CHAPTER 4

REVIEW OF LITERATURE
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Limited number of studies are available specifically on the changing pattern of advertising in print media. Few studies have been conducted in India and elsewhere on the closely related aspect- history and development of advertising. Some representative studies have been presented in this chapter.

Pollay (1978) has conducted a study into the writings on the history of advertising and concludes 'though the advertising is a major social force, it is yet to be chronicled properly.' He further elaborated by noting 'notably, advertising evolved and matured in twentieth century thereby making this century unique; not only has its size and centrality to the economy made it a significant industry in its own right; not only has its social visibility and presumed social influence been great (because advertising is both pervasive and persuasive) but advertising has been at the interface between pragmatics and art, between psychology and economics, between producers and consumers of society, thus making it a key element in our economic history as well as on our social, technological, artistic and cultural histories. The history of advertising is therefore perhaps one of the keys to the understanding of the evolution of our complex urban society.

The historian and author, Even Stuart (1976) writes 'the basic impulse in advertising was one of control, of activity channelling social impulses toward a support of Corporation Capitalism and its productive and distributive priorities.' He further argues that 'the formulators of the consumer market and the propagandists who publicized hoped to instill an authoritarian obedience to the dictates of daily life in the machine age.' He chastises other critical perspectives, like Vance Packard (1957) as 'inadequate' because it portrays the faults of advertising as eccentric rather than systematic. His central theme is that 'while much of thinking in American Industrial 'warrooms' maintained adherence to traditional 'democratic rhetoric', the basic impulse in advertising was one of control of actively 'channelling social impulses' assuming a 'manipulative approach to the problem of popular consciousness' and understanding the 'imperialisation of the psyche.'
Wood (1958) whose 'Story of Advertising' is dramatically undervalued by historians, commented Advertising is the story of people. In first hand actuality, advertising describes their desires, tastes, habits, weaknesses, hopes and perceptions. In advertising can be seen the actuality of what people have been like in their day-to-day living through the centuries and what we are like now. There can be found far more accurate representations of a time and people in it than the advertising amid which and, willy-nilly, by which they live."

There is a bias among most historians against all elements of popular culture. Galbraith, (1967) opines "There is an insistent tendency among solemn social scientists to think of any institution which features rhymed and singing commercials, intense and lachrymose voices urging highly improbable enjoyments, caricatures of the human esophagus in normal or impaired operation, and which hints at implausibly at opportunities for antiseptic seduction, as inherently trivial."

Gardener (1975) has conducted a detailed study on the elements of advertising and more specifically on the deception in advertising and conceptually identifies three categories of deception; the first, an 'unconscionable lie', is an ad making a claim which is absolutely false, the second, called 'claim fact discrepancy', makes a claim which is true only if some qualification is placed on it, e.g. specific way of using a product, with certain precautions, or if the consumer can only understand the claim if he knows to exact information on which it was based, 'claim belief interaction' the third, is that in which an ad or advertising campaign interacts with accumulated consumer beliefs so as to leave a deceptive belief about the product.

Pillai (1973) while discussing on hazards of unethical advertising states that "unethical advertising can cut at the very root of the firm concerned and can lead to a chain of adverse effects." In an interview with hundred consumers, be reported unethical ads can lead to (i) discouraging of innovation and reduction in efficiency, (ii) growing of monopoly of a certain firm" products or services which would affect largely the competition and also may result in the loss of market share of the company whose products/services have been termed as not good.
Singh (1974) attempts to classify the concept of ‘fear appeals’ in advertising and critically reviews the studies made on this subject. It is emphasized that further research in this can improve the effectiveness of advertising through the use of fear appeals.

Shapigo (1974) conducted a study on Photography in Public Relations and discusses that photography being one of the most important tools in the public relations craft, doesn’t get proper understanding from the public relations people. The pictures presented by them are generally artificial, uninteresting and poorly conceived and executed by them. The reasons further are (i) bad ideas; (ii) good ideas executed by incompetent photographers; (iii) same copy being sent to different publications, (iv) pictures showing trivial aspects of clients' activities and not giving a candid view of a company's operations.

