Today, advertising has turned up as an efficacious economic and social force. The scenario was different before the Industrial Revolution. Then, there were only a few producers and the consumers were hardly satisfied and hardly there was any need of mass communication. Due to industrial revolution, mass production started which compelled the producers to inform, communicate, educate and persuade people to purchase their products. And this job was efficiently done by one of the mass communication media, that is advertising. This advertising helps the consumer to make a choice before the shopping.

The students represent a substantial market segment. There are a large number of products which are mainly for the collegian or University Students. They also used to sway and influence some particular commodities. The opinion of the students is important in today's marketing approach and their role as opinion leaders is increasing. They do not tolerate the false assurances of advertising. They read the newspaper ads and like the truthful, informative, educative and appealing ads.

Area covered

In this study the students, studying in colleges and
Universities throughout India, were taken. It is based on the multistage sampling techniques. For the first unit, various cities like Bombay, Calcutta, Delhi, Guwahati, Srinagar and Madras were selected. The selection of cities was based on personal judgement and availability of the students. The interview of 200 students of different socio economic backgrounds of colleges and Universities were taken into account. This study was conducted on the basis of some simple questionnaires. The first part of the questionnaire prepared to get socio economic background of the students. The second part says about the general attitude of the students towards advertising. The third part is related to the impact of the ads appeared in national English newspaper and their comments about them. The fourth part consists of the specific attitude of the students towards the ethics of advertising. In the fifth part the students are questioned about their opinion regarding various organisations and their ads. The students were asked to rank them according to their order of preference.

Analysis of Data
Some procedures were taken to analyse the datas, which were collected from the students. Firstly a simple table was prepared to know the statewise distribution of the students. Then to ascertain the effect of different socio economic variables on the attitude of the students towards
advertising and its ethics, these data are summarized.
To get the accurate results, some hypotheses were taken. But
these hypotheses were statistically tested according to
their significances. The Chi-Square test was used to test
the hypotheses.

A contingency co-efficient (C) was drawn which is a measure
of the extent of association or relation between 2 sets of
attributes.

There are some "don't know" answers. Ignoring these specific
answers the statements on specific attitude of the students
was measured by binominal test. In this sample survey, as
the number of students is larger than 25, the binominal
distribution tends towards normal distribution.

Objectives of the Study
The main objective of this study was to find out the college
and University student's attitude towards advertising. The
prime attention was given to know the ethical aspects
involved in advertising.

The other general objectives are:
1. The effect of different factors like education,
schooling, sex, rural or urban background and parent's
income and occupation on the students attitude towards
advertising.
2. To know the general feelings of the interviewees towards advertising.

3. Their perceptions of advertisements which create treacherous and fallacious demand.

4. Their attitudes towards advertisements which are usually done for undesirable products.

5. The interviewee's attitude towards the educative role of advertising.

6. To know the opinion of the students whether advertisements influence the people to purchase unwanted products.

7. Student's attitude towards the quality of Indian English newspaper's advertisements from 1947 to 1991.

8. Advertisements increase confidence in the buying products or not.

9. The feelings of students on the use of film stars, sportsmen, etc., to popular various products in the market and ways and means of discouraging unethical practices in advertising.

10. Most of the advertisements are overstated or not.

11. Whether the advertisements have utility and remarkable role in the society, or not.
12. Student's reaction about the overstated ads.

General Behaviour Towards Advertising

Consumer behaviour is directly affected by attitudes. The behaviour of the consumers is one of the important factor to purchase decisions. And these decisions are influenced by behaviour of buyers predominant at the time of decision making. The behaviours may be specific or general. When one says about specific behaviours, it refers to predispositions of consumers with respect to a particular company, product, etc. On the other hand, general behaviours refer to inclinations of consumers towards certain institutions like retailers, cooperative marketing advertising, etc. In 1956, K. Young refers to general attitudes as "Belief systems,........... an organized body of ideas, attitudes and convictions centred around values or things regarded as important or precious to the group." He further suggests that "Belief systems provide a larger frame of reference or back ground which tends to control the more specific thoughts or actions of individuals."

In this study the general behaviours of interviewees towards advertising has been analysed. A set of 11 statements ranged from extremely negative to extremely positive and the interviewees were asked to choose only one of these statements after reading them carefully. Through this
method, the responses of the interviewees have been analysed and the general behaviours of them has been found out.

Specific behaviour towards advertising
But it is important to study the specific behaviour of the students towards advertising also. By analysing general behaviour as well as the specific behaviour, this study gives a complete picture of students' behaviour towards advertising.

Specific Objectives of the study:
The main objective was to find out the college and University's students attitude towards advertising, particularly the ethical aspects involved in advertising.
More specific objects are:
To study
i) The effects of various factors like sex, education, schooling, rural or urban background and parent's income and occupation on the college and University students' attitude towards advertising.

ii) Their cognition and discernment about the newspaper advertisement either as exaggerative and objectionable or as educative and informative.

iii) Their attitude towards advertisements which create treacherous and fallacious demand and which make false and misleading claims.
iv) The attitude about the advertisements of 1947 to 1991 and their opinions about the qualities of those advertisements.

v) Their perceptions about the influence of advertisements to purchase unwanted products.

vi) Their attitude towards objectionable products & the ads which increase confidence in the buying products.

vii) The feelings of students, undergraduate and post graduate level on the use of film stars, sportsmen to popular the products.

viii) Their reactions about the overstated ads.

Ethics and truths are closely interlinked concepts, and, therefore, it is essential to analyse the ethics of advertisements in detail and separately.

 Ethics in Advertising:
Ethics is a set of moral principles norms or values. It is a branch of social science dealing with 'good' and 'bad' and therefore moral duties and responsibilities of an individual as a social and rational animal. Ethics is related with those values that determine the moral conduct in a given group of community. Moral principles are the rules or the standards of what is 'right' or 'wrong'. Hence, morality
deals with right or wrong conduct. Here, the word 'morality' is comprehensive than the term 'ethics', because, moral values include ethical values but opposite is not true.

It is established fact that advertising is psychological, social and business process of persuading the people to buy products or services. Advertising gets aggressive and acrimonious due to ever increasing competition; therefore, each advertiser wants to excel his rival in techniques of spending on advertising. In this acute competition, there are chances of concealing truth to promote sales and to make profits. But the advertiser has the social and moral obligation towards the consumers, because it is the consumers who pay to the last rupee of advertising expenditure.

It is not possible for any advertiser to make fool all the consumers, all the time. The credibility of advertising has been under criticism for decades. The judicial truth is not applicable to the world of advertising. And for that reason no advertisement says about the demerits of the product or service. The advertisement speaks about the brighter side only. That is, the unpleasant truth, the naked truth, the bitter truth is concealed.
The effect and discussions

Outline of the Students:
During the study the characteristics of the students in respect of sex, school, college, University, rural or urban background and parent's income and occupation are taken. They are different in every respect.

Places of Interviewees
Table 1.1 shows the metropolitan city wise distribution of interviewees.

Table 1.1. Metropolitan citywise distribution of interviewee students.

<table>
<thead>
<tr>
<th>Metropolitan Cities</th>
<th>No of Interviewee Students</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bombay</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>Calcutta</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>Delhi</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Guwahati</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Madras</td>
<td>35</td>
<td>17.5</td>
</tr>
<tr>
<td>Srinagar</td>
<td>25</td>
<td>12.5</td>
</tr>
<tr>
<td></td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>
Though these students are from various cities, but they can be considered to represent all India character as they belong to all the four regions of the countries. To get equal number of interviewee students from all these said major cities, would have cause the very large sample size. However, in this survey the generalisations have been drawn on all India basis.

Rural-and-Urban Background

The taste of the students regarding advertisements are varied and different. They are influenced by their rural and urban background. But, it should be mentioned here that most of the survey work was carried out in cities and towns, it was presumed that the urban background students would preponderate and take the lead. But there were sufficient and ample number of rural students, who were also interviewed in the sample.

Table:1.2 Collocation of interviewees according to Background.

<table>
<thead>
<tr>
<th>Background</th>
<th>No. of Interviewees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>52</td>
<td>26</td>
</tr>
<tr>
<td>Urban</td>
<td>148</td>
<td>74</td>
</tr>
</tbody>
</table>
Deviation according to Sex

Today there are almost equal numbers of males and females in the colleges. In some of the departments, there are only a few number of females. But over all, the females are coming in education in large number. So considering this growing phenomenon, the equal number of females and males are interviewed in this sample survey.

Table: 1.3 Collocation of interviewees according to Sex.

<table>
<thead>
<tr>
<th>Sex</th>
<th>No. of interviewees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>Female</td>
<td>100</td>
<td>50</td>
</tr>
</tbody>
</table>

Level of Studies in College and in University

The students interviewees were ranging from undergraduate to post graduate students who were studying in the Colleges and Universities.

Table: 1.4 The Students interviewees : Under Graduates and Post Graduates in the Sample

<table>
<thead>
<tr>
<th>Level of Studies</th>
<th>No. of interviewees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under Graduate</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>100</td>
<td>50</td>
</tr>
</tbody>
</table>
Schooling Background of the Students Interviewees

The students who were covered by sample survey either from public or with ordinary schooling backgrounds and even though it has been noticed that many students in the Post Graduate level are from ordinary schools but with high talents.

Table: 1.5 Distribution of the students adjusted to Schooling Background.

<table>
<thead>
<tr>
<th>Schooling Background</th>
<th>No. of interviewees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public</td>
<td>96</td>
<td>48</td>
</tr>
<tr>
<td>Ordinary</td>
<td>104</td>
<td>52</td>
</tr>
</tbody>
</table>

Medium of Instruction in School

The students interviewees can also be further divided considering the medium of instructions.

Table: 1.6 Students interviewee corresponding to Medium of Instruction in School

<table>
<thead>
<tr>
<th>Medium of instruction</th>
<th>No. of interviewees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>138</td>
<td>69</td>
</tr>
<tr>
<td>Regional</td>
<td>62</td>
<td>31</td>
</tr>
</tbody>
</table>
It is obvious that 69% students were coming from English Medium instruction and 31% students were from regional languages. Most of the important reason of such variance is due to selection of students from the cities only. Another remarkable feature is that most of the students having regional background were not aware of the ads of national English dailies.

The Occupation of the student's parents

The students interviewees were taken from various family background which reveals variation of tastes among students.

Table 1.7 Deviation of students according to Parent's Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>No. of interviewees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculturist</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>Business</td>
<td>41</td>
<td>20.5</td>
</tr>
<tr>
<td>Business Executives</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Clerical Staff</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Government Servant</td>
<td>60</td>
<td>30</td>
</tr>
<tr>
<td>Private Organisation Staff</td>
<td>9</td>
<td>4.5</td>
</tr>
<tr>
<td>Professional</td>
<td>19</td>
<td>9.5</td>
</tr>
<tr>
<td>Industrialist</td>
<td>11</td>
<td>5.5</td>
</tr>
<tr>
<td>Teacher</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Services</td>
<td>11</td>
<td>5.5</td>
</tr>
</tbody>
</table>

This Table is illustrated in Bar Diagram No. 1

This sample shows that students were interviewed from different level of socio economic background.
Deviation of Students According to Parent's Occupation

AG = Agriculturist  BU = Business  BE = Business Executive
CS = Clerical Staff  GS = Government Servant  POS = Private Organization's Staff
P = Professional  I = Industrialist  T = Teacher
S = Services

1. Deviation of Students According to Parent's Occupation
Parent's Monthly Income

To know whether the parent's income influence the students' attitude towards advertising, a large number of students from different income groups have been interviewed.

Table 18: Distribution of interviewee students by their Parent's Monthly income.

<table>
<thead>
<tr>
<th>Income levels</th>
<th>No. of interviewees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below Rs. 800</td>
<td>31</td>
<td>15.5</td>
</tr>
<tr>
<td>Rs. 801 - 2500</td>
<td>63</td>
<td>31.5</td>
</tr>
<tr>
<td>Rs. 2501 and above</td>
<td>106</td>
<td>53</td>
</tr>
</tbody>
</table>

The analysis shows that the majority of the interviewees were taken from the upper income groups. The percentages are to some extent small in case of middle income group and lower income group. This depicts that the analysis has been drawn from a wide range of income groups from which the interviewee students belong.

The use of Statistics

'Statistics', as a plural noun, is used to mean numerical data arising in some sphere of human experience - to be precise, numerical data which result from a host of uncontrolled, and mostly unknown, causes acting together. Used as singular, 'statistics' is a name for the body of
scientific methods (the statistical methods) which are meant for the collection, analysis and interpretation of numerical data.

The collection of facts and figures on different aspects of life and their analysis have become indispensable tasks of modern days. Many a government and business executives are relying more and more on statistical techniques for controlling the quality of manufactured products and for studying the needs and desires of the consumers. The politicians and social reformers employ statistical facts as a basis for policy-making. The statistical methods are to be regarded essentially as aids to scientific research. In fact, many of the tools of statistics were devised in the course of biological, agricultural or sociological investigations. Even in the so-called exact sciences like physics and chemistry, statistics is playing a useful role. Indeed, some recent theories in physics and chemistry have their origin in statistical idea.

Statistics formulates methods for the verification of hypothesis, for testing whether a hypothesis can claim to be a law. It would be more proper to describe statistics as a quantitative method of scientific investigations. Also statistics has to do with only the group characteristics of numerical data on the basis of which an investigation will be conducted.
In this research, the method of obtaining numerical data is by making observations by interviewing a number of persons and filling in questionnaires relevant to the topic on the basis of information supplied by them.

Presentation of numerical data
The collected data are arranged in a neat systematic form. This information can be presented more effectively by means of a table. A table shows the data in a compact form, and a complete table with its title, headings, and sub-headings can bring all the essential features of the data into a clearer perspective. A table should always have a number attached to it, so that it may be easily referred to whenever necessary. The table should possess a title which should be self-explanatory and should state briefly the nature and purpose of the data contained in the body of the table. The different columns of the table should possess headings and sub-headings stating clearly what the data in different columns represent. The first column, called the 'stub' of the table, is used to give a description of the items on which data are available.

