CHAPTER-II

REVIEW OF LITERATURE

Advertising in Rural Markets is an upcoming and growing field of marketing, wherein not much research work has been done. Research findings related to the topic of the study have been reviewed as under:

Howard and Seth (1969) explained the processes and variables which affect the individual’s behaviour prior to and during the purchase. This model starts when the stimulus is given to the consumer. Any ambiguity about stimulus leads to information search. The consumer forms an attitude, which is made by combining choice criteria and brand comprehension. When he becomes certain about his understanding of different brands, he decides whether to purchase or not. If he purchases and the alternative meets his expectation, he may remember it for the next buying occasion.

From advertiser’s point of view, facility factors viz. impact, relevance, single mindedness, reason, capacity, topicality and identity have been emphasized and has also stated that the obstructive features viz. apathy, hostility, incomprehensibility, forgetfulness, competitive activity and unfavorable market conditions from respondents context should be borne in mind while designing guidelines for advertising effectiveness (Evans, 1974).

Wilkies (1975), divided the whole choice process of buying the product into four stages i.e., problem recognition, information acquisition, alternative choice and actual purchase that brought the process to an end. According to Patti and Blasko (1981), the growing importance of advertising and its budgeting has become an inseparable part of modern commercialization and marketing scenario. The intense competition has increased advertising budget manifold and it is only the advertising that makes the marketing world go around.

Agarwal and Singh (1985) reported that advertising is a driving force that enables people to realize their thinking. It not only pleads but also invokes them to reason together for how shall they believe and hear without preacher. If advertising and
sales promotion are blended into complete marketing programme and assigned local
duties, it helps to lower the cost of sales and distribution and can also help to level out
employment peaks.

Advertising is an expression and an integral part of economic system was
reported by Banerjee (1986). According to him, every economic system has a dialectical
relationship with the political system, the social system and the cultural value system.
She found that every economic system has three basic features in common. It
determines the goods and services to be produced and their quantities; allocates
resources of land, labour and capital according to the priorities of goods and services to
be produced; and distributes goods and services among individuals and groups.

It has been found that relatively more continuous or sustained advertising
campaign is more suitable for consumer non-durables. The buying frequency is high
and little decision making processing is involved and consumers do not actively seek
product information. Instead they tend to use whatever information is handy to them
(Beaty and Kahle, 1988).

According to Zaltman and Moorman (1989), certain paradoxes like the
attitudinal changes and preferences should be taken into consideration while evaluating
advertising research. The authors also recommended that there should be an approach to
adopt integrated marketing communication strategies along with the market advertising
strategy by the firms.

Mittal (1994), stated that people at large pronounce faint praise and harsh
criticism towards TV commercials and categorically emphasized that TV advertising
created many undesirable effects ranging from increased cost of goods to spreading
materialization, promoting stereotype sex role of women and other unwholesome values
and taking undue advantage of children.

The rural India is breaking away from the shackles of the past. Rural India is
now widening its aspiration horizon and is looking for goods and services which will
provide them comfort and luxury (Nabi and Raut, 1995). Spread of communication and
the widening reach of mass media especially radio, television and cinema are exposing
rural populace to a vast array of products and services. The demand for the host of consumer products like soaps, detergents, shoes, fabrics, toiletries, mopeds, refrigerators, packages and processed foods etc. are emerging out of rural areas which indicates the incremental purchasing power of the rural people and the aspiration for improving their living standard. This change offers a clear opportunity for sellers to market their products and services to first generation consumers of India. According to the authors, as the international sellers are entering the Indian market and homegrown marketers are resorting to strategic tie-ups, there is scramble for new markets. On account of its sheer size, rural market is most likely to emerge as the hotbed for the marketers of products and services in the coming years.