Singh and Sharma (1976) conducted a study on the changing pattern of advertising in India in consumer durables with an objective to examine the change in frequency of the same ad copy appearing in different magazines, to know the changing subject matter of copy and to study the change in the purpose of ads. They concluded that (i) more ad copies of companies appeared in all selected magazines in 1973 as compared to 1969, (ii) there was an increase in the proportion of ads having the headlines appeared at top of the ad copy, (iii) the use of sexuality attractive female in ad copies was being used at increasing rate and was common for fans, refrigerators, radios and various other electrical appliances; (iv) the main emphasis in the text was on convenience and handling aspect of products, followed by quality in 1969. The quality of product occupied the top position in 1973 followed by convenience and handling. Besides these, outlook and size of the product were also given significant importance in later years; (v) the importance of straight selling copy had increase in 1973 as compared to the previous years; (vi) the use of more than two colors in the ad copy had increased over a period of time. There was found to be an increasing trend regarding one page and two page ad copies. However, the size of ad copy doesn't affect the number of columns being used for these copies; and (vii) it was found that there was no seasonal effect on the appearance of ad copy in different magazines in different months.

Upadhyay and Mahajan (1976) conducted an incisive study on image building ads to (i) identify the subject matters emphasized by companies
in their image building ads; (ii) examine whether status and/or nature of the company has any impact on the relative significance of various subject matters; and (iii) assess the impact of environmental forces on selection of and emphasis on subject matter. Major conclusions given in the study are (i) number of subject matters 'Foreign exchange Savings/Earnings', 'Growth and Business Responsibilities', 'Social Responsibilities', 'Leadership', 'Competence', 'Product Characteristics', 'Customers Service and Satisfaction', 'Progressiveness' and 'Age' are emphasized to build the image of the company; (ii) the selection of subject groups to be emphasized by the companies for their image building was influenced by the environmental forces such as 'Government', 'Owners' 'Customers and Public', and 'Employees'; (iii) the most important subject matter for image building was 'Product characteristics' followed by 'Growth and Business Responsibilities'; (iv) 'Leadership and Age' of the company were not important subject matters as viewed by companies for image building; (v) 'Social Responsibilities' got increased importance only during Emergency period; and (vi) 'Customer Service and Satisfaction' got increased importance only in normal period.

Though same studies have been conducted on various aspects of patterns of advertising, from 'historian's point of view virtually all of the literature available on changing pattern of advertising is either anecdotal, evangelical, trivial or rhetorical.

A number of studies on topics of similar nature have been conducted but no study is available specifically on the changing pattern of textile advertising. Few studies have been conducted in India and elsewhere on the closely related aspect history and development of advertising.

Baker (1961) conducted a study and opined that sexual illustrations have high attention getting value and that sex as an element in advertisements will arouse immediate interest of both men and women.

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Grass (1968) and Grass and Wallace (1969) presented the results of a series of laboratory and field experiments which demonstrated that with repeated exposures, advertisements first appear to gain effectiveness often which the effectiveness begins to wear out.

Grass (1968,1970), Grass and Wallace (1969) and Grass, Winters and Wallace (1970) indicated that how well an advertisement communicates with a reader is related directly to how much of his attention is attracts.

Major Steadman (About laboratories ltd.) showed, "Brand names associated with sexual illustrations were less easily recalled than were brand names with non sexual illustrations."

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Starch (1959) has conducted the most comprehensive research and concluded that four colour advertisements pull approximately 50 percent more inquiries than black and white. The conclusion was based on the data on colour and black and white advertisements of the same size, of same product, appearing in different issues of the same publication.

