Naik Prasad, A (1999) conducted research on the topic “Estimating the Half-life advertisements”. He defined the half-life of advertisement as the time required for the effectiveness of an advertisement to wear out to one half of the initial effectiveness. In this paper, Notions of the half-life of advertisement is showed. The researcher explained an approach for measuring the lifetime of an advertisement. From this a company enables to estimate the half-life of his product advertisement and this information is very helpful from the managerial point of view. Managers can arrangement to replace worn out advertisements. Kalman filter approach is used for the estimating the half-life of ads. By applying the proposed approach, advertisers can intermittently assess the lifetime of their ads and decide the suitable timing to replace worn out advertisements.

Junwei Cao (1999):- conducted a research on ‘Evaluation of Advertising Effectiveness’. In the study agent based social modeling and simulation approach used to evaluate the effectiveness of advertising. First of all, researcher explained the components of advertising namely research, strategic planning, tactical decision and advertisement construction. The main actors defined in this study related to effectiveness in the advertising are consumer product / service advertisement medium and environment. Through the interaction of these factors, advertisement effectiveness is achieved. In the measurement of the advertisement effectiveness the major problems are classified such as specification of goal development of framework, acquisition of data, procedures of analysis. Advertising effectiveness research can make much cheaper faster easier by using computer simulation technology. Specification of goals, Acquisition of data, development of framework and procedure of analysis were the main problems identified in measurement of advertisement effectiveness. According to modal data, decision is based on the information received and psychological states. A demo of SEA (simulation environment of advertising) developed to implement the approach. User interface, modeling, simulation engine and the information filter were the main components of SEA system.

Abhilasha Mehta (2000) studied on the topic “advertising attitudes and advertising effectiveness”. The objectives of this study were to test the hypotheses that consumers with more
favorable attitudes towards advertising in general would recall more advertisement the day after exposure and more persuaded by the advertisements. For the data collection, MIRS (magazine impact research systems) methodology is used. 1914 respondents had taken who read regular magazine from different places. Respondents classified based on their readership of four different types of magazines namely general, news, women general and women fashion magazines. Many statements were prepared to measure the attitude on 11-point Likert scale. Finding of this study showed that individual attitudinal factors related to advertising in general do influence how respondent reacts to any particular advertisement, reinforcing expectations. Study also explained that recall of the brand the day after exposure influenced by how much respondents like to look at advertising, belief advertising helped them stay informed about market, and considered advertising as not being manipulative.

**André Bonfrer, Peter J. Danaher (2004):**- was conducted a study on “The Effect of Competitive Advertising Interference on Sales for Packaged Goods” The aim of this paper was to find out how the competitive advertising interference effect on the sale of the packaged product. According the researcher, the competitive advertising was badly affected the sales of competitors product. If one or more competitive product advertises with in the week then the advertising elasticity may be reduce. After evaluation they found the many results like the competitive advertising affected the overall sale of the competitive product but in some how the sale of the product must exceeded through many efforts it can be through over advertising or through imposed restriction on that advertisement. The methodology was used ‘Model Relating Marketing Effort to Sales’ in this paper. The multinomial-logic model applied on individual-level data and multiplicative model are used. It concluded that sale too is negatively affected by competitive advertising interference. This showed that how much we spend on the advertising it gave impact positively on the sales of the product and competitive advertising gave a reason to the competitor to promote over advertising which mostly bad impacted on the sales of the product.

**J. David Lichtenthal, Vivek Yadav, (2004):**-carried out a research study on ‘Outdoor Advertising for Business Markets”’. The study explained the measurement of outdoor advertising. ‘Showing’ was the old method of measuring outdoor advertising. But in the new technology era, for the find out reach, frequency and gross rating points of outdoor advertising many new
methods are developed such as handheld Global positioning system. In business-to-business advertising, it gives more flexibility for use and more affordable as compared to other forms of advertising. Researcher identified main business-to-business characteristics, objective hierarchy strategy hierarchy and proposed use of the outdoor advertising in it. For this purpose, researcher also classified the business goods and services where use of billboards is possible. The qualitative data collected from the various businesses and evaluated it so management experts reveal the result that outdoor advertising is very effective medium of business market.

**Ron Shanchar, Bharat N. Anand (2004):**-taken out a research on ‘The effectiveness and targeting of television advertising’. The main objective of this paper to found out the solution of two questions first was level of expenditure was consistent with profit maximization. Second about was the advertising having informational content or not? One real fact if that television networks spend its 16% revenue on the preview and advertisement of its on networks and shows. The number of each individual was likely to be correlated with their taste, because networks target their audiences mainly. This network was having rank in top ten industries in economy. In this study, we measure the impact and applied unique micro level panel dataset on televisions it derived through large sample of individuals. The second question was that whether advertisement generally informational or persuasive. In addition, after evaluating the importance of information, it was having positive and normative implications. However, the differentiation in them it is too difficult. The first study focused on the examined the effect of advertisement on the TV industry. It also helps in identifying which media of advertising selected and which instruments were used it. Through this, we were able to measure the actual marginal effectiveness of the advertising form. Second, one included which helps in measuring the return from the advertising through cross products. The statistical tools mean, standard deviation, standard error, coefficient of correlation are used to showing attributes examined. Discrete series distribution applied with some probability test. Those all techniques applied on it after evaluating the and check on it and derived many of solutions. The result of the study was that tune-in advertisement was good rather than television advertisement but if and only if when it was not so much informative then the feature of informative added in TV ad than it was best as compared to tune-in advertisement. Second, the advertisement gave more return as compare to their expenses occurred on it.
**T.C. Melewar, Claes Vemmervik (2004)**: carried out a study on ‘international advertising strategy’ for its review, reassessment, and recommendation. This paper firstly studied about the standardized format and strategies for advertising. It included its advantages, disadvantages, and focuses on various variables related with product, customer and market. It studied whether standardization of advertisement was possible in the dynamic nature and the differences in culture there was a vast difference in two different nation’s economy but if they thought about the positive factor, they get results that market was going to be standardized in nature and consistent brand image. It created equality in market also got benefit of economies of scale but it is less effective in nature. It also affected the sale of brand negatively. Study considered the meaning of standardization as identical advertisement across the market. Study suggested the strict rules followed by the advertiser when its modulated as the change in only the language of the advertisement from the local language used in region furthermore, study suggested two main key issues which were related to advertisement that elements should standardized in the advertisement, second or the process of advertisement should standardized.

Then the adoption school studied in completed opposite to the standardization school. It works in the diversity in cultures as adopted due to increased communication effectiveness. Third they used compromised school, it was a middle road between standardization and adoption school that mean the variability must be there in advertisement but up to some extend it must be standardized in nature. Factors that affected mainly in selection of these multiple school were product, competitive, infrastructural variable, and organizational experience, government, social and cultural. It used multiple methods to analyze the fact that were contingency approach, mathematical transformation method and digital signal processing used and some statistics tools used. It finally concluded that standardization advertisement was not appropriate and feasible at international level but up to some extent can used. As the standardization process of advertisement whole at or standardization element but if we used standardized whole advertisement it not providing better results due to diversity in environment.

