Recall - Recognition Complementarities: Assessing the Role of Traditional Media as Catalyst in Modern Advertising.

Introduction:

The real world of stimulus (the ad) - response (the action of the target) is complicated to measure because human reaction isn't always predictable and because people are rarely exposed to a stimulus in a vacuum. Well-designed media research can, however, identify whether an ad has the elements that should make it effective in the marketplace as well as determine what and how it communicates" (McBride, 2007). Both recognition and recall are techniques that dredge memory for traces of awareness of an advertisement or brand, but recognition is direct technique while recall approaches the memory indirectly. In other words, recognition is the term for trying to access a memory of something by prompting with that concept: so a prompt using the actual advertisement, trying to access any memory of having seen it before, is searching for recognition. Recall is the term used when one prompts with a brand name while looking for feedback on the memory of the advertisement: or consciously prompts with the unbranded advertisement while looking for the feedback on the brand that is being advertised. In 1932 Daniel Starch started to measure the recognition of print advertisements. Starch was followed by Gallup and Robinson, who adopted Starch initial recognition measure to a recall measure for television advertising (Biel, 1993). The media may play two roles in consumer information processes (Solomon 1986): 1) market simplification (by covering some products and not others, the media may reduce the number of alternatives considered by consumers) and (2) market guidance ( by evaluating products, the media may influence the alternatives selected by consumers). Consumers face a vast number of advertising messages each day, from many different media. Some advertisements are able to attract full attention because of their relevance or interest. Others are processed
with varying degrees of incomplete attention, whatever the medium. These can still be very worthwhile to the advertiser, in adding to the complex of images, emotions and knowledge in a consumer’s mind, which influences purchasing decisions. Television imposes little or no barrier to paying attention, because it doesn’t require much work. The entertainment of the commercial often enables it to avoid the potential hurdle of mentally switching off if the product is of no relevance. Then viewer is accepting that ‘This is fun to watch’ rather than ‘This means something to me’. Thus viewers may happily attend to an advertisement in an irrelevant product category if the commercial is entertaining enough, thorough connections can be made with the reader’s existing experience, attitudes and plans. The knowledge and impressions derived from the ad can be interpreted and translated through the filter of the reader’s own requirements, and this anchors them in the mind. The will to read an ad is easiest to secure if the product is already of inherent interest, but all ads can draw attention through the strength of the creative work, even if the product is initially low-interest (Consderdine, 1996). The novelty of ads and the unexpectedness of the information given its context often lead to increased attention because the ad is perceived as innovative and interesting (Goodstein 1993). An ad that contrasts with its environment, for example, in terms of style stimulates attention (Juntunen, 1995).

Conceptual framework and literature review:

Anderson and Bower (1972) suggest memory may be viewed as a set of interconnected nodes. The node stimulation will enhance memory because of a spreading activation from the cue. The level of recall and recognition can be influenced by the strength of association between the node influences (Leigh, Zinkhan & Swaminathan, 2006). Recall measurement require verbal proof of advertising exposure. The traditional criticism against recall vis-à-vis
emotion that feeling advertisements, advertisement with high emotional content that are expected to evoke emotions, will penalized by recall compared to think advertisements is based on this requirement of verbal proof (Mehta, Purvis, 2006). Krugman (1977) hypothesized that because of recall was a verbal / left brain activity and television advertising was largely a right- brained function, recall for television advertising would be penalized by the recall measure. Thorson and Friestad (1989) addressed the issue of recall and emotional advertising; they concluded that the greater the emotional intensity in a television commercial, the more likely recall was to be higher. Thorson (1991) noted also that the intensity of consumers' emotional responses influenced attention, advertising and brand liking and learning. Ambler and Burne (1999) also found that the affect (emotions) enhances long term memory of the television commercial and the advertising with higher affective components have better recall following a single presentation. G&R analysis (1970) recommends that commercials that are better audio visually synched achieve better recall levels, in fact, highly emotional commercials perform even better when sight/sound synch is above average. And suggest that television commercial with highly emotional execution were, in fact, not penalized compared to rational commercial when the emotional executions have adequate audio/ visual synchronization.

Along with components like graphic dominance and headline length, products themselves can have an impact on advertisement recognition. Products can affect audiences based on the brand’s perception. Marketing communication and product experiences play significant roles in influencing consumer preferences and behaviors (Narayanan, Manchanda & Chintagunta, 2005). According to Leigh (1994), “The headline has long been considered to be the most important part of a print advertisement. Its primary function is to get across key selling points to desired prospects in a manner that attracts attention and stimulates them to give serious consideration to the product. A number of different headline factors are believed to sway
In the past, headline factors that have been studied include the number of words, the number of lines and type size, the psycholinguistic characteristics and the use of rhetorical resonance. Shorter headlines were found to have higher recognition (Leigh, 1994). Another component in the print ad is the graphic element. The goal of the graphic is to facilitate quick and easy comprehension of the printed words. There are many ways graphics can be used. Graphics can also demonstrate the benefit of owning or using the product. Larger graphics normally have higher ad recognition. According to Conover (1995), quite often art can be used much more effectively than words to demonstrate features of a product and how it is made and works. According to Holbrook and Lehmann (1980), print advertisements generate healthy levels of recognition through proper designing of graphic, headline and message design.

In television recognition level is lower than print because television viewer can’t extend exposure to a commercial beyond the number of seconds allotted to it. The timing of exposure is chosen not by the viewer (where different viewers would prefer to choose different lengths of exposure according to their respective needs and interests, just as with print ads) but by the advertiser and agency. The viewer cannot instantly replay the commercial to understand it better by resolving some unclear aspect of it, or to use it as an aid to working out its implications.

With magazines, by contrast, the reader is in full control of his or her exposure. Exposure can be extended as long as the reader wishes. An ad can be studied in as much depth as desired. Magazines allow readers to extend the mental work they choose to do when looking at an ad. It can be re-read to resolve any unclear aspects, or to work out the implications to one’s own circumstances of what the advertiser is saying. The consequence of putting in this extra
Advertising recall is one criterion to measure a print ad’s effectiveness. A principle advantage of the recall method is its objectivity (Wells, 2000). Advertising recall can be measured by calculating the people who recognize the advertising effort at a later point in time (Stapel, 1998).