Wood (1958) whose 'Story of Advertising' is dramatically undervalued by historians, commented "Advertising is the story of people. In first hand actuality, advertising describes their desires, tastes, habits, weaknesses, hopes and pretensions. In advertising can be seen the actuality of what people have been like in their day-to-day living through the centuries and what we are like now. These can be found far more accurate representations of a time and people in it than the advertising amid which and, Willy-nilly, by which they live."

A number of studies have been conducted in this area. Anaetaal (1964) Citee Lasoett (1918) and Starch (1954, 1961) showed that "irrelevant, bizarre or arty" illustrations in ads may attract a great deal of attention but may not associate the illustration with the product name. Thus advertising may not be effective in projecting its message because of the incongruency between the illustration and the copy of the type of product. Such incongruency seems to be present in many advertisements with sexual illustrations and may be a factor in their low recall.

Baker (1961) indicated that sexual illustration high attention getting value and that sex as an element in ads will arouse the immediate interest of both men and women.

Rudolph (1947) finds that advertisements featuring pictures of women are more often read by women and that those with pictures of men are more often read by men.

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A polite survey for Look (1964) found that incremental message registration decreases with number of magazine advertisements, Focus average set of advertisements, the first insertion produced on increment of 3.7 million readers. The fourth produced 2.1. The comparison of various insertions is biased somewhat because some forgetting surely took place between the monthly insertions, but there is no way to assess the size of the bias.

Major Stonoman (Abbott Laboratories Ltd.) showed, "Brand names associated with sexual illustrations were look easily recalled than were brand names with non sexual illustration."

Rochester (1959) put forth further evidence on the value of repeated exposures to advertising. A summary of findings for the 12 advertisements studied showed:

(i) Before exposure, 9.1 percent of readers would buy the advertised branch. Three and one half days after one exposure, 11.3 percent would buy. Three and a half days after two exposures, 13.8 percent would buy.

(ii) Before exposure, 29.2 per cent of the readers considered the advertised brand good on one or more features. After one exposure 31.6 per cent thought so. Two exposures brought favourable response from 38.2 percent.

(iii) Before exposure, the advertised brand came to mind first to 15.2 percent of the readers; after one exposure to 18.1 percent; and after two exposures to 20.7 percent.

Starch (1959) the most comprehensive and recent research has been done by Starch. This study shows that four colour advertisements pull approximately 50 percent more inquiries than black and white. The conclusion was based on the data on colour and black and white advertisements of the same size, of same product, appearing in different issues of the same publication.

Starch (1956) has also shown that colour produces better reading. Study done in 1956 asked "Is additional reader audience in line additional cost of colour?" The answer was that the half page, four colour advertisements draw an 85% more audience than black and white of the same size. The researcher also indicated that two colour advertisements to only slightly better than black and white, whether used in half page, full page or two page units.
Gallup and Robinson (1962) made a study of advertisements in magazines of different sizes, small and large (Reader's Digest, Life, Look, Saturday Evening Post), in respect of perception and recall of advertisements, communication of sales messages, persuasiveness and related persuasiveness of impression. The conclusion was "... while the may be exceptions, under normal circumstances, magazine page size does not appear to influence advertising effectiveness. All other things being equal, a page in a magazine of one size appeals to have about the same degree of effectiveness as a page in a magazine of another size, within the range of sizes included in the study."

Singh & Sharma (P.A.U. Lakhiana), have also studied the changing pattern of advertising in India and have observed significant changes in colour, size, content, illustration and text of advertisements over a period of time.

A number of studies have been conducted in this area. Anastasi (1964) Citos-Laslett (1918) and Starch (1954,1961) showed that "Irrelevant, bizarre, & arty" illustrations in ads may attract a great deal of attention but may not associate the illustration with the product name. Thus advertising may not be effective in projection its message because of the incongruency between the illustration and the copy or the type of product. Such incongruency seems to be present in many advertisements with sexual illustrations and may be a factor in their low recall.

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study also indicated that two colour (black and white, one colour) do only slightly better than black and white, whether used in half page, full page, or two page units.