**YU (Jeffrey) HU, Erik brynjolfsson Duncan Simester and Eric t. Anderson (2005)** studied on ‘Dynamics of Retail Advertising’ mean the force or properties, which stimulated growth,
development, or changed within retail advertising. This study based on the field experiment for investigation the various effects of retail advertising. In this we studied that current advertising was affected the future sale or not, the effect was not always been positive it may be negative in nature one of the factor states that in short run the future sale may be positive but in case of long run the future sale was negative in nature. The finding from this studied reflected the three options one was brand switching second was inter-temporal substitution third was cross channel substitution. Brand switching means shifted the demand from the one brand to the another brand, inter-temporal substitution mean the those customer who had placed order at last time this would be the reason for increased in short run demand and decreased in future demand. In cross channel substitution the customer placed their order by catalog channel and the internet channel and the catalog channel increased the short run sales and on internet channel it varied. In long run both kind of outcome received if the sale volume and the demand of the product increased it would show the positive outcome and if the sale revenue was not increased or it may be decline, it would show the negative outcome of the advertisement. This study plotted in medium sized company who selling the women’s clothes in medium price range. The conclusion derived from this study was that the retail advertising impact the future sales of the brand and it surprisingly differ in differ situations.

YU (Jeffrey) HU, Erik brynjolfsson Duncan Simester and Eric t. Anderson (2005) conducted a study on ‘Does current advertising affects the future sale’. They discussed about the relationship of current advertisement and future sales. The main objective of the study was to know about whether current advertising affected the future sale was depended on the customer targeted or not. Based on prior study and received data they found two main questions: whether current advertising and future sales positively correlated and what the effect of current advertising on future demand was. Data suggested way to distinguish between informative and convinced role of advertisement. In this report, they found the data after large-scale field test in which they address each problem individually. They analyzed the data on two basis random sampling and the control samples of customers. It studied involves 20,000 customer data and evaluated the results from them. It concluded that current advertising affected partially to the short run demand just because it has not too influenced human behavior soon. Secondly, current advertising was affected long run demand at high level because it has enough time to influenced
human behavior. Study revealed that if advertisement gives information than it will be more convincing in nature. It paper concluded that the current advertising affected the future sale because it was having positive relationship with demand and if the advertising increased than the demand increases in the economy and if the demand of the product increased than it will be the reason to affected future sale.

Nidhi Kotwal and et.al. (2008) in their study entitled as “Impact of T.V Advertisements on Buying Pattern of Adolescent Girls” focused the impact of television advertisements on the buying behavior of adolescent girls in the selected area. This study was undertaken to know the impact of television advertisements on adolescent girls. For this purpose, study used the primary data from 100 school going girls of one public government school and one from private school located at Gandhi Nagar area of Jammu city. Further, the collected data were tabulated and analyzed on qualitative and qualitative bases by using simple numbers and percentages. The results of the study revealed that although buyers are aware of products through more than one sources, and different sources may provide information at the initial stage of information grabbing process. But in the process of purchasing, study showed that adolescent girls viewed television advertisements with more interest and found them entertaining as well more informative.

The various reasons for liking an advertisements due to the information it provided regarding the discounts, special gifts attached, brand factor, and quality of the products. There are some informational factors also concerned for liking the television advertisements by girls such that celebrities, catchy slogans, visual effects, funny advertisement, good music and action. Due to the television advertisements, respondents were found that it helped them in making better choice during their shopping. Study revealed that majority of the respondents sometimes had a discussion about advertised product before going to shopping with their parents. Study found that adolescent girls used their pocket money for purchasing of food, cosmetic products, gifts and cards. There is great impact of television advertisement on purchasing of food items stationary, cosmetics and toiletries among adolescent girls. In case of clothing, they are relied on fashion trends, friend and boutiques. Study suggested for the greater use of informative features in the advertisement regarding the use of product, price, quality which improve the educational value
of an advertisement and able to make the consumer more aware about the product. Overall study concluded that adolescent girls influenced by the television advertisement in a great extent.

**Patricia Sorce (2008):** carried out a research on ‘Benchmarking Insert Advertising Effectiveness Metrics’. The purpose of the study was to find out whether benchmarking technique insert and enhanced the quality of advertising and its effectiveness. Benchmarking insert advertising was checking the effectiveness of the advertisement by the customer how much they attracted from the advertisement and work accordingly. It included the comparison of last media used in the company with the current plan. On that basis, decision was should be taken regarding the increase or decrease in the advertisement or choose another medium of advertisement. The main factor, which considered by the company, is ROI and company’s ability to bear advertisement expenses. In this study the data was collected through the primary source by direct email to the retailers and recorded their responses, 263 retailers participated in it and out of them 78 completed the survey. Descriptive statistics is used for analysis the data and Chi-square was used to check the hypothesis. The main conclusion derived from it that compared the advertising techniques with the last year or the competitors gave us the better and refined result and we were able to select best advertising medium with the cost reduction.

**GERARD J. TELLIS (2009):** organized a research study on “generalization about advertisement effectiveness in the market”. The main objective of his study is to estimate about the “mean elasticity of sales to advertising”. Researcher defined the meaning of the six terms in this paper. These are customer (audience of product), firm (who was want to sale the product or advertise the product), product (any good or service), brand (the label of the product), market (was the summation of customers), and sale (was the main object of everyone). Researcher classified his field research into five groups and these groups are related to the aspects of advertising. In this study researcher considered the following aspects of advertising such as advertising weight, advertising frequency, advertising elasticity, advertising content, wear in, and wear out. According to researcher the meaning of advertisement weight is to the level of advertising budget. He wanted to find out what is the impact of increase or decrease in the weight on the sale of advertised product. In this study, frequency means the number of advertising exposure in a particular time which consumer received. Researcher indicated on
particular consumer or market segment, the optimum level of exposure should be done by advertiser. This research estimates the advertising elasticity by establishing the statistical relationship between sales and advertising. For establishing a relation, he used a model named econometric model. This study is restricted his summary only to brand level not to product level elasticities. The study considered the two types of elasticities current and carries over. In it, he discussed about independent and dependent variable on sales and advertisement. A discussion is done about meta-analysis too in his research. The various generalizations about the research on advertising elasticity are discussed and they related with current effect and carryover effect. According to researcher, content refers what is in an advertisement and it includes various aspects such as appeal, use of color, sound or video the amount/ type of tax and the duration or length of advertisement. The aim of the researcher is to find out the changing effect of advertising over the life of campaign. Researcher explained the generalization fact about the frequency, weight, elasticity, content and wear in / wears out. Based on generalization finding, researcher suggested the implications of these five groups. Based on the five groups, researcher assessed the effect of advertising on market response such as brand choice, sale or market share.

**Dr. Suparn Sharma, Dr. Jyoti Sharma (2009):** taken out a research study on the topic ‘Sales and advertisement relationship for selected companies operated in India’ the purpose of this study was to find out whether sales and advertisement are co-related in nature. Here it is tried to prove that as advertisement increased in result attract more and more customers for demand the goods so that sales of the brand was going to high. This study tried to evaluate the effectiveness of the advertisement and find out whether expenses on advertisement spend by the company give positive result on the sale of brand. 134 samples evaluated on the basis of secondary data, received from the various company background and their profiles. The result derived from this study that there was a complex relationship between the advertisement and sales revenue. It concluded that advertisement expenses were depending upon the size of the company. Large company gets the benefit of the economies of scale so it able to spend more on advertisement. The paper concluded the result; there was a positive relationship between sales revenue and advertisement expenses.
Goldie Hayko (2010) conducted a research on ‘Effects of Advertising on Society’. The advertisers want to know if they circulated any advertisement in the market, what the impact of that advertisement on society was. The society affected in mainly two ways whether it would positive or it may be negative. The advertisers want it must be positive so, the company gets benefit accordingly. However, if the society was not got positive impact through the advertisement, it would not effective in nature and gave bad impact and the customers rather than increased the sale volume may shifted their demand to the substitute goods. Some of the advertisements circulated only for spreading the information like the advertisement of tobacco consumption. Some were the advertisements had warning signal about their own product for completing their duties towards society and had positive impact for the good on customer and it was mandatory for them. If they did not show the warning signal, in that case they were not completed their social responsibility.