The information are given in a tabular form for the purpose of illustration. The columns have been numbered 1, 2, etc., so that these numbers may be quoted in any future reference.
Diagrammatic representation of data

Representation of statistical data by diagrams - by graphs, charts, or pictures - is more effective than tabular representation, being easily intelligible to a layman. The diagrams are almost essential whenever it is required to convey any statistical information to the general public. A diagram can give only a rough idea about the magnitude of variations, whereas in a table the exact values may be quoted.

In this research the bar diagrams are used for diagramatic representation of data. In this method, bars of equal width are taken for each of the items of the series, the length of a bar representing the value of the variable concerned.

Frequency distribution of an attribute

In the course of investigation conducted in Colleges and Universities, a number of students were interviewed. On getting the data, the sponsors of the investigation put them in a systematic form. According to the attitude, the interviewee students were grouped. In statistical language, this is the frequency of the form 'students' of the attribute 'Sex', because it tells us how frequent this form was among the students interviewed.

Population and Sample

In a statistical enquiry we are ultimately interested in
some numerical characteristics of an aggregate of individuals - individual objects or beings - rather than in the characteristics of the individuals themselves. In statistical language such an aggregate is called a population or universe. In some cases it may be possible to study each and every member of the population for the purpose of the enquiry. More generally, there may be practical difficulties in studying the whole population. It may be too large to examine each of its members and the enquirer will have to remain content with the information gathered from a part of the population only. Such a part of a population, by means of which one seeks to represent the whole population, is called a sample.

**Random Sampling**

Of all types of sampling, random sampling is commonly preferred, on some theoretical considerations. In this kind of sampling, each member of the population has the same probability of being included in the sample.

**Null hypothesis**

Suppose a variable $x$ is known to be normally distributed in a given population, with a known variance $\sigma^2$ but with an unknown mean $\mu$. Also suppose it is suggested that the mean may be equal to a specified value, say, $\mu_0$. One has then the hypothesis

$$H_0 : \mu = \mu_0,$$
which needs to be verified. Such a hypothesis is called a null hypothesis because it states that there is no difference between $\mu$ and $\mu_0$. The verification has to be done on the basis of a random sample from the population. Let $x_1, x_2, \ldots, x_n$ be the values of $x$ for a random sample of size $n$, the observations being independent.

In order to test $H_0$, let us assume, to begin with, that it is true that, in fact the population mean of $x$ is $\mu_0$. From this assumption a number of results will follow. The most important result for our purpose is that $\bar{x}$ is, according to the assumption, normally distributed with mean $\mu_0$ and variance $\sigma^2/n$ - in other words, $\frac{\sqrt{n}(\bar{x} - \mu_0)}{\sigma}$ is a normal deviate, $T$. As such

$$P\left( \frac{\sqrt{n}(\bar{x} - \mu_0)}{\sigma} > 2.576 \right) = 0.01$$

To put it in a different way, in repeated sampling from this population, in only one in hundred samples is the value of $\frac{\sqrt{n}(\bar{x} - \mu_0)}{\sigma}$ expected to exceed 2.576 numerically. This fact then provides a test for the hypothesis. If in a given sample $\left| \frac{\sqrt{n}(\bar{x} - \mu_0)}{\sigma} \right|$ exceeds 2.576, then it means that a value has been obtained which is very improbable under the hypothesis. In such a case the hypothesis itself will be held in suspicion. Then $H_0$ is rejected. On the other hand, if in the given samples $\left| \frac{\sqrt{n}(\bar{x} - \mu_0)}{\sigma} \right|$ does not exceed 2.576, i.e., if it takes a value which is not improbable under the hypothesis. It would then be said to be accepted.
The procedure will be appropriate then anyone is interested in knowing whether \( \mu \) is or is not equal to \( \mu_0 \), i.e., when one to test the null hypothesis \( H_0: \mu = \mu_0 \) against the alternative hypothesis \( H: \mu \neq \mu_0 \).

In some cases, however, one may want to know whether \( \mu \) is equal to \( \mu_0 \) or greater. \( H_0 \) is then to be tested against the alternative hypothesis \( H: \mu > \mu_0 \).

Here, too, very small values of the statistics \( \frac{\sqrt{n}(\bar{x} - \mu_0)}{\sigma} \) as well as very large values, are to be regarded as unlikely when \( \mu \neq \mu_0 \). But then they are still more unlikely for a value of \( \mu \) greater than \( \mu_0 \). And since one is concerned with a choice between \( \mu_0 \) and values greater than \( \mu_0 \), very small values of the statistics should lead to the acceptance of \( H_0 \) rather than to its rejection. On the other hand, very large values of the statistic, being unlikely when \( \mu = \mu_0 \) but not so unlikely for \( \mu > \mu_0 \), should lead to the rejection of \( H_0 \). If the level of significance be 0.01, \( H_0 \) is to be rejected in such a situation if for a given sample it is found that

\[
\frac{\sqrt{n}(\bar{x} - \mu_0)}{\sigma} > 2.326,
\]

since \( P[T > 2.326] = 0.01 \), and is to be accepted otherwise.

Similarly, when one wants to examine if \( \mu \) is equal to \( \mu_0 \) or smaller, i.e., when one wants to test \( H_0: \mu = \mu_0 \) against the alternative hypothesis \( H: \mu < \mu_0 \), one should take only very small values of \( \frac{\sqrt{n}(\bar{x} - \mu_0)}{\sigma} \) as indicative of the
falsity of $H_0$. As regards very large values of the statistic, they are of course extremely improbable when $\mu_0 = \mu_0$. But then they are still more improbable for any value of $\mu$ less than $\mu_0$. If the level of significance be 0.01, $H_0$ is, therefore, to be rejected only when for the given sample

$$\frac{\sqrt{n}(X - \mu_0)}{\sigma} < -2.326$$

and is to be accepted otherwise.

From the above discussion it will also be apparent why, in testing $H_0$ against the alternatives $H : \mu \neq \mu_0$ at the level of significance 0.01, we reject $H_0$ when $\frac{\sqrt{n}(X - \mu_0)}{\sigma}$ is less than - 2.576 as well as when it is greater than 2.576.

The nature of the alternative hypotheses thus determines which type of test is to be used in any given case - whether the left tail of the curve of the distribution of the relevant statistic or its right tail or both are to be taken for defining values that lead to the rejection of the null hypothesis.

These are the basic formula of statistics which are used in this research work to prove the findings in interviewing the students and the persons by the methods of random sampling.
Common feelings for Advertising

To know the attitude of the consumers is essential in case of advertising. Most of the purchase decisions are influenced by the attitude of the buyers mainly because of advertising. And it is correct to say that in most of the cases, the buyers made up their mind before purchasing. This specific behaviour may be related to a particular company, products brand etc. But, in the case of general feelings of consumers, they are inclined to retailers, cooperative marketing, advertising etc.

In this study, the general attitude of interviewees towards advertising has been analysed. For this, a set of 11 statements was selected and compiled in a questionnaire. These statements ranged from "Yes" or "No", that means varied from extremely negative to extremely positive and the interviewees were requested to select, only one of these statements after carefully reading. After receiving their answers, the responses have been analysed and from this analysis, the common feelings and behaviours of the interviewees has been found out.

The statements are serially numbered from 1 to 11 as there are 11 questions. Weights have been assigned to these statements from 1 to 11 (varying from extremely negative to extremely positive). Then weighted frequencies were calculated for each column to obtain the weighted mean.
It should be mentioned here that the statement 6 with a weight of 6 has been considered to be the middle position and those interviewees who favoured this statement 6, were regarded to have an indifferent attitude towards advertising. The interviewees who consented with statements 1 and 2, they were regarded to have extremely negative attitude those who were assented with statements 3 to 5, were considered to have negative attitudes and who favoured the statements 7 to 9 were considered to have positive attitudes. Who accepted the statements 10 and 11 were considered to have extremely positive approach for advertising.

The Table 1-9 summarize this information.

Table: 1-9 General feelings of interviewees towards advertising Statement No.

<table>
<thead>
<tr>
<th>Statement No.</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Interviewees</td>
<td>2</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>7</td>
<td>20</td>
<td>47</td>
<td>43</td>
<td>7</td>
<td>27</td>
<td>20</td>
<td>200</td>
</tr>
<tr>
<td>Percentage</td>
<td>1</td>
<td>4</td>
<td>4.5</td>
<td>5</td>
<td>3.5</td>
<td>10</td>
<td>23.5</td>
<td>21.5</td>
<td>3.5</td>
<td>13.5</td>
<td>10</td>
<td>100</td>
</tr>
<tr>
<td>Weight</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Weighted Frequencies</td>
<td>2</td>
<td>16</td>
<td>27</td>
<td>40</td>
<td>35</td>
<td>120</td>
<td>329</td>
<td>344</td>
<td>63</td>
<td>270</td>
<td>220</td>
<td>1466</td>
</tr>
</tbody>
</table>

Calculated weighted mean 7.33

From this table, it appears that total 72% of interviewees
had positive assent out of which 23.5% had extremely positive attitude and 48.5% had positive consent regarding advertising. In the case of negative attitudes, total 18% interviewees had negative consent from which 5% had extremely negative approval and 13% had negative attitude towards advertising. And over and above, 10% of interviewees were indifferent to ad.

Further it is evident from this analysis that the calculated weighted mean (7.33) exceeds the table weighted mean (6.0), which depicted that generally the interviewees were in favour of advertising, and as such there is a positive attitude towards advertising. On the other hand, in this analysis, the calculated weighted mean lies between 7 and 8 and 45% of the interviewees, which was the largest number were in favour of statements 7 and 8. This observation is statistically analysed.

Background of the Interviewees and General Behaviour:
Various socio economic factors were responsible to influence upon the decision making process of the persons concerned. As background analysis, viz, urban and rural background, schooling background, medium of instructions in schools, level of studies in college, family income and occupation and sex are taken into consideration to assess the general behaviour pattern of the interviewees. Various hypotheses were taken and tested here.
Behaviour analysis according to sex

The feelings are related with sex towards advertising as sex is an important element in advertising. The old press advertisements of yester years having emphasis on sex, were very much liked by the students of today. Even today deployment of sex in advertisements attracted both the sex in different ways. Though we find the use of female in the ads of male products, but it is interesting to note that the male like to see women in their usable products and vice versa.

The null hypothesis is that sexwise there are no significant differences in behaviour of consumers towards advertising.

The alternative hypothesis is that the general behaviour of a person towards advertising depend on sex.

Table: 1.10 Sex-wise Distribution of interviewees and their General behaviour.

<table>
<thead>
<tr>
<th>General Behaviour</th>
<th>Male Observed Frequency</th>
<th>Male % Observed Frequency</th>
<th>Female Observed Frequency</th>
<th>Female % Observed Frequency</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely negative</td>
<td>8</td>
<td>4</td>
<td>9</td>
<td>4.5</td>
<td>17</td>
</tr>
<tr>
<td>Negative</td>
<td>8</td>
<td>4</td>
<td>7</td>
<td>3.5</td>
<td>15</td>
</tr>
<tr>
<td>Indifferent</td>
<td>8</td>
<td>4</td>
<td>12</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>Positive</td>
<td>36</td>
<td>18</td>
<td>34</td>
<td>17</td>
<td>70</td>
</tr>
<tr>
<td>Extremely Positive</td>
<td>40</td>
<td>20</td>
<td>38</td>
<td>19</td>
<td>78</td>
</tr>
</tbody>
</table>

This table is further illustrated by Bar diagram No.2
Sex-wise Distribution of Interviewees and their General Behaviour

EN = Extremely Negative  N = Negative  I = Indifferent  P = Positive
EP = Extremely Positive

2 Sex-wise Distribution of Interviewees and their General Behaviour
In this analysis, among 200 interviewees, 50% were male and 50% were female of the sample. Most of the male and female were in favour of advertising (total 74% male and female were interested in ads, that means positive attitude). Male and female comprises 39% extremely positive while 35% had positive support to advertising. Moreover, it was find out that 4% male and 4.5% female had extremely negative approach and 4% male and 3.5% female had negative approach towards advertising. From this table it can be understood that the difference in responses of male and female is insignificant. And from this, the decision is that the difference in sex has nearly no influence on the general behaviour of the interviewees. Therefore, the null hypothesis is accepted.

This table shows the general attitude of the students according to sex towards advertising. This can be statistically analysed.

This theory is required to draw statistical influences.

1. Objective: To test whether the two Binomial populations are identical Ref.- P-288. (G.G.D.G.)

Suppose two Binomial populations are taken into consideration. Let $P_1$ and $P_2$ be the proportion of a particular behaviour (say positive) for males and females respectively. Then to test

$$H_0: P_1 = P_2 \text{ against } H_1: P_1 > P_2$$
i.e., to test whether sexwise there is no significant change with relation to a particular behaviour against alternative that there is indeed a significant change (may be males are far more/less responsive than the females) we propose

\[
C = \frac{p_1 - p_2}{\sqrt{P(1-P)\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}}
\]

\(n_1, n_2\) are sample sizes are drawn from two populations.

Since the common proposition \(P\) is unknown, from the sample, it is to be estimated as

\[
\hat{P} = \frac{n_1p_1 + n_2p_2}{n_1 + n_2}
\]

so that we compute

\[
C = \frac{p_1 - p_2}{\sqrt{\hat{P}(1-\hat{P})\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}}
\]

By applying this formula if one want to test that the positive behaviour does not depend on sex.

We observe that \(p_1 = \frac{36}{100} = .36\)

\(p_2 = \frac{34}{100} = .34\),

\[n_1 = 100\]

\[n_2 = 100\]

\[
\hat{P} = \frac{.36 + .34}{200} = .35
\]
As the calculated value 0.2965 is less than table value 1.645 or 2.326, so hypothesis is accepted. Hence positive behaviour does not depend on sex.