Gallup and Robinson (1962) made a study of advertisements in magazines of different sizes, small and large (Reader's Digest, Life, Look, Saturday Evening Post) in respect to perception and recall of advertisements, communication of sales messages, persuasiveness, and related permanence of impression. The conclusion was "... while there may be exceptions, under normal circumstances, magazine page size does not appear to influence advertising effectiveness. All other things being equal, a page in a magazine of another size, within the range of sizes included in the study."

Hypothesis

On the basis of the objectives of the study, the following null hypothesis have been formulated:

- **HO**
  - The frequency of advertising copy does not change in different magazines over a period of time.
  - The headline of advertisement presented at the top of an advertising copy does not change over a period of time in different magazines.
  - The content type of headline of advertising copy does not change over a period of time.
  - The illustration of advertisement appearing in different magazines does not remain constant over a period of time.
  - The text of an advertising copy (i.e. price of product, functional aspect of product, product capacity to provide the satisfaction to consumers and identification) does not change over a period of time.
  - Importance of the straight selling copies has not changed over a period of time as compared to institutional and reminder copies.
  - The sub null hypothesis is that the use of colour does not change over a period of time.
  - The null hypothesis is that the size of advertising copy has not changed over a period of time.
  - The null hypothesis is that there is no seasonal effect on appearance of advertising copy.
Changing Pattern of Advertising in India

Advertising is the quickest, least expensive, and most effective media for communicating with the people. It helps people to find quickly what they want to buy them easily; it also educates people to make effective use of the products. Advertising is a dynamic activity and is constantly changing in response to changes in national and international business environments.

Objectives of Study

The main purpose of this study was to examine the changing pattern of advertising over a period of time. More specifically, an attempt was made to

(i) examine changes in the frequency of advertising copy appearing in different magazines;

(ii) study changes in headline, illustration, and text; and

(iii) study the changes in the purpose of the advertisement

Review of the Literature

A number of studies have been conducted in this area. Anastasi (1964) and Starch (1954,1961) showed that irrelevant, bizarre, or arty illustrations in advertisements may attract a good deal of attention but may not associate the illustration with the product name. Advertising may not be effective in projecting its message because of the incongruency between the illustration and the copy or the type of product (Bogard, 1969). Such incongruency seems to be present in many advertisements with sexual overtones and may be a factor in their low recall. Baker (1961) indicated that sexual illustrations, high attention - getting and sex as an element in advertisement, will arouse the immediate interest of both men and women. Rudolph (1947) found that advertisements featuring pictures of women were more often read by women and that those with pictures of men were more often read by men. Major Steadman showed “Brand names associated with sexual illustrations were less easily recalled than were brand names with non-sexual illustrations.” Grass (1969), Grass and Wallace (1969), and Grass, Winters and Wallace (1969) indicated that how well an advertisement communicates with a reader is related directly to how much of his attention it attracts. Grass (1969) and Grass and Wallace (1969) presented the results of a series of laboratory and field experiments which demonstrated that, with repeated exposures, advertisements first appear to gain effectiveness after which it begins to wear out. A Politz Survey (1969) for Look found that
incremental message registration decreases with the number of magazine advertisements. The first insertion produced an increment of 3.7 million readers. The second insertion brought an increment of 3.2 million readers and fourth produced 2.1 million.

Rochester (1959) studied 12 advertisements to find out the effect of repeated exposures to advertising. His conclusions were as follows:

(i) Before exposures 9.1 per cent of readers would buy the advertised brand. Three and one half days after one exposure, the figure rose to 11.3 per cent. Three and a half days after two exposures, 13.8 per cent would buy.

(ii) Before exposure, 29.2 per cent of the readers considered the advertised brand good on one or more features. After one exposure, 31.6 per cent thought so. Two exposures brought favourable responses from 38.2 per cent of the readers.