Study revealed that culture of the people very much influence by advertisement because in current scenario most of the decisions of the people affected by the advertisement. Advertising had also bad impact on the society if the advertisement was about alcohol, fast food. These would became the reason of our health hazards because it affect the customer and if the ads about the harmful products it would gave bad impact on the society and also became the some hazardous results. Advertisement is also affected by the culture and regions, some things were good in some regions but may be it would had completed opposite meaning in any other region so it must be vary region to region as per the customer beliefs and thoughts. Another prevailed criticism of advertising was about the fit and fine body images whether in real the results were completely opposite and may be it would be harmful for the some persons. Advertisement is showed too much attractive portion but the reality completed different and regarding the health product, the women customers were very much attracted towards it. The final conclusion was derived from this paper that the advertisement affected the society in both manners positive as well as negative but advertisers must concerned about it and try to minimized the negative effect of advertisements.

Cenk Bulbul & Geeta Menon (2010) conducted a research on “The power of emotional appeals in advertising”. The main objective of the researcher was to explore the role of appeals in
advertising on decision for the short term versus the long term. In the study to effects abstract and concrete were included. These two types of effect also estimated whether effective relationship have a stronger influence on the brand based on time. Study proposed that concrete affect was visceral while abstract affect as pallid and fuzzy. Two experiments are done for this purpose. Advertisement of an environmentally friendly car was used in both experiments. From the first experiment researcher wants to explored the concrete versus abstract nature of positive effect and investigate how abstract effect influence behaviour more under a long term situation. In the second experiment, he contrasted both type of affect with cognition. It means he want to prove that though concrete affect is less influential on longer term decision than cognition, abstract effect is more influential on longer term decision than cognition. For the data analysis, ANOVA test was used. The study found that abstract affect influenced long-term decision more than cognition, whereas concrete affect influenced short-term decision more than long term. On the base of this paper it is very important to match the right effective appeal with the right time prospective to drive consumer behaviour.

Jin Ma, Handan Liu (2010):-the research was conducted on ‘Advertising management influence effectiveness of online advertising’. The researcher aimed to know the relationship between the advertising management and effectiveness of online advertising. Interactivity between consumers and advertisers was the base of this study. Employees of Chinese company were the respondents of the study. It obviously said that the internet consumption of white-collar employee was good. In addition, the most important Chinese companies used more technology for save the time and the efforts. Main steps to identify the effective communication process identification, determination, designing, selecting, developing, deciding, measuring, managing, co-coordinating. In this study the buying process described as follows: Awareness- knowledge, liking-preference, and conviction-purchase. Advertiser started to complete the interactivity that included problem be solved, targets, communication objectives, creative strategy, implementation and control.

In this paper, three main hypotheses described. First was good management would improve the cognitive ability of consumer behavior, second good management would improve the affective degree of advertisement and third was good management would improve the co native degree of consumer behavior. The source of data collection was questionnaire. Data was collected through
the primary and secondary data. Secondary data collected from books, journals etc. and primary data through expert opinion and questionnaire. Data analysis in this study through the SPSS software and applied techniques were mean value, descriptive form of statistics, standard deviation, factor analysis and further analysis done on the Cronbach’s alpha and Karl Pearson’s correlation. In this research the author combines two models namely hierarchy of effectiveness model and online advertising communication management model. Through this research, the author had proved that under the advertising context, good management solved the problem. Targets, communication, creative strategy, objective, and control affected to the cognitive, conative and affective degree of consumer behaviour. In the perspective of online advertisement, good management derived consumer behaviour from unawareness to awareness. Conclusion of the study was that people who used the internet as information and communication tool, they had a low attitude regarding internet trust and safety.

Raza Ali, Fouzia (2011) conducted the study on “Attraction of students towards beauty products”. The main aim of the study was to find out the correlation between the deceptive beauty advertising with buying behaviour of the respondents as well as measure the impact of deceptive beauty ads on their buying decision. 19 questions were prepared on basis of 5 point Likert scale and data was collected from the university students. For the correlation, deceptive beauty ads were independent variable while buying behaviour of the students was dependent variable. Linear regression, correlation and descriptive statistics methods was used for the data analysis. The positive and significant correlation and impact with and on the buying behaviour towards beauty products found. On the basis of result, study showed that purchasing towards beauty products increases as deceptive in beauty advertisements increases.

Vanessa Apaolaza-Ibáñez and et.al. (2011) conducted a research on the topic “Women satisfaction with cosmetic brands: The role of dissatisfaction and hedonic brand benefits”. For this research objective, study conducted a survey for collecting of primary data from the sample of 355 women aged 18 to 60, selected through random sampling (random street interviews) and establishing an age quota (50% between 18 and 35 years, 50% between 36 and 60 years). They gathered the data on the product of anti-aging and body-firming/body-shaping creams. Study used the five point Likert scale. The study also measures the degree of satisfaction from the
surveyed brand. Further, the collected data was remodeled with using of structural equation analysis. In the study, structural equation analysis indicated the significant positive influences of all analyzed dimensions on the “brand satisfaction” construct. The result of this structural equation analysis showed that benefits of utilitarian and hedonic brand contribute to satisfaction with cosmetic brands – with an overall stronger influence of emotional consumption experiences.

The study revealed that brand mechanism contribute in the manner of lowering women’s self-perception at first place and then delivering relief them from negative feeling as an emotional feelings. Study exhibits the instrumental and hedonic benefits of cosmetic brands, felling of social and professional success which shows that most of the women agreed on the fact that features of the cosmetic products i.e. physical appearances, attractiveness are more appreciated and need of the society. In many cases, it is found that generally women experience negative emotions also i.e. feelings of worry for their physical appearance, felling of guilt deriving from the self-perception of not doing enough to care for etc., so the study suggested in this case for focusing on the particular strategy of evoking temporarily feelings of dissatisfaction. Study also purposed a hypothesized model for the impact of utilitarian and emotional brand associations on customers’ satisfaction with cosmetic brands. This model depicts the impact of utilitarian benefits, sensorial pleasure, sexual attractiveness, social interaction success and relief from self-dissatisfaction lead to the brand satisfaction among customers. So the results of the study showed that there is a significant positive influence of all these dimensions on the brand satisfaction.

Fatma Besbes Khouaja, Neji Bouslama (2011) :-taken out a research on ‘The Role of Media Context in the Advertising Persuasion Process’. This topic stands for the role of media on the advertising believing process. It can always see that the advertisements on television do not broadcasted alone. It always shows with some TV programs because it created interest in the mind of customer and influence frequently. Many of studies were conducted for the children’s purpose however, some of them were for the adult’s one. The advertisement was formed for children and contains some context that was related to the particular age group. At the starting studied dealing with various matter of advertising persuading had focused on the impact of only one response about the program. The advertising based on mainly two things according to this
paper was feeling and liking. Both were influenced to brand evaluation process as per their own way.

The main objective was adopted a global approach in the effect of content by developing and checking the model that includes two qualitative dimensions related with media content: the customer attitude towards program and the emotions which they have at the time of watching the program so they get same attraction with the advertisement. This study was only carried out among children between 3 to 10 years, this age children were very influencing in nature from the brightness and the attractive pictures, so the product was must be represented in that format, this would bring the attitude of children’s in favor of brand. This study showed that there was a positive relation between the attraction of the consumers and violent advertisement but there was a negative relation between the informative part of advertisement and customer demand, because in this age group the children were not concerned about the information too much even many a times information was not understand by the children. In this they applied two hypotheses one was child attitude towards the advertisement message inserted in this program second hypothesis was between the child’s attitudes towards the advertisement inserted in the TV program. The conclusion was derived from this paper role of media in advertisement too much children were not concerned about the information so the advertising media was must use as per the demand of ad so it included more entertaining factor but also informative so that the demand of product increased.