Rajendran (1995), conducted a study on “Rural marketing of consumer softs” and found that brand awareness for consumer softs prevails among rural consumers. Since their purchasing power is low, they are able to buy only the products from the available outlets, and mostly a few local brands dominate in selected consumer softs. The use of shampoos that are sold in sachets are gaining momentum. The familiarity of brand names in selected consumer softs among these rural masses makes one understand the desirability of these people to use these products. The study also points out that the shopkeepers have only limited options in catering to the needs of the consumers. They cannot be expected to spend large amounts of money in procuring and storing variety of consumer softs as it would not fetch them the desirable amounts of profit for the risk they undertake. The study revealed that unlike urban consumers the shopping habits of rural consumers are irregular and scanty.

As the competition in urban markets is hotting up, marketers are turning up to rural markets to explore the untapped potential. A deep analysis by Narsimham (1995) indicates that the contribution of rural market is more significant than urban markets for many durables as well as nondurable products, and also the share of rural markets is increasing overtime. Due to peculiar features of rural markets, the product and marketing strategies designed for urban markets are not suitable for successful penetration into rural markets. It is necessary for marketers to adopt rural oriented
product, promotion and distribution strategies, and focus on long-term gains.

Simon (1997) concluded from his study that the foundation of the persistence concept is that single phenomenon- a “shock”- can lead to a permanent change. In marketing, short term advertising cannot itself result in permanent sales increases, but a strong advertising “shock” can lead to long lasting change in sales.

A study on “New Media Interactive Advertising vs. Traditional Advertising” was conducted by Alexra, et.al. (1998), in which an attempt was made to identify those situations for which interactivity may be highly desirable and those in which Traditional advertising may be more effective. The study specifically compares interactive advertising implemented in the hierarchical information traversal design to the linear flow of traditional advertising. The visualness and verbalness of consumers and advertisements were also examined. The results suggested that interactive advertising is not always better. Under certain conditions, interactivity interrupts the process of persuasion. In the interactive system, users spend less time viewing the advertisements, and they were less likely to purchase the target products. The relatively more verbal respondents were unaffected by the interactivity. A cognitive matching of the system properties and the consumer segment needs was stated to be critical. Also, additional properties of the interactive system and consumer psychographic factors, for instance, gender, expertise, were believed to enhance the future effectiveness of interactive advertising.

A contribution was made by Lane (2000) to the brand equity literature by demonstrating that repeated exposure to brand extension advertisements influences consumer responses to incongruent extensions but this relationship is attenuated for highly incongruent extensions when ad content evokes peripheral brand associations rather than benefit brand associations. A substantial research stream summarized that consumer’s initial perceptions of brand extension fit are a key factor that limits the extension’s acceptance, but the present study contradicts that conclusion by demonstrating that extension consistency is not a fixed property. Rather, consistency judgments are dynamic and do not change with ad repetition. The author also shed light
on the psychological process that underlies the changes in perception. The findings show that repeated exposure to ad content influences what is elaborated, the amount of elaboration and the valence of elaboration. In all, the study has important implications for brand management. It suggests that first exposure judgments of extension consistency should not make or break a brand extension decision as one exposure concept testing may mislead.

Chandy, et al. (2001) studied about the “Advertising Appeals in Evolving Markets”. Their research integrates the two streams i.e. laboratory studies and econometric studies to develop a deeper insight into the relationship between executional cues of ads and consumers behavioural responses to those ads. On the basis of the behavioral literature, it develops a set of hypotheses on how these cues may affect behaviour in actual markets. Using data from real ads aired in real markets, the authors conducted tests and assessed the consumer response to ads across different levels of market age. It is argued that different cues work differently in younger markets than in older ones because of intrinsic differences in consumer’s motivation and ability to process information in those markets. The study focuses on a select set of cues including appeal mode, appeal prominence, appeal fame and appeal source. It studies the role of arguments and emotions in context of appeal mode, prominence of key product or service attributes in appeal prominence, the role of positive and negative goal framing in appeal frame, and the role of expert endorsers in the context of appeal sources. The findings supplement the knowledge about the role of market age in understanding the effect of advertising. The results are particularly relevant for managers dealing with products that involve rollouts over relatively extended period of time.