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The study of Starch (1959) shows that four colour advertisements pull approximately 50 per cent more inquiries than black and white. The conclusion was based upon data for coloured and black and white advertisements of the same size and for the same product appearing in different issues of the same publication.

Starch (1956) has also shown that colour produces better reading. Four colour advertisements of half a page drew 85 per cent larger audience than the same sized black and white space. This study also indicated that two colours (black and white and one other colour) do only slightly better than black and white, whatever be the size.

Gallup and Robinson (1962) made a study of advertisement in magazines of different sizes, small and large (Reader’s Digest, Life, Look, Saturday Evening Post), with respect to perception and recall of advertisements, communication of sales messages, persuasiveness, and related permanence of impression. They concluded that “... while there may be exceptions, under normal
circumstances, magazine page size does not appear to influence advertising effectiveness. All other things being equal, a page in a magazine of one size appears to have about the same degree of effectiveness as a page in a magazine of another size, within the range of sizes included in the study”.

**Hypothesis of Study**

On the basis of the objectives of the study, the following null hypotheses have been formulated:

- **H₀₁**: The frequency of advertising copy does not change in different magazines over a period of time.
- **H₀₂**: The subject matter does not change over a period of time in different magazines.
- **H₀₃**: The importance of straight selling copies has not changed over a period of time, compared to institutional and reminder copies.
- **H₀₄**: The use of colour has not changed over a period of time.
- **H₀₅**: The size of advertising copy has not changed over a period of time.
- **H₀₆**: There is no seasonal effect on the appearance of advertising copy.

**Research Methodology**

In order to analyse the changing pattern of advertising, advertisements relating to electrical consumer durable goods, namely refrigerator, fan, air cooler, radio and record player, water and room heater, electric toasters, mixer, grinder and electric iron, appearing in five magazines for the five-year period 1969-73. The Illustrated Weekly of India, Star & Style, Reader’s Digest, Dharmyug, and Saptahik Hindustan were studied. Since all magazines of the five year period could not be taken for study purpose, magazines of alternate years were selected. In this way, three year’s issues (i.e., 1969, 1971 and 1973) were selected for the study. Moreover, two points of time namely April-May and November-December in each year, were selected. This was mainly done to incorporate, if any the influence of winter (November-December) and summer (April-May) seasons on advertisements.

In case of weekly magazines, the first issue of each month of April, May, November, and December for each year was selected. There were twelve such issues for three years. The first issue of Star and Style a fortnightly magazine, was studied for this purpose. In all, four issues of Star and Style
were examined for each year for 3 years. The total number of issues selected for this fortnightly was twelve for three years. Each issue of Reader's Digest for the month of November, December, April and May for three years was selected for the study. Thus, the total number of this magazine was sixty.

The survey was confined to the old files of magazines available in the Punjab Agricultural University and the Punjab University Extension Library, Ludhiana. The general procedure was to turn pages of the selected issues of each magazine of selected month to identify the advertisements of electrical consumer durable goods. The details of each advertisement were noted down. No specific sampling method was employed, and all the advertisements were noted for this study. The total number of advertising copies drawn from all issues of five magazines for three years was 117. The details are given in Table 4.1.

<table>
<thead>
<tr>
<th>Magazines</th>
<th>1969</th>
<th>1971</th>
<th>1973</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illustrated Weekly</td>
<td>11</td>
<td>16</td>
<td>8</td>
<td>35</td>
</tr>
<tr>
<td>Dharmyug</td>
<td>11</td>
<td>28</td>
<td>20</td>
<td>49</td>
</tr>
<tr>
<td>Saptahik Hindustan</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>13</td>
</tr>
<tr>
<td>Star and Style</td>
<td>4</td>
<td>7</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>Reader's Digest</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>31</strong></td>
<td><strong>50</strong></td>
<td><strong>36</strong></td>
<td><strong>117</strong></td>
</tr>
</tbody>
</table>

Profile of Selected Magazines

Brief descriptions of the five magazines selected for the study are given below:

**The Illustrated Weekly of India:** This is a general interest English weekly. It contains articles of varied nature. This magazine is considered to be one of the best for national advertisements. It contains almost all types of advertisements pertaining to consumer durables and consumer non-durable goods.