Tchai Tavor (2011):- conducted a research study on ‘Online Advertising Development and Their Economic Effectiveness’. According this paper development and the involvement of the internet was increased in our daily routine activities. Internet advertising and the budgets for the online advertising was increased day by day for expanding the market area. In this paper the online advertising was classified into two form banner advertisement and pop-up advertisement. One of the main qualities of the internet advertisement was mass availability and quick access of information. Some of the advantages of online advertisement were more attractive, includes former interest of consumers, number of variation included, more creative, easy access of information, customer was able to control the time and place of advertisement. Now some of the disadvantages of online advertising lack of user privacy, original activity disrupted, watch
unwanted advertisement, may be customer having negative attitude towards company and became the frustration part of company. Sponsored link words (they were able to search by some nick name on direct search engine), commercial sites (which directly controlled by the companies), pop-up advertisements (those advertisement which were open automatically on some another window page and customer have to wait up to the advertisement was not closed), banner advertisements (those advertisement which shows on one side or top of the page, mostly the company were used it) are different methods for advertisement sponsors. The advertising play two vital roles in the market one was to inform and second was influenced the customer in the favor of the product and created the demand for it. Questionnaire method was used for data collection from the 1000 key people in several business areas. In this study, the descriptive statistics was used. The purpose of this questionnaire identified the difference between the effectiveness of two advertising forms. The methodology used in this study was paired t-test, second was binary logistic model based on utility function, third was probability test and fourth was logistic regression measures. The present study defined the effectiveness of two types of advertisement and the conclusion driven from it that the online advertisement development increased the economic effectiveness.

Adekoya Olusola Abiodun (2011):- was conducted a study on “Impact of advertising on sales volume of a product”. Generally we analyzed that if we saw any advertisement of any new product in the market than we attracted and had a willing to purchase this product that shows it influenced the behavior of customer. The main purpose of this paper was to study the impact of advertising on the sale and company’s profit margins. Advertisement was not included personal communication rather it also having non-personal communication that involved target customers through the defined media of advertisement to present and promoted the product or idea. Good advertisement required experience work and the creativity and competent personnel to survive in the competitive business environment. The role of advertising was grown as per the number of companies were established in the market. In market there was a lots of competitive product present so there was a healthy competition in market and they had an race of market capturing which was possible when the customer known about our product and desired to purchase of our product which seems possible through the advertisement. Today advertisement did not only regional or in one nation, rather it was multinational advertisement. It was included some key
terms in this study advertising, advertising agencies, consumer, outdoor media, electronic media, market, producer, sale volume, transit advertisement, product, sale etc. Some of the main features of advertisement discussed in the paper non-personal, communication, information, paid foam, identified sponsor. Purpose of advertising introducing a product, creation of demand, change consumer perception, create brand image, enhancing market capturing, promote the image of the firm, customer satisfaction, information circulation etc.. Factors which were considered for the selection the medium of advertisement was cost of the medium, product key qualities, nature of customer, message quality, location and demographic appearance of the company. Data was collected from the help of questionnaire through 55 respondents. The research methodology was used for hypothesis testing, chi-square method mainly. The conclusion was derived from this study was the advertisement affected the sales volume of the product too. Because advertisement is, one of the main tools for attracted more and more customers towards the product and if the customer attracted, then they get demand for brand so that the sale volume or the profit margin of company increased.

Brajdeep Singh, Kirtiaggarwal (2012):- taken out a research on “impact of advertising on brand preference of aerated drinks” the main objectives of this paper were to study the impact of advertisement on brand preference, consumer perception about the effective media and impact of celebrity endorsement on consumer buying behaviour. Here formulation of the problem clearly that why the aerated drinks include too advertisement, it was necessary to study a brief review of researches done in this field. Based on the previous literatures, two hypotheses were made by researcher bout the topic. First was

There was no significant relationship between the advertisement and brand preference and second, there was no impact of the celebrity endorsement on the buying behaviour of the consumers. Descriptive research design was used in this paper. Convenience sampling technique was used for select the sample size of 150 respondents. Primary Data was collected through the questionnaire and books, journal, magazines, newspaper and research papers were used for the secondary data. To study the recall ability of the respondents for the advertisements aided recall test was applied. For the data analysis chi-square and correlation statistical technique were used. Study found the significant relationship between the advertisement and brand preference and celebrity endorsement had a positive impact on the perception of the consumers. Quality is
important factor for brand preference and researcher did not find any significant relation between price of drinks and choice of the brand. Television was most liked medium of advertisements followed by internet and outdoor media. Only 83% respondents were found who recall the advertisement of their brands. They recall some aspect of the advertisements such as punch lines and celebrity. Study revealed that many Soft drink companies are trying very hard to capture the market. In this context, Big 2 companies Coca-Cola and Pepsi are in the competitive field. It is very hard for the both companies to remain their existence in the market. It was also evident that these companies spend 34% of their cost on the advertisement on their product. Therefore, for the drink industry, advertisements are the backbone.

Ms. Roshni P Sawant, (2012) in her research paper entitled as “Impact of Advertising on Brand Awareness and Consumer Preference (With Special Reference to Men’s Wear)” focused on the role of advertising in promoting brand in the perspective of men’s wear. Study examined the impact of advertising on consumer’s brand awareness. Study also measures the state of switching and the impact of advertising on brand switching of advertising. Study put the focus on Brand Unawareness, Brand Awareness, Brand Acceptance, Brand Preference, Brand Loyalty, Brand Insistence and Brand Equity. Study also makes the analysis of brand awareness in different demographic groups and their final preference and choice. The study of focused on all men’s wear, from 30 big outlets which offering wide assortment of brands along with 50 big shops selling suiting and shirting in the selected area. Study used the t-test, rank analysis, correlation analysis as the statistical tool for the data interpretations. Study made the analysis among Brand Awareness, Awareness owing to Advertising and Consumer preference owing to Advertising Awareness, in readymade outfits. Study considered the null hypotheses that there is no relationship between awareness and awareness owing to advertising & consumer preference is not affected by awareness owing to advertising in readymade wears. For this purpose t test was applied. The result of the test showed the significant relationships between awareness and awareness owing to advertising & consumer preference owing to advertising awareness. Furthermore the study found that there is less switching from the present brands for ready garments among males as they prefer to stick to the brand they had used in the past which shows their brand loyalty. Advertising also provides the necessary support for the consumer to make the buy decision. If the consumers experience dissonance or discomforts moving to their purchase
decision, then advertisement reduce this feeling of discomfort by providing information on the products attributes, which shows the importance of advertisement.

**Pooja Sharma (2012):** carried out a study on ‘Understanding the Value of Creativity in Advertisement’. The purpose of study was to understanding the value of creativity in advertising. The study also explain different forum on how creativity works and the parameter which make it good or worst. If the advertisement creative in nature than it attract too many persons at one time. The creativity in advertisement was the main element to increase the sale revenue of brand. According to study, it was very difficult to manage the consumer attitude, perception and take it as the next level from desired to buying process. Information collected about the value of creativity in advertisement through expert reviews, published source of information, feedback of the customer. Almost secondary data used to understand the actual result. The main function of the advertisement is to create a balance between the given information and execution of this. If the creative strategy adopted by the advertisers, they will be able to attract more consumers. The creative strategy must put in the right course of action, and must consider the distraction portion of advertisement and developed communications that affected the consumer attention and interest. Creative advertisement included the quality of intelligence, sharp, imaginary, attractive, extremely catchy. The main motive of the advertisement was increased the demand of product. Creativity was focus on the attention of customer on the brand. This paper concluded that creative advertisements play important role in market for the development of brand image and created unique advertisement. If ad consist fun, rumor, drama, sounds, excitement and creative ingredient than consumer like it. It obvious thing that advertiser presented his idea, product and service in a new and improved manner; he will get high sale and profit. This paper concluded that in advertising business, the creativeness was the main element and it can be done by great team efforts.

