchants in affiliate marketing not only launch a program with best-in-class member agreements, commissions, and tracking software, but also manage and support their best performing affiliates for optimal results. Shawn Collins and Frank Fiore have done a tremendous job of packaging the industry's best practices so that any company can succeed in affiliate marketing.

It is an internet advertising that allows any online business to affiliate themselves with web site owners (known as affiliates or publishers) using affiliate programs. Affiliates make money by generating sales, leads and traffic for the Merchants business. Merchants who sell goods and services online or seek other affiliate business activity typically use one of the affiliate program commission payment models such as: Cost Per Sale (CPA), Cost Per Lead (CPL) and Cost Per Click (CPC). It refers to the relationship between the website of an electronic merchant and a network of partner website (affiliates) that operate as a virtual sale force (Woods,
The affiliate websites aim is to direct traffic to the merchant's site through advertising materials and commercial messages (Woods, 2008). The affiliates receive money compensation from the merchant for the visitors directed to its website.

ix. **Spoof Advertising** It is a chill perception presented in a hilarious way. This advertising is intended to intimidate in the fun components to draw consumer's attention. Spoof ads trigger consumers to relate things as it gives the brand immediate association with someone or something, which becomes a reference point that is out of the ordinary. Spoof is a gentle satirical imitation or a light parody. For example- Amul and such other companies do to promote their products can also be termed as burlesque advertising strategy.

x. **Online Advertising** It is also called as Internet advertising. It is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumer. It also focuses on social advertising through social networking site (Facebook, MySpace, LinkedIn, Twitter and many others). Online advertising can be classified into different forms:

   i. Mobile Advertising
   ii. Display Advertising
   iii. Social Media Advertising
   iv. Search Advertising
   v. Promotional Advertising
   vi. E-mail Marketing
   vii. Affiliate Advertising
   viii. Native Advertising, etc

In choosing the theme of this study several aspects were taken into consideration, as follows:

- The increased effectiveness of unconventional advertising compared to traditional advertising in drawing consumer attention and delivering the advertising message.
- The rapid development of various forms of unconventional advertising in India.
- The significant impact of advertising creativity.
- Forms of innovative advertising strategy.
- Ethical aspects of advertising.

Unconventional advertising strategy is centered in the concept of innovation. Studies of creative/innovative advertising or unconventional advertising as an alternative to traditional advertising have been undertaken exclusively in the context of western countries and Romania due to its more importance. This study deals with the subject of unconventional advertising in the context of Indian consumer, the empirical research conducted representing a first step towards a better understanding of the predictors and effects of innovative advertising in North India. To establish a solid theoretical framework for this concept, it was conducted first a review of existing literature addressing the issue of unconventional advertising and its creativity and then, various forms of unconventional advertising strategies were studied.

1.6 Research Process and Organization of the study

In general, any research process starts with review of literature to identify a research problem. Similarly, the study starts with review of literature on traditional advertising. The study also reviewed concepts and theories of traditional and unconventional advertising. Next, the study identified various unconventional advertising strategies to carry out the research. The study explored the unethical issues related to the unethical portrayal of women and children in advertising. A structured questionnaire was developed based on literature review, interviews, focused group discussions and one pilot study. The data was collected across North India from 5 states through offline and online mode. Relevant statistical tools and techniques were used to analyze the data. Finally, a report has been written based on the results of the study.
The flow chart of the organization of the study is as follows which depicts the chapters included in the present study.

In this study, Chapter I presents the identification of the problem, justification, ELM Model, types of unconventional advertising, and research process and organization of study.

Chapter II presents the extensive literature review. It discusses underlying theoretical concepts of previous studies. This chapter provides support for formulating hypotheses. It brings out a theoretical framework of the study.

Chapter III provides research methodology of the study. It includes research design, population, target population, accessible population, sampling plan, sample size and its justification, demographic profile of the respondents and statistical tool and techniques used for the data analysis and its justification.

Chapter IV presents descriptive statistics, preference of unconventional advertising over traditional advertising, attitude of marketers towards portrayal of women and children in advertising, developing ethical unconventional advertising strategies and suggesting the marketers to promote their products and/or
services in an effective way by maintaining and protecting the ethical standards of the society.

Finally, Chapter V provides interpretation of the results and discussion. In addition, it provides the practical and theoretical implications, limitations and direction for the future research.

This chapter highlights the introduction of the research problem and theoretical concepts on traditional and unconventional advertising, research process and organization of the study. In the next chapter, review of literature is discussed in detail to identify the research gap, raising the research questions, framing the research objectives and formulating the hypotheses.
CHAPTER II
REVIEW OF LITERATURE