CHAPTER - 1

INTRODUCTION

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Introduction

In early times, products were present, consumers were present, informations were present, numerous suppliers and offers were also present but the offer and information matrices were relatively small and simple. As the time passed market became wider and wider, exchange patterns and complexities became huge as number of products, offers and offer-makers turn into huge in numbers as well as in scale. Therefore, things became unmanageable even for a well informed and well educated group of person having comfortable exposure to the internal circles of the business world.

In such a complex matrix of exchanges of products/services, money, finance, aspirations, expectations, satisfaction and disappointments, it requires to run and manage a parallel working pattern of information exchanges side by side to the complex pattern of exchanges mentioned above. This is referred as communication which is transmission of a message from a sender to a receiver by means of signals. Thus, communication would mean a beginning, middle and end of marketing (Dance and Larson, 1976).

As time has passed and the simple and localized seller-consumer relationship exhausted and the market expanded beyond our imagination, indirectness and remoteness of the communicating parties involved in this communication has really become challenging. If we take into consideration the present remoteness and indirectness among the communicating parties along with their large numbers- all having diversified educational, communicational and cultural faculties- we can easily comprehend the noises, deliberate persuasions, misconceptions and suspicions that may be present on the way to a successful mutual communication.

Advertising is the science and the art to find ways, methods, techniques that gives an information or offer a color, a content, a style and a faith that survive the crowdedness and noises, all capable of damaging the survivality of the same till the end point, that is, the mind and psyche of the targeted groups of consumers. It also expresses the fact that advertisement had crossed the stage of informational responsibility as its primary challenge. Rather it has entered the phase where its basic challenge is to contain the information, at the same time survive the identity and convictions of the messages till the end.

Thus, our present challenge is to make a message heard amidst the huge noises of the world of advertisements that interact with expectations, emotions and experiences of
intelligent and thoughtful group of consumers. If advertising survives itself in the manner and spirit mentioned above, it can prove its potential as well as effectiveness. This is about effective communication thus effective advertisement.

Past or present, the core relationship of the businesses has remained the same, i.e. the propinquity of interaction between the marketers and the consumers within the marketing set up (Calkins, 1905. Longman, 1971. Nevett, 1982). These two are the main players and unless or until this relationship exist and exist mutually beneficial and satisfying, it is doubtful that such system called Production- Exchange and Consumption flow may sustain itself. Moreover, this relationship over the time has expanded so greatly that remoteness in between the two has now been highly incomprehensible or even intangible. Which substance or system does really help it to maintain closeness between the two parties is the mute question needs to be properly investigated. In other words, what are things that make marketing a meaningful engagement? Obviously, it is ADVERTISING. Advertising from its earlier days played a role of informing, persuading and reminding consumers about the presence of commodities and services capable of serving their material needs just as it does the same today. But it was less pervasive than today because of the limited media and the limited number of goods available for trading in past (Nons, 1981., Tellis & Ambler, 2008., Phillips, 1992). Proctor & Gamble's chairman adds that, “Think of advertising and promotion as exercise and recreation. Advertising is exercise, it is something 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 still helping businesses to bridge the gap of spatial distribution and span of production and final consumption. Though it is indeed highly dispersed relationship.

Commercial revolution following the industrial revolution i.e. revolution in science and technology, more particularly in communication & informatics and transportation all reflected on to the social structures, norms and values in tune with the changing production, distribution and consumption relationship and this has 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 in to personalities from the simple state of plain person per se or simply a socialized bio-organism. The basic motives,
consequently, has shifted dramatically from to remain live to make a living out of the
life. In other word, a person emerged as a choice making and options searching social
personality in place of merely a socialized bio-stuff.

Markets now a day 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 vivid testimony of the market’s
response towards the emerging personalities among the consumers in the market in
general. How did the business across the region and the societies remain firm against
such emergence during such time is the point of useful consideration within the market
structure. Though advertising and communicational modes are still the valid answers, the
process and mechanism that works successfully within it is still far from clear.