Suppose we want to test, the extremely positive behaviour does not depend on sex, we observe that

\[ p_1 = \frac{40}{100} = 0.40 \quad p_2 = \frac{38}{100} = 0.38 \quad n_1 = 100 = n_2 \]

\[ \hat{\theta} = \frac{40 + 38}{200} = 0.39 \]

Hence \[ C = \frac{0.40 - 0.38}{\sqrt{0.39 \times (1 - 0.39) \left( \frac{1}{100} + \frac{1}{100} \right)}} \]

\[ = \frac{0.02}{\sqrt{0.39 \times 0.61 \times 0.02}} = \frac{0.02}{0.0689} = 0.2902 \]

\[ C_{.05} = 1.645 \quad C_{.01} = 2.326 \text{ (From table)} \]

Since \[ C < C_{.05} \text{ (or } C_{.01}) \], the null hypothesis is accepted. Therefore, we may conclude that 'extremely positive behaviour' does not depend on sex.
By applying the same statistical analysis we can prove that extremely negative attitude does not depend on sex. Since the calculated value $C = 0.2536$ is less than Table value $C_{0.05} = 1.645$ ($C < C_{0.05}$), null hypothesis is accepted that the extremely negative attitude towards advertising does not depend on sex.

In analysing the negative attitude, the calculated value $C = 0.2685$ is less than table value $C_{0.05} = 1.645$ ($C < C_{0.05}$), therefore the null hypothesis is accepted which proved that the negative attitude towards advertising does not depend on sex.

In the case of indifferent attitude the calculated value $1.0606 < 1.6450$ or $2.326$, hence the null hypothesis is accepted, that the indifferent attitude of the students towards advertising does not depend on sex.

This can be analysed in another way with the help of statistics.

Objective : To test for homogeneity (against all alternatives).

Suppose there are $I$ populations for each of which $k$ categories (attitudes) are to be observed.
Then the test \( H_0 : P_{i1} = P_{i2} = \cdots = P_{ik} \) for \( i = 1, 2, \ldots, k \),

against \( H_1 : \) they are not all same (i.e., Sexwise there are in fact differences in attitudes)

\( (P_{i1} = \text{Proportion of } i^{th} \text{ attitude (category) in the 1st population} \)

\[ P_{i1} = \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad \quad 1^{st} \quad \ldots \ldots \ldots \quad ) \]

Suppose \( n_1, n_2, \ldots, n_k \) are sample observations drawn from the \( k \) populations, if the sample observation table is:

<table>
<thead>
<tr>
<th>Category</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>( f_{11} )</td>
<td>( f_{12} )</td>
<td>( \ldots )</td>
<td>( \ldots )</td>
<td>( f_{1L} )</td>
</tr>
<tr>
<td>2</td>
<td>( f_{21} )</td>
<td>( f_{22} )</td>
<td>( \ldots )</td>
<td>( \ldots )</td>
<td>( f_{21} )</td>
</tr>
<tr>
<td>( \ldots )</td>
<td>( \ldots )</td>
<td>( \ldots )</td>
<td>( \ldots )</td>
<td>( \ldots )</td>
<td>( \ldots )</td>
</tr>
<tr>
<td>( k )</td>
<td>( f_{k1} )</td>
<td>( f_{k2} )</td>
<td>( \ldots )</td>
<td>( \ldots )</td>
<td>( f_{k1} )</td>
</tr>
<tr>
<td>( \ldots )</td>
<td>( \ldots )</td>
<td>( \ldots )</td>
<td>( \ldots )</td>
<td>( \ldots )</td>
<td>( \ldots )</td>
</tr>
</tbody>
</table>

| Total    | \( n_1 \) | \( n_2 \) | \( \ldots \) | \( \ldots \) | \( n_1 \) | \( n \) |

Then \( H_0 \) will be rejected if

\[
\left( \sum_{i=1}^{k} \left( \frac{1}{n_j} \sum_{j=1}^{L} \frac{f_{ij}^2}{f_{i0}} \right) - 1 \right) \chi^2 \\
(k - 1)(1 - 1)
\]
Illustration: Table 1.10.
Here \( k = 5, l = 2 \). (Five different categories/attitudes)
If one wants to test sexwise there is no significant differences in the attitudes (alternative unrestricted i.e., sexwise there is significant difference in behaviours. This can be statistically tested by the above formula, which is:

\[
T = \frac{n^2}{n_1 n_2} \left[ \sum_{i=1}^{k} \frac{f_i^2}{f_{i0}} - \frac{n^2}{n} \right]
\]

Here \( n_1 = n_2 = 100 \)
\( n = n_1 + n_2 = 200 \)

Hence

\[
\sum_{i=1}^{k} \frac{f_i^2}{f_{i0}} = \frac{f_1^2}{f_{10}} + \frac{f_2^2}{f_{20}} + \frac{f_3^2}{f_{30}} + \frac{f_4^2}{f_{40}} + \frac{f_5^2}{f_{50}}
\]

\[
= 50.258477
\]

\( f_{12} = 9 \)
\( f_{10} = 17 \)
\( f_{22} = 9 \)
\( f_{20} = 15 \)
\( f_{32} = 12 \)
\( f_{30} = 20 \)
\( f_{42} = 34 \)
\( f_{40} = 70 \)
\( f_{52} = 38 \)
\( f_{50} = 78 \)

hence

\[
T = \frac{(200)^2}{100^2} \left[ 50.258477 - \frac{100^2}{200} \right]
\]

\[
= 4 \times \left[ 50.258477 - 50 \right]
\]

\[
= 1.033908 < \chi^2_{4, .05} \quad \text{or} \quad \chi^2_{4, .01}
\]

Total value

\[
\chi^2_{4, .05} = 9.488
\]

\[
\chi^2_{4, .01} = 13.277
\]
As the calculated value is $T = 1.033908$ is less than table value $\chi^2 = 9.488$ or $0.01 = 13.277$, therefore the null hypothesis is accepted that sexwise there is no significant difference towards advertising.

**General Behaviour analysis according to Rural/Urban Background**

The general attitude patterns of the interviewees was related to their rural and urban background. The null hypothesis is that the background does not influence the opinions of the interviewees regarding advertising. The alternative hypothesis is that the background influences the interviewees behaviour.

**Table 1.11 - Rural/Urban Background-wise Distribution of interviewees and their General behaviour.**

<table>
<thead>
<tr>
<th>General behaviour</th>
<th>RURAL Observed Frequency</th>
<th>RURAL %</th>
<th>URBAN Observed Frequency</th>
<th>URBAN %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Negative</td>
<td>18</td>
<td>9</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Negative</td>
<td>22</td>
<td>11</td>
<td>9</td>
<td>4.5</td>
</tr>
<tr>
<td>Indifferent</td>
<td>3</td>
<td>1.5</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Positive</td>
<td>5</td>
<td>2.5</td>
<td>63</td>
<td>31.5</td>
</tr>
<tr>
<td>Extremely Positive</td>
<td>4</td>
<td>2</td>
<td>56</td>
<td>28</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>52</strong></td>
<td><strong>26%</strong></td>
<td><strong>148</strong></td>
<td><strong>74.0</strong></td>
</tr>
</tbody>
</table>

This Table is further illustrated by Bar diagram No.3
Rural/Urban Background-wise Distribution of Interviewees and their General Behaviour

EN = Extremely Negative, N = Negative, I = Indifferent, P = Positive, EP = Extremely Positive

3. Rural/Urban Background-wise Distribution of Interviewees and their General Behaviour
This table shows that among 200 interviewees 52 (26%) had rural background and 148 (74%) had urban background. Among them, 33.5% had positive approach and 30% had extremely positive attitude towards advertising. It means total 63.5% had positive approach to advertising. While 15.5% had negative attitude and 13% had extremely negative approach towards advertising. It depicts that 28.5% had negative feelings to ads. Irrespective of rural and urban background 7.5% of interviewees had indifferent feelings towards advertising. In addition to, this analysis shows that the urban students were more interested in advertising. Therefore, the null hypothesis is rejected. This can be statistically analysed by this method.

For positive :-

\[ \chi = 3.15348 \]

\[ \chi_{0.05} = 1.65 \]

\[ \chi_{0.01} = 2.326 \]

\[ \chi > \chi_{0.05} \]

with respect to positive response \( H_0 \) (null hypothesis) is rejected.

Urban people with positive behaviour are more responsive.

For extremely positive :

\[ p_1 = \frac{4}{52} ; \quad p_2 = \frac{56}{158} ; \quad n_1 = 52 ; \quad n_2 = 148 \]
\[ \hat{p} = \frac{n_1 p_1 + n_2 p_2}{n_1 + n_2} = \frac{4 + 56}{200} = .30 ; \]

\[ c = \frac{p_1 - p_2}{\sqrt{\hat{p}(1-\hat{p}) \left( \frac{1}{n_1} + \frac{1}{n_2} \right)}} = 4.08 \]

\[ \therefore c > c_{.05} \text{ or, } c_{.01} \]

\[ H_0 \text{ (null hypothesis) rejected. Therefore the alternative hypothesis is accepted which means the urban people with extremely positive behaviour are more responsive regarding advertising.} \]

Similarly in case of extremely positive attitude the statistical analysis says :-

\[ p_1 = \frac{4}{52} = 0.076923 \text{, } p_2 = \frac{56}{148} = .0378378, n_1 = 52, \]

\[ n_2 = 148 \]

\[ \hat{p} = \frac{4 + 56}{200} = .30 \]

\[ c = \frac{.378378 - .076923}{\sqrt{.30 \times .70 \times .025987}} = \frac{.301455}{.0738728} = 4.0807196 \]

\[ > 2.326 > 1.65 \]

\[ = c_{.01} = c_{.05} \]

Therefore the null hypothesis that there is no significant difference between urban and rural people is rejected and hence the alternative hypothesis that with result to positive response urban people are more interested towards advertising than the rural people is accepted.
General Behaviour towards advertising according to Schooling Background:
The null hypothesis in this case is that the schooling background of the interviewees particularly had no effect on the general behaviour of the interviewees towards advertising. Table 1.12 shows this behaviour analysis.

Table 1.12 Schooling Backgroundwise Distribution of Interviewees and their General Behaviour

<table>
<thead>
<tr>
<th>General Behaviour</th>
<th>PUBLIC</th>
<th></th>
<th>ORDINARY</th>
<th></th>
<th>TOTAL</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Observed Frequency</td>
<td>%</td>
<td>Observed Frequency</td>
<td>%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extremely Negative</td>
<td>9</td>
<td>4.5</td>
<td>11</td>
<td>5.5</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Negative</td>
<td>12</td>
<td>6</td>
<td>7</td>
<td>3.5</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>Indifferent</td>
<td>10</td>
<td>5</td>
<td>8</td>
<td>4</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Positive</td>
<td>46</td>
<td>23</td>
<td>45</td>
<td>22.5</td>
<td>91</td>
<td></td>
</tr>
<tr>
<td>Extremely Positive</td>
<td>19</td>
<td>9.5</td>
<td>33</td>
<td>16.5</td>
<td>52</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>96</td>
<td>48.0</td>
<td>104</td>
<td>52.0</td>
<td>200</td>
<td></td>
</tr>
</tbody>
</table>

This Table is further illustrated by Bar diagram No. 4

The Table 1.12 reflects that 48% interviewees were from public school background and 52% were from ordinary school background. The majority group comprising both public and ordinary backgrounds had positive feelings towards advertising (that is 32.5% and 39%). On the other hand 10.5% and 9% had negative attitudes towards advertising and
Schooling Background wise Distribution of Interviewees and their General Behaviour
9% interviewees were indifferent.

It is apparent from this table, that the difference is insignificant and the relation to the background of the interviewees and their general behaviour is very little. Therefore, the null hypothesis is accepted which shows that the schooling backgrounds of the interviewees particularly had no effect on the general attitude of the interviewees towards advertising.

Null hypothesis, $H_0$, will be rejected, if $n$

Here $K = 5, \, l = 2; \quad n = 200; \, n_1 = 96, \, n_2 = 104$

$$T = n \left[ \sum_{i=1}^{2} \frac{g_i^2}{n_i} \cdot \frac{1}{20} + \frac{12^2 + 10^2 + 46^2 + 19^2}{91} \cdot \frac{1}{20} \cdot \frac{11^2 + 7^2 + 8^2 + 43^2}{52} \right] - 1$$

$$= 200 \left[ \sum_{i=1}^{2} \frac{g_i^2}{n_i} \cdot \frac{1}{20} + \frac{144 + 100 + 2116 + 361}{91} \cdot \frac{1}{20} \cdot \frac{121 + 49 + 64}{52} \right] - 1$$

$$= 200 \left[ \frac{1}{96} \left\{ 4.05 + 7.5789473 + 5.5555555 + 23.252747 + 6.9423076 \right\} + \frac{1}{104} \left\{ 6.05 + 2.5789473 + 3.5555555 + 22.252747 + 20.942307 \right\} \right] - 1$$
Here the calculated value is less than the table value, therefore the null hypothesis is accepted, which means that the schooling background of the interviewees particularly had no effect on the general behaviour of advertising.

By applying statistical method if one likes to test that the positive behaviour of the interviewees does not depend on schooling background.

We observe that \( n = 96; n_2 = 104 \) and

\[
p_1 = \frac{46}{96} = 0.4791666; \quad p_2 = \frac{45}{104} = 0.4326923
\]

\[
\hat{p} = \frac{46 + 45}{200} = \frac{91}{200} = 0.455
\]

\[
\chi^2 = \frac{p_1 - p_2}{\sqrt{\hat{p}(1-\hat{p})\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}} = \frac{0.4791666 - 0.4326923}{\sqrt{\frac{91}{200} \left(1 - \frac{91}{200}\right) \left(\frac{1}{96} + \frac{1}{104}\right)}}
\]

\[
= \frac{0.0465}{\sqrt{0.455 \times 0.545 \times 0.02 \times (0.01041 + 0.00961)}}
\]

\[
= \frac{0.0465}{\sqrt{0.0049595}}
\]
As the calculated value of $C$ is less than the Table value $C.05 = 1.645$ or $C.5 = 2.326$, therefore, the null hypothesis is accepted, which means in case of positive behaviour of the interviewees towards advertising does not depend on schooling background.

General behaviour towards Advertising according to Medium of instructions in School.

The null hypothesis of this case is that the medium of instruction in school has no general impression on the attitude of the college and university students towards advertising. The Table 1.13 exhibits the classification of interviewees according to their medium of instruction in school and their general behaviour.