**Catherine Tucker (2012):** taken out a research on ‘Social Advertising’. Researcher represented this term as advertisements are concerned about social relationship under social networks. Such kinds of advertisements were focused and based on social network and contained the information regarding social relationships. Facebook and LinkedIn are some examples of social network. This mode of advertising was helpful for improvement in performance of advertising
effectiveness. This experiment run with a non-profitable program, the media was not based on the profit rather it provides educational scholarships to girls for attending the high school. Data was collected from the reactions given by the customer and posted likes on the advertisement. The social advertising is famous in current scenario; it attracts the customers and influence demand of related products. This mode of media, the customers can get the list of different brands of one product easily but not possible in TV advertising. Now the main question rose in this study, whether the social advertising was effective in nature or not. It concluded that the social advertising spread over a huge part of world and is easily access for people, but many of customers far from such mode of media, they do not use such social sites and they can't get information details and feedback about the product availability so it satisfied the customers. This paper concluded that social advertising was effective medium of advertising. The social advertising was cheap medium of advertising but now a day for a formal communication the social advertising included a formal communications also that leads to expensive and makes it a money-wasting program. It suggest that advertisers must concerned about the given information or text included, it must be short and simple and do not exploit feelings of people of social networks in their advertisements. The information included in social advertising must be in short and easily recognizable to quality of product.

**Dr Barbie Clarke and SivSvanaes (2012):**-carried out a study on “Digital Marketing and Advertising to Children”. There were many similarities in the way digital communication was considered to the traditional forms of advertising and marketing to children were viewed, but its mean that digital marketing may be least easily identified and therefore potentially more risky. In contrast, emerging economies viewed digital marketing as a strong and effective tool, but did not necessarily consider the possible bad impact on children. The objective of this literature was to provide an up-to-date, robust, and detailed picture of and young people up to 18 years and use of digital media by them and to explore the latest review on children, young people and digital marketing communications. It includes 250 papers for research than it includes two repetitive papers so only 248 papers taken into consideration than 2 papers add from other source so finally it analyzed complete 250 papers and 85 was elected for analysis rest all was excluded. Information from secondary source, journals and conferences data considered. The research would include the key concepts in their methodology these key concepts were ubiquitous
connectivity; user generated content, social graph, personalization and behavioral targeting and immersive environment. It concluded that digital marketing challenges previously established research on children’s perception about advertising, as it was argued that the technique applied on digital marketing will proved more difficult for children to analyzed, understand, compared to traditional advertising. There appeared an agreement that the research on children’s persuasion rational needs to be revised in light of various techniques and forms of exposure. Finally, it concluded that the digital advertising was more impactful from other form of advertising but quiet difficult to understand.

**Swati Bisht (2013):**-was conducted a study on “Impact of TV advertisement on youth purchasing decision”. TV Advertising and Top-of-mind awareness (TOMA) these two main keywords of this paper .This paper focused on some aspects. First aspect taken in this paper was consumer-buying decision such as what to buy, when to buy, why to buy, how to buy, how often to buy, where to buy. Second aspect was celebrity endorsement; it stands for the celebrity makes any advertisement more attractive. Third aspect is teenagers, who were more knowledgeable because of mode of advertising chosen .Hierarchy-of-effects models was its fourth aspect. Self – image was fifth aspect which affects the consumer’s preference and sixth aspect was psychology side of advertising which indicated how to people’s emotion used to create and retain their attention. Seventh aspect was environmental factors might effect on buying behaviour of consumer and eighth aspect was developed the awareness and creates interest in advertisement for the teenagers for the better affecting and influenced their decisions. Ninth aspect of the advertising created emotional rejoinder towards the consumer ability to recall the brand used by the marketer and last one aspect was television advertising and interpersonal communication. Advertisements with celebrity create an easy memory for the customers for advertised product and customers relates the brand with the celebrity and can easily register. This paper concluded that TV advertising and youth purchase has positive relation and that there was a positive relationship between the emotional response and consumer buying behaviour. Therefore, it was concluded that consumer mostly purchased the product because of emotional rather than others environmental factors.
Mrs. J. Vidhya Jawahar and Dr. K. Tamizhjyothi (2013) in their research paper on the topic “Consumer Attitude towards Cosmetic Products” examined the impact of attitude on cosmetics buying behavior and also identify the important factors which responsible for their buying behavior. Study investigated the influence of attitude on cosmetics buying behavior among customers. For the purpose of the study, primary data was collected from the sample of 100 females who are residing in Bangalore city. They have been asked the various multiple questions for measuring the consumer attitude towards various factors of cosmetic products with using 5-point Likert scale. Study also gathered the data from respondents on their demographic attributes including age, income, occupation and marital status. Study used the ANOVA, mean and standard deviation as statistical tools for analysis. In the age factor the result of the study found that the middle aged people have positive attitude towards beauty cosmetic products compared to young aged people, as middle aged people almost have settled in their life. So they have the enough power to buy beauty cosmetics products. The result of the ANOVA shows that the respondents differ significantly with respect to their age towards their attitude on beauty cosmetic products. In case of influence of monthly income on overall attitude of the respondents towards beauty cosmetic products, study found that the monthly income of the family does not have any influence on the attitude towards cosmetic products. However study found the respondents differ significantly with respect to their occupation towards their attitude on beauty cosmetic products. Study found positive attitude towards beauty cosmetic products among housewives as compared to private employed people and those doing business. Study also concluded that the married people have positive attitude towards beauty cosmetic products compared to unmarried people. In different individual factors, customers give the highest importance and rank good quality of cosmetic products and they found on the least rank on frequently changing of brands, enjoying in buying unfamiliar brands, trying of new cosmetics once in a while and observing other’s purchase and usage of cosmetics. So study found the consumers are more conscious towards quality, value for money and branding of cosmetic products. Study suggested that companies must identify the attitude of their consumers towards the cosmetic products so that they provide the products according to their needs. Further, they should rethink about the different dimensions of consumer preference suggested for suitable marketing mix according to the needs of consumers.
Nitasha Sharma, Raman Sharma (2013):- was taken out a research on the topic on “Impact of advertising and Sale Promotion on Sales” This study was conducted on the lovely autos in Jalandhar city. The desired result was derived through consumer behavior, in respect of commercial purpose also considered the political and ideological advertising. In current market situation, it was a difficult situation to increase our sale revenue due to change in political and socio-economic conditions, which was the reason for changing the purchasing power of advertisement. In this research paper, they included the study on for knowing the effect of advertising on sale volume. In this study mainly two variables – sale and amount spend on advertisement were considered by taking sales as dependent variable and amount spend on it as independent variable. The methodology used in this research paper regression, coefficient of regression, linear regression analysis, ANOVA technique. Two hypotheses were formulated regarding the advertising program and no impact on sale volume and second is sale promotion technique and impact on sale volume. The lovely autos found that they get best result from the advertising campaign. So the research paper concluded that the effect of the advertisement on it sale volume was positive in nature, it affects the sales volume, increase and maintained in dynamic environment.