According to Wells (2000), Recall scores reflect the advertisement’s ability to register the sponsor’s name and to deliver a meaningful message to the consumer. In addition to these two important characteristics, recall scores are more objective and therefore more trustworthy than recognition scores. Recall and recognition have similarities from a conceptual and an empirical standpoint. Both recall and recognition can be attributed to a class of methods developed to assess the level of awareness of stimuli presented at an earlier point in time (Leigh, Zinkhan & Swaminathan, 2006).

In the same way each media are also correlated to each other. Pip Hainsworth, marketing director at contractor Clear Channel Outdoor, says: ‘There has been a lot spoken about TV being the most effective medium, but when we dig deeper and look at everything on a level playing field, outdoor is a central part of the media mix. It enhances TV, press and direct marketing.’ She accepts that press appears to perform best for retailers, but believes that with newspaper circulations in decline, advertisers are being forced to look to alternative media for campaigns (lexis Nexis 2009). Given the mass appeal of television and its laid back nature (Van Dan Brouck, 2005) it is suitable advertising vehicle for all types of product categories. The simultaneous exposure to the television program and the banner, the context of banner advertising is likely to have greater impact on the advertised brand than conventional advertisement. Taking as a base for comparison the people who saw the TV commercial
twice, the people who saw the magazine ad followed by the TV commercial got more out of the commercial. They paid greater attention to the soundtrack, the visual elements and the brand name. They also had more thoughts evaluating the brand, and more thoughts evaluating other aspects of the commercial. In addition there was greater brand name recall, and greater recall and recognition of brand claims. Evidently print had made television work harder. A similar picture emerged when television preceded magazines. On who saw the magazine advertisement twice, the people who saw the TV commercial followed by the magazine ad got more out of the magazine ad. They had more thoughts evaluating the advertising and more evaluative thoughts of other kinds. They also had greater recall of the brand name and of the brand’s claims. Advertising delivered in two different forms, with their different ways of communicating, is evidently more stimulating than receiving advertising in one medium only. Gordon Hamilton opined that traditional advertising has been used very effectively to inform people and promote virtually every type of business and products and attract attention of people going about their daily routine. He also opined that traditional advertising is not dead; the result is that not everyone has access to the internet or ever tv and radio on daily basis. This means that there are still a great many people in this world who are most likely to be reached through one of traditional form of advertising.

Advertising was the single most important feature in making a brand famous, as an influence, it outstripped in importance other influences like brand performance, global presence or even longevity. Television advertising is the advertising that drives fame, Claire Beale wrote television is still the most powerful hearts and mind ad medium, and concluded that television advertising as an advertising medium is far from dead.
**Statement of the problem:**

Going through the literature review we found that recall and recognition have same important to create positive mental picture to the consumers’ mind and recall and recognition are complementary to each other. Recognition and recall are also important component of effective advertising. the impact of different media over recall and recognition are also different. The debate is centered around which group of media has edge over the others in terms of advertising effectiveness while accepting the notion about their effectiveness in this regard. But it ignores the mutual interdependency and nature of interdependency between the two category of media i.e. electronic and traditional media. In the present study we have taken the same issue for systematic investigation to find out the mutual interdependency and its characteristics in a particular region of India having its own unique socio-economic and cultural features. In this sense, our basic question is whether the traditional media has primary or secondary role, or supplementary and catalyst role in advertising effectiveness.

**Methodology of the study:**

The study is based on the primary data collected through canvassing of the structured questionnaire on the respondents from Cachar district of Assam, India.

Regarding the data collection our basic units of data are individuals. Individuals have first been chosen deliberately as respondents from urban and rural segments and gender wise to assess their exposure level over different media, awareness level and the interest level towards advertising. Data were first collected using convenient sampling method and the same set of collected data was used for selecting final set of data using random sampling method for the present study.
Data were tabulated in a two matrix form using two dimensions: exposure level under the categories of high, medium and low socio-economic status of respondents region wise and gender wise; and under high and low level categories of awareness, recall and recognition. The data analysis was done by using comparison between different categories of data.

**Summary statistics:**

In the present study we have collected 320 data. Out of these 291 data we have collected randomly. After then we have calculated the exposure level, interest level and awareness level of the respondents and derived as high, medium and low. The respondents who are exposed over different media considered as high, persons who are high exposed some of the media but not all the media considered as medium and the person who are less exposed over all the media are considered as low, in the same way we have counted awareness and interest level in terms of recall and recognition. The respondents of different exposure levels are presented in table no-1.

**Results and discussion:**

Table no-2 replace here.

In the above table represents the different level of exposure like high, medium and low and their relationship with different components of exposure like awareness, interest level expressed by recall and recognition value. We have considered this relationship on the basis of gender and rural urban categorization. In the gender category, the percentage of male exposure level is high at 64%. Within the high exposure level, 95% of the respondents were found highly aware of advertisements and their contents. However, when we compare the interest level we see that percentage of recognition is more than recall. In middle and lower exposure level of the same group, the percentages of high awareness levels were estimated at 87% and 62% respectively. Concerning the recall and the recognition we found same result
that the percentage of recognition level is high than recall. So from the above results we can
draw a general conclusion that recognition level is high than recall in high exposure groups.
The most likely reasons could be the respondents’ high exposure to the motion and static
advertisement media together and this is verifiable with the data relating to respondents
exposure to the different media. It is obvious in the sense that people when asked to recall
features on an ad without any visual support have perform lower at that point but when they
are supported by visual ad copies, their recognition level were found high. This is supported
by theoretical research findings also that suggest that visual cues penetrates to the long term
memory and retrieve more accurate matching than the auditory or conceptual cues which has
potential rich to the short term memory mostly. In medium and low exposure groups though
respondents are moderately and low exposed over different media within this specific
exposure level they can put more concentration toward ad that is why their recognition level
is high but due to less availability and exposure to the different media, especially the print
media and billboards, their recall level is found low.