**Table 1.13 Distribution of Interviewees according to Medium of Instruction in School and their general Behaviour**

<table>
<thead>
<tr>
<th>General Behaviour</th>
<th>English Observed Frequency</th>
<th>%</th>
<th>Regional Observed Frequency</th>
<th>%</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Negative</td>
<td>12</td>
<td>6</td>
<td>9</td>
<td>4.5</td>
<td>21</td>
</tr>
<tr>
<td>Negative</td>
<td>11</td>
<td>5.5</td>
<td>6</td>
<td>3</td>
<td>17</td>
</tr>
<tr>
<td>Indifferent</td>
<td>13</td>
<td>6.5</td>
<td>5</td>
<td>2.5</td>
<td>18</td>
</tr>
<tr>
<td>Positive</td>
<td>67</td>
<td>33.5</td>
<td>27</td>
<td>13.5</td>
<td>94</td>
</tr>
<tr>
<td>Extremely Positive</td>
<td>35</td>
<td>17.5</td>
<td>15</td>
<td>7.5</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>138</td>
<td>69.0</td>
<td>62</td>
<td>31.0</td>
<td>200</td>
</tr>
</tbody>
</table>

This Table is further illustrated by Bar diagram No.5
EN = Extremely Negative    N = Negative    I = Indifferent    P = Positive
EP = Extremely Positive

5. Distribution of Interviewees According to Medium of Instruction in School and their General Behaviour
From this table it is evident that out of 200 interviewees 69% had English and 31% had regional languages as medium of instruction in schools. The majority of the interviewees 51% with English medium background and 21% with regional language background had positive attitude towards advertising. This table also shows that 17.5% of English Medium and 7.5% of regional language background had extremely positive approach towards advertising. Moreover 11.5% of English Medium and 8.5% of regional medium background had negative feelings towards advertising. On the other hand 6.5% of English medium and 2.5% of regional language medium were indifferent towards ads. From this analysis, it can be said that there is no relation between the general attitude of the interviewees according to the medium of instruction in school. Therefore, the null hypothesis is accepted.

Table: 1.13—This can be analysed with statistical methods.

\[ K = 5, \quad 1 = 2 \]

\[ T = \frac{n^2}{n_1n_2} \left[ \sum_{i=1}^{5} \frac{f_i^2}{n_i} - \frac{n_2^2}{n} \right] \]

\[ n_1 = 138; \quad n_2 = 62; \quad n = n_1 + n_2 = 200 \]

Hence \[ \sum_{(i)} \frac{f_i^2}{n_{io}} = \frac{9^2}{21} + \frac{6^2}{17} + \frac{5^2}{18} + \frac{27^2}{94} + \frac{15^2}{50} - \frac{n_2^2}{n} \]

\[ = \frac{81}{21} + \frac{36}{17} + \frac{25}{18} + \frac{729}{94} + \frac{225}{50} - \frac{n_2^2}{n} \]

\[ = 3.85 + 2.11 + 1.38 + 7.75 + 4.5 \]

\[ = 19.59 \]
In this analysis the calculated value is less than the Table value, therefore, the null hypothesis that the medium of instruction in school has no general impression made upon the attitude of the college and university students towards advertising is accepted.

We want to test that the positive behaviour does not depend on schooling background.

\[ p_1 = \frac{67}{138}, \quad p_2 = \frac{27}{62}, \quad n_1 = 138; \quad n_2 = 62 \]

\[ p_1 = \frac{67}{138} = .4855; \quad p_2 = \frac{27}{62} = .4354 \]

\[ \hat{p} = \frac{67 + .27}{200} = .47 \]

\[ z = \frac{.4855 - .4354}{\sqrt{.47(1-.47)} \left( \frac{1}{138} + \frac{1}{62} \right)} = \frac{.0501}{\sqrt{.47 \times .53 \times (.0072 + .0161)}} = \frac{.0541}{\sqrt{.2491 \times .0233}} \]
The null hypothesis is accepted.

Positive response towards advertising does not depend on schooling background.

In this case the null hypothesis is that medium of instruction in school has no influence upon the attitude of the college and university student is accepted.

In the case of positive behaviour as the calculated value of $t$ is less than Table value, therefore it can be said that the students of English medium background or regional background has no influence about the attitude of the students towards advertising.

Level of Studies and General Behaviour towards Advertising.

The null hypothesis in this case is that the students of undergraduate and post graduate had the same attitude towards advertising. That means the level of studies in colleges and in the universities has no influence on the students toward advertising. To analyse this hypothesis, the relation between the undergraduate students and post graduate students and their opinion regarding advertising is depicted in the Table 1.14.
Table 1.14: Distribution of the Interviewees according to level of Studies and their General behaviour.

<table>
<thead>
<tr>
<th>General Behaviour</th>
<th>Observed Frequency</th>
<th>Observed %</th>
<th>Observed Frequency</th>
<th>Observed %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Negative</td>
<td>10</td>
<td>5.0</td>
<td>11</td>
<td>5.5</td>
</tr>
<tr>
<td>Negative</td>
<td>9</td>
<td>4.5</td>
<td>9</td>
<td>4.5</td>
</tr>
<tr>
<td>Indifferent</td>
<td>8</td>
<td>4</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Positive</td>
<td>49</td>
<td>24.5</td>
<td>43</td>
<td>21.5</td>
</tr>
<tr>
<td>Extremely Positive</td>
<td>24</td>
<td>12</td>
<td>27</td>
<td>13.5</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>100</strong></td>
<td><strong>50.0</strong></td>
<td><strong>100</strong></td>
<td><strong>50.0</strong></td>
</tr>
</tbody>
</table>

This Table is further illustrated by Bar diagram No.6

According to this Table 1.14, there were 200 interviewees, among which 100 students were undergraduates and 100 students were post graduates. A major portion of the students comprising undergraduate and post graduate 36.5% and 35% students had positive approach towards advertising and 12% and 13.5% students had extremely positive approach towards advertising. On the other hand 9.5% and 10% respectively had negative approach towards advertising. While 4% undergraduate students and 5% post graduate students were indifferent.

From this analysis, the decision can be taken that the tendency of the undergraduate students and the post graduate
Distribution of the Interviewees According to Level of Studies and their General Behaviour

EN = Extremely Negative    N = Negative    I = Indifferent    P = Positive
EP = Extremely Positive
students towards advertising was similar. Therefore, the hypothesis that the level of studies in colleges and in the Universities has no influence on the students towards advertising.

If we want to test that the extremely positive attitude does not depend on the study level like undergraduates and post graduates students towards advertising:

\[
p_1 = \frac{27}{100}, \quad p_2 = \frac{24}{100} \quad n_1 = 100 = n_2 = 100
\]

\[
\hat{p} = \frac{27 + 24}{200} = \frac{51}{200} = .255
\]

\[
\sigma = \sqrt{\frac{.27 - .25}{51} \left(1 - .25\right) \left(\frac{1}{100} + \frac{1}{100}\right)}
\]

\[
\sigma = \frac{.03}{\sqrt{.255 \times 7.45 \times .02}} = .03 \times \frac{1}{.0616} = .4870
\]

\[
\tau = .05 = 1.645 \text{ (Table value)}
\]

Since \( \tau \) is < \( \tau .05 \), \text{ . Null hypothesis is accepted.}

It can be said that extremely positive responses, does not depend on the study level of undergraduate students and post graduate students.
In case of positive behaviour -

\[
\begin{align*}
\hat{p}_1 &= \frac{49}{100}, \quad p_2 = \frac{43}{100}, \quad n_1 = 100 = n_2 = 100 \\
\hat{p} &= \frac{49 + 43}{200} = \frac{92}{200} = .46 \\
\hat{C} &= \sqrt{.46(1-.46)(\frac{1}{100} + \frac{1}{100})} = \frac{.06}{\sqrt{46x.54x.02}} = .8512
\end{align*}
\]

Since \( \hat{C} < \hat{C}_{0.05} \), \( H_0 \) is accepted.

This statistical analysis proves that regarding positive attitude, the responses of the students do not depend on their student level like undergraduate and post graduate level.

**General Attitude of the Students according to their Parent's Occupation.**

The null hypothesis is that the student's behaviour towards advertising do not depend on their parent's occupation. The occupation of the parents do not have any influence regarding this case. Table 1.15 displays the parent's occupation wise distribution of interviewees with respect to their general behaviour towards advertising. According to parent's occupation mainly 4 groups are taken and other subgroups are
included in the main four groups.

1st group - Businessmen = (From Table 1.7) Business 41 + Industrialist 11 = 52 = 26%

2nd group - Services = (From Table 1.7) Business Executive 14 + Govt. servant 60 + clerical staff 7 + Pvt. organisation staff 9 + Services 11 = 101 = 50.5%

3rd group - Professionals = (From Table 1.7) Professional 19 + Teacher 12 = 31 = 15.5%

4th group - Agriculturists = (From Table 1.7) 16 = 8%

Table 1.15 Parent's Occupation-wise Distribution of interviewees and their General Behaviour.

<table>
<thead>
<tr>
<th>General Behaviour</th>
<th>Businessmen</th>
<th></th>
<th></th>
<th>Services</th>
<th></th>
<th></th>
<th>Professionals</th>
<th></th>
<th></th>
<th>Agriculturists</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Observed</td>
<td>%</td>
<td>Frequency</td>
<td>Observed</td>
<td>%</td>
<td>Frequency</td>
<td>Observed</td>
<td>%</td>
<td>Frequency</td>
<td>Observed</td>
<td></td>
</tr>
<tr>
<td>Extremely negative</td>
<td>5</td>
<td>2.5</td>
<td>11</td>
<td>5.5</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1.0</td>
<td>22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Negative</td>
<td>9</td>
<td>4.5</td>
<td>5</td>
<td>2.5</td>
<td>1</td>
<td>0.5</td>
<td>3</td>
<td>1.5</td>
<td>18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indifferent</td>
<td>6</td>
<td>3</td>
<td>12</td>
<td>6</td>
<td>1</td>
<td>0.5</td>
<td>1</td>
<td>.5</td>
<td>20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive</td>
<td>21</td>
<td>10.5</td>
<td>49</td>
<td>24.5</td>
<td>19</td>
<td>9.5</td>
<td>5</td>
<td>2.5</td>
<td>94</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extremely Positive</td>
<td>11</td>
<td>5.5</td>
<td>24</td>
<td>12</td>
<td>6</td>
<td>3</td>
<td>5</td>
<td>2.5</td>
<td>46</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>52</td>
<td>26.0</td>
<td>101</td>
<td>50.5</td>
<td>31</td>
<td>15.5</td>
<td>16</td>
<td>8.0</td>
<td>200</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This Table is further illustrated by Bar diagram No.7
Parent's Occupation wise Distribution of Interviewees and their General Behaviour

EN = Extremely Negative  N = Negative  I = Indifferent  P = Positive
EP = Extremely Positive

B = BUSINESSMEN  S = SERVICES  P = PROFESSIONALS  A = AGRICULTURISTS
From the analysis of this Table, it is shown that a majority of interviewees like Businessmen, 32, Services 73, Professionals 25 and Agriculturist 10 and their respective percentage as 16%, 36.5%, 12.5% and 5% were in favour of advertising and they had positive approach. On the other hand, 6%, 7%, 2.5%, 2.5% had negative approach towards advertising. While those who were indifferent towards ads were respectively 3%, 6%, .5% and .5%.

From this table, it is apparent that the students attitude towards advertising do not depend on their parent's income. Therefore, the hypothesis is accepted.

Table : 1.15

In this case the null hypothesis is student's behaviour towards advertising do not depend on their parent's occupation.

The alternative hypothesis is students behaviour towards advertising depend on their parent's occupation.

\[
\chi^2 \propto (k-1)(l-1) \quad k = 5, \; l = 4
\]

\[
\chi^2 \approx .05, \; 12 = 21.026
\]

\[
\chi^2 = n \sum_{i=1}^{5} \sum_{j=1}^{21} \left( \frac{f_{ij}}{o_{ij}} - 1 \right)^2
\]
\[
\chi^2 = \sum_{i=1}^{5} \left[ \frac{f_{1i}^2}{\hat{f}_{10} n_1} + \frac{f_{12}^2}{\hat{f}_{10} n_2} + \frac{f_{13}^2}{\hat{f}_{10} n_3} + \frac{f_{14}^2}{\hat{f}_{10} n_4} - 1 \right] = \chi^2_{(10\text{ d.f.})}
\]

\[
= 200 \left[ \frac{1}{52} \left( \frac{52^2}{22} + \frac{92^2}{18} + \frac{62^2}{20} + \frac{21^2}{94} + \frac{11^2}{46} \right) + \frac{1}{101} \left( \frac{112^2}{22} + \frac{52^2}{18} + \frac{12^2}{20} + \frac{49^2}{94} + \frac{24^2}{46} \right) \right] - 1
\]

\[
= 200 \left[ \frac{1}{52} \left( 1.13 + 4.5 + 1.8 + 4.69 + 2.63 \right) + \frac{1}{101} \left( 5.5 + 1.3 + 7.2 + 25.54 + 12.52 \right) \right] + \frac{1}{31} \left( .72 + .05 + .05 + .384 + .78 \right) + \frac{1}{16} \left( .18 + .5 + .05 + .26 + .54 \right) - 1
\]

\[
= 200 \left[ (\frac{14.75}{52}) + (\frac{52.06}{101}) + (\frac{5.44}{31}) + (\frac{1.53}{16}) - 1 \right]
\]

\[
= 200 \left[ .28 + .51 + .17 + .09 - 1 \right]
\]

\[
= 200 \left[ 1.05 - 1 \right]
\]

\[
= 200 \times .05
\]

\[
= 10
\]

As the calculated value \( 10 \approx 21.026 \) (Table value)

\[
\chi^2 < .05, 12
\]

\[\Rightarrow \quad H_0 \text{ is accepted.}\]
It is statistically proved that the student's attitude towards advertising do not depend on their parent's income.

General Behaviour analysis according to monthly income of Parents.

Generally, the behaviour depends on monthly income and in the case of students, their behaviour is also related to parent's income. But in this case, the null hypothesis is that the college students and University students were not influenced by their parent's income towards advertising. Table : 1.16, analyses the distribution of interviewees according to their parent's income.

Table : 1.16 Distribution of interviewees according to their parent's income and their general Behaviour.