In view of the one of the authority in marketing has put advertising as all about
communications: communicating about the products with all the constituting properties
and qualities thereof in an effective and magnificent way. Advertising is the chief
informer; impression creator; impression sustainers; interest generator and also the
supplier of the virtual experiences about the products for making a long term feel about
the products and the producers. (Kotler, Phillip, 1984) By bringing products and the
producers, and the properties & attributes of the products in the cognitive range of the
consumers do the magic and this is advertising in classical sense. For such feel which is
the result of lasting cognition and recognition about products is the basis of long-term
relationship between buyers and sellers. 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 advertising (Wright, 1980. Hastak &
Olson, 1989. Sauser, Dickson & Lord, 1991). We born with instincts, which are inborn,
feel of urges. We at the same time feel the inner urges by interacting with the world of
material surroundings along with the social structures grown out of these interactions is
also behind such sustaining relationship among the interest groups in market. We learn
about the world with the help of all such inherited potentials but at the same time we
become aware of the inner potencies by knowing the world outside the self. The
knowledge and the feel of it is the evidence that a relationship definitely exist 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 constitute the sign of knowing, why and how do we recall, what is recognition, what constitute 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 does create market relationship with the unexplored kingdom of wants and desires are some of the questions the modern advertising is presently preoccupied with. Do the answers and the breakthroughs found in modern advertising are the unique and exclusive source of timely solutions to the challenges of modern material culture of the world or are there any in-roots of the present advertising knowledge in classical wisdom that we inherited from the past as the supplementary as well as contributory source to it.

The In-roots of Advertising Wisdom:

Now we turn to the discussion on the core issues addressing the topic like the person and the personality within the overall context of classical wisdom after prior mention of the modern views over the matter. A suitable comparison of the two streams of thought is also to be taken to set the discussion in proper context.

The person and the personality:

Perhaps the personality is the most fully integrated with those (person) 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 their full expression. (Wheetherhead, 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 personality behold 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, 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 names 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 the result i.e. 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 do explore the centres of power or potency of the personality mentioned above which is expressed in actions and behaviors that set a pattern of responses from all of the living creatures which are the signposts 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 behaviors which are expressions of the inner self. It is widely applicable in the case of business people also. It is very much true to the business in general also since awareness and control over such matters give them favorable results in their respective business. But at the same time favorability or un-favorability matters. This expression of outside behavior is the result of stimulations and if stimulations are in the desirable and expected direction, we are always fall interested in it. But the real challenge that lies here is the requirement of close proximity encounter of the stimulus, the stimuli and the stimulants and also the latent potential feel of the stimulus to the stimulants (Steiner, 1961., Zajonc, 1980., Damasco, 1994, 2003). when there is an inevitable distance between the stimulus and the stimulants due to the complicated and extended structure of present day material life, the question of medium
and its role in facilitating enjoining of the two is the matter of interest here and the medium is assume to be advertising itself. Communicating by the total feel of the products and their features or qualities through the products use is not always possible nowadays or even impossible in the era of globalized market. But by switching over to supply the virtual feel of the products and their features in the course of bringing the products and their features in the cognitive range of the potential consumers can do so. Businesses must have this knowledge and knowledge about the knowledge process in the target audience to act intelligently to create and sustain the knowledge and the knowledge process in favor of itself.

The Knowledge and the Known:

Knowledge is the basis of rational and intelligent activities. It is because of the knowledge that all living being are able to react (interact) to 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 Upnisa, 3. 5.2., Saraswati, C, 1980). Inference is 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 do agree(with full of scope for controversies) that 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 colorless, shapeless, intangible realm of alone (Phadrus, 247c). Again, Socrates points out that knowledge are 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 (Theaetetus, 167b); the apparent self-contradiction of sensation disappears if we make sufficient analysis of the whole perception. The same thing does not different to 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 judgment 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. Western philosophy and the psychology, however, 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 to proceed further into the deeper insight of the subject under study. Whether knowledge resides in the mind or deeper surfaces called the self (or Atman), we are interested in it as it is the substance which is also the potency of a person as a consumer which expresses itself in their consumption behavior.