In female we found that the percentage of different exposure levels are 52%, 37% and 11%
respectively and out of these exposures the percentage of awareness are 85%, 77%, 73%
respectively. The interest level expressed by recall and recognition, we have seen that the
percentage of recognition is high within high and middle exposure groups. But recall is
higher than recognition in low exposure group. It indicates that the high exposure level in
female due to high spare time and availability of different media they are fully exposed in ad
so they can easily recall the ad but with help of visual cues (ad copies) they recognized more
than recall. But in the middle exposure group their exposure level is moderate. It may due to
the limited availability of print and outdoor media. But within this limited availability they
do concentrate more on it. Therefore, their recognition is high than recall. In case of low
exposure group in females we found their recall level as high in comparison to recognition at
the same time their recall and recognition levels are lower than other two groups. This result can be explained with the help of the fact that their exposure level is low in terms of multi-channels TV media, outdoor media and print media and these results into the lower exposure value. This also explains the lower value of recognition in comparison to recall. On the other hand due to low exposure level in outdoor media and almost nil in print media and reasonable exposure level in TV, their recall is comparatively higher than recognition.

When, we see the response of the rural consumers we found three different levels of exposure i.e. 62%, 31% and 7% and out of the exposures of the respondents the percentage of awareness were 91%, 87%, 62% respectively. The interest levels expressed by recall and recognition, we have seen that the percentage of recall is high within high and low exposure groups. But recall and recognition level is same in the middle exposure group. It indicates that the high exposure level in rural respondents due to limited number of media for use to the large number of respondents their exposure is in one sense more concentrated as well. Therefore, they can easily recall the ad but on the other hand less availability of outdoor and print media they cannot recognize the ad easily most of the time. But in the middle exposure group their exposure level is moderate. It may due to the limited availability of print and outdoor media in rural area. Nevertheless, within this limited availability they do concentrate more on it and though moderate exposure they can recognize and recall the ad in same way. In case of low exposure group in rural area we found their recall level as high in comparison to recognition. This result can be explained with the help of the fact that their exposure level is low in terms of multi-channels TV media, outdoor media and print media also and these results into the lower exposure value. This also explains the lower value of recognition in comparison to recall. On the other hand due to low exposure to outdoor media and almost nil in print media whereas reasonable exposure to TV their recall is comparatively higher than recognition.
The percentage of urban exposure level is high at 58%. Within this exposure level, 93% of the respondents were found highly aware of advertisements and their contents. However, when we compare the interest level we see that percentage of recognition is more than recall. In middle and lower exposure level of the same group, the percentages of high awareness levels were estimated at 83% and 82% respectively. Concerning the recall and the recognition we found same result that the percentage of recognition level is high than recall. So from the above results we can draw a general conclusion that recognition level is higher than recall in high exposure groups. The most likely reasons could be the respondents' high exposure to the electronic (motion or dynamic in nature) and traditional (static in nature) advertisement media together and this is verifiable with the data relating to respondents exposure to the different media. It is obvious in the sense that people when asked to recall features on an ad without any visual support have performed lower at that front but when they are supported by visual ad copies, their recognition level were found high. This is supported by theoretical research findings also that suggest that visual cues penetrates to the long term memory and retrieve more accurate matching than the auditory or conceptual cues which has better rich to the short term memory in most of the cases(Atkinson and Shiffrin,1968; Waugh and Norman, 1965; Healy and Mc Namara, 1996). In medium and low exposure groups though respondents are at moderate or low exposure level over different media within this specific exposure regime they can put more concentration towards ads and that is why their recognition levels were high but due to less availability and exposure to the different media, especially the print media and billboards, their recall levels were found low.

**Conclusion:** Replace of table no-3, 4 and 5 here.

Analysis of data, tabulated above, show that exposure to different media has positive correlation with recall and recognition which is also found statistically significant. With
decreasing exposure level recall and recognition both decreases as well but fall is larger in recognition than recall. It was also found that recall power is lower than recognition in different categories of respondents across the board. It is natural and supported by standard advertising theories as recall is based on memory unaided by other means while recognition was tested using ad copies. Ad copies help respondents’ taking cue to their long term memory (LTM) to retrieve and match ad copies with the existing memories about the ads based on their level of exposure to different media. This is also supported by theory that our memory is most probably use images and pictures to a store it to the long term memory (LTM) as well as take help to bring it back to the short term memory (STM).

It is interesting to see here that despite maintaining moderate or high TV exposure (multi channels) in different categories of respondents in different levels of exposure the fall is highly correlated with falling recall and recognition. Though, recall was falling at a slower rate than recognition but both have shown substantial fall in the lower exposure category (overall). It shows that falling exposure level to other than TV media has material impact both on recall and recognition capacity despite the moderate or comfortable TVs exposure level. Therefore, high exposure levels in TV media not very helpful in compensating fall in other media exposure. It appears that TV media has crucial role in initiating and creating interest in ads but strategic role of sustaining and promoting interests in ads is due to the other media exposure viz., print ,outdoor, in-store display etc. In this sense outdoor and other media including in-store display has catalyst role for TV media created ad interests and recall at the point of purchase. Thus in one sense electronic media advertising effectiveness gets support from static and outdoor media in this regard while static media gets supports introducing the ads to the respondents through the exposure of the respondents to this media. Results can be well acquainted with the help of the table no-5 given along with other two tables (no-3 &4) presented above.
### Table no-1

<table>
<thead>
<tr>
<th>Exposure level</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>119</td>
<td>54</td>
</tr>
<tr>
<td>Medium</td>
<td>54</td>
<td>39</td>
</tr>
<tr>
<td>Low</td>
<td>14</td>
<td>11</td>
</tr>
</tbody>
</table>

