SYNOPSIS

Synopsis of the thesis submitted to the SNDT Women's University, Mumbai for the degree of Doctor of Philosophy in Commerce.

Title of the thesis: Assessment of the effects of advertising on consumers in India and measures of protection.

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Date: 20th June, 1996.
Objectives of the Study:

The primary objective of the study is to understand how advertising is influencing the consumers in India by making its presence felt in our life styles, inter-personal relationships, cultures, social and ethical standards and our purchasing decisions.

The broad objectives of the study are:

1. To study the present status of advertising as compared to past, along with the future expectations from it.

2. To examine the changes in media, which has made the process of reaching out to masses much easier.

3. The division of consumers into various categories for psychoanalytical and motivational research, with special attention to children.

4. To assess the social and ethical aspects of advertising by specifically studying the socioethical issues involved.

5. To give examples of actual unethical and surrogative and misleading advertisements released by Indian advertisers and to confirm the need for stricter restrictions.

6. To study the law protecting consumers from misrepresentation in advertisements along with the response of industries for consumer protection through self-control of advertising industry.

7. Compilation of primary data collected for analysing the impact of advertising.
Methodology:

The methodology of this study consisted of administration of a structured questionnaire to a stratified purposive sample to the relevant category of consumers residing within the boundaries of Greater Mumbai. The total sample was divided into two classes for better analysis. These classes were:

Class A: This class includes all the consumers who were at least graduates including housewives. The minimum age of all the respondents was at least 18 years.

Class B: The class includes all the consumers whose educational level ranges from illiterates to non-graduates. The minimum age in this class of respondents was also 18 years.

Basically all the questionnaires were filled by the respondents individually. Only in those cases, where it was not possible for respondents to fill the questionnaire, because of lack of education, the respondents were interviewed and their responses were recorded.

Sample Design:

Sample was planned keeping in mind these factors:

- Age.
- Level of Education.
- Nature of Work.
- Level of Income.
To maintain the uniformity class B was also divided into three income groups:

1. < Rs. 1,000/-
2. Rs. 1,000 - 3,000/-
3. Rs. 3,000 - 5,000/- per month.

Entire sample, of class A and class B was subdivided into four classes on the basis of age groups. The classes were:

1. < 30 years
2. 30-40 years
3. 40-50 years
4. 50 years >

The final sample is of 152 males and 165 females, classified on the basis of age and income groups and is given below.
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<th>Income Rs.</th>
<th>1,000</th>
<th>1,000-3,000</th>
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<th>5,000-15,000</th>
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