Ramesh K. Sitaraman, S. Shunmuga Krishnan (2013):- was conducted research on ‘Understanding the Effectiveness of Video Ads ’. From this paper researcher wants to check out the effectiveness of video advertising. Video advertising was quiet similar with the TV advertising same as it contained sound, drama, picture, entertainment and information portion. But there was difference in the TV advertising and video advertising it circulated on social website and on internet but in TV advertising it mainly circulated by various channels. Online video was the best application of internet. Understanding advertisement effectiveness was the main point which was consider in the video ads, if the advertisement was not understandable by anyone than it was not effective in nature so understanding and effectiveness are the two related terms if the understanding increased in the advertisement than the effectiveness also increased. Views (means where the videos can see), viewers (means how much person see that video and check on it), visit (how many persons circulated the video) were used main terms which were included in the video ads. Main factors which interference in completion of the advertisement are ad related factors, video related factors and viewers factors. In ad related factors included
(content in the advertisement, defined label name, length of advertisement, information given it, differentiate ability) and video related factors included video length. It can divide in two parts short term video, long term video. In viewers factors (connectivity, social, economic, geographical culture and religious factors) were included. In this study, researcher identified key factors and check impact on the viewer’s behavior and how the video ads became more effective. For study, the effectiveness of the video advertisements researcher was used correlation tools for analysis and included descriptive statistics. Correlation analysis was important as a description than it necessarily to predict what would be. Study revealed that understanding of the advertisement is the main tool for effectiveness of the video ads. Taking an example, if the Hindi video advertised in the USA than it would not understood by anyone so the effectiveness of the video ads was negotiable in that situation. Therefore, concluded that understanding add the effectiveness factor in the video ads.

**Shallu & Sangeeta Gupta (2013)** studied on “Impact of promotional Activities on consumer buying behaviour: A study of cosmetic industry”. The purpose of this paper was to explore the various factors that influence consumer buying behaviour and their decision making and find out the various promotional activities used by the advertiser to motivate the consumer decision making. By nature, this study was descriptive as well as exploratory. Sample size was taken 200 consumers and survey analysis was used. To find out the objective and data collection purpose, a questionnaire was prepared. Deliberate sampling technique was used. Results of the data analysis were as following. 1) Majority of respondents frequently buy the cosmetic products. 2) Most of respondents considered that advertisement was important factor that influence their choosing of cosmetic brand. 3) 47% Respondents agreed that quality advertisements may be change their perception about the cosmetic products while 44% respondents fully agreed regarding this. 4) Majority of respondents confirmed that they buy the cosmetic products after watching the advertisements. 5) According to 75% of respondents, Television advertisement has long lasting impact in terms of cosmetic products. 6) 69% of respondents deemed that latest trends motivated them purchasing the cosmetic items. 7) Celebrity endorsement also influenced the respondent’s buying process. However, 55% of respondents believed that brands endorsed by celebrities may be of good quality. 8) Majority of respondents frequently recommended a cosmetic brand after
watching it ads. However, 64% respondents recommended cosmetic brand based on their experience.

9) Majority of respondents thought that promotional activities must for a cosmetic brand to attract the attention of the consumers. Study found the positive effects of the promotional activities on the consumer buying behaviour and brand choice.

Geeta Sonkusare (2013):-was conducted a research on the topic “Impact of television Advertising on buying behavior of women consumers”. This studied mainly based on the FMGC products. Television advertising is one of the effective means of advertising and having the quality of both visual and audio communication. This paper showed the impact of television advertising on women consumers buying behavior. Television advertising was most powerful means to conveying the message to its target segment and its visual and audio communication quality makes it an important medium to create the awareness among the people about the product. The objectives of this study was to identify the factors that affect women buying behaviour, role of the television advertising on their purchasing behaviour and to identify the advertising strategy used to influence the buying behaviour of women’s. Consumer behavior is the process in which individual decides what, when, where, how and from whom the goods purchase. TV was the medium for telecommunication. It transmitting and receiving the image that can be multicolored. Advertising was medium for communication and to persuade to customers for purchase the product and service. Scope of advertising was to find out the impact of television advertisement on women’s buying decision, to know the marketing for FMCG products, to check the women understanding (their decision making process, purchasing power, attitude towards product), to know the advertising strategy. The data collected through the primary source by structured questionnaire, secondary source through books, magazine, and website. The sample size is 300. The conclusion of this study was TV advertising had a great impact on buying behavior of women’s customers. Study also revealed that maximum numbers of customers were influenced by social and personal factors. Before making purchase decision, women collected the all information about the product and identified the facts about it. So Marketers should make creative advertisement that should be ethical in nature.
Isha Verma (2014):- taken out a research on “Advertising Credibility”. In a world of healthy competition, attracting customers and persuaded them to purchase products and services was became hard and important. Advertising had proved to be efficient media for provided information, yet its credibility had been a query consistently. Thus, it is important for the marketers to think the concept of advertising credibility and the factors that affect it. The theme of credibility was derived attention since 1990s, when the internet started offering a new knowledge, interaction environment that permitted users to use detail and communicate with each other in many manners never been possible. The assessing technique described that not produce the exactly information rather it tells the advertiser how its claim compares with others and whether the claim was valid for his product by the user. 600 housewives were taken as sample. For assessment of the credibility three aspects of claims were included namely believable, validated and identified of the claims. Rare attempts to measure advertising credibility with distinctive symptoms, multi-item scales and treat this construct as separate. Credibility about the product information has an important concern among advertisers and advertising researchers. Source credibility had defined as the thoughts made by perceiver regarding the believability of a communicator. This literature throw light on the model of ad credibility and recognized three contexts in which advertising credibility had been studied namely message credibility, source credibility and media credibility. The literature also differentiated between advertising credibility and advertiser credibility. Many researchers had studied the scope of underlying advertiser credibility, but no such model had derived for advertising credibility.

Fazal ur rehman et. al. (2014) conducted the research on the topic “How advertising affects the buying behaviour of consumers in rural areas”. The objective of this study was to examine the effects of advertising and some factors of the rural areas on the buying behaviour of the consumers. A sample size of 500 students, teachers and professionals was taken but responses received by only 416 respondents. Data was collected through the questionnaire based on the Likert scale. For the data analysis, Correlation statistics and simple regression used and to check the reliability of the instruments pilot study adopted. Study applied AIDA model to check out the influence of advertisement on buying behaviour. It can be seen that advertising has positive and significant effect on buying behaviour of the respondents while factors of rural areas had
negatively but significant effect on consumer’s buying behaviour. The result of the correlation indicated that factors of rural areas are negatively correlated with buying behaviour of consumers while advertising is positively correlated with buying behaviour of consumers.

Elisabeta Ioanăs, Ivona Stoica (2014) taken out a research on ‘social media and their impact on consumer behavior’, in the recent years the social media was most influencing mode of customer behavior now a days the online environment became a wide spread prospective which increased day by day. Online stores became the part of market because many of customers were used online stores more than offline stores. In the last decade, it noticed a great impact on companies through online networks. Social media provided an offer for businesses to interact with consumers, to enhance the sense of intimacy with consumers, and build relation with consumers. The many company were leading in this field such as Facebook, Twitter, and others. The basic purpose of this increase more involvement in online environments. Creation of interpersonal relation between online users of social media got benefits from creating contact with other people in a manner of giving support, friendship, and intimacy. The Research methodology used in it univariate and bivariate analysis. The data collected through the internet.