**Reader's Digest:** The Reader's Digest is an international monthly, with a circulation more than 30 million. It reaches an audience of families on high economic and cultural levels. This magazine contains a wide range of topics and reaches people representing all shades of life.

**Dharmyug:** Dharmyug is a Hindi weekly magazine featuring articles, short stories and other features appealing to the general reader circulated...
all over the country.

**Star and Style**: Star and Style, published in English, is a fortnightly magazine containing mainly articles on the film industry. It also includes pictorial features and cartoons. This magazine is mainly preferred by teenagers and women.

**Saptahik Hindustan**: Saptahik Hindustan is a general interest Hindi weekly. It contains articles, fiction and special features appealing to the general readers.

**Results and discussions**

We shall now test the various hypotheses of the study.

I. **Advertising repetition and coverage**

The purpose of advertising copy is to remind potential customers and stimulate them. How much area should be covered by an advertisement and how many times must it appear in the same magazine or different magazines are the crucial problems. An advertisement repeatedly appearing in a magazine exposes potential and prospective audience repeatedly while the same advertisement appearing in different magazines covers a wide range of audience.

Many researchers are of the opinion that repetition of an advertisement in a magazine increases exposure of audience to advertisement and ultimately leads to better retention. Others are of the opinion that the same advertisement appearing in different magazines covers a large number of audience. This controversy has been examined by formulating the null hypothesis that the frequency of advertising copy does not change in different magazines over a period.

Table indicates that eight advertising copies of Bajaj appeared in 1969 in four selected magazines, namely the Illustrated Weekly, Star and Style, Reader’s Digest and Dharmyug. The repetition of Bajaj advertisement has been noticed in the Illustrated Weekly of India. Companies such as Kelvinator, Usha and Rallis advertised only in one or two magazines.

Advertising copies of Bajaj appeared in different selected magazines in 1971. The copy was repeated eleven times in Illustrated Weekly, Reader’s Digest, Dharmyug and Saptahik Hindustan as against eight copies in 1969. It was also clear that more advertising copies of other companies had
also appeared in different magazines compared to 1969. Singer, Kelvinator, Usha and NELCO placed their advertising copies in more than two selected magazines, indicating the increasing awareness for repetition and coverage in different magazines.

Bajaj produced seven advertising copies in Illustrated Weekly, Reader's Digest, Dharmyug and Saptahik Hindustan and followed a similar strategy in 1973 also.

Figures in Table shows that the null hypothesis that the frequency of advertising copies does not change indifferent magazines over a period of time is rejected. More advertising copies of Bajaj have appeared in all selected magazines, particularly in Illustrated Weekly. This may be due to the fact that the Illustrated Weekly is a consumer oriented magazine and reaches literate and higher middle and upper classes of the society who are potential buyers of electrical consumer durable goods in the country.

Frequencies of the appearance of advertisements of different durable consumer goods in different years also support the above findings. The details are given in Table

Table 4.2 Distribution of Advertising under Various Product Heads

<table>
<thead>
<tr>
<th>Product</th>
<th>1969</th>
<th>1971</th>
<th>1973</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refrigerator</td>
<td>3</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Fans</td>
<td>11</td>
<td>19</td>
<td>13</td>
</tr>
<tr>
<td>Air Cooler</td>
<td>2</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Radio and Record Player</td>
<td>7</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Water and Room Heater</td>
<td>-</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Electric Toaster, Chopper, Mixer,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grinder and Electric Iron</td>
<td>8</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>31</strong></td>
<td><strong>50</strong></td>
<td><strong>36</strong></td>
</tr>
</tbody>
</table>

It is evident that the number of advertisements appearing for different products varies from year to year. Moreover, the frequency of their appearance is also not uniform in all years.
Review of literature

No direct references were available for this type of study in India. However, a lot was reported from abroad. Baker (1961) published findings indicating that sexual illustrations had high-attention getting value and that sex as an element in advertisements aroused immediate interest in both males and females.