<table>
<thead>
<tr>
<th>General Behaviour</th>
<th>Low Frequency</th>
<th>Low %</th>
<th>Middle Frequency</th>
<th>Middle %</th>
<th>High Frequency</th>
<th>High %</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely negative</td>
<td>3</td>
<td>1.5</td>
<td>5</td>
<td>2.5</td>
<td>13</td>
<td>6.5</td>
<td>21</td>
</tr>
<tr>
<td>Negative</td>
<td>2</td>
<td>1</td>
<td>12</td>
<td>6</td>
<td>5</td>
<td>2.5</td>
<td>19</td>
</tr>
<tr>
<td>Indifferent</td>
<td>3</td>
<td>1.5</td>
<td>3</td>
<td>1.5</td>
<td>14</td>
<td>7</td>
<td>20</td>
</tr>
<tr>
<td>Positive</td>
<td>13</td>
<td>6.5</td>
<td>29</td>
<td>14.5</td>
<td>45</td>
<td>22.5</td>
<td>87</td>
</tr>
<tr>
<td>Extremely Positive</td>
<td>10</td>
<td>5</td>
<td>14</td>
<td>7</td>
<td>29</td>
<td>14.5</td>
<td>53</td>
</tr>
<tr>
<td>Total</td>
<td>31</td>
<td>15.5</td>
<td>63</td>
<td>31.5</td>
<td>106</td>
<td>53</td>
<td>200</td>
</tr>
</tbody>
</table>

This Table is further illustrated by Bar diagram No.8
Distribution of Interviewees According to their Parents Income and their General Behaviour

EN = Extremely Negative   N = Negative   I = Indifferent   P = Positive
EP = Extremely Positive
This table 1.16 shows that 15.5%, 31.5% and 53% interviewees belong to low, middle and high income groups. In the lower income group, 11.5% had positive feelings, in the middle income group 21.5% had positive feelings and in the higher income group 37% had positive feelings towards advertising. While 2.5%, 8.5% and 9% had respectively negative approach towards advertising. Moreover, 1.5%, 1.5% and 7% were indifferent about advertising. It can also be understood that 5%, 7% and 14.5% had extremely positive approach. From this analysis it can be said that the behaviour of the students towards advertising were not related to their parent's income. Therefore, the null hypothesis is accepted here.

Table 1.16

In this case the null hypothesis is that college and university level student's attitude are not influenced by their parent's income.

Alternative hypothesis is that college and university level student's attitude are influenced by their parent's income.

The null hypothesis will be rejected if

\[ n \left( \sum_{i=1}^{k} \frac{1}{\sum_{j=1}^{l} \frac{f_{ij}^2}{\hat{r}_{ij} n_j}} \right) > \chi^2_{(k-1)(l-1)} \]

Here \( k = 5, \ l = 3 \)
\[ \chi^2 = (k-1)(1-1) = \chi^2_{(4\times2)} = \chi^2_{8} \]

\[ n \left[ \frac{f_{i1}^2}{f_{io}n_1} + \frac{f_{i2}^2}{f_{io}n_2} + \frac{f_{i3}^2}{f_{io}n_3} - 1 \right] \]

\[ = 200 \left[ \frac{1}{3} \left\{ \frac{3^2}{21} + \frac{2^2}{19} + \frac{2^2}{20} + \frac{13^2}{87} + \frac{10^2}{53} \right\} + \frac{1}{63} \left\{ \frac{5^2}{21} + \frac{12^2}{19} + \frac{3^2}{20} + \frac{29^2}{87} + \frac{14^2}{53} \right\} + \frac{1}{106} \left\{ \frac{13^2}{21} + \frac{5^2}{19} + \frac{14^2}{20} + \frac{45^2}{87} + \frac{29^2}{53} \right\} - 1 \right] \]

\[ = 200 \left[ \frac{1}{3} \left\{ .42 + .2105 + .45 + 1.94 + 1.88 \right\} + \frac{1}{63} \left\{ 1.19 + 7.57 + .45 + 9.66 + 3.69 \right\} + \frac{1}{106} \left\{ 8.04 + 1.31 + 9.8 + 23.27 + 15.86 \right\} - 1 \right] \]

\[ = 200 \left[ \frac{1}{3} \times 4.918 + \frac{1}{63} \times 22.56 + \frac{1}{106} \times 58.28 - 1 \right] \]

\[ = 200 \times (.1586 + .3584 + .55 - 1) \]

\[ = 200 \times .0670 = 2 \times 6.7 \]

\[ = 13.4 \]

\[ \chi^2 .05, 8 = 15.507 \]

\[ \chi^2 .01, 8 = 20.090 \]

\[ . T < \chi^2 .05, 8 \]

\[ H_0 \text{ accepted.} \]

In this analysis, the null hypothesis is accepted which means that parent's income does not influence the behaviour of the students towards advertising.
Specific Behaviour Towards Some Aspects of Advertising:
The specific behaviours of the interviewees towards advertising were analysed in this section. What is their opinion about the educative role of advertising. Whether utility and confidence on advertising are increasing were analysed. The exaggeration, false claim, poor taste, undue advantage, encouraging objectionable products and influence to purchase unwanted products were examined. And for this purpose, nine selected statements relating to these aspects were developed. The interviewees were examined to express their degree of approvals in each of one statements. In this case of measuring the degree of agreement, Likert's five point scale ranging from strongly agreeing to strongly disagreeing was used. From the detail analysis of the feelings of the interviewees towards advertising, the ethical aspects of advertising was got. Therefore, the obtained information was analysed to get the percentage of interviewees in general, the degree of their feelings and their exact opinion (agree or disagree) with a particular statement.

The binomial test has been applied to test the null hypothesis. There is no important difference between the interviewee's agreeing or disagreeing with any statement, all these are analysed according to this test. In this analysis, the five point scale has been reduced to a two
point scale after conniving at the 'don't know' answers. Therefore, two divisions, that is, those who agree (i.e. firmly yes) and those who disagree (firmly No) are finally issued for applying the Binomial test.

Axiom: 1
Advertisements create treacherous and fallacious demand. The behaviour of the interviewees towards this statement was tested. The distribution of the interviewees in accordance with their degree of agreement is depicted in Table 1.17.

Table: 1.17 Distribution of Interviewees according to their Keenness of Feeling with reference to Statement 1.

<table>
<thead>
<tr>
<th>Degree of Agreement</th>
<th>Number of Interviewees</th>
<th>Degree of Agreement on 2 point scale (ignoring don't know answers)</th>
<th>Number of Interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firmly Yes</td>
<td>15(7.5)</td>
<td>Yes</td>
<td>96(48)</td>
</tr>
<tr>
<td>Yes</td>
<td>81(40.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>21(10.5)</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>77(38.5)</td>
<td>No</td>
<td>83(41.5)</td>
</tr>
<tr>
<td>Firmly No</td>
<td>6(3.0)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Figures in brackets are percentages.
This Table is illustrated by Bar diagram No.9

From this table, it can be understand that the majority interviewees (48%) said 'Yes' means agreed with this statement while (41.5%) interviewees disagreed and said 'No'. Among these 48% interviewees who were agreed, 7.5% said 'firmly yes' that means they were strongly agreed with the statement and 3% strongly disagree and said "firmly No", out of 41.5% who disagreed. However, 10.5% were indifferent.
Distribution of Interviewees According to their Keenness of Feeling with reference to Statement - 1
As there is no important difference between the interviewees said 'Yes' and 'No', the hypothesis with this statement is accepted. Therefore, it can be concluded that the interviewees are equally divided in their opinion towards the statement.

Axiom: 2
Advertising is usually done for undesirable products.
The hypothesis in this case is that there is no significant difference in the probability of the interviewees saying 'Yes' or 'No' with this statement. Table 1.18 manifests the distribution of the interviewees according to their strength of feelings.

Table 1.18 Distribution of Interviewees according to Strength of their Feelings with reference to Statement 2.

<table>
<thead>
<tr>
<th>Degree of Agreement on 5 point scale</th>
<th>Number of Interviewees</th>
<th>Degree of Agreement on 2 point scale (ignoring don't know answers)</th>
<th>Number of Interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firmly Yes</td>
<td>9(4.5)</td>
<td>Yes</td>
<td>22(11.0)</td>
</tr>
<tr>
<td>Yes</td>
<td>13(6.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't Know</td>
<td>33(16.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>109(54.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Firmly No</td>
<td>36(18)</td>
<td>No</td>
<td>145(72.5)</td>
</tr>
</tbody>
</table>

Note: Figures in brackets are percentages.
This Table is illustrated by Bar diagram No.10.
10. Distribution of Interviewees According to Strength of their Feeling with reference to Statement - 2
From this Table, it can be analysed that a large majority of interviewees (72.5%) said 'No' to the statement while only 11% said 'Yes' and 16.5% were indifferent. Moreover, out of 72.5%, 18% said firmly 'No' and strongly disagreed with the statement. This table shows that there is a significant difference among the interviewees regarding agreeing and disagreeing with the statement. Therefore, the hypothesis is rejected.

Axiom : 3
Advertisements have Educative value.

The general behaviour of the interviewees towards the educative role of advertising was tested. In this case, the hypothesis is that there is no significant difference in the probability of the interviewees agreeing or disagreeing with this statement. Table 1.19 shows the distribution of interviewees according to their degree of agreement with the statement.

Table: 1.19 Distribution of interviewees according to their Degree of Agreement with reference to Statement 3

<table>
<thead>
<tr>
<th>Degree of Agreement on 5 point scale</th>
<th>Number of interviewees</th>
<th>Degree of Agreement on 2 point scale (ignoring don't know answers)</th>
<th>Number of interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firmly Yes</td>
<td>15(7.5)</td>
<td>Yes</td>
<td>130(65)</td>
</tr>
<tr>
<td>Yes</td>
<td>115(57.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>21(10.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>43(21.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Firmly No</td>
<td>6(3)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Figures in brackets are percentages

This Table is illustrated by Bar diagram No.11
11. Distribution of Interviewees According to their Degree of Agreement with reference to Statement - 3
Calcutta University

At its last annual Convocation, Calcutta University — to which are allied 68 colleges specialising in Arts, Science, Law, Medicine and Engineering — conferred degrees on 3,553 students.

As text books, note books and in a dozen kindred forms, paper is the basic medium by which knowledge is spread. It is vital to the modern educative system.

Titaghur manufactures paper of various kinds and qualities to meet the increasing demand of modern India.

The Statesman, May 1, 1948
Since all Industrial concerns require Belting for transmission of power to drive machinery, the manufacture of Belting is an important industry and one that requires great attention in our country.

I am glad to see that the India Belting & Cotton Mills Co., Ltd., have taken the initiative in this matter and I hope that the public response will be gratifying. The Company will not only provide employment to hundreds of our young men but all Indian industries will be benefited by securing Indian Belting of a high standard.

I wish the Company every success in their enterprise.

FORECAST SINCE
FULFILLED

INDIA BELTING & COTTON MILLS, LIMITED,
SERAMPORE (HOOGLY).

The Hindu, February 14, 1946
This Table exhibits that 65% of interviewees were in favour of educative value of ads while only 24.5% were not agreed with the statement. The 10.5% interviewees were indifferent. Moreover 7.5% said 'firmly Yes' means they were strongly agreed with the statement and among 24.5% who said 'firmly no' means there were no educative value of advertising, only 3% were strongly disagreed. From this table it is apparent that the hypothesis is rejected and it is concluded that the interviewees approved that the ads are educative.

Axiom: 4

Advertisements influence the people to purchase unwanted products.

The opinion of the interviewees on this statement was measured and tested. In this case the hypothesis is that there is no basic difference in the probability of the interviewees agreeing or disagreeing with this statement "Advertisements influence the people to purchase unwanted products. Table 1.20 depicts the distribution of interviewees in accordance with their strength of feelings.
Happy and Prosperous '46

Millions 10.5 Millions

THE SOUTH INDIA FIRE AND GENERAL INSURANCE CO. LTD. (Karnataka)

Best Wishes for a Happy New Year

P. K. VARADACHARI & CO., 195, M.G. Road, TRichy, MADRAS.

CONTRACTORS-THAMALAMUDI-TEMAKARIM

The Hindu, January 1, 1946
Table 1.20 Distribution of Interviewees according to Degree of Agreement with reference to Statement 4

<table>
<thead>
<tr>
<th>Degree of Agreement on 5 point scale</th>
<th>Number of interviewees</th>
<th>Degree of Agreement on 2 point scales (ignoring don't know answers)</th>
<th>Number of interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firmly Yes</td>
<td>15 (7.5)</td>
<td>Yes</td>
<td>98 (49)</td>
</tr>
<tr>
<td>Yes</td>
<td>83 (41.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>8 (4)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>79 (39.5)</td>
<td>No</td>
<td>94 (47)</td>
</tr>
<tr>
<td>Firmly No</td>
<td>15 (7.5)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Figures in brackets are percentages.
This Table is illustrated by Bar diagram No. 12

This analysis clearly shows that the 49% interviewees agreed with the statement while 47% disagreed and only 4% were indifferent. Moreover 7.5% were firmly agreed among 49% who were in favour of the statement and 7.5% were firmly disagreed among 47% who were not in favour of the statement. From the analysis the level of difference is very low. Therefore, the hypothesis is accepted and it can be said that college and University students are equally divided in their opinion towards advertising.

Axiom: 5
Advertisements from 1947-1991 in Indian English Newspaper were of bad quality.

The quality of advertising was tested by the responses of
12. Distribution of Interviewees According to their Degree of Agreement with reference to Statement - 4.
Dawn of Freedom!
Resurgence of Indian Industry!

Speaker present and low I
Mother, bow.

FREE INDIA

Indian Industry!

Produced and imported in India, ship, lead, raw materials and fully packed, to make them in every quality and quantity. The new Indian industries are on the ball.
MADHAN

The People People of

K. S. HANSAN

INDUSTRIAL HOUSE, WHITEFIELD.

The total number of

TECHNO CHEMICAL INDUSTRIES, LTD.

121, ASHOKA ND TANG

Brothers

The People People of

K. S. HANSAN

TECHNO CHEMICAL INDUSTRIES, LTD.

121, ASHOKA ND TANG

Brothers

The People People of

K. S. HANSAN

TECHNO CHEMICAL INDUSTRIES, LTD.