Table-2

**The Relationship between Exposure and Other Components of Advertising:**

<table>
<thead>
<tr>
<th>Exposure level (%)</th>
<th>Male- high expo (64)</th>
<th>Male- medium expo (29)</th>
<th>Male- low expo (7)</th>
<th>Female- high expo (52)</th>
<th>Female- medium expo (37)</th>
<th>Female- low expo (11)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High (%)</td>
<td>Low (%)</td>
<td>High (%)</td>
<td>Low (%)</td>
<td>High (%)</td>
<td>Low (%)</td>
</tr>
<tr>
<td>Awareness (with the help of scheduled questions)</td>
<td>95</td>
<td>5</td>
<td>34</td>
<td>66</td>
<td>36</td>
<td>63</td>
</tr>
<tr>
<td>Judging awareness</td>
<td>85</td>
<td>15</td>
<td>90</td>
<td>10</td>
<td>46</td>
<td>54</td>
</tr>
<tr>
<td>Recall (with the help of scheduled questions)</td>
<td>77</td>
<td>23</td>
<td>85</td>
<td>14</td>
<td>32</td>
<td>69</td>
</tr>
<tr>
<td>Judging interest level</td>
<td>85</td>
<td>15</td>
<td>90</td>
<td>9</td>
<td>56</td>
<td>57</td>
</tr>
<tr>
<td>Recognition(with the help of questions supported by ad copies)</td>
<td>77</td>
<td>23</td>
<td>85</td>
<td>14</td>
<td>31</td>
<td>69</td>
</tr>
<tr>
<td>Judging interest level</td>
<td>77</td>
<td>23</td>
<td>85</td>
<td>14</td>
<td>32</td>
<td>69</td>
</tr>
<tr>
<td>Exposure level</td>
<td>Recall</td>
<td>Difference within recall (column)</td>
<td>Recognition</td>
<td>Difference within recognition</td>
<td>Recognition - recall (net impact)</td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>--------</td>
<td>----------------------------------</td>
<td>-------------</td>
<td>-------------------------------</td>
<td>----------------------------------</td>
<td></td>
</tr>
<tr>
<td>Urban high expo (58)</td>
<td>93</td>
<td>7</td>
<td>24</td>
<td>76</td>
<td>37</td>
<td>63</td>
</tr>
<tr>
<td>Medium expo (32)</td>
<td>83</td>
<td>17</td>
<td>33</td>
<td>67</td>
<td>45</td>
<td>55</td>
</tr>
<tr>
<td>Low expo (10)</td>
<td>82</td>
<td>18</td>
<td>24</td>
<td>76</td>
<td>29</td>
<td>71</td>
</tr>
</tbody>
</table>

Table 3: Recall - Recognition Variance and Ad Exposure Levels

Source: survey data
**Table-4**

**Percentage of Low Exposure Level over Different Media**

<table>
<thead>
<tr>
<th>No of exposure respondents</th>
<th>Print media</th>
<th>Television media</th>
<th>Market exposure (by own or with others)</th>
<th>Market exposure (same store or different store)</th>
<th>Product exposure level</th>
<th>First time exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>44 out of 291</td>
<td>100% low</td>
<td>56% high and 44% low</td>
<td>100% low exposure</td>
<td>100% low exposure</td>
<td>95% low and 5% high exposure</td>
<td>90% low and 10% high exposure</td>
</tr>
</tbody>
</table>

*source: survey data*

**Table -5**

**Recall- Recognition Variance over Low Exposure Level**

<table>
<thead>
<tr>
<th>Exposure level</th>
<th>Television exposure (high)</th>
<th>Recall</th>
<th>Recognition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low 5</td>
<td>28 (63%)</td>
<td>9 (32%)</td>
<td>3 (11%)</td>
</tr>
<tr>
<td>Low 5</td>
<td>28 (63%)</td>
<td>19 (68%)</td>
<td>25 (89%)</td>
</tr>
</tbody>
</table>
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INTRODUCTION

Past or present, the core relationship of the businesses has remained the same—the propinquity of interaction between
the producers and the consumers within the mechanism of a marketing set up (Calkins, 1905. Longman, 1971. Nevett,
1982). These two are the main players and unless or until this relationship exists and exists in a mutually beneficial and
satisfying manner, it is doubtful that any such system called as: Production-Exchange-Consumption flow sustain
itself. Moreover, this relationship over time has expanded so greatly that remoteness in-between the two has become
highly incomprehensible or even intangible. Which substance or system does really help it to maintain closeness
between the said two? In other words, what makes marketing a meaningful engagement? Obviously, it is
ADVERTISING. Advertising from its earlier days served to inform, persuade, and remind consumers just as it does
today. But it was less pervasive than today because of the limited media and the limited number of goods available for
advertising and promotion as exercise and recreation. Advertising is exercise. It is some thing you need and it provides
long-term benefits, but it is awfully easy to either cut or postpone because there is no immediate penalty for not
exercising… (Nevertheless), if you want your brand to be fit, it is good to exercise regularly (Lawrence, 1991).
Advertising is the tool that has helped and is still helping businesses to bridge the gap of spatial distribution and span of
production and final consumption. It is indeed a widely dispersed relationship.
Commercial revolution followed the industrial revolution; revolution in science and technology, more particularly in
communication and informatics; and transportation, all reflected on to the social structures, norms and values in tune
with the changing production-distribution-consumption system and this further resulted into an elaborated form of
multifaceted business connectivity.
The essential outcome of the above development has been the advent of reformed consumers. This mutation buoyed
out the consumers into personalities from the simple state of plain persons or simply socialized bio-organism. The
basic motives, consequently, have shifted dramatically from to remain alive to make a living out of the life. In other
words, a person emerged as a choice making and options searching social personality in place of merely a socialized
bio-stuff.
Markets now-a-days are all flooded with inexhaustible range of products—specializing in all sort of peculiarities,
differentiation, and segmentation. Differentiation, segmentation and other value added specializations are a vivid
testimony of the market’s response towards the emerging personalities among the plain consumers in the market. How
did the business across the region and the societies remain firm against such emergence within the market structure? It
is through advertising, is still the valid answer. But how does it work nevertheless?
Advertising is all about communication, communicating about the products—goods and services—with all the
constituting properties and qualities thereof in an effective and magnificent way. Advertising is the chief informer;
impression creator; impression sustainer; interest generator and also the supplier of the virtual experiences about the
product for making a long term feel about the products and the producers (Kotler, Phillip, 1984). By bringing products
and the producers and the properties and attributes of the products in the cognitive range of the consumers, infact, does
the magic. The feel, which is the result of lasting cognition and recognition about the products, is the base of a long-
term relationship. It is the feel and the recollection of the feel is the basic sign of living relationship between the two
most basic players in the market. The cognition, recognition and the knowledge of all these intricate elements of
relationship is the ultimate job and the challenge for a creative advertisement (Wright, 1980., Hastak & Olson, 1989.,
Sauser, Dickson & Lord, 1991). We are born with an in-born feel of urges called instincts, but at the same time, we feel