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. Antahakarana 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.

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 analyze 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 recognise, or disseminate 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 is 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 individual organization 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 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) (Vasesiksutra, 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 continue to flow into intelligence, and it appears that this 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 behavior outside. And more importantly, it is the ahamkara (the ego) which work 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 to both the known and the knowledge.

Can we relate it with our present 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 concretise the feels further, make it personalized, 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 fulfillment. 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 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 activated to generate feeling of the self-interests and the potential threat to it, otherwise intelligence and rationality remains largely insulated to spring any desired response from the consumers. However, it is also not that simple as we see it.

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 process, 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 tranquility 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. (Samkhyapravachanbhasya, Vijyanbhikshu., Bhasya(Vyasya). Advertising helps business 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 bring in to play by the three gunas are basically constitute the structure and composition of mind (citta) (Samkhyapravacanabhasya, Bhagavat Gita, Bhasya on Yogasutra).

Contrary to the Indian thoughts, the western psychology does not recognized any spirit behind the mind (citta). West in general find sensation, perception, volition and other mental process as subjective and non-eternal (Sachdeva, 1978). Though there are great deals 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 has 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:

Illumination 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 willful responses, whereas wilfulness and motivational level all depends on the quantity and the quality of the changes actually achieved.

The waking self - mind or chitta- 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 breadth, 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 the next to it.

The Nyaya vasaisik assert that mind receive sensation through the external sense organs and present them to the self in a codified manner. Knowledge is mediate, 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 we find 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.).

Everything that opposes mind or citta (that contains the thought process, the intelligence process and the ego process jointly) is pain and everything that is opposite of
this is pleasure. This theory resembles the theory put forward by Woundff and Dewey 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 identity between the two 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 (mentioned above) which give identity & inertia to the inference made and affect it by the intelligence process. Any deficiency or deviation from the acquired position of inertia of self-feel and identity in terms of horizontal (inter personal) and vertical (inter-temporal) comparison - using power of intelligence and memory - produces chain of restlessness or the chain of desires pressurizing the self to address and sort-out the said deviation and in that way it moves the self to act and respond. 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 act of illumination is arranged by advertising which enables outer illuminations to 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 versa (Pramananayatattvalokilalamkara, 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 (Amarsya) (Nyaybhasya (Vatsyayana), Jibananda, 1919). What ensure then 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
   a. consumption of two things (fire and smoke)
   b. inherent indicative (horn and ball)
   c. convenient indicator (heal and foot)
   d. contradictory indicative (light and darkness)
supporter and supported ,25. Evasion (Nyayasutra (Gautama), Nyayabhasya
(Vatsyayana), Jivanananda, 1919).

Observations and contents made above 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, In avoidance, 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
e etc. These are the basic human characteristics, which are also the source of marketing
responses in which marketer 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 shame and guilt. There has been
renewed interest in the role of emotions in advertising. It has been emerged that Ads
judged to be especially effective and those judged to be much less is the result of the
ability of an ad to elicit emotional responses. It is in essence a predictive of its

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 whether thought process (manas) comes into contact with these
residual impression and thus it is a direct cognition (Sidhantamukatawali (on
Bhasapariccheda, 16., Nyaymanjari, Jayantta Bhatta, 1895). All activities of the mind
leave behind their impression. These are called subliminal impression (residual). These
residual forms the unconscious always agitates to become expressed but always forced
down by mental discipline. According to the yoga system, these residual impressions are
the potencies which can generates and guide outer activity. These potencies are the
causes for actions and the actions in turn produce further potencies (Dilbird on Yogatsutra,
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 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, positioning, sustenance and recollection of mind-matter interactions. It further adds to our understanding about the knowledge itself that produces and reflects conducts 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 above 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 transcendental, or unobservable only in this 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 does there can be a connection between consciousness and the material world which are distinct and desperate....Similarly, the thought process and the intelligence process which are of such a fine matter that it can absorb consciousness which is in turn 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 function is having with the primary objective of making the things or products known to the consumers or the consciousness of the consumers in a very distinctive form, it helps the matter to reach in the cognitive range of the people for the positive responses in return at the end. If things cannot move to reach the cognitive range of the subject, the impression of the products and their impacts can reach there in place of the actual products to create the virtual feel of the product/ matter by remaining close to the senses of the subject or the consciousness of the consumers mind (Bylinsky 1991, Miller 1991, Kotler 1984, Cutler 1988, Skenazy...
1988). This close encounter or virtual encounter develops into awareness and this finally results into deeper urges or intense feel of the urges out of the constant and regular comparison processes rooted in the inertia of the ego system of mind. The inertia or tamas is an another important classical concept or wisdom which directs 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 be done by using advertising at appropriate level of the mind-matter interaction.