121, ASHOKA ND TANG

Brothers

The People People of

K. S. HANSAN

TECHNO CHEMICAL INDUSTRIES, LTD.

121, ASHOKA ND TANG

Brothers

The People People of

K. S. HANSAN

TECHNO CHEMICAL INDUSTRIES, LTD.

121, ASHOKA ND TANG

Brothers

The People People of

K. S. HANSAN

TECHNO CHEMICAL INDUSTRIES, LTD.

121, ASHOKA ND TANG

Brothers
CINE AGENCY (INDIA) LTD.

AVAILABLE FROM READY STOCK
EMERSON RADIOS
E Valve* and Set from Rs. 145 up to Rs. 995 for a 10...

CINE AGENCY (INDIA) LTD.

YOUR TIME SAVINGS AC.
the interviewees. The hypothesis is that there is no difference in the number of interviewees who favoured the statement or not. Table 1.21 shows the distribution pattern of interviewees according to their feelings by seeing some of the oldest ads published in English dailies.

Table: 1.21 Distribution of interviewees according to their feelings with reference to statement 5.

<table>
<thead>
<tr>
<th>Degree of Agreement on 5 point scale</th>
<th>Number of Interviewees</th>
<th>Degree of Agreement on 2 point scale (ignoring don't know answers)</th>
<th>Number of Interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firmly Yes</td>
<td>35(17.5)</td>
<td>Yes</td>
<td>126(63)</td>
</tr>
<tr>
<td>Yes</td>
<td>91(41.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>17(8.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>57(28.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Firmly No</td>
<td>10(5)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Figures in brackets are percentages. This Table is illustrated by Bar diagram No.13

This Table exhibits majority of the interviewees (63%) were agreed to the statement while 28.5% disagreed and 8.5% were indifferent. Among 63% of the interviewees who were in favour of statement, 17.5% were firmly agreed. Out of total 28.5% who disagreed with the statement 5% were firmly disagreed.

From this analysis it can be said that the hypothesis is rejected and Indian ads are of poor taste from the fifties to till now.
13. Distribution of Interviewees According to their Feelings with reference to Statement - 5
Advertisements increase confidence in the buying products.

The behaviour of the interviewees were tested towards this statement. In this case, the hypothesis is that the probability of the interviewees agreeing or disagreeing with this statement is equal. Table 1.22 depicts the distribution of the interviewees according to degree of agreement with the statements.

Table: 1.22 Distribution of interviewees according to degree of agreement with reference to Statement 6.

<table>
<thead>
<tr>
<th>Degree of Agreement on 5 point scale</th>
<th>Number of Interviewees</th>
<th>Degree of Agreement on 2 point scale (ignoring don't know answers)</th>
<th>Number of Interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firmly Yes</td>
<td>17 (8.5)</td>
<td>Yes</td>
<td>132 (66)</td>
</tr>
<tr>
<td>Yes</td>
<td>115 (57.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>19 (9.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>42 (21)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Firmly No</td>
<td>7 (3.5)</td>
<td>No</td>
<td>49 (24.5)</td>
</tr>
</tbody>
</table>

Note: Figures in brackets are percentages.

This Table illustrated by Bar diagram No.14

From this Table, it can be clearly understood that the majority of the interviewees 66% were in favour of the statement and out of them 8.5% were strongly in favour of. On the other hand, 24.5% were not in favour of the statement, among which 3.5% were strongly disagreed and 9.5% were indifferent with the statement. Therefore the
Distribution of Interviewees According to Degree of Agreement with reference to Statement - 6
THE PLACE OF ENGLISH IN A FREE INDIA

LAW IN INDIA

Continued from Page 11

In the past, Mr. A. P. Herbert, in his criticisms of the English law in India, has shown that parliamentary drought in England has been attended by a decline in point of technique. Nevertheless, much useful work has been accomplished, for instance, in relation to trade marks. In that which concerns patents, designs and trade marks, the defects that have arisen have been of great consequence. In the domain of criminal law, the accused is debarred from giving evidence in his own defence and that the wholly unscientific "Rule in Meurtin's Case" (as it is called) must still guide Indian courts where a plea of insanity is entered. While the law matrimonial, save in the case of British subjects domiciled in British India, remains for Hindus, other than Roman Catholics, in India, almost a full century behind the times. More curious is the fact that a commission appointed to start upon the work of codification envisaged the inclusion in its scheme of a statute dealing with actionable wrongs (which lawyers call Torts), another to comprehend the law of Master and Servant, and a third to embody the law of Insurance. We are both in respect of Torts and of the relations of Master and Servant, still relegated almost entirely to the Common Law of England. As exposed...

The Statesman, August 15, 1947
On this memorable day, we solemnly affirm our faith in the glorious destiny of FREE INDIA.

BENGAL CHEMICAL :: CALCUTTA : BOMBAY

The Statesman, August 15, 1947
hypothesis is rejected and the decision arrives that advertisements increase confidence in the buying products.

Axiom : 7

From early thirties, advertisers used filmstars, sportsmen as undue advantage to popularise their products.

In this case the hypothesis is that the interviewees were equally divided according to their opinions in this respect. The distribution of interviewees is shown in Table 1.23.

Table: 1.23 Distribution of interviewees according to their strength of feeling with reference to Statement 7.

<table>
<thead>
<tr>
<th>Degree of Agreement on 5 point scale</th>
<th>Number of interviewees</th>
<th>Degree of Agreement on 2 point scale (ignoring don't know answers)</th>
<th>Number of interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firmly Yes</td>
<td>73(36.5)</td>
<td>Yes</td>
<td>170(85)</td>
</tr>
<tr>
<td>Yes</td>
<td>97(48.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>8(4)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>19(9.4)</td>
<td>No</td>
<td>22(11)</td>
</tr>
<tr>
<td>Firmly No</td>
<td>3(1.5)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Figures in brackets are percentages.
This Table is illustrated by Bar diagram No.15

This table clearly indicates that 85% of the interviewees agreed with the statement of which 36.5% were strongly agreed. While 11% were not in favour of the Statement and among them 1.5% were strongly disagreed and 4% were indifferent.
Distribution of Interviewees According to their Strength of Feeling with reference to Statement - 7
The Statesman, dated, the 25th February, 1953.
The Statesman, dated the 24th September, 1947.
The Statesman, dated, the 26th April, 1957.
The Hindu, dated, the 20th December, 1946.
According to this information, the hypothesis can be rejected and the conclusion drawn from the Table is that advertisers took undue advantage of filmstars and sportsmen by using them to popularise their products.

Axiom: 8
Most of the advertisements are overstated.

In this case the hypothesis is that the interviewees saying Yes or No to this statement are equally divided. Table 1.24 displays the distribution of the interviewees according to their views of Yes and No.

Table: 1.24 Distribution of Interviewees according to their feelings with reference to Statement 8.

<table>
<thead>
<tr>
<th>Degree of Agreement on 5 point scale</th>
<th>Number of interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firmly Yes</td>
<td>53(26.5)</td>
</tr>
<tr>
<td>Yes</td>
<td>103(51.5)</td>
</tr>
<tr>
<td>Don't know</td>
<td>11(5.5)</td>
</tr>
<tr>
<td>No</td>
<td>29(14.5)</td>
</tr>
<tr>
<td>Firmly No</td>
<td>4(2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Degree of Agreement on 2 point scale (ignoring don't know answers)</th>
<th>Number of interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>156(78)</td>
</tr>
<tr>
<td>No</td>
<td>33(16.5)</td>
</tr>
</tbody>
</table>

Note: Figures in brackets are percentages.
This Table is illustrated by Bar diagram No.16

From this Table, it can be said that the majority of the interviewees 78% agreed with the statement of which 26.5% were strongly agreed. While 16.5% were not agreed with the statement and out of which only 2% were strongly disagreed and 5.5% were indifferent.
16. Distribution of Interviewees According to their Feelings with reference to Statement - 8
From the basis of this information the hypothesis is rejected and the conclusion is that most ads are overstated.

Axiom : 9
Advertisements have no utility or role (from 1940 to 1991) in the society.

The hypothesis in this case is that the interviewees are equally divided in their opinion towards this statement. Table 1.25 shows the distribution of the interviewees according to their feelings in this respect.

Table: 1.25 Distribution of interviewees according to their degree of agreement with reference to Statement 9.

<table>
<thead>
<tr>
<th>Degree of Agreement on 5 point scale</th>
<th>Number of interviewees</th>
<th>Degree of Agreement on 2 point scale (ignoring don't know answers)</th>
<th>Number of interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firmly Yes</td>
<td>5(2.5)</td>
<td>Yes</td>
<td>20(10)</td>
</tr>
<tr>
<td>Yes</td>
<td>15(7.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>11.(5.5)</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>105(52.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Firmly No</td>
<td>64(32)</td>
<td>No</td>
<td>167(83.5)</td>
</tr>
</tbody>
</table>

**Note:** Figures in brackets are percentages.

This Table is illustrated by Bar diagram No. 17

This Table shows that the majority of interviewees (83.5%) disagreed with the statement and among them 32% were saying firmly no. While only 10% agreed and out of which 2.5% were strongly agreed and 5.5% were indifferent.
Distribution of Interviewees According to their Degree of Agreement with reference to Statement - 9
The Hindu, December 8, 1946
The Hindusthan Standard, August 15,
Greetings

Mobilgas

Three trade marks are backed by 81 years of experience.

STANDARD-VACUUM OIL COMPANY

The Statesman, August 15, 1947
The Amrita Bazar Patrika, August 15, 1947
From the basis of this information, the hypothesis is rejected and the conclusion is that the advertisements have utility and role in the society by seeing some selected ads from 1940 to 1991, which were published in English newspapers.

Specific Behaviour of the interviewees towards the development of English newspaper advertisements according to their background.

From earlier days the advertisements started an important role in society. Therefore, the general behaviour of a person is affected by socio economic factors. And these socioeconomic factors also affect one's specific behaviour. So, after analysing the general behaviour of the interviewees towards the development of ads, it is important and necessary to analyse the specific behaviour of the person towards these ads to study thoroughly the student's impact on advertising. Four Statements were selected to study the specific feelings of the interviewees towards advertising. These four statements are related to interviewee's specific behaviour. The four selected statements were:

1) Advertisements create treacherous and fallacious demand.
2) Advertisements have educative role.
3) Advertisements influence the people to purchase unwanted products.
4) Advertisements from 1947 - 1991 in Indian English newspapers were of bad quality.

To study it intensively, the impact of three important variables were considered, as: Sex, Rural or Urban Background, and their parent's income. By these critical analysis of the statements it will be possible to take a decision about the specific behaviour of the interviewees towards advertising.

(A-1) Advertisements create treacherous and fallacious demand. The hypothesis in this case is that both male and female students had the same opinion regarding this statement. The opinions of the interviewees in accordance with the degree of agreement were divided sexwise. Table 1.26 denotes the sexwise distribution of the interviewees according to their feelings.

It became visible from the Table that 18% males and 26% females were in favour of the statement and 28.5% males and 13% females were not in favour of the statement and 3.5% male and 7% female were indifferent.
He's ready for the best part of his day.

A dream comes true.

Horlicks
WITH EXTRA CALCIUM

BUY BIG. Horlicks SAVE BIG.

Now Horlicks 3-IN-1 OFFER!
Measure, Mix and Serve

Save up to Rs 20*
Big economy, Big change.
Table 1.26

Sexwise allocation of interviewees by intensive opinions concerning the statement "Advertisements create treacherous and fallacious demand."

<table>
<thead>
<tr>
<th></th>
<th>Firmly Yes</th>
<th>Yes</th>
<th>&quot;Don't Know&quot;</th>
<th>No</th>
<th>Firmly No.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>%</td>
<td>F</td>
<td>%</td>
<td>F</td>
</tr>
<tr>
<td>Male</td>
<td>6</td>
<td>3</td>
<td>30</td>
<td>15</td>
<td>7</td>
</tr>
<tr>
<td>Female</td>
<td>9</td>
<td>4.5</td>
<td>51</td>
<td>21.5</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>7.5</td>
<td>81</td>
<td>40.5</td>
<td>21</td>
</tr>
</tbody>
</table>

This Table is illustrated by Bar diagram No.18

From this Table, it becomes visible that there is significant difference between the opinions expressed by the interviewees of both sexes. Therefore the hypothesis in this respect is rejected and the conclusion is that the male interviewees disagreed with the statement that "Advertisements create treacherous and fallacious demand," while the female interviewees agreed that the "Advertisements create treacherous and fallacious demand."

(A-2) Sex and the educational role of Advertisement.

In this case the hypothesis is that the both sexes have the same opinion with reference to this statement. Table 1.27 displays sexwise distribution of the interviewees according to their opinions.
Sex-wise Allocation of Interviewees by Intensive Opinions Concerning the Statement "Advertisements Create Treacherous and Fallacious Demand"
Table 1.27: Sexwise allocation of interviewees by intensive opinions concerning the statement "Advertisements have educative value".

<table>
<thead>
<tr>
<th>Sex</th>
<th>Firmly Yes</th>
<th>Yes</th>
<th>Don't know</th>
<th>No</th>
<th>Firmly No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>%</td>
<td>F</td>
<td>%</td>
<td>F</td>
</tr>
<tr>
<td>Male</td>
<td>6</td>
<td>3</td>
<td>62</td>
<td>31</td>
<td>11</td>
</tr>
<tr>
<td>Female</td>
<td>9</td>
<td>4.5</td>
<td>53</td>
<td>26.5</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>7.5</td>
<td>115</td>
<td>57.5</td>
<td>21</td>
</tr>
</tbody>
</table>

This Table is illustrated by Bar diagram No.19.

It is evident from this analysis that the majority of male interviewees (34%) and 31% female interviewees agreed with the statement while 10.5% male and 14% female disagreed and 5.5% male and 5% female were indifferent with the statement. Therefore, there is no remarkable difference in the behaviour of both sexes. Hence, the hypothesis is accepted and the conclusion is that both sexes, male and female, had the same behaviours towards this statement.

(A-3) Sex and cajoler role of Advertisements.