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the inner urges also by interacting with the world of material surroundings along with the social structures grown out of these interactions, which is behind this sustaining relationship. Thus, not only do we learn about the world with all these inherited potentials, but we also know the inner potency by knowing the world outside the self. The knowledge and the feel of it is the evidence that a relationship definitely exists between the world - both social and material- and the self uniquely stringed together without any exception. Therefore, what do we know, how do we know, what is knowing and what is the known, who does actually know and what constitutes the sign of knowing, why and how do we recall, what is recognition, what constitutes consciousness and subtlety about it, what is urge and how do we cognize deeper layers of it, what does really explore the personality within a person, what creates a market relationship with the unexplored kingdom of wants and desires are some of the questions that the modern advertising is presently preoccupied with (Feick, Park & Mothersbaug, 1992). Are the answers and the breakthroughs in modern advertising the only source of timely solutions to the challenges of modern material culture, or can we also find some solutions in-roots of classical wisdom, as the source of and the fresh air in the present day's advertising wisdom?

THE IN ROOTS OF ADVERTISING WISDOM

THE PERSON AND THE PERSONALITY

Perhaps, that personality which is the most fully integrated with those persons whose lives are devoted to one and all consuming altruistic purpose in which bodily powers, mental energies -including all the instincts and emotions- and spiritual aspirations find themselves in full expression. (wheatherhead, 1952., Kernan, 1968., Kassarjian & Sheffet, 1991., Plummer, 1985., Albanese, 1990.) The observation made above clearly defines the person, the personality and their duality as well as homogeneity. Personality is the emergence within a person in the form of bodily, mental, instinctive and emotional energies on to them and also from them. Body has power; mind has power; instincts and emotions have power and in reality, all the powers combined together is the potency that we call as a personality in a person. In other words, the under current potency (as mentioned above) produces a particular thought and feel process: a flow of short-term and long- term memory and recall process, and also the pattern of behavior towards the life processes outside. But what is this power or potency all about? It is power or capability or potential to reach out to the matter and the material culture outside the self. It is also about getting stimulation and experiences of it and schematization of all these experiences make cognition possible and also sustain it to express them in the form of observable behaviors outside. Comparing, correlating and recollecting them while systemizing the whole are the other nouns of the same powers or potencies. And, moreover, the majestic way of connectivity among all the powers coming out and regressing back in a very orchestral manner is the real potency of a personality. It is the internal world where the genuine personality resides or the real person dwells (Wilkie, 1994, Hall & Lindzey, 1987, Kassarjian & Robertson, 1991, Tiong & Dolich, 1980, Schaninger & Sciglimpagalia, 1981).

Stimulation of the internal matter or the intelligent matter by the outer world - material and non- material - is the process and the cause of inner experiences and schematization of the involved experiences is that whole which forms cognition, and cognition in total is the root that sucks the vitals and fruits and the result is: the knowledge. According to Wilkie: because of the incredible speed of the perception process, it is very difficult to break it down into discrete stages. There are, however, three basic functions that are contained in the definition of perception…sensing a stimulus in the external world, selecting and attending to certain stimuli and not others, and interpreting the stimuli and giving them meaning (Wilkie, 1994). The 'meaning' here is the working knowledge and the starting point for a more complete knowledge.

The performing knowledge does explore the centres of power or potency of the personality mentioned above which is expressed in actions and behaviours that set a pattern of responses from all of the living creatures which are the sign posts of the personalities within persons. Now, it is all very obvious that in every walk of life, we are part of and also very much interested in the world of behaviour which are expressions of the inner self. It is widely applicable in the case of business people also. It is also very much true of the business in general, since this awareness and control over the subject gives them favorable results. But at the same time, favourability or unfavourability matters only when there are some short behavioural responses present there. This expression of outside behaviour is the result of stimulations and if stimulations are in the desirable and expected direction, we are always feel interested in those stimulations. But the real challenge that lies here is the requirement of close proximity encounter of the stimulus, the
Antahakarana is made up of manas, buddhi, ahamkar and citta (Sachdeva, 1978). However, majority of them which knowledge particles may make the whole inference either not possible or hazy of any particular value.

The Lesson is clear: Mind has three enroots which it uses in sucking the knowledge particles or data. These are the constituents the mind as a whole (Bernard, T). These three aspects, i.e., manas, buddhi, and ahamkar.

In Vedanta, the term buddhi (intelligence) constitutes the mind. In that sense buddhi is the substance which is the potency of a person. This expresses itself in the consumption behaviour of the consumers. Wherever it resides, we are interested in it as it is the substance which is the potency of a person. This expresses itself in the consumption behaviour of the consumers. When this aspect of mind is not satisfactorily satisfied, it is not possible to address the consumer's needs. Therefore, businesses must have this knowledge and knowledge about the knowledge process in the target audience so as to act intelligently to create and sustain the knowledge and the knowledge process in favour of itself.

THE KNOWLEDGE AND THE KNOWN

Knowledge is the basis of rational and intelligent activity. It is because of knowledge that all living beings are able to react (interact) with the environment (successfully or unsuccessfully). Every system of thought believes that knowledge is either the nature or a quality of the self (personally) acting through the mind, reaching out to the objects and making them known to the self (personality) (Aitareya Upanisada, 3, 5, 2. Saraswati, C., 1980). Inference is to mediate knowledge, while perception is immediate knowledge. Perception apprehends present and near objects, while inference apprehends past, future and remote objects as well as present and near objects (Nyayasutra (Gautama), Jivananda, 1919, Nyayabhasya (Vatsyayana), Jivananda, 1919).