Modern advertising using change, 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 (Harlik 1987, Kahle, et.al., Horney 1945, Reynolds & Gutman 1988, Reynolds & Craddock 1988, Kassarjian 1981, Chaudhari, 1992) in their design of advertising concepts and contents are of high resemblance with the understanding of the nature and characteristics of mind and its processes as perceived by the classical thinkers in this field as it appears in relation to the evidences posed above.

It is of great astonishment as to how the businesses manage the ocean of personalities, all changing and unique in themselves, and such a fluid world of material culture. External fluidity, uniqueness and diversity have remained the greatest challenge of managing social system and organism including markets and consumers. But at the same time it is also true that there is a stable current of inner world of consciousness. There are intelligence & ego matter and the internal current of thoughts, desires and memories to give every personality the requisite stability, continuum and sustainability. This has given the practitioners and the thinker a hope to dwell upon the management of the discipline of social system and businesses. More we know about the inner constructs of personality better we are in commanding material world along with the human behavior. In classical thoughts, we have ample knowledge and wisdom available for understanding this inner world of consciousness as the basis of outer behaviors and responses. It also acknowledge us about the fact that the potencies of personalities are infact-acquired potencies and thus 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, definitely has reflections in the classical human wisdoms which is the in-roots of modern advertising. **1

*From the above discussion we are trying to draw some evidences that how the classical concept or wisdom directs the advertising to enter into the unexpressed or suppressed desires, wants and urges from remaining only superficial and ensuing currents of wants and desires because this can be done by using advertising at appropriate level of the mind-matter interaction and the conclusion emerged from the discussion that classical human wisdoms which is the in-roots of modern advertising.

In the present discussion below we have discussed some basic concepts of advertising and their function and the role of advertising in the socio-cultural and economic context.

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Conceptual framework of the study:

Concept of advertising:

Advertising is a form of mass communication. It involves process of transmission of information by the manufacturer or seller of a product or service to modify and stimulate the behavior of buyer to buy a particular product. Thus it is a persuasive element. Advertising not only help to sell a product but also derived the ability to sell to tell about something in the simplest form. Thus advertising can be defined as the ability to tell in order to sell whether a product or a service or an idea.

According to N. H. Borden, advertising includes those activities by which visual or oral messages are addressed to the public for the purpose of informing them and influencing them either to buy merchandise or service or to act or be inclined favorably towards ideas, institutions or person featured. In further contrast to publicity advertising is a commercial transaction involve payment to publishers or broadcaster and other where media are employed.

Albert Lasker, who has been called the father of modern advertising, said that advertising is salesmanship in a print. Today we all have strong concept what advertising and we also tend to have very strong opinions and prejudices about it. Advertising may be defined as a communication process, a marketing process, an economic and social process, a public relationship process or information and persuasion process depending on the point of view.

Social impact-the first impact from the advertisement is that the viewers have got a choice of their own in making preference for the customer goods they want to use daily life. The advertising create disturbance on traditional way of life of some category of people coming from different part of useful invention. It has spreads marbles reduced the price of goods, accelerated turn over and kept people in employment.

Advertising in media has created an incredible awareness among the people in the past decades growing into big introductory. It was grown along with the press and found it way in another two medium radio and television. At the moment the media in order to earn revenue through advertising are implicated in creating market for consumer goods. Though it is largely an urban phenomenon but the some commercial advertisements on television and radio reaches rural area and introduced then with newly
launched luxury and useful goods for day to day life as well as services which makes their more comfortable.