Dean and Biswas (2001) compared the effects of advertising that contained no endorsements, product endorsement by a third party organisation (TPO) or product endorsement by a celebrity on consumer perceptions of product quality, attitude towards the manufacturer, purchase risk and informational value of the ad. Endorsement effects were investigated for both tangible goods i.e. desktop computer and a pure service i.e.
auto insurance. The moderating effects of prior evaluation of the advertised brand and the endorser’s trustworthiness on the advertisement effect were also examined. As the theory suggests, that for products high in financial risk and low in psychological risk, endorsements processed through third party organisation (TPO) endorsements will outperform endorsements processed through identification and the results of the study are consistent with this premise. The hypothesized interaction of endorsement interaction with the trustworthiness did not occur. It was also anticipated that third party organisation endorsement would have a greater effect in the advertisement of auto insurance than in advertisement of computers basically because the consumers perceive more risk in purchase of services than of goods. The results also suggest that third party organisation endorsements have practical usefulness. TPO endorsements resulted in significantly greater perceived product quality and information value of the ad than did celebrity endorsement.

A survey was conducted by Shivakumar and Arun (2002) in Pondicherry on rural buying behaviour, focused on two products i.e. wristwatches and footwear. It was found that rural customers seem to consider brand name and price as important elements in buying wristwatches. They also attach importance to the quality of footwear. Rural customers also seem to prefer to shop only at one place. They seem to buy wristwatches and footwear as and when they require them without waiting for any offer to festive season. The authors suggested that manufacturers should make available quality products at affordable prices in towns that are accessible to maximum number of villages.

Brace et al. (2002) studied whether disposition to TV advertising correlates with disposition to advertising in other media and disposition to direct mail. It addresses the question whether it is possible to generalize across different media or if there are differences that warrant a mixed media campaign. The research also evaluates the ability of specific advertising to generate involvement with each of four groups i.e. TV advertising acceptor, rejecters, players and uninvolved. The study reveals that rejecters are less likely to get involved with specific advertisements than any of the above three
groups, even when the exposure to advertising is guaranteed to in forced viewing situation. The lower levels of involvements among rejecters are found to be consistent for both television and print advertising. It was also observed, however, that majority of TV rejecters are not rejecters of Press or Radio advertising. A media schedule that combines different media therefore has greater chance of addressing acceptors and players in one or both media than does a single media schedule. The authors, however, feel that advertising involvement, be it general disposition or specific to an advertisement, is not an adequate measure of likely advertisement effectiveness, though its importance in the communication mix cannot be denied.

The goal of every company is to gain the most from investments in advertising. Contrary to the conventional wisdom that sustained spending in advertising, the concept of marketing persistence suggests that short term marketing campaigns can have long term impacts on sales, says Zhou et al. (2003). The study offers the first glimpse of long term effect of television advertising on sales in China through a marketing persistence model. Significant marketing persistence was found in the sales of consumer durables, whereas there were mixed results in sale of non-durables.

Lotte and Flemming (2002) examined the relationship between advertising and purchasing using a logistic regression model. Using single source data and an adstock calculation, 18 product categories and 89 FMCG brands were studied to estimate the optimum retention rate (an expression of how much consumers remember from the past) and a brand's half life (an expression of periods, in this case days, before advertising has had half of its effect). Results of the 19 product groups show wide variations and the authors report similar variations within brands & within product categories.

The two experiments were conducted by Morrison and Shaffer (2003) seeking to determine whether the consistent preferences that research participants of the 1970s and 1980s showed for advertisements portraying gender-stereotyped images and activity portrayals still characterized consumers at the turn of the century and, if so, whether these preferences for gender-stereotyped advertisements would be qualified by
consumers’ gender role orientations. Experiment 1 provided some answers. Clearly, one group of participants, those with traditional gender role orientations, evaluated products more favorably and had more favorable purchase intentions when the products were endorsed by traditional (i.e., gender stereotyped) than by nontraditional advertisements. Because persons with traditional gender-role orientations made up a clear majority of our college-age research sample (59%), and possibly a smaller majority than that in the public at large, it might seem that advertisers’ strategy of producing advertisements that reinforce stereotyped images and role portrayals is the most effective approach for the greatest numbers of prospective consumers. Yet, non-traditional participants in Experiment 1 displayed a slight preference (in terms of their product evaluations and purchase intentions) for nontraditional advertisements and were much less favorable in their evaluation of products endorsed by traditional advertisements than traditional participants were. Thus, a continuing reliance on traditional advertisements may not be the most effective way to appeal to a substantial minority of the consuming public. Moreover, traditional advertisements have been criticized for continuing to reinforce gender-stereotyped portrayals that many find to be constraining and potentially harmful. Of course, advertisers hope to sell products and may be disinclined to produce nontraditional advertisements unless these messages can be made more informative and/or persuasive for persons with traditional gender-role orientations, the largest segment of the consuming population.