In the Indian system of thought as depicted above agrees with full of scope for controversies - that the mind is the instrument of knowledge which is collected by it when sense organs are connected with the environment and get stimulated and trapped by the instruments called 'mind'. Socrates also makes a sharp distinction between sense and reason. There is the confused manifold of sense and against this there is the colourless, shapeless, intangible realm of alone (Phadrus, 247c). Again, Socrates points out that knowledge is not in the impressions of the sense but by reflection on them (Theaetetus, 186d). The Greek mind in general accepted the pure receptivity of mind in receiving the objects of knowledge: Senses reveals ...the object in the constant flux, and intellect reveals the ideas. Knowledge is always being something (Theaet, 167b); the apparent self-contradiction of sensation disappears if we make sufficient analysis of the whole perception. The same thing does not differentiate between the sense, in the same respect, at the same time, under the same condition (Warrington, 1956 on Aristotle's Metaphysics); and knowledge no doubt begins with perception, but without rational judgement there can be no knowledge (Stoicism (in Masih, 2006). If it (mind) is the instrument, then something else is rather to receive, reserve, relate, infer and recollect at the time of need. However, western philosophy and the psychology assert that the very mind is the ultimate surface where knowledge is imprisoned, stored and acted through organs. We are not interested here in the east-west controversies on the subject; rather our aim is to proceed further for a more deeper insight here for the subject under study. Whether knowledge resides in the mind or more deeper surfaces called the self (or Atman). Wherever it resides, we are interested in it as it is the substance which is the potency of a person. This expresses itself in the consumption behaviour of the consumers. Most schools of Indian thought agree that mind is composed of three vehicles- the thought vehicles (manas), the ego vehicles (ahamkar) and intelligence vehicle (buddhi). In Vedanta, the term antahokarana has been used for the mind. Antahkarana is made up of manas, buddhi, ahamkar and citta (Sachdeva, 1978). However, majority of them which includes thinkers like Vijana Bhiksu and Radhakrishna seem to support the view that citta is composed of manas, buddhi, and ahamkar. These three aspects, i.e. buddhi, ahamkar, and manas, constitute the mind as a whole (Bernard, T (Sachdeva, 1978.). In that sense citta is the mind.

The Lesson is clear: Mind has three enroots which it uses in sucking the knowledge particles or data. These are the thoughts, the ego and the intelligence. All the three together analyse the data and infer the meaning and store the same for the future retrievals at the time of need. Any infringement in any parts of the three enroots or the process of flow of knowledge particles may make the whole inference either not possible or hazy of any particular value.

It is the Buddhi (the intelligent vehicle) that recognises, or disseminates and determines. As such, it is the basis of knowing, feeling, willing and resolving (Kathopanisad, Mundakopanisad, Brihadaranyaka) unlike buddhi (intelligence), in ahamkar (ego vehicles) there are no decisions, no discrimination, no conception. Its function is to test reality and it is satisfied with things as they are in the interest of the individual organisation as a whole. It arrogates to itself the experience had by the mind (the manas) and passes it on to the buddhi (the intelligence) for the purpose of

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determining it. The third one, the manas (the thought process) is the seat of responsible conscious activity, and directing power behind all actions contrary to ahamkar. It carries the function of rationalization. Unlike buddhi, it can perceive but cannot conceive. It is the seat of desire and function in association with sense organs. And thus, it is the collective organs of sensation between karmendriya (action organs) and jnanedriya (knowledge organs) (Vasishisutra, Upaskar (onVS), Prasastpadbhasya, Tarkabhasa, Tarkasamgraha).

Therefore, the thought vehicle (manas) is the mediator or intermediate circuit between the senses and the seat of intelligence and in that, the world of material culture enters the thought process and continues to flow into intelligence, and it appears that this is finally reflected on the citta matter which in western philosophy is actually the mind matter and the same is reciprocated back through the same root in the form of our mundane behaviour out side. And more importantly, it is the ahamkara (the ego) which works as the centre of gravity within the citta (or mind) which holds the personality or feel of it within each of the person or living creatures. Whatever the forms of creature; however the noises, however the compressing and testing time may there be, this gravity works and holds the personality uniquely in each individual. This gives knowledge the union of the knower and this knower gives the meaning both to the known and the knowledge.

**CAN WE FIND ANY BUSINESS HERE?**

Yes, it is the thought vehicles (manas) and the ego vehicles (ahamkara) that we are having the great hope for the business and the practices of it. Thought gives raw feel which makes intelligent feel or knowledge: knowledge about the present state of the self, comparison for the past and expectation for the future. It is also about dissatisfaction and urges. Ahamkara (the ego) on the other hand concretizes the feels further, make it personalised, potent and enduring, and makes the citta (mind stuff) restless or calm as per the existing situation, compelling the thought matter to generate action for its own fulfilment. In advertising, we usually target the inner construct of the consumers more than bodily experience outside; we pay more attention to the inner feel in comparison to actual bodily pleasure. Mental pleasure is more enduring than bodily pleasure...Here, through memory, the past pleasure can be ruminated upon, and pleasure of the future can be anticipated (Aristippus (in Masih, 2006).

In one sense, here lies the business of advertising. Thought process requires attention, intelligence requires interest, and rationality, and ahamkara needs identity and individuality. It is also important to note here that where rationality controls and calms conflicts, the ego and individuality amplify it.

It is also not very difficult to find a great deal of resemblance between the scheme of the personality and the scheme of advertising. We define advertising as attention seeker, interest generator and touching tools for the core of the individuality within us. Intelligence is activated to generate feelings of the self-interests and the potential threat to it. Otherwise, intelligence and rationality remains largely insulated to spring desired responses from the consumers. However, it is also not that simple. Let us see:

Indian thought conceive that citta (the mind and the lack of all the three vehicles) is formed of the three gunas. Gunas are the acquired specialization that creates specific and unique sensual thought processes, inference, conflicts and contradictions in the 'thought feel rationality behaviour' flow. Gunas are three: the degree of illumination (sattava) or the level of intelligence, rationality, control and confines, peace and tranquillity etc. The degree of motivation and involvement in action (rajas) and the inertia (tamas) or unconscious reason of desire & thought and memory; the inertia of remaining in the ensuing state of mind and the resistance for change for any good or bad etc. (Samkhyaapravahanbhasya, vijyanbikshu., Bhasya (Vyasya).