In this case, the interviewees' opinions indicating their degree of opinions with reference to the statement that "Advertisements influence the people to purchase unwanted products." The interviewees were divided sexwise to test the hypothesis that both males and females had the same opinion regarding this statement. Table 1.28 connotes the sexwise allocation of the interviewees by their feelings.
Sex-wise Allocation of Interviewees by Intensive Opinions Concerning the Statement "Advertisements have Educative Value"
Table: 1.28 Sexwise allocation of interviewees by intensive opinions concerning to the statement: "Sex and Cajoler role of Advertisement".

<table>
<thead>
<tr>
<th>Sex</th>
<th>Firmly Yes</th>
<th>%</th>
<th>Yes</th>
<th>%</th>
<th>Don't know</th>
<th>%</th>
<th>No</th>
<th>%</th>
<th>Firmly No</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>7</td>
<td>3.5</td>
<td>39</td>
<td>19.5</td>
<td>4</td>
<td>2</td>
<td>39</td>
<td>19.5</td>
<td>9</td>
<td>4.5</td>
</tr>
<tr>
<td>Female</td>
<td>8</td>
<td>4</td>
<td>44</td>
<td>22</td>
<td>4</td>
<td>2</td>
<td>40</td>
<td>20</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>7.5</td>
<td>83</td>
<td>41.5</td>
<td>8</td>
<td>4</td>
<td>79</td>
<td>39.5</td>
<td>15</td>
<td>7.5</td>
</tr>
</tbody>
</table>

This Table is illustrated by Bar diagram No. 20

It is revealed from this Table that the majority of the interviewees both male and female where male comprising 23% and female 26% agreed with the statement while 24% male and 23% female were disagreed and 2% male and 2% female were indifferent with the statement. From this information, it can be said that there is no significant difference. Therefore, the hypothesis is accepted in this case and the conclusion is that sex have not any influence on the interviewees with reference to this statement.

(A-4) Sex and Bad Quality of Indian Advertisements.

By seeing the advertisements from 1947 - 1991 in English newspaper, the interviewees concluded that the Indian ads are of bad quality and resembles of poor taste. The opinions of the interviewees were divided sexwise for examining the hypothesis that both males and females had the
20. Sex-wise allocation of interviewees by intensive opinions concerning to the statement: "Sex and Cajoler role of Advertisements."
same opinion regarding this statement. Table 1.29 describes the sexwise allocation of interviewees in accordance with their degree of feelings.

Table: 1.29 Sexwise allocation of Interviewees by intensive opinions concerning the statement "Sex and Bad Quality of Advertisements".

<table>
<thead>
<tr>
<th>Sex</th>
<th>Firmly Yes</th>
<th>%</th>
<th>Yes</th>
<th>%</th>
<th>Don't know</th>
<th>%</th>
<th>No</th>
<th>%</th>
<th>Firmly No</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>19</td>
<td>9.5</td>
<td>38</td>
<td>19</td>
<td>10</td>
<td>5</td>
<td>28</td>
<td>14</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Female</td>
<td>16</td>
<td>8</td>
<td>53</td>
<td>53</td>
<td>26.5</td>
<td>7</td>
<td>3.5</td>
<td>19</td>
<td>9.5</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>17.5</td>
<td>91</td>
<td>45.5</td>
<td>17</td>
<td>8.5</td>
<td>47</td>
<td>23.5</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

This Table is illustrated by Bar diagram No. 21.

From this analysis, it comes forth that a majority of the interviewees comprising both males and females (28.5% and 34.5% of total interviewees respectively) were in favour of the statement, while 16.5% males and 12% females were disagreed and 5% males and 3.5% females were indifferent. As the difference is insignificant, the hypothesis is accepted and the conclusion is that the feelings of the interviewees regarding the "ads from 1947 - 1991 in Indian English newspapers were of bad quality" is not influenced by their sex.

(B-1) Rural - Urban Background and Treacherous and fallacious demands by Advertisements.
Sex-wise allocation of Interviewees by intensive opinions concerning the statement: "Sex and Bad Quality of Advertisements."
IT'S A WONDERFUL LAUGH!
IT'S A WONDERFUL LOVE!
IT'S JIMMY STEWART'S NEW PICTURE!

LIBERTY FILMS INC.
presents

JAMES STEWART
DONNA REED

IN
FRANK CAPRA'S

"IT'S A WONDERFUL LIFE"
COMMENCING FRIDAY JULY 11
EXCELSIOR

The Hindustan Times, July 2, 1947
ARE YOU AFRAID TO KISS HIM...
because of your breath?

Hi leans nearer, whispering romantic words. But how can you be sure your kiss will please? Are you sure your breath is sweet and fresh? Remember, 7 out of 10 persons have BAD BREATH and don't know it.

So be careful. Use Colgate Dental Cream. Its penetrating foam gets into crevices between your teeth and washes away germs and decaying food particles which cause most bad breath, dingy teeth, soft gums and tooth decay. Colgate leaves the teeth thoroughly and beautifully clean—the gums healthy and the breath sweeter.

COLGATE GLEANS AND BEAUTIFIES TEETH—SWEETENS BREATH

The Statesman, September 22, 1947
The opinions of the interviewees and their feelings towards the statement "Advertisements create treacherous and fallacious demands" were allocated in accordance with their rural and urban background to test the hypothesis that the interviewees had the same opinion regarding this statement irrespective of their background.

Table: 1.30 Background wise allocation of interviewees by intensive opinions concerning the statement "Advertisements create treacherous and fallacious demands".

<table>
<thead>
<tr>
<th></th>
<th>Firmly Yes</th>
<th>Yes</th>
<th>Don't know</th>
<th>No</th>
<th>Firmly No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>6</td>
<td>3</td>
<td>9.5</td>
<td>4.5</td>
<td>8.5</td>
</tr>
<tr>
<td>Urban</td>
<td>9</td>
<td>4.5</td>
<td>31.2</td>
<td>6</td>
<td>30.5</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>7.5</td>
<td>40.5</td>
<td>21</td>
<td>10.5</td>
</tr>
</tbody>
</table>

This Table is illustrated by Bar diagram No. 22

This Table revealed that majority of the interviewees comprising of both rural and urban (12.5% and 35.5%) i.e., total 48% interviewees agreed with this statement while 8.5% of rural and 32.5% of urban, i.e., total 41.5% interviewees had negative approach and 10.5% were indifferent.

It is evident from the table that the difference due to background is insignificant and the hypothesis is accepted.
22. Background-wise allocation of interviewees by intensive opinions concerning the statement "Advertisements create treacherous and fallacious demands."

FY = Firmly Yes  Y = Yes  DK = Don't Know  N = No  FN = Firmly No
The conclusion is that the behaviour of the interviewees is not influenced by their background.

(B-2) Rural - Urban Background and the educational role of advertisements. In this case, the hypothesis is that both group of interviewees regarding their rural and urban background holding the same opinion with reference to this statement that "Advertisements have educative values". Table 1.31 shows the allocation of the interviewees.

Table 1.31 Background wise allocation of interviewees by intensive opinions concerning the statement: "Advertisements have educative values"

<table>
<thead>
<tr>
<th>Background</th>
<th>Firmly Yes</th>
<th>Yes</th>
<th>Don't know</th>
<th>No</th>
<th>Firmly No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>5</td>
<td>2.5</td>
<td>13.5</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Urban</td>
<td>10</td>
<td>5.88</td>
<td>44</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>7.5</td>
<td>115</td>
<td>57.5</td>
<td>21</td>
</tr>
</tbody>
</table>

This Table is illustrated by Bar diagram No. 23

It appears from the Table 1.31 that majority of the interviewees from rural and urban background were in favour of the agreement, (16% of rural people and 49% of urban people agreed the statement). While 6.5% rural people and 18% urban people disagreed the statement. Moreover 3.5% of rural people and 7% of urban people were indifferent.
Background-wise allocation of interviewees by intensive opinions concerning the statement: "Advertisements have educative value".
1981

Even if your yearly sales
is Rs. 50 lacs, HCL computers can
bring you profits.
55 companies are proof.

1981

Now you can
buy a computer for as little as
Rs. 3,500 a month.
HCL shows you how.

1981

For the first time in India,
HCL introduces a computer which
even your typist can operate.
Come see it.

1983

HCL introduces The Workhorse
A computer-cum-super-electronic typewriter. For a down payment of Rs. 12,500 only.

1983

Now a major breakthrough
in computer technology
The HCL Workhorse. A Computer it takes care of your typing, word processing, accounting. An added advantage it speeds up your correspondence, filing of forms, documentation, filing, etc. they do it faster.

1985

1985

1987

STRAIGHT TALK
OF COURSE YOU CAN DO TEN THINGS ON YOUR COMPUTER AT THE SAME TIME. THE QUESTION IS HOW MANY CAN YOU DO?

Introducing the hottest figures in the Indian computer Industry
Where the mind is without fear
and the head is held high;

Where knowledge is free;

Where the world has not broken up into narrow domestic walls;

Where the clear stream of reason has not lost its way into the dreary desert sand of dead habit;

Into that heaven of FREEDOM, my Father,
let my country awake.

Jaihind

HINDUSTHAN
CO-OPERATIVE INSURANCE
SOCIETY, LIMITED.

The Statesman, August 15, 1947
RING OUT THE OLD  
RING IN THE NEW

Today our flags proudly fly, both red and white, and our people are rejoicing. Let's always remember this happy day and express our gratitude to all those who have contributed to our freedom and prosperity. Let's work together to build a brighter future for our country.

J.S. SIR HARISH GOENKA BL, CALL PHONES: 6911

The Statesman, August 15, 1947
The Statesman, dated, the 15th August, 1947.
OF What Kind Of Freedom?

By Mr. Mithan Lam

This is the 26th of July, the Independence Day, and the citizens of our city are jubilant. The Prophet's Day is a national holiday, celebrated with great enthusiasm. The city is decorated with flags and lights, and the streets are filled with people singing songs of joy and freedom. The atmosphere is electric, and everyone is looking forward to a bright future.

Lest We Forget...

The Partition of India on August 15, 1947, was a momentous occasion in the history of our country. It marked the end of the British Raj and the beginning of a new era of independence. The Partition was a result of the Second World War and the subsequent decline of the British Empire. ThePartition was a result of the Second World War and the subsequent decline of the British Empire. ThePartition was a result of the Second World War and the subsequent decline of the British Empire.

The Bombay Chronicle, August 15, 1947
Therefore, the hypothesis is accepted and the conclusion is that background does not influence the feelings of the interviewees towards this statement.

(B-3) Rural and Urban Background and cajoler role of advertising. The Opinions of the interviewees indicating degree of their approval with the statement "Advertisements influence the people to purchase unwanted products" and the interviewees were divided background wise to test the hypothesis. In this case the hypothesis is that interviewees with rural and urban background have the same opinion regarding this statement. Table 1.32 elucidates the distribution.

Table 1.32 Background wise allocation of interviewees by intensive opinions concerning the statement: "Cajoler role of advertising".

<table>
<thead>
<tr>
<th>Background</th>
<th>Firmly Yes</th>
<th>Yes</th>
<th>Don't know</th>
<th>No</th>
<th>Firmly No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>11</td>
<td>5.5</td>
<td>17</td>
<td>8.5</td>
<td>1</td>
</tr>
<tr>
<td>Urban</td>
<td>4</td>
<td>2</td>
<td>66</td>
<td>33</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>7.5</td>
<td>83</td>
<td>41.5</td>
<td>8</td>
</tr>
</tbody>
</table>

This Table is illustrated by Bar diagram No. 24

From this Table, it is evident that a majority of the interviewees from rural or urban background (14% and 35% of the total interviewees respectively) agreed while 11.5%
24. Background-wise allocation of interviewees by intensive opinions concerning the statement: "Cajoler role of advertising."
and 35.5% respectively disagreed and 0.5% and 3.5% respectively were indifferent. Therefore, the hypothesis is accepted. The conclusion is that the interviewee's feelings is not influenced by their background.

(B-4) Rural/Urban Background and Bad Quality of Indian Advertisements. The opinions of the interviewees regarding the statement that Indian English newspapers advertisements are of bad quality were divided background wise to examine the hypothesis that interviewees from rural or urban background had the same opinion with reference to this statement. Table 1.33 exhibits the distribution.

Table: 1.33 Background wise allocation of interviewees by intensive opinions concerning the statement "Rural-Urban Background and Bad Quality of Advertisements".

| Background | Firmly Yes F | % | F Yes F | % | F Don't know F | % | F No F | % | F Firmly No F | % |
|------------|--------------|---|---|---|---|---|---|---|---|---|---|
| Rural      | 7            | 3.5 | 15 | 7.5 | 6 | 3 | 21 | 10.5 | 3 | 1.5 |
| Urban      | 28           | 14 | 76 | 38 | 11 | 5.5 | 26 | 13 | 7 | 3.5 |
| Total      | 35           | 17.5 | 91 | 45.5 | 17 | 8.5 | 47 | 23.5 | 10 | 5 |

This Table is illustrated by Bar diagram No. 25

This Table shows that majority of the interviewees 11% and 52% of rural and urban background agreed with the
Background-wise allocation of interviewees by intensive opinions concerning the statement: Rural - Urban Background and Bad Quality of Advertisements.
statement, while 12% and 16.5% were disagreed and 3% and 3.5% were indifferent respectively. From this analysis it shows clearly that there was no significant difference. Hence, the hypothesis is accepted and it shows very little relation between backgrounds and feelings towards this statement.

(C-I) Parents’ Monthly Income and Treacherous and fallacious demands by Advertisements.

The opinions of the interviewees indicating degree of their feelings with the statement "Advertisements create treacherous and fallacious demands" were divided income wise to test the hypothesis that the interviewees from different income levels have the same opinion regarding this statement. Table 1.34 shows the allocation of the interviewees.

Table 1.34 Income wise allocation of interviewees by intensive opinions concerning the statement "Advertisements create treacherous and fallacious demands".