Now a day’s many of companies have created pages on the social site so that they provide the information to user about the products. Consumer can judge the company, product and their quality through the reviews and comments given by the other customers on their website. Through social media, consumers had power of changed the review and thoughts of buyer. The hypothesis formed for this purpose was that all the consumers were as rational consumers, nearly aged 25-29 years, they have an thought to buying the product and having the purchasing ability plus they evaluate each fact about the product. It also helps the other consumers to make confidence on product. After the analysis of the released information through 116 subjects, we concluded that most consumers who transacted online were mainly had age between 25-29 years. The first hypothesis gives result in this favor up to 47% of subjects who used social media. Study revealed that consumers who usually buy online were young, most of them were females and had at least having a login id on social network. The result derived from it that the consumer prefers online transaction was convenience had 42% and product delivery 39% placed.
Prateek Maheshwari, Nitin Seth, Anoop Kumar Gupta (2014):- organized a research study on ‘Advertisement Effectiveness: A Review and Research Agenda’. The main objective of this paper was to recognize major gap in the literature on advertisement effectiveness of varied advertising media and other issues related to it by the critical analysis of literature and on the analysis basis to find out the future research prospects in this field. Basic purpose of this study to understand the concept of advertisement effectiveness and find out the various dimensions that were used to measuring the advertisement effectiveness. Researcher studied the advertisement effectiveness in to two parts namely conceptual framework and advertisement effectiveness measures. Further in the measures part, only four advertising media was taken namely television, Internet, print and movies. It can be seen based on various review literature, mostly studies on advertisement effectiveness were either experimental or questionnaire survey based.

Researcher found that majority of the research works done in UK, USA and other foreign countries. Indian researcher has not drawn much attention to the subject of advertisement effectiveness in Indian scenario. The important issue depicted in this paper was that the subject of the ads effectiveness was unclear and ambiguous and every researcher recognized it in different ways. With reference advertisement effectiveness, different aspects are used in the different advertising media. Study revealed that there were no standard and common measures for the advertisement effectiveness. Additionally, majority of the researchers had investigated the area of advertisement effectiveness with two different points of view - factors on which advertisement effectiveness depend and factors which were used to measure advertisement effectiveness. At last, in this paper represented some important issues that have need of attention from the researchers and academicians. Issues were about the definition of advertisement effectiveness, research design, dimensions used for advertisement effectiveness and interrelationship between the dimensions.

Aneja Neetu (2014) studied on Effect of various media of advertisement on the purchase of cosmetic product in brand loyalty. The aimed of the study was to identify the factors of brand which buying a product a consumer select/ prefer and check the relation between brand and consumer decision process. This research was exploratory and casual descriptive. The survey technique of research was used in this study. Questionnaire was prepared for the collection of
primary data as well as books, journal and magazines for the secondary data. 100 respondents were taken as sample size in this study. Researcher also checked the recalling ability of the respondents for their favourite brand of hair and body oils and found that only 60% respondents recalled their favourite brand. It can be seen that radio and television is most effective media for the body and face creams. Most remembered face and body creams were fair & lovely, ponds, Emami, Borosoft, Boroplus An in the case of body and hair oils, Dabur Amla, Dabur Vatika and Parachute were remembered by mostly respondents. The study depicted that TV was the best media for the advertisement of face and body creams & hair and body oils followed by radio, magazine and newspaper.

Bohdan Pikas, Gabi Sorrentino (2014):- the research study conducted on “The effectiveness of online advertising ‘Consumer’s Perception of ads on Facebook, Twitter and YouTube”. Study revealed some facts, based on perceptions of the customers about the effectiveness of online advertising. This study explain consumer’s perception toward social webpages like Facebook, you tube and twitter. It also considered the gender difference when result derived from it. It included the motivation factors for using the Facebook, twitter, you tube it suggests that the role of these web pages was increased day by day. So every person should know about it and use it, so that it get all the latest information about company and its’s product & services. In the paper, a term “social capital” included which means the benefits received from our social relationships. There was a positive relation between the annoying and the ineffective advertisement, if any advertisement annoyed to the customers that mean it was ineffective in nature, but the fact was the Facebook, twitter and you tube were not annoyed nature web pages because a special strategy was followed for these pages. The data collected through questionnaire technique. It included total 388 respondents out of which 249 were female respondents and 139 were male respondents. Data analysis was done on the basis of some factors. Time spent on internet by respondents (time spend on Facebook, time spend on you tube, time spend on twitter), level of annoyance, how likes they pages which was suggested by Facebook, how much advertisements were overlook by respondents, how much companies followed by on twitter, how much likes gave on Facebook pages, and how much respondents ignore you tube companies. The conclusion driven from this paper was today almost every person spending time on web pages and have influenced through
online advertising, but the ratio of persuade and information was influenced on age factor. The teenager are more influenced and curiosity about these pages.

**Yanqing Jiang & Lin Fang (2014)** studied a topic “Consumer reaction and the effectiveness of celebrity endorsed advertising: A survey-based econometric analysis. The main objective of the study was to examine the prospective roles of a host of key factors on the part of consumer in affecting the persuasiveness level of celebrity endorsement in advertising. The data is collected through survey method. In this study for empirical analysis, econometric approach is used. Sample of 1897 respondents was taken. Questionnaire method was adopted to collect the data. The study focused that effect of different consumer characteristics on the expected persuasiveness level of celebrity endorsed advertising. Consumer characteristics such as gender, age, income, education, area, proficiency in foreign language, internet dependency, cell phone and married and having children were taken for the study. Result showed that gender was significantly important in determining the level of effectiveness. It means celebrity endorsed advertising was more successful in persuasiveness with respect to female consumers rather than male consumers. After the gender, income was another important factor in determining the level of effectiveness that persuasion of celebrity endorsed advertising could possibly reach. Then after, socio-cultural background of the consumer played an important role in this.

**Abolghasem Gholamreza tehranil et al. (2014)** carried out a research on the topic of: “Identifying Factors Affecting Creative Positive in Audience Attitude towards Television”. The main purpose of this paper was to study the attitude of society towards television advertising and find out the important elements and components that leads positive attitude. There were many hypotheses were formulated for this purpose. Descriptive- correlational method was used for the data analysis. Students of the university were taken as a sample that was in number 103. Census method Cochran formula was used for determining the sample size. Questionnaire method was adopted based on 5 point- Likert scale. Study revealed that due to increasing development of business advertising that is considered as one of its basic tool that have attracted much attention and become an important issue for companies that their advertisements have effective and influential. Television the most important component with the unique characteristics of sending
video messages to the farthest corners of the world including sound image and movement creating a positive attitude towards television advertising. According to some researches the advertisements should be announcing superior marks, religious factors in advertisement, transparency and should develop positive attitude toward audience. Trust building in this research was focused on the use of the product warranted. “Expressing “gained to signs.” Religious factors”, blending advertise properly with the terms of religious and cultural conditions possess a great impact on audience towards advertisements.

**Jie G. Fowler, Timothy H. Reisenwitz & Les Carlson (2015)** conducted the study on topic “Deception in cosmetics advertising: Examining cosmetic advertising claims in fashion magazine ads”. The main aim of this study was to discover and define the scope of cosmetic claims appearing in print advertisement and they might be viewed as misleading or not. Researcher explained the different types of cosmetic claims namely superiority claim, endorsement claim, subjective claims, sensory (stand-alone performance claim and environmental claim with examples. Vague/ambiguous, omission, outright lie/false are the different types of misleading. To evaluate inter reliability, Perreault and Leigh’s index was used. The result of the study with chi-square test at 1% level significance revealed that often cosmetic claims were classified as more misleading than were deemed as acceptable. The result of cross tabulation of two typology expressed that mostly misleading claims were termed as vague rather than omission or false. An important finding from this research was that majority of claim types are deemed to be not acceptable, not because of vagueness but because of the perception that important information is missing.