Advertising helps businesses to break the inertia for the desirable changes. It helps motives to break the barrier and get momentum, it helps illuminating the mind's (cittas) dark corners, where suppressed, unfulfilled and unknown desires, motives and dreams reside. Advertising finds the dark horses running in the racecourse. According to Yogic theory, vasnas and samskar (motivation, desires or the stored inertia) which are broadly brought in to play by the three gunas basically constitute the structure and composition of mind (citta) (Samkhyaapravahanbhasya, Bhagavat Gita, Bhasya on Yogasutra).

Contrary to the Indian thoughts, the western psychology does not recognise any sprit behind the mind (citta). West in general finds sensation, perception, volition and other mental processes as subjective and non-eternal (Sachdeva, 1978). Though there is a great deal of controversy between the Indian and the western thoughts regarding the true nature of the knowledge, the knower and the known, it can safely be reconciled that whether the consciousness
constitute and reside in the mind (citta) itself or at some more subtle and finer layers, it is sufficient that at least it exists. That is the most fascinating and useful synthesis between the two streams of thoughts in the world of business and more particularly, in advertising. Advertising is illumination. It illuminates the senses about the surroundings or the virtual surroundings to illuminate thought process. Moreover, it touches the intelligence matter, infers the meaning, and stores it for the future references. At the same time, it is used for the present decision-making. It goes into instantaneous efforts or the motivation for it or as the suppressed motives and desires in our ego according to the potency. However, its success as illuminator rests on its capacity to generate and sustain a threshold (Wilkie, 1994, p.209.) impact on the inner illumination in its role as intermediary; otherwise the whole illuminated facts and features have no meaning for the purpose to spawn responses in which one may be interested in for varying purposes including business and research. For any sensible purpose, it is the most important and interesting conclusion.

THE PROCESS OF KNOWING

Illuminating is a process that leads to knowing and the sign of illumination is knowledge. It changes the existing potentials of the inner personality capable of making wilful responses, whereas wilfulness and motivational levels all depend on the quantity and the quality of the changes actually achieved.

The waking self - mind or citta-comes into contact with the external world (Physical, natural& human) in nineteen ways. These are five organs of perception: sight, sound, touch, smell and taste, the five organs of action, the five vital breadths, the mind (manas) intellect (buddhi), the ego (ahamkara), the mind stuff (citta), medhas or wisdom. Wisdom is that which is had where a person is able to remember the knowledge which is acquired by an attentive study (Sachdeva, 1978). Thought (mati) or thoughtfulness or manisa are next to it.

The Nyaya vasaisik asserts that mind receives sensation through the external sense organs and presents them to the self in a codified manner. In as much as self is concerned, their knowledge is mediative, since it involves the use of the external sense organs. Apart from this, the mind also functions as the internal sensory (Saraswati, C, 1980). Perception is produced by the intercourse of an object with a sense organ. Memory is produced by a subconscious impression. Recognition is produced by both together. (Nyayamanjari (JayanttaBhatta), 1895, Yogasutra (VyasBhasya). A corresponding opinion is found in modern concepts of Hierarchy of effects, CIP approach of information processing, Short Term Memory (STM), Long Term Memory (LTM) etc. (Lavidge & Steiner, 1961., Simon & Newell, 1964., Wilkie, 1974., Bettman, 1979., Shiffrin & Atkinson, 1969.)

Every thing that opposes mind or citta (that contains the thought process, the intelligence process and the ego process jointly) is pain and every thing that is opposite of this is pleasure. this theory resembles the theory put forward by Wundtff and deway who say that when an action is furthered, pleasure is produced and when an action is hindered, pain is caused (Saraswati, 1980). It is through this form that the antahkaran or citta reaching out to the objects after establishing an identity between the two and this gives rise to knowledge (Das Gupta, 1972.)

From the above discussion, it can be inferred that the potency of desires rest in the mind or citta. It consists of three basic processes, which give identity, and inertia of inference made and affected it by the intelligence process. And any deficiency or deviation from the acquired position as inertia of self-feel and identity by horizontal (inter personal) and vertical (inter- temporal) comparison using power of intelligence and memory produces chain of restlessness or the chain of desires pressurising the self to address and sort-out the said deviation and in that way move the self for actions and behaviours. Here it is very pertinent to add again that this compression is felicitated by the connectivity of outer and inner illuminations (one is explicit and other is implicit). This contact of illuminations is arranged by advertising which enables outer illumination reach to the inner illuminates of the target audience of business i.e., consumers. Pleasure and pain (the resemblance and expansion of inertia and the deviation & contraction of the same) are direct causes for these psychological states known as desires and aversion. These are the sources of recollection, virtue and vice (Pramananayatatvalokikalamkara, Saraswati, C., 1980.)

There are different forms of desires; 1. Lust, 2. hunger, 3. affection, 4. aspiration, 5. compression, 6. discretion, 7. disposition. Forms of aversion are 1. Anger 2. resentment 3. illwill, 4. jealousy 5. indignation (Amar理性) (Nyaybhasya (Vatsayana), Jibananda, 1919). What ensures then is the deduced impressions or cognition which resides in the mind as lasting impression there i.e., mind or citta or antahkarna. It is the recollection. The causes of recollection are listed as twenty-five:

1. attention 2. association 3. retention 4. indicative
Observations and contents made above are derived from the treasure of Indian classical thoughts and philosophy from different sources has interesting mapping into the present time's motivational & consumer behaviour theories, viz; Need hierarchy by Maslow (1970), Murray's inventory of social needs (1988), Wilkie's ten points motivation framework (1994) [e.g; Abasement Achievement, Affiliation, Aggression, Exhibition, Harm avoidance, Infavoidance, Dominance, Autonomy, Thirst for Variety, Achieve goal, Individual Differences, Seek order, Sentience, Nurturance, Rejection, Succorance, Anger, Fear, Sadness, Contentment, Happiness, Joy, Jealous, Envious Love and Pride etc.]. These are the basic human characteristics which are also the source of marketing responses in which marketers are interested to explore the marketing potential by the help of Advertising and its proper designing. There is a general agreement that the basic emotions include joy, fear, surprise, anticipation, disgust...same and guilt...There has been renewed interest in the role of emotions in advertising. It has been emerged that Ads judged to be specially effective and those judged to be much less so in the ability of an ad to elicit emotional responses is predictive of its effectiveness (Zaltman & MacCaba, 2008, Britt, S.H., 1953).

Memory is defined in the turkasangraha as that knowledge which is caused by residual impression only, hence it is completely dependent on residual impressions. Memory is caused when thought process (manas) comes into contact with these residual impression and thus it is a direct cognition (Sidhantamukatwali (on Bhasapariccheda, 16., Nyaymanjari, Jayantta Bhatta, 1895). All activities of the mind leave behind their impression. These are called subliminal impressions (residual)....These residual form the unconscious, always agitating to become expressed, but always forced down by mental discipline. According to the yoga system, these residual impressions are the potencies which can generate and guide outer activity. These potencies are the causes for actions and the actions in turn produces (further potencies) (Dilbird on Yogasutra, 1949).

It looks that mental discipline or rationalization or sometimes suppression also is nothing but the interaction between inertia of ego and its inter-temporal comparison with impressions made by the mental process and the intelligence process and this only releases the acting potency from the stored potencies or inertia stored in the mind (citta). This is a very important and crucial finding in the classical treasure of thoughts, which reveals the mechanism, and the modes of creation, posting, sustenance and recollection of mind matter interactions. It further adds to our understanding about the knowledge itself that produces and reflects conduct and behaviors (or response) and which in turn is the core subject matter of the advertising profession.

THE KNOWLEDGE PROCESS AND THE ADVERTISING

Many of the concepts used here may go beyond empiricism but the essence of the scientific knowledge consists in going beyond what is observable or obvious, in order to relate it to something else which is similar to it. For example, the concepts of infinity, hierarchy, logical necessity system and structure are not at all observable. Nevertheless, without these, there can be no science. Hence, to get back to our theories of the self or consciousness is transcendent, or unobservable only in these sense. We know it, we can conceptualize it for ourselves, but we can never pinpoint it on the experimental table. The classical thoughts maintain that the mind, which is evidenced by its thoughts, feeling, doubts, discrimination and memories is doing so only because it is pervaded by consciousness. This in a way solves the question of how can there can be a connection between consciousness and the material world which are distinct and disparate....Similarly, the thought process and the intelligence process which are of such a fine matter can absorb consciousness which in turn is capable of being reflected in mind (citta). Both are always seen, known and experienced
together (Yogsutra (Vyas Bhasya, 1, 42-43.).

Now, as we know and see, advertising functions having with the primary objective of making the things or product known to the consumer or the consciousness of the consumers in a very distinctive form, or it helps the matter to reach in the cognitive range of the people for the positive responses in return. If things cannot move to reach the cognitive range of the subject, the agents of impression and their impacts or the representatives of impression and their impact of the products could reach in the place of the actual products to create virtual feel (Bylinsky, 1991, Miller, 1991, Kotler, 1984, Cutler, 1988, Skenazy, 1988) of the product/ matter by remaining close to the senses of the subject or the consciousness of the consumers mind. This close encounter or virtual encounter develops into awareness and this results into deeper urge or intense feel of the urges most of the time out of the constant and regular comparison processes rooted in the inertia of the ego system of the mind. The inertia or tamas is an another important classical concept or wisdom which direct the advertising to enter into the unexpressed or suppressed desires, wants and urges from remaining only superficial and ensuing currents of wants and desires. This can only be done through the advertising at more appropriate levels of the the mind- matter interactions at more deeper and subtle levels of mind.

Modern advertising practices change; use repetition, regularity, opposites, symmetry and contrast, space, time and movements, colours, sound and words, personality concepts, trait theory, self-concept, consumer values (LOV), consumer involvement & engagement, mood, informational and transformational motivations, C-A-D scale and A-C-V models of personality, expectancy theory, laddering, MECCAS model, and all sort of schemes arising out of the numerous combination of such designs, VALS-2 programme. (Harlik, 1987., Kahle, et.el., Horney, 1945, Renolds & Gutman, 1988., Reynolds & Craddock, 1988, Kassarjian, 1981, Chaudhari, 1992).

Why is such a dynamic use of schemes in their products and advertising? They are in quite fascinating ways using reflections from the classical wisdom about the nature and characteristics of the mind, the matter and the resultant personalities in marketing and advertising, all that have arisen out of the constant interactions of the mind and the matter in their remarkable manifestation.

How the modern advertising manages the ocean of personalities - all or most of them are unique as well as changing. How does it identify consumers among them? Then how do they find potential customers and impress them to retain them? How do they go for segmentation and the designing of products as well as Ads? In addition, how do they go along with the potencies flowing within the individual personalities?

However diversified and fluid the world of material culture are; however unique and subtle inner world of consciousness is; there are intelligence & ego matter and the internal current of thoughts, desires and memories to give personalities stability, continuum and sustainability. The potencies of personalities are acquired potencies and thus are subject to formulation, readjustment, reconstruction and moderation. And here lies the greatest hope for the modern advertising. Interestingly, present practices in advertising and the direction which the future of advertising is heading for, the inspirations for the same, infact, has reflections in the classical human wisdom: the in-roots of modern advertising.

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Dear Sir/Madam,

Greeting of the day!

This to inform you that your article titled “Recall Recognition Complementarities Assessing the Role of Traditional Media as Catalyst in Modern Advertising” has been Accepted for publication in 8M Journal.

Warm regards,

Editor
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Jagannath International Management School
New Delhi