Experiment 2 suggested the answer to find ways within the body of the advertisement to encourage prospective consumers to self-reference their prior use or future use of the product. The authors found that a simple self-referencing instruction had large effects on traditional consumers. It clearly enhanced their evaluations of same-sex models/spokespersons who endorsed products typically associated with the other sex and produced more favorable evaluations of the products in these nontraditional advertisements. In fact, an encouragement to self-reference made both traditional men and women more responsive to the products advertised (in terms of
providing favorable product evaluations and purchase intentions) than their nontraditional counterparts were.

A study on “Influence of TV Advertisements on Children’s Buying Response: Role of Parent-Child Interaction” was conducted by Verma and Kapoor (2004). They observed that the marketers have heavily used Television advertising to influence the buying response of children. It is assumed that children develop effective and discerning skills to remember and recall product related information provided through the advertisements and help other members in the family to take buying decision.

The rural market has been growing steadily since 1980’s and is now bigger than the urban market for both FMCG’s (53% share, of total market) and durables (59%). The annual size of rural market, in value terms, is currently estimated at around Rs. 50000 crore for FMCGs, 5000 crore for durables, 45000 crore for agri-inputs and implements and other 8000 crores for automobiles (Sarathy and Narayanan, 2004). The findings also revealed the fact that folk is an effective media to communicate and advertise in rural markets. The people are drawn to this because it is a source of entertainment and information. The rural consumers are more price and value sensitive than urban consumers. Value can be added to the products competing in rural market in terms of product size and shape, package, design, colour and visual patterns. Distinct design and symbols may help the illiterate rural consumers in identifying the brand. Some media techniques that are successful in rural markets are puppetry, folk theatre, demonstration, wall paintings and melas.

Gutierrez (2004) investigated the factors influencing planned and impulse purchases in six personal care product categories. The extent of planned and impulsive purchase decisions in personal care products among urban Filipino consumers was studied. The author also tried to find the factors which influence the purchase of toiletry being planned or impulsive. 982 toiletry products, of which 299 product categories and brands, and 181 brand names were presented. The units of analyses for the study were 982 product purchases of 502 shoppers. The study found that majority of the buyers in urban Philippines plan their purchases and only about 10 percent made completely
impulsive purchases. To promote impulsive buying retailers should create store environment where negative perception of impulse are reduced. The author further suggested that advertisements may be designed to emphasize the non economic rewards of impulsive buying. Since majority of the purchases are planned, stores should have highly legible environment and implement steps to promote shopping efficiency that affects the planned and impulsive purchases.

Grewal et al. (2004) developed a rich theoretical understanding of timing of purchases of consumer durable goods by investigating the influence of contextual factors and the functional bases of attitudes on inter purchase intervals using confirmatory factor analysis. The authors used three confirmatory factor analysis models, with maximally similar scales in each model. The first model consisted of the four attitude functions, the second model consisted of three product variables i.e. private public, necessity-luxury, and degree of innovativeness and the third model consisted of the purchase decision formulation variable and future outlook at the time of purchase of the durable. It was found that from both predictive and descriptive perspectives, the models with contextual and attitude function variables outperform the model with demographic and economic variables. The decision formulation was found to play an important role; such that inter purchase intervals are much shorter for unforced formulation than for forced formulation. The authors predicted that the inter purchase interval decreases as the importance of the knowledge function or the social adjusive function increases, and it increases as the importance of value expressive function increases. The knowledge function of attitudes helps consumers structure and organize their environments and increases the efficiency with which they can assimilate new information. Researchers confirmed that attitude functions have distinctive influences on consumer behaviour and it is important to examine simultaneous influences.

A study on “Effectiveness of sachets in modifying rural consumer’s behaviour and their consumption pattern” was conducted by Sakkithivel and Mishra (2005). The study revealed that sachet zing is a bold move by FMCG Corporation to motivate rural consumers to try new products. Only some selected products in sachets like shampoo,
fairness cream, spices, mosquito repellent etc. could create impact among rural consumers and rest of them like tea, oil, sauce, talcum powder etc. could not. Hence, the companies need to focus on the reasons behind the modifications in the consumer’s buying behaviour and consumption pattern towards the products expected in medium or large containers. Yet, the study indicates that these sachets facilitated rural consumers to try new products and also played a vital role in modifying their buying behaviour and above all the major change in their life styles. Hence, sachets may be viewed as promotion tool for modifying buying behaviour rather than yet another innovative form of packaging.

The study on rural consumer’s buying behaviour conducted by Patel and Prasad (2005) indicated that rural retailer influences purchase occasions because of he being a person who provides information regarding quantity of pack, promotional schemes, influences of advertisement, consumer feedback etc. to company. They observed that sheer product availability can determine brand choice, volumes and market share. The rural customer goes to same shop always to buy his things and there is very strong bonding in terms of trust between the two. The buying behaviour is also such that a customer doesn’t ask for things by brand. Authors also believe that it is the action of the marketing concepts and not the concept themselves that needs to be looked at. Often, in the rural market place it is the application of these concepts, which differs the winning companies from the rest of the pack.

Millman (2005) conducted single-source panel data experiments to correlate TV advertising exposure and buying behaviour in UK and reported on lessons learnt from data collected between 1996 and 2003 (especially TV WORKS 2001-03), mainly for FMCG grocery products. His conclusions supported TV advertising, but also illustrated the complexity of isolating effects.

Lars and Flemming (2005) focused on analyzing relationships between share of voice and share of market for a wide variety of FMCG product categories, in the conceptual framework of John Philip Jones' Advertising Intensiveness Curve. Data used were single-source. Authors showed that the general relationship of a relatively larger
share of voice for smaller brands and a relatively smaller share of voice for larger brands hold true. They also analyzed how the level of advertising in product categories affects this relationship, and how the level of competition in the product categories alters the Advertising Intensiveness Curve.

Various techniques of advertising for Fast Moving Consumer Goods have been discussed by Mathur and Bedi (2005). The techniques include Value-added advertising, Packaging advertising, Comparative advertising, Informative advertising, Price advertising, Celebrity advertising, Demographic advertising, Lifestyle advertising, and Advertising of Positioning of Brands etc. The authors also concluded that general awareness of consumers is on the increase, because of the factors like urbanization, better transportation, developments in information technology, media etc., and the average consumer today is more concerned about the value of his time and money. All this compels the advertisers to innovate and develop new techniques to attract the consumers.

A survey was conducted by Banerji and Bandhu (2005) to know the perceptions of customers about the products and to know the impact of various slogans and promises made in Television advertising. It was found that majority of the people felt that the ads are good but very few believed in the promises made in the advertisements like Fair and Lovely’s claim of making fair in six weeks. Ads symbolized confidence for good number of female customers and also the ads did not go unnoticed from the eyes of even males. Whereas a few respondents found the ads unethical as they showed that only beautiful people can make big in this world.

The rural market has a potential untapped by many marketers was reported by Sushma (2005). The market share of rural market is comparatively higher than urban markets. The growing demand for various products other than agro-products paves way for the success of the marketer trying to unfold the latent segment. The marketer needs to have a profound understanding of rural mindset to thrive in this business.

According to Pankaj (2005), the marketers in India have not been able to tap the existing opportunities in rural market which is well reflected in the penetration figures
across the various product categories. One of the key reasons can be attributed to their failure to address the issue of affordability in Indian Hinterland. Affordability, in turn, is related to larger issue of development on socio-economic front which will result in wealth generation. This in turn kindles the latent need for various products and services in the Rural Market. Still this aspect has been largely ignored by most of the marketers, barring a select few, who have even taken the support of Information and Communication Technology (ICT) to cater to this phenomenon with significant results.

Khader (2005) investigated the importance of TV advertising of bathing soaps and toothpastes. Author conducted a survey on 150 respondents in Amman city, which was based on a questionnaire method using convenience sampling. The respondents were classified into several categories with respect to two attributes, viz, age groups and inking of TV advertisements of selected brands of bathing soaps and toothpastes. The null hypothesis was that there is no difference in liking of advertisements in various age groups stood rejected, except in two cases i.e., advertising of bathing soap and in age group 18-36 years and above 36 years and in all other cases both the attributes taken are independent of each other.

Kumar and Madhavi (2006) conducted a study on Rural Marketing for FMCGs. The most preferred brands of toothpaste, shampoo and toilet soap in rural areas were identified on the basis of gender interpretation. The study revealed that quality is the first factor that influences rural customers followed by price, colour and taste. Among brand preference Colgate plays a vital role among female respondents whereas male respondents mostly use Pepsodent. Almost half of the respondents do not use shampoo because they are using conservative products only and among the users 60 percent of them use Clinic Plus. No significant relationship between gender and the use of shampoo was found. Majority of the respondents using soaps preferred Hamam as their brand of toilet soap.

An attempt to design an appropriate promotion mechanism to woo the rural consumer’s and influence their buying behaviour was made by Sakkithivel (2006). He concluded that the strategies ought to be designed according to the factors influencing
the rural consumer behaviour such as price, opinion leaders, easy finance schemes, benefits and personal bonds. The rural market is a mix of multiple complexities, which has proved to be waterloo for many experienced marketers. The companies have started their journey to reach “destination rural consumer”.

The rural markets in India have become an area that corporates just cannot afford to ignore was opined by Vaish (2006). The product offered to rural consumers may or may not be different but the ways these products are marketed ought to be different. Marketers always look for innovative ways to make their presence felt. Due to regional disparities, customized communication strategy for each region is need of the hour. The author is of the view that an effective communication is one that leads to purchase decision, brand registration in consumer’s mind, brand recall and right brand associations. Interpersonal communication accounts for about 80% of the rural communication process. The communication package should generate lot of “word of mouth” publicity, so that the brand acquires “top of the mind” recall value. Marketers can use a mix of both conventional and unconventional media. The communication should be such so as to make the product category relevant to rural folks.

The extent and nature of demand in rural markets result in the increase in rural incomes and changing rural lifestyles was examined by Easwaran (2006). The study examined the data, suggesting that inspite of this rise in income, migration to the cities continue to be high. At the same time non-farm incomes are on the rise, and the percentage of households depending fully or partially on non-farm incomes is also registering growth. This opens up opportunities in rural markets, whose characteristics are substantially different from those of urban markets. For substantial growth, it is essential to provide opportunities for employment in rural areas in order to reduce migration to cities, so that propensity to consume may go up in rural areas, and simultaneously pressure on urban infrastructure may be reduced.

A case study on “Unilever in India-Rural Marketing Initiatives” was performed by Nagarajan (2006). She found that seventy percent of the Indian population lives in rural areas. This segment commonly referred to as the “bottom of the pyramid”,
presents a huge opportunity for companies. Unilever’s Indian subsidiary, Hindustan Lever Limited, considered as one of the best managed companies in India, has understood the importance of rural marketing. The trigger point came when a local firm Nirma, through its new product formulation, pricing and distribution challenged, HLL’s detergent business. Nirma’s attack from below made HLL realize its vulnerability as well as identify a new opportunity. Since then, HLL has launched various initiatives to reach out to the rural consumer. It has changed its product formulations and deliveries. It has begun a number of initiatives in terms of widening distribution reach through traditional as well as unconventional channels. HLL has also empowered rural women by assisting them in obtaining financial assistance through its project Shakti.

In spite of a wealth of empirical attention directed at understanding the structural relationships among affect, cognition, and attitude, the tasks and settings in many of these studies have inflated the relative impact of cognition in the persuasion process. The research conducted by Homer (2006) demonstrated the negative and positive forms of affect and direct and indirect effects on attitude influenced by brand familiarity. Cognition played a less dominant role in an attitude formation process for an unknown brand compared to situations in which consumers held preexisting impressions for well known brands. A means-end model is used to link concrete and abstract forms of cognition and attitude.

A study was designed to extend knowledge of cognitive processing of advertising messages by urban children in India. Panwar and Agnihotri (2006) collected data from 250 children aged between 7 and 12 years, drawn in the sample from five major towns of the relatively affluent western state of Gujarat (India) by using the cluster sampling approach. A simple questionnaire using three point rating scale was administered with the help of moderators. Data were analyzed using the SPSS software. It was found that socioeconomic background of the family plays a significant role in the understanding of advertising intents by children. The medium of instructions at the school also had significant relation to the child’s ability to understand advertising intent. Predictably, age of the child was another important factor impacting upon the ability to
decode an advertising message. In terms of parental control, it was observed that in most cases, parents act as gatekeepers for children’s media exposure and activity prioritization; therefore, they form an important audience for any communication related to children’s products, services or activities. Media time usage, especially television watching, is highly controlled by parents; however, females seem to be more independent in terms of prioritizing their media interactions. It was also observed that in most households, consumption of electronic media is a group activity; therefore, the attitudes towards messages from electronic media tend to be influenced by the family and peer-group opinions on the message. The researchers recommended to the marketers that the advertisement message directed towards children has to be entertaining and not necessarily humorous. A message narrating only the product attributes or benefits may not work well with children. Likewise selection of model/endorser is very important for messages directed at children. Creating buzz about an advertisement through unconventional channels could work in favor of the marketer, as advertising is a part of popular culture for children.

Dertouzos and Garber (2006) used the unusual detailed advertising data to specify and estimate an econometric model of advertising that is the sales relationships that is considerably less restrictive than is typical in the literature. In particular, the models estimated allowed: (1) advertising–sales relationships to differ across four media; (2) each relationship to take on the shape often discussed, but rarely estimated, in the literature; and (3) completely flexible time patterns of advertising effects over the month ads run and the following month. The authors estimated advertising–sales relationships are; in fact, S-shaped, and the estimated timing of effects of advertising on sales also differ greatly across media. Broadly, our substantive findings support advertising practice generally and army advertising decisions during the early 1980s. First, the advertising–sales relationships we estimate are consistent with conventional wisdom and advertising practice. More specifically, depending on the budget, advertising through television, radio, magazines, and (tentatively) newspapers can help to increase sales. Second, if only a rather small budget is available, it seems best to
advertise only in print media; as budgets expand, it becomes optimal to add radio advertising to the mix; and as budgets expand further, television should also be used. Due to significant changes in the media landscape, most notably the growth of cable, satellite, and Internet services, as well as evolving perceptions about military service, empirical results from the early 1980s should be used only with caution in the design of policies today. Still, it remains interesting that U.S. Army advertising during the early 1980s appears to have been very productive. In particular, our estimates suggest that the army advertising program increased potential high-quality enlistments by roughly 32% (relative to no advertising at all). Moreover, the allocation of spending across media was impressive; our estimates suggest that an optimal reallocation across media would have yielded only a 3.5% improvement in recruiting opportunities.

Serra Inci Çelebi (2007) conducted the study to investigate the credibility of advertising and publicity and to examine the credibility of advertising including a promotional endorser and publicity including a promotional endorser. The author also compared the credibility of advertising across the different demographic segments and explored the important factors affecting consumers' shopping considerations of FMCG in Turkey.

The data was gathered by a telephone survey from a sample of 717 of which 348 respondents wanted to participate from three of Turkey's largest cities, Istanbul, Ankara, and Izmir. The systematic sampling was exercised to select the sample. T-tests were computed and the results of them were significant at 0.05 level. For announcing new FMCGs in Turkey, advertising was found to be more credible by the participants with higher income. Respondents' shopping decisions of new FMCGs were affected by price and quality more than the other factors. Consumers tended to rely on publicity more than advertising.

Raj and Selvaraj (2007) observed the Fast Moving Consumer Goods (FMCG) sector as a cornerstone of the Indian economy and it touches every aspect of human life. The FMCG producers have realized that there is a lot of opportunity for them to enter into the rural market. The sector is excited about the rural population whose
incomes are rising and the lifestyles are changing. Globally, the FMCG sector has been successful in selling products to the lower and middle income groups and the same is true in India. Over 70% of sales are made to middle class households today and over 50% of the middle class is in rural India. The sector is excited about a burgeoning rural population whose incomes are rising and which is willing to spend on goods designed to improve lifestyle. Also, with a near saturation and cut throat competition in urban India, many producers of FMCGs are driven to chalk out bold new strategies for targeting the rural consumers in a big way. But the rural penetration rates are low. This presents a tremendous opportunity for makers of branded products who can convert consumers to buy branded products. Many companies including MNCs and regional players started developing marketing strategies to lure the untapped market. The paper basically covers the attractions for the FMCG marketers to go to rural, the challenges, the difference between the rural and the urban market and the suitable marketing strategy with the suitable example of companies and their experience in going rural. The authors concluded that it is certain that FMCG companies will have to really gain inroads in the rural markets in order to achieve double digit growth targets in future. Ultimately the winner would be the one with the required resources like time and money and also with the much needed innovative ideas to tap the rural markets.

Tan and Chia (2007) empirically explored the relationship between the general attitude towards advertising and the attitude towards advertising in specific media that is television and print. The results support the proposition that attitude towards advertising in general (AG) is an abstract level construct while attitude towards television advertising (ATV) and attitude towards print advertising (APRINT) are experience-based constructs in the consumer’s structure of attitudes towards advertising. The authors found a significantly negative reciprocal relationship between ATV and APRINT, a significantly positive reciprocal relationship between ATV and AG, and a non-significant relationship between APRINT and AG. Macro level belief factors like ‘good for the economy’ and ‘materialism’ are related positively and negatively to AG, respectively. The personal experience belief factor of ‘product information’ is positively
related to APRINT while personal experience belief factors like ‘hedonic’ and ‘falsity/no sense’ are related positively, and ‘social image’ is related negatively, to ATV.

The researchers concluded that future research could involve a replication of the current study with new indicators, to further strengthen the robustness of the structural model. Meanwhile, new advertising media such as the internet (with its many formats), mobile phones and iPods have appeared. Perhaps future public survey on advertising attitudes could use the structural framework proposed so that attitude towards advertising in general need not be confounded by the effect of subjects relating to different media of advertising when they are evaluating beliefs about advertising. In view of the direct relationship discovered between ATV and AG, and in view of the finding that ‘more skeptical consumers respond more positively to emotional appeals than to informational appeals’ future research could examine how different execution of television advertising could influence both ATV and AG, and subsequently AAD. It would also be interesting to extend the proposed framework to examine how attitude towards advertising in general is linked to attitude towards the new advertising media mentioned. Finally, future research could also focus on cross-cultural comparisons of such attitudinal constructs which will help us to understand global advertising beliefs.

Sehrawet and Kundu (2007) compared the buying behavior of rural and urban consumers to make out whether the residential background of consumers influences their buying decisions or not. The authors collected data from 1090 respondents of rural and urban residential backgrounds from eight cities and 16 villages of Haryana. The analysis revealed that rural and urban consumers vary significantly on the various aspects of packaging. Rural consumers found packaging more useful than their urban counterparts and they strongly believed that better packages contain better quality products. The ease of carriage, lightness of weigh, simplicity, transparency, and consistency of package has relatively less influence on buying decision of rural consumers than urban consumers. Although, labeling is considered to be an important part of packaging, yet, rural respondents gave less importance to it. However, rural
respondents were found more environmentally conscious, and felt that packaging was environmental hazard. Today, when the rural customers are graduating from loose to packaged products, the marketers and packaging manufacturers face challenge of understanding their preferences and modify their strategies to suit their consumers.