**Khan, Asiya Faisal (2015)** conducted the study on impact of advertisement and sale promotion on women skin care. The objective of the study was to determined consumer buying behaviour through the impact of advertising and sale promotion. 125 respondents are taken from Jabalpur city. For the data collection, questionnaire method was used. Analysis done based on ranking and chi-square method. Based on analysis, it concluded that there was no significant relationship between the sale and purchase of skin care products as well as no relationship between promotional gift and purchase of skin care products. However, women under the study
influenced with recommendation of beauty professional and sale person. Brand was the most important factor of skin care product advertisement to pay attention by women.

**Anute Nilesh, Deshmukh Anand & khandagale (2015)** “researched on consumer buying behaviour towards cosmetic products”. 200 respondent’s data was collected through a structured questionnaire. In this descriptive research, non-probability convenience sampling method was used. The objectives of the study were to study the demographic profile and buying pattern of the consumer of cosmetic products and their brand preference. Purchase pattern and spending styles of the people analyzed. Study revealed that mostly person between the age group 15-30 years purchase the cosmetic products and 65% people prefer to use domestic product. According to study 50 % people got the information through television. People spend 1000-2000 Rs. per month on purchasing of cosmetic products from shopping mall. For the beauty purpose mostly people used cosmetic products and they were remained loyal to their cosmetic products. Study also exposed that for the purchasing of the cosmetic products, people considered quality as a most important factor while packaging was the least important. For the hair care they preferred head & shoulder, sunsilk, dove and etc. brands while for the skin Lakme, Vaseline, Himalaya, ponds and fair & lovely most preferred.

**Leslie A. Wood, David F Poltrack (2015):** carried out a study on “Measuring the long term effects of Television Advertising”. This paper was measured the effects on the customer which was driven from the television advertising. Now a day’s customer had many more options for researching and selecting the brands. These options have challenged to maintain the brand capacity and create the brand loyalty. It helps in tracking and measuring the impact of advertisement on long run buying. The direct impact of advertising measured in short term. In short term, it increased sales, penetration and basket size. Long run effects of the advertisement on loyalty were identify the measure of loyalty, effects on customer preference, create brand image, enhance customer satisfaction, informative in nature, and not affect the heterogeneous customers. The methodology used in this paper was ANCOVA based estimates, correlation, multiplier, deviations and variances. The source of information was one it collected data from the various prior research done related with this topic and magazines, published source of information. The conclusion derived from the paper was that television advertising one of the
best medium if advertising which influenced many of the persons at once time and it affected for a long time. If customer got attraction then they create a brand image in his mind for the long time and taken buying decision on that basis.

**Saikat Guha, Bin Cheng, Paul Francis (2015)** conducted a study on “Challenges in measuring online advertising system”. The purpose of the study was to find out the various challenges that the company would face for adopting the online advertising system. As per the introductory part of this paper the online advertising system, help to increased role of internet services such as mailing, searching and social networking. Same time there was a scope of wide spreading of advertisement and affecting more customers at one time. Now a day the online advertising was the most appropriate method for advertising and publishing a product. Overall, the paper revealed two things first was presenting the complete design of measuring methodology and second was analysis of various key factors that determined advertisement target. For measuring the best methodology, four key challenges namely first compared each advertisement, second representing advertisement snapshots, third measuring variances between snapshots and robust noise and fourth are avoiding measuring of historical fact in experiment design were faced. In study researcher adopted the ways to explore and targeting in mainly three contexts -search, websites and online social networks. Search advertisement mean find out on which site advertisement has and how frequently it searched through internet services. The ability of searching speed was depend on the how frequently the ad was spread all over the economy. Third is social network one the famous medium in current scenario. The social networks like twitter, Facebook and various social interaction sites which were mainly used by each customer and they get attracted from it very frequently. This paper concluded that the various challenges that the company had to face for the online advertising but it is one of the cheap medium and most influenced medium of the customer. It also informative and convincing in nature plus that is not one-sided communication. Customer can also post review about it.

**Fatima Samar & Lodhi Samreen (2015)** conducted on a research on the topic “Impact of advertisement on buying behaviour of the consumers: study of cosmetic industry”. The main purpose of this paper was to study the impact of consumer awareness on perception of buying behaviour. For this purpose researcher identified the impact of advertisement on consumer
awareness and role of advertisement on building their perception. This study will help the advertiser in making appropriate strategy for their product in a best possible way by understanding the consumer behaviour. Study explained some type of technique that are used in advertisement and promotion of cosmetics product namely aspirational advertisement, celebrity endorsement and social responsibility advertisement. For the fulfilling, the research objectives for hypothesis have been formulated. Primary data was used based on the quantitative approach for the collection of the data Likert’s scale questionnaire was used. Sample sizes of 200 respondents had taken. Correlation and ANOVA tests were used at 5% level of significance. Study concluded that there was a relationship exists between the advertisement and consumer awareness. Both variables have positive relationship but not so strong. Study also revealed that advertisement could not create the perception in the mind of consumer. It can drive from the use of product. Main important fact expressed in this paper that consumer users are more brand loyal because they can’t shift the brand easily. Moreover, the impact of consumer awareness and consumer perception on buying behaviour was low but both variables were significant because they can shape the consumer buying behaviour. Recommendation were given in this study that advertiser should use new methods of sale promotion to change the perception of people.

Anandrajan.S. & Sivagami.T., (2016) conducted a study on the topic “Consumer purchase decision behaviour towards cosmetic marketing”. The objective of the study was to know how the behaviour of the consumers is influenced by marketing strategy and for the motivating the consumers for a particular cosmetic brand which media was most influencing. For the selection of the sample of 200 respondents, random sampling technique was used. Primary data was used in this study and for the collection of data a schedule was prepared. For the administrating the schedule, direct interview was conducted. Study result showed that 74% respondents aware for the brand through the television and majority of the respondents bought cosmetic products from small retail shop. It was also found that majority of respondents bought their cosmetic products through their pre planning 52 % agreed that they bought the cosmetic products through bargaining. They also admitted that for choice a particular brand of cosmetics, advertisement and beauticians suggestions were most influencing factor while impulse buy & display were least important factors. Mostly consumers of the cosmetic products felt that there were many harmful chemicals in the cosmetic products so they started to shift the ayurveda cosmetic products.
Sumathi & Mustiary Begum (2016) examined the topic “impact of advertisement on consumer behaviour of cosmetic products”. The basic purpose of this study was to examine the effects of advertisements on buying behaviour of consumer towards cosmetic products. Mangalore city was taken as the area of the study. Descriptive and analytical research design was used in this paper. Purposive random sampling method was used and sample size was 100. Both types of data collected- for the primary data, a structured questionnaire used while for the secondary data, books, journals, newspapers, magazines and internet was used. Study revealed that Majority of respondents belong the age group of 26- 30 years and 67% respondents spend > 1000 p.m. on the purchasing the cosmetic products. The respondents for purchasing the cosmetic products used cosmetic shops. Purchasing decision of the majority of respondents influenced by friends. 63% respondents considered that television is the most attractive media of advertisements followed by billboard, newspapers and online. Moreover, study found radio was the least attractive media in case of cosmetic products. Majority of respondent deemed that message factor more influencing rather than other factors because of they attract towards television advertisements. Regarding the message content, study revealed that rational appeal message more influence to the respondents followed by the moral and emotional appeal. Conclusion of the study was to awareness about the cosmetic products influence consumer purchase and they are known to be rational with their purchase and want to get maximum satisfaction. Therefore, advertisement plays an important role in influencing the preference and taste of consumer’s choice.