In his book Advertising, H.W. Hepner (1969) reported that “pictures of young people, on an average, do a lot better than those of older people.” In pictures, each sex prefers its own sex older, and the opposite sex younger. Also, women tend to ignore advertisements which feature men because they feel that they are not directed towards themselves although a large number of women will observe and read a men’s advertisement, than the other way round.” He further stated that “there is a chance of missing audience if wrong sex is used in advertisements.” He also found ads with no illustration received much less attention than those with it, and the larger the illustration, the greater the stopping-power.

Gallup and Robinson (1962) found that illustrations with dramatic elements of human interest were important in getting readers involved in an advertisement. They also observed that “one good human element is an emphasis on the private lives or events that people do not ordinarily parade in public. And that exaggerated expressions help to convey the idea more quickly.”

Starch (1954,1961) and Anartssi (1964) reported that “irrelevant, bizarre or arty” illustrations in advertisements might attract a great deal of attention but might not associate the illustrations with the product name.

Major Steadman (1969) reported that brand names associated with sexual illustrations were less easily recalled than were brand names with non-sexual illustrations in their advertisements.

Edward Bole indicated that pretty girls are popular in advertising. If the girl is truly beautiful, has character and youth’s eager interest in life, she is bound to catch and hold attention. Sentiments, romance, sex, and courage never die.
Corporate Advertising for Image Building

Advertising is the most commonly used and effective method for conveying the personality and building the image of the company. With its help it is possible to reach the desired public at the preferred time and in the chosen form. Many companies conduct advertising campaigns to promote the company as a whole not only to increase the sales of particular products or brands, but also to generate a favourable disposition towards the company.

An image can be defined as all ideas and visual symbols which are associated with or suggested by mentioning a company. Visual symbols communicate much faster than word descriptions because they involve less mental effort than thinking in terms of words.

Persuasively presented ideas are important because they influence every facet of the company’s operations presently and in the future. For instance, the image of a company in the minds of its public can influence the company’s ability to function effectively and efficiently. The image can make the financial community aware of the company and enhance its prestige. It can also broaden the ownership of the company stock by impressing investors with company’s capacity for future growth.

One of the objectives of a company should be enhance its public image i.e. to secure the goodwill of public. The company must also be given credit by the public for its contributions. Otherwise, the company has failed to achieve its public relations objectives. The company must inform its public that its contributions serve the public welfare and promote the interests of its employees, shareholders, consumers, and the government.

Employees must be told about the company’s contributions to education, health and social-welfare activities, and employer-employee relations through brochures, articles in employee periodicals, bulletins, broad notices, employee meetings, presentation ceremonies, and oral communication. The opinion leaders of a company determine, to a very large extent, the company’s ability to attract employees and executives of the necessary calibre. If the company’s reputation is unfavourable, it will face several problems generated by hostile and non-cooperative attitude of other companies in the industry.
The community must be convinced that the company’s contributions are helping the people towards improvement in education, social welfare, cultural activities and health facilities. Press releases, radio and T.V. announcements, and speeches by executives are used for informing the community. Most companies are trying hard to maintain a favourable public image for protecting their franchises and dispelling erroneous impressions held by different segments of the population. The aim of corporate advertising is to extend already developed consumer loyalty from one brand of the company to another and to pave way for a favourable public reception of new products marketed by the company.

Shareholders should be kept informed about the investment, returns, financial soundless, and credit rating of the company. A very important reason for maintaining a favourable corporate image through advertising is to protect the company from unnecessary harassment by the government which has become acute in recent times.

The present paper aims at studying the image-building efforts by some Indian enterprises. It will focus on the image-building efforts through corporate advertisements alone.