<table>
<thead>
<tr>
<th>Parent's income level (Rs)</th>
<th>Firmly Yes</th>
<th>Yes</th>
<th>Don't know</th>
<th>No</th>
<th>Firmly No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below Rs(800)low</td>
<td>2</td>
<td>1</td>
<td>11</td>
<td>5.5</td>
<td>4</td>
</tr>
<tr>
<td>Rs 801-Rs 2500(Middle)</td>
<td>5</td>
<td>2.5</td>
<td>29</td>
<td>14.5</td>
<td>6</td>
</tr>
<tr>
<td>Rs 2501 and above(High)</td>
<td>8</td>
<td>4</td>
<td>41</td>
<td>20.5</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>7.5</td>
<td>81</td>
<td>40.5</td>
<td>21</td>
</tr>
</tbody>
</table>

This Table is illustrated by Bar diagram No. 26.
26. Income-wise allocation of interviewees by intensive opinions concerning the statement "Advertisements create treacherous and fallacious demands."
This Table exemplifies that majority of the interviewees from low, middle and high income classes (6.5%, 17% and 24.5% of the total interviewees respectively) were in favour of this statement while 7%, 11.5% and 23% respectively were not in favour and 2%, 3% and 5.5% were indifferent. As the difference is insignificant the hypothesis is accepted and the conclusion is that the income level of the interviewees does not influence their opinions regarding the statement that "Advertisements create treacherous and fallacious demands".

(C-II) Parents' Monthly Income and the educational role of advertisements.

In this case the hypothesis is that the interviewees from different income levels have the same opinion with reference to this statement, "Advertisements have educative value". Table 1.35 shows the allocation of the interviewees.

Table: 1.35 Income wise allocation of the interviewees' opinions concerning the statements:

<table>
<thead>
<tr>
<th>Parent's income level (Rs.)</th>
<th>Firmly Yes</th>
<th>Firmly No</th>
<th>Yes</th>
<th>Don't No</th>
<th>No</th>
<th>Firmly No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 800 (low)</td>
<td>1</td>
<td></td>
<td>0.5</td>
<td>17</td>
<td>8.5</td>
<td>1</td>
</tr>
<tr>
<td>801-2500 (Middle)</td>
<td>8</td>
<td></td>
<td>4</td>
<td>35</td>
<td>17.5</td>
<td>5</td>
</tr>
<tr>
<td>2501-and above (High)</td>
<td>6</td>
<td></td>
<td>3</td>
<td>63</td>
<td>31.5</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td></td>
<td>7.5</td>
<td>57.5</td>
<td>21.0</td>
<td>10.543</td>
</tr>
</tbody>
</table>

This Table is illustrated by Bar diagram No. 27.
Incomewise allocation of the interviewee's opinions concerning the statement "advertisement have educative value."

FY = Firmly Yes  Y = Yes  DK = Don't Know  N = No  FN = Firmly No

27. Incomewise allocation of the interviewee's opinions concerning the statement "advertisement have educative value."
The Table explicits that majority of the interviewees from all low, middle and high income levels 9%, 21.5% and 34.5% of the total interviewees were in favour of this statement. Moreover, 6%, 7.5% and 41% disagreed and 0.5%, 2.5% and 7.5% were indifferent. From this analysis, it can be said that the hypothesis is accepted and the conclusion is that the income level does not influence the interviewee's feelings towards advertisements.

(C-III) Parents' Monthly income and cajoler role of advertising. In this case the opinions of the interviewees indicating degree of their feelings with the statement "Advertisements influence the people to purchase unwanted products". The interviewees were divided income-wise to examine the hypothesis that interviewees from different income levels have the same opinion. Table 1.36 shows the allocation of the interviewees.

Table: 1.36 Income-wise allocation of interviewees by intensive opinions concerning the Statement: Cajoler Role of Advertising.

<table>
<thead>
<tr>
<th>Parents's Income Level(Rs)</th>
<th>Firmly Yes</th>
<th>Yes</th>
<th>Don't know</th>
<th>No</th>
<th>Firmly No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 800(Low)</td>
<td>2</td>
<td>1</td>
<td>13</td>
<td>6.5</td>
<td>2</td>
</tr>
<tr>
<td>801-2500(Middle)</td>
<td>7</td>
<td>3.5</td>
<td>23</td>
<td>11.5</td>
<td>4</td>
</tr>
<tr>
<td>2501 and above(High)</td>
<td>6</td>
<td>3</td>
<td>37</td>
<td>18.5</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>7.5</td>
<td>83</td>
<td>41.5</td>
<td>8</td>
</tr>
</tbody>
</table>

This Table is illustrated by Bar diagram No. 28
Income-wise allocation of interviewees by intensive opinions concerning the statement: Cajoler Role of Advertising.
It is clear from the Table that majority of the interviewees from all low, middle and high income classes (7.5%, 15%, 21.5% of the total interviewees respectively) were in support of the statement. While, 7%, 14.5% and 25.5% respectively disagreed and 1%, 2% and 1% were indifferent to the statement. From this analysis, it is ascertained that the difference is insignificant and the hypothesis is accepted. The conclusion is that income had no effect on the feelings of the interviewees towards this statement that "Advertisements influence the people to purchase unwanted products".

(C-IV) Parents' Monthly Income and Bad Quality of Indian Advertisements. In this case the interviewee's opinions indicating their degree of feelings with reference to the statement that "Indian English Newspapers Advertisements are of bad quality", were divided income wise for testing the hypothesis that interviewees from different income levels hold the same opinion regarding the statement. Table 1.37 shows the allocation.

Table: 1.37 Income-wise allocation of interviewees by intensive opinions concerning the statement "Bad Quality of Indian Advertisements".

<table>
<thead>
<tr>
<th>Parents' Income Level(Rs.)</th>
<th>Firmly Yes</th>
<th>Yes</th>
<th>Don't know</th>
<th>No</th>
<th>Firmly No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 800(Low)</td>
<td>4</td>
<td>2</td>
<td>8</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>801-2500(Middle)</td>
<td>10</td>
<td>5</td>
<td>27</td>
<td>13.5</td>
<td>2</td>
</tr>
<tr>
<td>2501 and above(High)</td>
<td>21</td>
<td>10.5</td>
<td>56</td>
<td>28</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>17.5</td>
<td>91</td>
<td>45.5</td>
<td>17</td>
</tr>
</tbody>
</table>

This Table is illustrated by Bar diagram No. 29
Income-wise allocation of interviewees by intensive opinions concerning the statement "Bad Quality of Indian Advertisements."

FY = Firmly Yes  Y = Yes  DK = Don't Know  N = No  FN = Firmly No
And how! Sportsworld is wearing a smashing new look. And going all colour. What's more, we're becoming a fortnightly. Full of exciting new features. Packed with pulsating photographs from cover to cover. And all at the same old price!

Now along with our unusual features and meaty analyses, you have a Sportsworld that's a treat for the eye!

So keep an eye on the newsstands on June 17. For the new Sportsworld. This change is bound to take your breath away!
This photograph by Yves Gellie of a Zulu gathering at Umlazi when young girls were paying homage to their current ruler is part of the new set of controversial ad campaigns.

BEETEL CORDLESS
FROM INDIA'S PREMIER TELECOM COMPANY

The phone that is free. Free from the constraints of a cord. A push button wonder. The Beete! Cordless is a sleek looking phone with a base unit. Besides the freedom of movement it has many advantages. Now weed out a thorny problem at the office while you garden. Keep track of the stock market while you take in the sun at the beach. Discuss business opportunities while you work out.

Make a date while you fix your root.


Features:
- Intercom facility
- Ten memory auto dialling
- Security system
- Last number redial
- Rubber duck antenna
- Base and handset
- Mute operation
- Frequency of 46-49 MHZ. Different from radio interference.

TALK THE WAY THE WORLD DOES

A PRODUCT OF
BHARTI TELECOM

The Hindu, May, 1990
Kama Sutra

The Times of India,
December, 1991
This Table denotes that majority of the interviewees from all low, middle and high income classes (6%, 19% and 38.5% of the total interviewees respectively) supported the statement. On the other hand, 7.5%, 12% and 9% did not support the statement and 2%, 1% and 5.5% were indifferent to the statement. This Table shows that there is no significant difference. Therefore the hypothesis is accepted. And the conclusion is that income level had no effect on the interviewees' opinions towards this statement.

CONCLUSION
Advertisements have social, educational and ethical values. Indian newspapers started publishing advertisements from the very inception. Gradually advertisement developed and the people became more and more interested in the ad business. During the development of advertisement, the consumer's behaviours changed and was affected by many factors. Consumer behaviour in respect of advertisement from 1947 to 1991 helped to make decision about the ethical role of advertisement. The buying decisions and habits were influenced by their needs, attitudes, behaviours, likings, expectations, necessities, motives etc. Various socioeconomic factors and even the tactics of business organizations also influenced their purchasing purpose. And advertising is the most powerful instrument which motivates the people. It has the tantalising technique of
popularising a product. It is the magnate that motivates the world of business. Advertising is a very powerful social and economic force. But there are adverse criticism of advertising. This study explicates the feelings and behaviours of the consumer, who are under graduate and post graduate students, towards the development of English newspaper ads from 1947 to 1991. Their opinions mainly determine the ethics of Indian newspaper's ads. These students were selected primarily because they are buyers and users of a large portion of products and services which are advertised regularly and they represent a substantial market segment. Moreover, these students influence and persuade their friends and associates to purchase, as they influence their parents and friends either at home or in colleges and Universities. More so, some day, they will be future heads of the family and will make future purchase decision. Therefore, they are the opinion makers in the society. So, their decisions, their choice, their feelings, their opinions are important in ad business as well as in society.

The findings of the Study:
It is important to note that majority of the interviewees (72%) had positive feelings towards advertisements in general. Further analysis exhibits that the various socioeconomic factors did not affect the general behaviour of the interviewees towards advertising. Different null
hypotheses were framed in this connection and were accepted. The conclusion drawn was that sex, rural/urban background, schooling background, medium of instruction in school, level of studies, parents' occupation and monthly income of parents had no influence on the behaviour of the undergraduate and post graduate students towards advertising.

The specific behaviours of the interviewees relating to the role and development of advertisements and ethical aspects of advertising was also examined. The opinions are equally divided in testing the hypothesis that "Advertisements create treacherous and fallacious demands." In this case 48% were in favour of the opinion while 41.5% were not in favour of the opinion. On the other hand, 72.5% of the interviewees disagreed with the contention that "Advertising is usually done for undesirable products." It is remarkable that majority of the interviewees (96%) were almost equally divided in their opinion, where 49% interviewee agreed and 47% interviewee disagreed that "Advertisements influence the people to buy unwanted products". It is also important to note that majority of the interviewees (63%) agreed that "Advertisements from 1947-1991 in Indian English Newspapers were of bad quality", that means the advertisement is of poor taste in India. The majority of the interviewees (66%) agreed with the argument that "Advertisements increase confidence in buying products. A very large portion of the
interviewees (85%) agreed that "From early thirties, advertisers used filmstars, sportsmen as undue advantage to popularise their products". A large majority of the interviewees (78%) agreed that "Most of the advertisements are overstated". And an overwhelming majority of the interviewees (83.5%) disagreed with the statement that "Advertisements have no utility or role (from 1940 to 1991) in the society".

It is also necessary to study some of the specific behaviours of the interviewees regarding the role of advertisement and ethics involved in it and they were specifically related with some of the socio economic variables like sex, rural or urban background and parent's income. In this study, the findings are: Majority of the female interviewees agreed that "Advertisements create treacherous and fallacious demand". On the other hand, the male interviewees showed an entirely different behaviour; as majority of them did not agree with the debate. A majority of the both male and female interviewees agreed that "Advertisements have educative value". A majority of the interviewees both males and females agreed that "Advertisement influence the people to purchase unwanted products. Moreover, majority of both male and female interviewees agreed the "ads from 1947-1991 in Indian English newspapers were of bad quality". The interviewees
were equally divided according to their opinion towards the
statement, "Advertisements create treacherous and fallacious
demands", irrespective of their rural and urban background.
The interviewees regardless of their rural and urban
background were equally divided in their opinion towards the
statement that "the advertisements influence the people to
purchase unwanted products".

A majority of the interviewees both with rural and urban
backgrounds agreed that the ads from 1947-1991 in Indian
English newspapers were of bad quality regardless of their
background. Irrespective of their parent's income, the
interviewees were almost equally divided according to their
opinion to the argument that "Advertisements create
treacherous and fallacious demand". A majority of the
interviewees from each low, middle and high income groups
agreed that "Advertisements have educative value".
Moreover, the interviewees were almost equally divided
regarding their behaviour towards the argument
"Advertisements influence the people to purchase unwanted
products" irrespective of their parent's income. A majority
of the interviewees from each low, middle and high income
groups agreed that "Indian English Newspaper Advertisements
are of bad quality".

In general, it has been observed very clearly from the
opinions of the students, under graduate and post graduate
students, that the advantages and disadvantages of advertising are divided. It is important to note that majority of the interviewees were in favour of advertising in general. They have clear opinion that the advertising plays an useful role in a society. They have opined that advertisements do have educational role and it helps people to make better buying decisions. It is not true that advertisements are always used for objectionable products. Lastly, we find that advertising in India are of poor taste and the advertisers took undue advantages of popular personalities like film stars and sportsmen.

In coming years, advertising is likely to play a more distinguished role not only in marketing of various consumer products and services but also in educating the people and making their standard of living better. Therefore, advertising has to be presented in such a way that it should not be misleading and exaggerative, using unfair methods and exploiting the sentiments of the public. The advertisement should be informative, educative and has to be of good taste. The advertisers have to be more careful about the sentiment, impression and opinion of undergraduate and post graduate students as they are a very significant segment of the market as well as they are important centres of purchase decision. So, advertisers have to be more attentive and cautious to create a favourable impact on the college and university students. The producers and marketers of the various products and services have to be cautious about the claims made in
advertisements by supplying quality goods and services. They must understand that public are not fools, they are not interested in false advertisements and ultimately, the producers and the organization have to face disaster if they used to advertise false and misleading claims. The word of mouth plays a very significant role in marketing. A favourable word of mouth sometimes may help to capture the market and on the other hand, the negative word of mouth may cause danger to the survival of the products. The students have an important role in passing words as they face a large student section on a regular basis. Therefore, their opinions, impressions may cause a serious role for the survival of the product, service and as well as the organisation. So, in marketing and advertising field the advertiser as well as the producer should be careful about the ethics of advertising.
The Ethics in Advertising

References:


