CHAPTER 2.

LITERATURE REVIEW
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2.1 Scheme of Chapter:
This chapter would focus on the review of studies and research work that have been published over the years in journals, magazines, newspapers and books. The researcher has reviewed articles, views, research work published by various researchers, writers and thinkers on liberalization of Indian economy, marketing environmental changes post liberalization in India, print and television advertising and content analysis.

2.2 Liberalization of Indian Economy
Before the 1990s, India’s economic model was dominated by a large public sector, which favored protection for domestic industry. There was distrust of the private sector and suspicion of foreign investment, with extremely high taxation levels on imported goods and a difficult business environment for foreign business interests (Baweja, 2003). The liberalization, globalization and privatization of Indian economy happened in the year 1991. Merchants from Harappa and Mohenjodaro were trading with Sumeria as early as 2300 BC (Gopalakrishnan, 2001). However, some measures to liberalize the trade policies were made by the government in mid 1980s (Williamson, 2006). Towards the end of 1980s, balance of payment crisis and budget deficit was on a rise, both of which led to economic reforms in 1991 and marked the historic moment in the history of India (Williamson, 2006). Thus began the era of deregulation, disinvestment and free trade. The Indian economy thus opened to multinationals and marked the slow death of the “license raj” regime. Justice Bhagwati views economic globalization as the “integration of national economies into the international economy through trade, direct foreign investment (by corporations and multinationals), short-term capital flows, international flows of workers and humanity generally, and flows of technology” (Goossen, 2004).

24 A talk given by the keynote speaker retrieved from www.americandiplomacy.org on 10th December 2007.
Gandhiji was a firm supporter of globalization and he believed that the mingling of cultures in India would not be a threat to India’s own customs and culture; however, he did identify that the establishment of a global society would carry certain dangers for the sovereign nations such as colonialism, both cultural and political, industrialization and commercialization of the economy leading to class antagonism and environmental hazards (Mukherjee). Globalization would come with its own set of rewards and penalties for any economy. Anti-capitalists, criticize globalization as a move towards profiteering and capitalism. Globalisation has brought in new opportunities to developing countries like greater access to developed country markets and technology transfer hold out promise improved productivity and higher living standard. But globalisation has also thrown up new challenges like growing inequality across and within nations, volatility in financial market and environmental deteriorations. Another negative aspect of globalisation is that a great majority of developing countries remain removed from the process (Balakrishnan, 2004).

With privatization and the government allowing FDI in most industry sectors, private sector found autonomy, new avenues of business and competition from around the globe. India and business houses awakened to this new spirit of globalization, liberalization and privatization. To succeed in the new environment, companies are required to bring new insights into understanding the customer; the ability to design, develop and produce new and more customer-friendly products of better quality; skills to develop exclusive positions in the minds of the consumer; new processes, techniques and technologies to ensure that costs are being continuously reduced; ways to restructure organizations so that trained and talented people stay on to give their best efforts; and considerable funds to invest in marketing and building brand franchises (Naik, 2001). Over the last few years, India has been one of the fastest-growing Asian economies, with its 1999 GDP surpassing those of Korea and Australia. India’s GDP in terms of purchasing power is already the fourth largest in the world, after China, the U.S. and Japan (Dua and Banerji, 2001). From 1995-2000, India’s GDP clocked a compound annual growth rate of 5.8 percent, which increased to 6.8 percent from 2000-2005 and current estimates are that India’s GDP grew at 9

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percent in 2005 and this has made India one of the fastest growing economies of the world (McKinsey Report, 2007).

2.3 Changes in the Marketing Environment
Opening up of the Indian economy brought with it lots of changes, challenges and competition. The pace of change that India and its people are experiencing in their socio-cultural milieu is mind-boggling (Ashok, 2007). Government allowed foreign direct investment in many areas including media, insurance and banking which opened up the sector for private players to enter into areas which were earlier restricted. India realized in the post liberalization era that if it has to create the best practice in economics of knowledge then it will have to carefully move beyond 'making' or 'buying' and it will have to believe in 'buying to make better', 'making to buy-better' and 'making it together' (Mashelkar, 1999). Thus, India witnessed a plethora of collaborative business activities in the form of technology transfer, franchising, mergers and acquisitions and so on and so forth. While it is possible to get some estimates of the macro changes taking place in India in terms of per capita or product categories and industrial sectors, it is impossible to get any accurate measures of the subjective experiences that proceed, accompany or follow such changes (Ashok, 2007). However, the fact remains that the profile of the Indian market is vastly different from what it was earlier. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to marketers. Any marketer is keen in closely monitoring the changes in terms of numbers and specially keeping regular track of the changing pattern of consumers' aspirations and competitive actions (Ashok, 2007).

The post-liberalization generation is coming of age. There are around 100 million, 17-21 year-olds in India, and six out of 10 households have a liberalization child. This is a generation which has grown up with no guilt about consumption (Bijapurkar, 2003). The marketing environment has become true to the saying that the only thing permanent is change. It has also been observed that in response to these emerging opportunities and threats, a large majority of firms aimed for higher growth and

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27 Views expressed as a republic day feature, retrieved from http://pib.nic.in/feature/fe1299/f2112991.html on 14/12/2007
increase the scale of operation; diversified into new products and business lines; expanded the geographical base in domestic and international markets; offered a wider range of products to their customers, catered to many new and diverse customer segments; introduced foreign technology and emphasized modernization of plants and equipment, and increased the sharing of resources across departments, divisions, and business units within the firm (Ray and Dixit, 2000; Ray, 2004). The Indian market is turning into a goldmine for marketers. Consumer India is at the point where there is a multiplicative effect of income growth, aspiration to consume and a changed consumption friendly ideology / social discourse – across the income board, and especially in urban India (Bijapurkar, 2000).

However, the most visible and distinct forces of change in the Indian marketing environment that have significantly impacted the branding, advertising and marketing strategies of companies are:
2.3.1 Society and Markets:
In the last decade, India has witnessed foreign brands, multinational cultures and corporate, market wars, eyeing consumer attention, rise of the middle class and many other vital changes that have been reshaping the socio-cultural fabric of our country. While some of the changes can be accounted to effects of liberalization and globalization, others are seen as consumer’s response to the changed marketing environment. When we view collectively the rebellion against Reliance, the increases in divorce rates, the now familiar story of old people living alone, enthusiastic embracing of English speaking spiritual gurus by well heeled middle and upper class young and old, the rise of borrowing, the national obsession with making money, the hum aap ke hai kaun weddings, the confused parents and the new rules of parenting, the sexual revolution that magazines keep talking about, etc, it does appear that there is a huge, social morphing change that is quite advanced (Bijapurkar 2007). With aspirational levels at an all time high, durables like Cell Phones, 2 Wheelers and Colour TVs, which have managed the transition in people’s minds from "nice to have" to "necessary to have" (Bijapurkar, 2005). Two strongest changes seen in the demographic and psychographics of India is the rise of the women as a consumer and a decision maker rather than just being an add-on to the husband or father and the fact that half of the population if under the age of 25.

Education and financial independence has resulted in empowerment and individual status of women. Studies point out that urban women see their role as being a far more 'value added' one - than that of the intellectual nurturer, helping her child to be competitive and achieving, and in being the "CEO" of the household. De-emphasizing traditional low value added household chores does not bring with it the stereotypical old world mountains of guilt because, time released is going towards fulfilling more productive roles (Bijapurkar, 2003). Empowered women and ambitious youth have changed the consuming culture of India.

The affordability of products and services has grown over the last decade. Supply-side changes have shaped this market's buying power, and there have been a host of them - falling interest rates, easier consumer credit, increase in variety and quality of products and services at every price point (Bijapurkar, 2003). With less dependence on agriculture and exposure to television and other media, the rural markets are
becoming promising sectors of growth for the marketers. Marketers now look at rural markets with a respect and try to crack the rural consumer’s mindset and accordingly adapt the marketing mix structures. In rural as well as urban markets, there is a sharp increase in self employment. A Hansa Research Group study shows that even in the 'creamy layer', comprising the top two social classes in towns of 10 lakh plus population in urban India, 40% of chief wage earners of households are shop owners, petty traders, businessmen and self-employed professionals and they use products much more to signal success and are also fast adopters of any productivity tools, like cell phones and two-wheelers, that can help them earn more (Bijapurkar 2003). Predictable and planned EMI systems are legitimizing borrowing to fund purchases. India saw rise of new categories of products and services like matrimonial portals, social networking sites, branded coffee shops, designer boutiques, event management, entertainment, etc. being advertised and marketed like FMCG products.

2.3.2 Media:
The media scene has dramatically changed post liberalization in two ways. One is the exponential growth of media channels and vehicles, and the other is the manner in which media is being consumed. Unlike the protective economic environment earlier, the media houses faced tough competition with the entry of global media behemoths with their competitive global standards resulting in proliferation of media vehicle, cluttered market, fragmented viewership and information pollution (Shaktawat, 2003)\(^2\)\(^8\). With the disappearing state controls, Indian mediascape has been very much vibrant post 1990s. Today, this jubilant and vibrant Indian mediascape has been one of the central metaphors of the India’s globalization success story and the rising Great Indian Middle Class. Bollywood, Indipop, the soap operas, the great Indian newspaper revolution have very much become the canons of the contemporary Indian popular culture (Pokharel, 2007).

Media has grown from just being newspapers, radio and television. Internet and mobile telephony have broadened the media scene and therefore internet portals, internet sites, and all possible consumer touch points have become media for the marketer. The use of new technology, digitization of content and new distribution

platforms will see India's media and entertainment industry grow at twice the rate of the country's economy for the next three years, according to a joint study by audit and consultancy firm Ernst and Young (E&Y) and industry lobby group Associated Chambers of Commerce and Industry (Mehra, 2007). Consumption of media is also changing drastically due to the fact that demographics and lifestyles have changed. For e.g. the newspaper reading habit among young Indians is changing and they read on the net unlike the senior generation wherein newspaper is the only way to begin a day! Today, there are too many media options available and the consumer's media consumption time is under pressure due to variety of issues. A person would rather reduce media consumption than compromise on necessary parts of her daily routine. Media consumption is not only different in different markets but also in different households in the same socio-economic segment (Madhvani, 2007). Media explosion on one hand is creating clutter for advertisers and on the other giving newer ways to reach out to the consumer. Companies are looking at innovative consumer touch points in order to maintain relevance among the new age consumer.

2.3.3 Consumer:
There are two distinct set of consumers today in the country. There are those from the pre-liberalization days where there were limits to consumption - you booked a vehicle and forgot about it for a couple of years. These consumers still are amazed at the pace at which development has taken place, and are still held back by their past experience (Bali, 2006). The other group is the post-liberalization generation which is coming of age. This year there are a 100 million, 17-21 year-olds in India, and six out of 10 households have a liberalization child. This is a generation which has grown up with no guilt about consumption (Bijapurkar, 2003). The conservative, contentment-seeking humble Indian who was rooted in a collective past has now become a narcissistic, hedonistic consumer and spender who believes tomorrow is going to be more glorious than yesterday. This consumer also has many strategies up her sleeve to live life by her own 'modern' beliefs and principles to which tradition is suitably
tailored (Desai, 2005). Media explosion, easy information access, rising consumerism, brand proliferation, burgeoning middle class, easy credit, heated competition has resulted in the new mindset of consumers which sees quality and service efficiency as his basic right and therefore demands more than before in a market that is truly of the "buyer". Consumers have changed and therefore markets have matured leading to usage patterns that are so different that they form a good basis for segmentation, product design, pricing and service design (Bijapurkar, 2003).

With the BPO revolution that keeps consumers awake 24/7, consumption opportunities exist throughout the twenty four hours (Bali, 2006). Youth, kids and women are emerging as strong consumer groups over and above the conventional ones. India is currently the twelfth largest consumer markets of the world. According to a McKinsey Global study, India is likely to join the premier league of the world’s consumer markets by 2025, improving its position to the fifth (McKinsey Report, 2007). The face of changing India is reflected in the growth numbers across sectors such as airlines, hotels, FMCG, automobiles, retail and telecommunications. For instance, passenger car sales have been growing at a steady pace, recording a growth rate of 12.63 per cent during April-July 2007. Similarly, organized retail is growing at rates of over 30 percent. India’s FMCG sector grew by 22 per cent in 2006, to touch a market-size of over $17.36 billion. It is set to treble from $11.6 billion in 2003 to $33.4 billion in 2015 (McKinsey Report, 2007).

2.3.4 Retail:
Organized retail is all set to become the next big revolution post liberalization. With FDI being allowed in retail sector, foreign giants are all set to set up their shops in India. Retail in almost all categories experimenting with different formats, is coming up as a strong force and is giving nightmares to the traditional “kirana" shops and is consciously making shopping more of an experience and entertainment. Organized retail is only 3 percent currently but it is set to grow exponentially in the coming years (Kaul and Mahesh, 2007). The retail sector is changing consume shopping habits, brand loyalties, sales promotion strategies and also acting as a strong touch point to advertise to the consumer. With the emergence of private label brands, the branding

32 Address at CII Brand Summit, 2005
scene is becoming more difficult and competitive. The mall culture has greatly impacted the mindsets of Indians in more than one way. Premium segment looks at retail boom as a means to get global brands and lower segments see retail outlets as a means of entertainment and satisfaction of aspirational buying. Visual merchandizing, an effective communication platform which featured last in the list has all of a sudden become the most effective medium to talk to the consumers within the retail set up and be on top of mind. For e.g. In case of Cadburys retail communication strategy, the entire Point Of Sale strategy is shifting, the focus now is to provide dispensing and display solutions to outlets rather then just some ordinary POS material and the emphasis is now clearly on channel-specific solutions and mass customization to break through the clutter (Narayan, 2002).

2.3.5 Competition:
Globalization opened up doors and welcomed foreign brands with open arms. Liberalization did not spare any sector from competition. Many sectors like insurance, banks and media had to wake up to a rude fact of monopoly changing into perfect competition. From Independence up to 1991, we followed a philosophy in which the public sector was to control the commanding heights of the economy and the government acted as a strict controller and therefore both the private and public sector got accustomed to the idea of operating in a seller's market. For public sector protection came in the form of budgetary support and in case of private sector, in the form of high tariff barriers which prevented competition coming from outside the country. The year 1991 changes all this. The MNCs came with world class marketing practices and much larger financial resources than the Indian companies and gave tough competition to family owned and traditionally run businesses and quiescent public sector units (Vittal, 1999).33

The expectation is that when monopolies or oligopolies are forced to confront new players, they will respond by lowering their prices or improving quality, even if the new entrants have higher costs to begin with (Ghosh, 2002). Consumers also feel that with competition they will be served better. This is why people argued that opening up of insurance sector to more domestic and foreign competition would ensure much

better conditions for consumers. It was argued that more products would be available and that premium rates would fall as new entrants offered them, and that the existing nationalized insurance companies would be forced to deal with the threat and even reality of competition (Ghosh, 2002). Thus, opening up of the economy not only brought competition but also signaled a new wave of consumer services oriented mindset of marketers. Global entry was heating up categories whether it was FMCG or consumer durables. For e.g. Japanese brands ruled the Indian consumer electronics market, with exceptions like Philips and Onida. But post-liberalization, Korean brands LG and Samsung entered India in a big way. They invested big money into domestic manufacturing units, customized products for the local market, slashed prices drastically and spent huge amounts on marketing (Jagadeesh)34. Rethinking of marketing strategies, sharper focus on the consumer, research driven decisions, hybrid product and service combination, consolidation, prioritization, mergers and acquisitions were some of the tactics and philosophies adopted by Indian companies to respond, combat and stay put in the times which revolutionized the meaning of 'competition'.

2.3.6 Technology:
Television, telephone and internet has resulted in increased social mobility, decreasing 'power distance', hunger for information, and an even greater move from demanding social justice to grabbing economic opportunity, all giving birth to the more powerful consumer (Bijapurkar, 2001). Everyone from all age groups today are hooked to the internet and mobile telephony and consumer are observed by researchers on blogs and social networking sites rather than a conventional market or a shop environment. Cyber grandmas from upper-middle and upper classes, who have become email literate to communicate with their scattered flock, is one example of this new comfort (Bijapurkar, 2003). The online presence, socializing, information seeking, buying, referring and so on and so forth have completely changed consumer behaviour and marketing perspectives. With an estimated 200 million Internet users, the Internet has created communities that would not have formed otherwise providing access to interdisciplinary, heterogeneous groups and thus generated new modes of contacting research subjects as well as the social mobility provided by the new

34 Business World story on Japan v/s Korea retrieved from www.businessworld.in/content/view/1123/1179/ on 20th December 2007
technologies confronts researchers with the need to revisit concepts such as interview, subject, field site, and informed consent (Clarke, 2000). Blogs and social networking sites are considered as potential new media options to reach out to the virtual consumers. Strategically integrating relevant content, including a call to action that makes sense contextually, and adding an RSS feed can make your blog an effective part of your DM programs, generating virtually infinite ROI. Thus, technology has changed the way in which marketers market and communicate and the manner in which consumers look, buy and behave.

2.4 Review of Research on Print and television advertisements

Advertising per se delivers. It delivers not only information and knowledge but above all promises which create value in the minds of the target audience. Products and services today have to have value and live up to their promise, but a spec sheet approach to marketing won't sell anything. As the world gets more dehumanizing, people want the trust and familiarity of a long standing relationship. Building that relationship requires a brand with a personality and advertising (Weiden and Dan, 1992). And the relationship changes as per the market structure and competitive changes in the product life cycle and it is observed that markets in general are competitive when advertising is present. The positive effects of quality are stronger in the late stages of the PLC, when consumers are better informed about competitive products and firms are better able to control their costs (Tellis and Fomell, 1988). A study (Kelly, Lawlor, O'Donohoe; 2005) used non-participative observation in ethnography inside an ad agency to understand creative production and followed it up with in-depth interviews of ad professionals. It was found that creative people found it essential to be in touch with the latest cultural trends and norms in order to form a view of the consumer culture and create ads. They used movies, television shows, music, ads etc. in order to know the happenings.

Print advertising is old yet relevant. Various elements of print ad i.e. headlines, visuals, copy, illustrations, layout, placement, and look and feel have been of interest to researchers in order to dissect and understand as to what all goes in a print ad and

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what combination makes it effective. Copy is one of the most vital elements of print advertising. In a study (Motes, William, Hilton, Chadwick, Fielden, John, 1992) conducted to understand the relationship among all elements of a print ad it was found out that language, sentence structure, text layout, and illustration changes do not generally operate independently of each other and thus, it was clear that tactical decisions aimed at influencing the perceptions of readers must incorporate synergistic rather than non-synergistic approaches. Headline being an integral part of a print ad and helps in grabbing consumer attention has always been of interest to researchers in advertising. One such study (Howard and Barry, 1988) focused on studying the prevalence of question headlines and strategies used in question headlines in print ads. Content analysis was used to examine full page ads with a question in headline or sub headline or body copy or end slogan and to get an insider's view, creative directors were interviewed. One fourth of the sample had question strategy as a part of the ad and the content of the question was in the form of “curiosity and completion”. On the other hand when creative directors were asked to estimate the prevalence of question strategies in print ad, the results were in favour of question headline and very positive. The conclusion derived was that it is easier to recall an ad with a question as appose to an ad without a question.

A study (Dertouzos and Garber, 2006) focused on finding out effectiveness of army advertising in recruiting high quality youth, established an econometric model for advertising – sales relationships. The major findings were that the advertising–sales relationships were found to be consistent with conventional wisdom and advertising practice. Further it was found that depending on the budget, advertising through television, radio, magazines, and (tentatively) newspapers can help to increase sales and in case of a small budget, 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. The debate about impulse versus rational purchase behaviour and role of infomercials is an ongoing one in the world of advertising. A research (Agee, Tom, Martin and Bret; 2001) in this area aimed at studying whether infomercial based purchases are rational or impulse decisions? The research studied infomercials and talked to consumers over a period of

37 Infomercials are direct response advertisements with an objective to provide information in order to assist consumers to make a rational buying decision.
three months. It was found that people who viewed infomercials frequently, made rational and planned purchases. In case of planned purchases, people sought information and were therefore more involved into finding out information about the product. The role of advertising has been understood in the awareness, interest, desire and action model. Moreover, it is argued that the prime role of advertising is to create awareness and provide information in order to differentiate the product from competition and make consumers willing to pay the price (Soberman, 2004).

Research and marketplace findings over the last 10 to 15 years have identified that the consumer’s emotional response toward the brand and/or the ad can be a powerful motivator of consumption behavior (Allen, Machleit, and Kleine, 1992; Erevelles, 1998; Haley and Baldinger, 1991) and can substantially influence post-exposure attitudes and recall (Park and Thorson, 1990). Male and female responses to emotions in ads were studied in a research (Hazlett, Richard, Hazlett, Yaskky, 1999) on emotional response to television commercials. It was found that commercials that evoked greater emotions resulted in a better recall, conflicted intense emotions gave better recall results, facial expressions were a better measure of emotions than self reports of respondents, and qualitative measure are far richer in explaining emotional responses than quantitative methods of inquiry. A similar research (Cotte and Richie, 2005) investigated as to what an advertiser perceived about consumer and why would they use negative emotional appeal in an ad? Researchers used in-depth interviews and consumers were classified as desensitized, sophisticated and tribal and each group was studied for their reactions to negative emotions in ads and advertising’s power to persuade. Analysis of interview transcripts revealed that in case of the desensitized consumer who was immune to ads, negative emotions worked as a shock therapy in getting attention. In case of sophisticated and marketing savvy consumers, they understood negative appeal as a skill to persuade and but since they were ad literate, they interpreted it as an “obvious” marketing gimmick.

Tribal consumers were driven by the need to be a part of the larger group and therefore negative emotions like fear, social rejection, guilt etc. worked very well with this group in terms of obtaining desired behaviour. Comparative appeals are perceived differently by men and women and therefore a study tried to study (Chang, 2007) this association and use of comparative appeals in advertisements. It was found that
comparisons that helped target audience in brand evaluation were effective and those that were used to manipulate it resulted in the ad being perceived as negative. Gender differences in information processing were analyzed and it was found that women expressed relatively higher levels of manipulative intent inferences than men when exposed to comparative advertising.

An interesting study (Young, 2002) tried to find out the branding moments in television commercials using the brainwave measurement and picture sorting technique, trying to understand the brand image vis-à-vis positioning. Selected ads were shown in a controlled viewing situation with a personal interview with the Picture Sorts® data being collected during the last five minutes of the interview. In this diagnostic portion of the interview, respondents were given a shuffled deck of photo images taken from the commercial itself and the number depended on visual complexity of the advertising. The procedure is to take as many pictures as necessary to describe the visual information content of the advertising. To construct the Flow of Attention® respondents are asked to sort images into two piles: the images they remember seeing in the advertisement and the ones they do not. The same set of commercials were tested using headphones to study the brain activity i.e. brainwave measurement. The comparative analysis did not find any correlation between the results obtained from picture sorts and brainwave measurement data. Both the methods gave almost the same number of peak and valley moments however, the branding moments identified were different since the information processing was done uniquely in each method. A further content analysis of these moments concluded that if research is able to identify such strong moments that can be owned by the brand, it can help in understand advertising from the brand building perspective.

Motivated from the hypothesis that print versus television advertisement's effectiveness depends on the self selection criterion of the medium, an exploratory research (Grace and Wallace, 1974) was done to study these relationships that exist between a print/television ad and viewers and non-viewers. Full page print ads were made from scenes of a television commercial for a brand. Print ads and TV ads were shown to two different set of respondents and they were asked to recall the ad and answer questions. The analysis identified television as an effective medium to teach important facts. It was found that in case of lack of interest in buying/using the
particular brand, magazine as a medium fared quite low as compared to television. This was because it was easy to run to the next page whereas in case of television there is a probability that viewers will watch as the commercial is a part of some program and in the process he will learn about the brand.

2.5 Review of studies using content analysis to research advertising:

2.5.1 Cross-cultural studies:
Communication is greatly impacted by the culture of a country. Content analysis has been used by many researchers to study the difference in content of advertisements across cultures. Content analysis has proved to be an effective method of inquiry in advertising research to understand the impact of a country's culture on the communication content.

An interesting research study (Mindy, McNeal, James, 2001) used content analysis to understand the differences in children's television commercials in US and China. Commercials on kids channel across eighteen months were analyzed and cultural context was provided. The variables for study were activity, animation, information content, models, music, settings, and spokespersons/characters, style of display, values/appeals, and voiceovers. The results showed striking differences between the advertisement of two countries for which reasons were sought from the cultural, social and economic characteristics. Differences were found in terms of type of product advertised, length, and power distance. Another study (Browne, 1998) used content analysis to examine sex role stereotyping in television commercials aimed at children in the US and Australia. Advertisements were recorded during cartoon programs. Analysis showed that commercials more use of male figures, male voiceovers for gender neutral, female and male targeted products in case of both countries. Study revealed that despite similarities in gender-stereotyping between countries, Australian commercials tended to contain more nearly equal male-to-female proportions, more often depicted both boys and girls in the same advertisement, and less frequently portrayed girls as shy or giggly and boys as directive while male characters had active interactions with objects in the American commercials than they did in Australian commercials in comparison to female characters. In a comparative study (Oh, Cho, Leckenby, 1999) of Korean and U.S.
Web Advertising, the web advertising was compared on the basis of information cues, creative strategy and level of technology across these two countries. Resnik and Stern's information cues for informativeness; Simon's classification for creative strategy and technology levels for animated images were used. Target ads of top hundred brands were selected and content analysis was conducted on a sample of 100 target ads; 50 from each country. While both countries had information related to special offers, package, quality and price; US had more of availability information and Korea had only one ad that emphasized that aspect. Even taste, nutrition and new ideas were ranked low in both countries. The most frequently occurring creative strategy in both countries was information, followed by motivation with psychological appeal. Repeated assertion and imitation strategies were the least used creative strategies in the two countries. Unexpectedly, US web ads used more subliminal oriented creative strategies than Korean web ads. Even in terms of technology, both countries were on similar levels which truly were surprising given the technological differences between the two nations.

Hong, Muderrisoglu and Zinkan used content analysis to study the cultural differences in magazine ads of Japan and US. The study used Plutchik’s abbreviated Mood Rating Scale and Resnik & Stern's information cues. Japanese ads were found to be more emotional and informative as compared to United States. This was an interesting study as both the countries are sharply different in culture and content analysis proved that these differences had a direct impact on the content of advertisements. A study (Graham, John, Kamins, Michael, 1996) that aimed at seeing the influence of home country culture in foreign markets, studied ads appearing in Indonesia, Spain and USA print media. The research was motivated due to the debate of adaptation versus standardization in context of globally marketed products. Information content was measured using Resnik & Stern's tool and non-informational content was analyzed using facial expressions and metaphors. Influence of home market culture was not seen and Japanese products were found to be using more metaphors as compared to German product ads. It was found that both countries were heavily adapting their ad content and appeal as per the target market i.e. the foreign culture. A similar study (Culter, B.D., Javalgi, R.G., 1992) focusing on the debate of advertising strategy in culturally diverse markets, used content analysis to study the visual components in print ads in USA and Europe. Magazines with the highest circulation were selected
from both the countries in the specified genre and full page were analyzed for size of visual, photograph used, product display and price mention, colour, comparison made, appeal, inclusion of people, kids, minority race, and metaphors. The study found that there were more differences between the two countries rather than similarities. For e.g. the product and visual size was found to be larger in case of France whereas children appeared more in ads in the United States. Another study (Fahad, Olayan, Karande, 2000) related to cultural analysis compared magazine ads of United States and the Arab world. There was a significant difference between the culture and economic status of the two countries with Arabic world being very conservative, traditional and religious the western world is modernized. Even in terms of economic development, America is a highly developed country Content analysis focused on occurrence of men and women as models, informativeness, comparisons, and price appeals. Full page ads from editorially matched magazines with high circulation from US and Arab were selected. Coding was done by counting the appearances of male, female, comparisons and Resnik & Stern’s information cues were used to determine the informativeness of ads. The study found more people being used in US ads but surprisingly found women being used as models in both the countries. However, the portrayal was very conservative in ads found in Arabic magazines. In terms of differences, the research concluded that marketers have adopted the “regionalization” route.

2.5.2 Comparative Studies:
Content analysis has been used widely for comparison of advertising content. One such study (Turley, L.W., Kelley, Scott, 1997) compared business to business versus consumer services half and full page ads in highly circulated magazines. The message elements selected by researchers for the content analysis were appeal, headlines, usage, price information, quality claims, and inclusion of an internet address and based on these five elements hypothesis was accordingly developed to be tested through research. Research concluded that in consumer service ads emotional appeals were used more whereas in business to business ads are more news and information and benefit headlines were used as buyers are more rational. Business to business service ads are likely to make greater use of quality claims and price information was noticeably absent in the sample selected. Content analysis showed limited differences between advertisements. Comparison of services versus products in print ads was
done in a research (Cutler, Bob, Javalgi, Rajshekhar, 1993) that used content analysis as a method. Taking the basic difference between a product and a service as “tangibility” and “experiential”, the research strived to find out the extent of usage of emotions in the ad content, appeals, and headline and usage of quality and convenience appeals, and usage of employees in service and product ads. Analysis of full page ads from magazines was done by dividing product categories into durable, non-durable, service and others. The content analysis revealed that service ads used more of emotional appeal and process through metaphors, stories and headline. However, it was found that quality appeal was used most in case of durable products. The study concluded that service ads used more of emotional cues in order to be seen as “tangible”.

2.5.3 Advertising Effectiveness Studies:

In a further research (Naccarato and Neuendorf, 1998), content analysis was used to predict the advertising effectiveness of business to business print advertising. Form variables like headline, colour, illustration placement and content variables like use of humour, subject matter, use of fear appeals on recall, readership, and evaluations in the context of business to business print advertisements were analyzed in terms of content. The study followed the model proposed by Neuendorf (1998) which was called the integrative model wherein message centered variables tapped by content analysis are linked with audience centered variables or source centered variables. So the study linked content analysis to readership studies to arrive at effectiveness. The research focused on the inter-relationship between ad elements and readership on recall and perceptions of the consumer. Readers were mailed the magazine issues and were asked to answer questions listed by the researchers which dealt with readership, recall and perceptions of advertisements. The study revealed some interesting facts like large, tabloid spread advertisements are highly remembered, colour is significant positive predictor of aided recall, copy in the bottom half of an ad layout have better aided recall then having copy at the right half, visual related to the subject matter have a positive influence on recall, inducing fear in readers cannot be discounted as a method of getting them to read advertisements, use of subheads and placement of the headline in the top half of the advertisement also appear to result in more informative advertisements, appeals to altruism in an advertisement are not viewed as informative by the readers. This study takes content analysis to the level of it being helpful in
predicting success of an advertisement as related to the consumer audience. A study (Huhmann, Bruce, Brotherton, Timothy, 1997) used content analysis to study guilt appeals in ads in popular magazines. Magazines with highest circulation were selected and ads with more than one third page size were shortlisted for content analysis. The research concluded that guilt appeals were used at the same level as other appeals, used more in charity ads, stated facts, maximum anticipatory guilt appeal, and mostly appeared in the copy. Further, the magazine types with the highest incidence of guilt appeals were found to have informational editorial mission whereas the ones with less number of ads with guilt appeals had entertainment editorial mission. A study (Young and Charles, 2004) conceptualized a unique method namely moment-by-moment picture-sorting technique for measuring the emotional content of TV commercials in order to differentiate effective and ineffective content. Commercials were selected and mixed with competing product ads and were then shown to respondents as a mix. Post viewing, respondents were asked to pick up graphics which they felt was shown in the commercials and were asked to rate them as per the emotions they felt at the time of viewing. Analysis showed that attention and motivation to buy are complementary to one another and good story telling ability of the commercial makes it get noticed and remembered. Visual simplicity, music and aesthetics leads to a higher recall. Thus, the attention grabbing ability of a commercial can be linked to form and content.

2.5.4 Time-oriented Studies:
Jagdish N. Sheth and Barbara L. Gross published their study on content analysis of time oriented advertising wherein the period of study was 1890 to 1988. The research was planned with the thought that as urbanization/industrialization advances, time becomes a major concern for consumers and therefore advertising will have time oriented benefits as its primary appeal. This hypothesis got developed because of the fact that advertising reflects as well as influences culture. Content analysis was used to analyze whether the major promotional theme or headline contained time-oriented appeal or not in magazine ads. Time oriented headline was determined if the ad presents the product as fast to use, saves time, presents consumer as busy, time as scarce, specifies the time required to use the product, presents the product as making double use of time, presents the product as a means of escaping a typically time-oriented lifestyle. The ads were mostly related to agricultural products due to its
reader profile. The findings were that advertisers who promoted the product benefit, talked about the effectiveness of performance as a primary appeal and many products that showed the time orientation or saving of time as a secondary appeal in the ad. Even in products which were meant to save time, emphasis was more on product attributes and availability. However there were examples of products which focused only on the time aspect in the ad. In the 1920s and 1930s, it was also fashionable to present multiple reasons to buy within a single ad and therefore time-oriented appeals were not a major focus in the ad. Time-oriented appeals rose dramatically in the World War II period showing a sense of urgency and convincing the ease and speed of use to the housewife so that more time maybe spent in work other than house work. Post world war resulted into an affluent economy and the fact that men were back from the war front. But content analysis revealed that ads continued to show ease and comfort through time oriented appeal as it was taken as a carry over effect of practices initiated by brands during world war. The 1980s reflected time orientation as an expectation of consumer and as a given and therefore ads need to communicate beyond time orientation and need not justify as it is a given that the product has to be efficient in terms of ease and speed of use.

Content analysis was used in a study (Soley and Kurzbard, 1986) to compare the use of sexual appeals in magazine advertisements in 1964 and 1984. The sample consisted of 1698 full page and larger ads that appeared in 1964 and 1984 issues of general interest, women’s and men’s magazines and the ads were randomly selected for the research. For the purpose of coding the sexual appeals were defined in terms of verbal cues in headline or visual representation or the presence or absence of models in the ad or the kind of visual depicted in the body of the ad. The findings of the study were, the number of ads showing sexual appeals has increased over a period of time but the difference is not so significant, general interest magazines showed an increase in the number of ads depicting sexuality, sexual illustrations have become more overt and visual, female models are more likely to be used. This was an interesting study as it compared ad content over two different periods. The assumption is that in a twenty year period the society and culture progresses so it is enticing to study whether the change can be noted in the ad content or not.
2.5.5 Advertising Informativeness Studies:

Resnik and Stern in 1977 did an interesting research on the information content of television commercial wherein they researched the information content in television advertising with an operational definition being that a commercial is informative in nature if it assists the consumer in making a better buying decision after seeing the commercial. This was an important study because they went on to develop fourteen evaluative criteria to analyze the usefulness of information and this tool is very popular till date and many researchers worldwide use Resnik & Stern’s guideline (information cues) to perform content analysis. The fourteen evaluative criteria were information on price, quality, performance, contents, availability, special offers, taste, packaging or shape, guarantee or warranties, safety, nutrition, independent research, company sponsored research, and new ideas. A commercial needed to communicate any one of these cues to be considered as an informative commercial. From the total sample, less than one-half of the ads were deemed as informative in nature, ads broadcasted on weekday mornings and weekends proved to be informative in nature, in case of ads for education, institutions tended to be more informative as compared to laundry, personal care and food products, the number of commercials which were analyzed as “non-informative” was quite high and therefore this study provided a useful thought to the advertisers and copy writers.

Another extensive research (Rice and Lu, 1988) carried out in China used content analysis to analyze 472 consumer magazine advertisements, using Resnik & Stern’s information cues. It was an interesting study as the content analysis was done at a time when advertising business was flourishing once again in China after being banned for 10 years. The analysis showed that 100 percent of ads were informative in nature. Analysis was carried out to further know the difference in the degree of Informativeness across magazine types. The most informative were those in health and food magazines. The results of the content analysis were further analyzed to know the cause. The answers were, high involvement decision making, limited product exposure, low income, governmental pressure on maintaining the role of advertising as educating consumers and promoting market socialism. Resnik & Stern’s 14 information cues tool for content analysis was again used in a study (Stern, Krugman, Resnik, 1981) focusing on judging whether magazine ads were informative or persuasive in nature. The information content was analyzed keeping in mind the
product type, magazine type, ad size and government regulations. Considering that only 1 cue needs to be present in the ad for the ad to qualify as informative, around 86% ads qualified. Further it was evaluated that the information content varied as per the type of magazine. The results showed that durable and expensive products contained more amount of information as compared to a low involvement product. Further it was found that the size of the ad did not have any relationship with the amount and type of information in the ad. With regards to the relationship between government regulations and informativeness, most of the ads had voluntary disclosure of information which would ultimately help the consumer in making an intelligent purchase decision.

2.5.6 Gender and Culture Studies:
A study (John, Voli, Honeycutt, Susan, 1998) that takes content analysis to a new level is focused on studying the gender role stereotypes in Japanese magazine ads. The role portrayal information was collected for the central figure of the ad which was limited to two figures. Nine variables identified by Ito (1978) and Williams and Best (1990) were used to examine the gender role portrayal in the selected ads. Chi square test was applied to the data coded. The analysis found significant difference between male and female depictions, gender depiction in Japanese magazine ads were counter stereotypical meaning that women were shown in a positive manner, women were associated with high priced products and were shown to be younger than male counterparts, women were used more as product users and demonstrators than as product authorities as compared to men.

This was an interesting study because the results were opposite to the stereotyping of women assumed otherwise in a Japanese culture. In a yet another gender focused study (Kolber, Richard, Albanese, Paul, 1996) the content analysis was done to understand the portrayal of men in male-oriented ads in magazines targeted at men. The study focused on the physical characteristics of models. Analysis found the display of bare chest, chest hair, head were found in order to establish competence and virility. Most male models were fully clothed and many were found to be wearing some sort of jewellery. The analysis further concluded that most male models were depicted in a “cow-boy” fashion with strong macho feel of body and look. A research (Maynard and Taylor, 1999) used content analysis to study girlish images in ads in
two culturally diverse countries i.e. US and Japan in a magazine “seventeen”. The assumption was that culture influences the portrayal of teens in ads and the main construct was “girlish rapport”. Visual (age and smile) and verbal (headline and tone) depictions of girlish rapport were defined. Analysis showed that the culture context was justified. Japanese ads had higher visual and verbal cues denoting higher usage of girlish images supporting the viewpoint that Japanese culture is strictly gender role defined and more traditional in nature as compared to American culture. The study was able to establish a strong link between the cultural and communication cues prevalent in a society and reflected that advertising moves as a mirror of the society.

2.5.7 Advertising to Children:
A study (Alexander, Benjamin, Hoerrner, Roe, 1998) focused on kids program and advertisements in an era wherein children became a huge market and started getting a lot of attention from various brands. But it was the initial phase as far as marketing to kids is concerned. A content analysis was conducted wherein commercials were coded on length, target audience, participants, presence or absence of selling techniques, product type, promotional content/appeals, and production variables. Category selected were those that were directly aimed at kids like cereals, toys, chocolates and so on and so forth. The content analysis found that there was no standard length for the program and commercials.

One more study (Callcott, Margaret, Lee, Wei-Na, 1994) used content analysis to analyze the use of animation and animated spokes characters in television commercials. Despite the apparent widespread use of animation in advertising, study on the communicative effects of animation on the adult viewer was not found and that formed the basis for this particular study. A random sample using a computer program was selected and each commercial was coded for the level of animation (animated, non-animated, or mixed live action and animation), product classification (durable, nondurable, service industry, public service), and product name. Mixed animation commercials were further coded as containing animated scenery, animated characters and/or animated toys. Spokes characters were also coded for further information on the use of animation in ads. Frequencies and statistical tests were carried out on the data gathered to assess the level of animation across program types and timing. The conclusions of research were; the number of commercials with animation was found
to have decreased, more animated ads were found during kids programs. Study also noted that such animated ads were found during adult programs related to sports and drama indicating that animation has scope in case of products appealing to a broader base of audience. And celebrity characters like the P.nk Panther and Snoopy were more popular than non-celebrity characters. Research revealed that the number of animated ads that did not have spokes characters was notable which means the use of animation has expanded beyond the use of characters in the recent years. A thematic content analysis of children’s food advertising was done in a study (Roberts and Pettigrew, 2007) using frequency and thematic analysis. Commercials from kids’ channels were analyzed and a heavy frequency of food advertisements was found and products were those that were not recommended to children. Fantasy was the most prevalent appeal and there was a heavy use of promotions and freebies. Four major themes identified were portrayal of grazing, denigration of core foods, exaggerated health claims, and the ability of certain foods to uplift mood, performance and popularity.

2.5.8 Content Analysis of New Media:
Content analysis has been used to study several aspects of advertising and content of an ad in relation to the target audience. But an interesting study (Macias, Wendy, Lewis, Stavchansky, 2003-04) used it for study of prescription drug website. This study explored website as a means to communicate directly to the consumer. With an objective to help public policy on drug advertising, all stand alone direct to consumer prescription drug websites were studied in terms of inducements, advertising appeals, inclusion of medical/drug information, and message format. Results revealed that more than half of the websites contained monetary incentives, included good literature on medical information, used “effective, convenient” as appeals, visuals like humans or animals. However a surprising fact was that fifty percent websites did not have a contact address or information which is quite unusual in an interactive medium like internet.

As a step towards understanding an area of grave concern i.e. obesity among kids, a content analysis (Moore and Rideout, 2007) of major food advertisers’ websites targeting kids was done through a systematic observation of websites. General, brand specific and game specific aspects were coded. It was found that majority websites
had content focused on the kids and “branded environments” were created with use of colour, games and animation to attract attention. Analysis of the brand information, nutritional information and games as a content of websites, it was concluded that Internet needs to be looked upon as a threat to children, high on buzz, games junction and therefore over and above television, internet too needs to be regulated in the new media environment.
2.6 Chapter Bibliography:


Williamson John (2006), "Teaching about India," a two-day History Institute for Teachers seminar held on March 11-12, 2006, sponsored by FPRI and co-sponsored by the University of Tennessee at Chattanooga and the University of Pennsylvania.