The advertising, as Jones defines it is "a sort of machine made mass production method of selling which supplements the voice and personality of the individual salesman, such as manufacturing the machine supplements the hands of the craftsman." It is thus a process of buying/sponsor/identified media space or time in order to promote a product or an idea. From a careful scrutiny of the above definition, the following points emerge:

Advertising is a paid form and hence commercial in nature. This any sponsored communication designed to influence buyer behavior advertising.

Advertising is non-personal. Unlike personal selling, advertising is done in a non-personal manner through intermediaries or media whatever the form of advertisement (Spoken, written or visual). It is directed at a mass audience and not directed at the individual as in personal selling.

Advertising promotes idea, goods and services. Although most advertising is designed to help sell goods, it is being used increasingly to further public interest goals.

Advertising is identifiable with its sponsoring authority and advertiser. It discloses or identifies the source of opinions and ideas.

Advertising thus is:
1. Impersonal
2. A communication of ideas.
3. Aimed at mass audience
4. by a paying sponsor.

The two forms of mass communication that are something confused with advertising are publicity and propaganda. If we eliminate the elements of the "paying sponsor" (The paid requirement) we would have the element of publicity left: For publicity is technically speaking, advertisement without payment. In a similar manner if we eliminate the requirement of an "identified sponsor", the resulting communication is propagandistic.
It is important for us to emphasize that advertising may involve the communication of ideas or goods of service. We are all aware that advertising attempts to sell goods and services. But we may overlook the more important fact that it often sells ideas. Advertising may persuade with information; it may persuade with emotion: more frequently, it endeavors to persuade with some mixture of both.

Advertising is an art not a science. Effectiveness of which cannot be measured with a mathematical or empirical formula some advertisers argue that advertising efforts go to waste, but every advertiser is keenly interested in measuring or in evaluation of ad effectiveness. Testing for the effectiveness of ad will lead advertisement testing must be done either before or after the ad has done in the media. It is of two types, pretesting which is done before the ad has been launched and one is referred to as cost testing which is done after launching the advertising campaign. The basic purpose of advertising effectiveness is to avoid costly mistakes, to predict the relative strength or alternative strength of alternative advertising strategies and to increase their efficiency. In measurement of ad effectiveness feedback is always useful even if it costs some extra expenditure to the advertiser.

**Socio-Cultural and Economic Dimension and Advertising:**

**Social role:**

Ad influences social values, lifestyle and societies tastes. It is generally agreed that ad exerts a powerful social influence and criticized for encouraging materialism in society. Ad is balanced for manipulating consumers to buy thing for which they have no real need, depicting stereotype and controlling the media. Many people wonder whether advertising encourages materialism or it merely reflect value and attitude that develop as a consequence of more important sociological forces. Proponents of the advertising argue that advertising merely reflect the taste and value of the society and doesn’t shape them. Advertising keep pace with the dynamic market conditions and what is seen as materialism is a matter of improved standard of living. Advertising has an impact of lifestyle and value of society and that this impact has its negative as well as positive side.

Advertising take place in public forum in which business interest, creativity and consumer need meet in general, critics of advertising tends to believe that advertising has the power to shape social trends and the way people think and act. Some critics argue
that advertising has the power to dictate how people behave. On the other hand, advertising professionals tend to believe that the best way they can do is spots tend and then develop advertising messages that connect with them. In fact, advertising and society's value are probably interactive. Advertising planners invest huge amounts of money and time trying to identify people's motivations before they develop message strategies. They must, then, be searching for deeper than the impact of previous advertising. The social aspects of ad typically involve the two principles i.e. complete information and absence of externalities. In fact, social issue debates can be seen as instances where advertising tends to violate one or more of these basic economic principles. We can examine many issues from the two perspectives. Some of the most important are deception and manipulation in ads. The effect of ad applied on our value system, commercial clutter, stereotype and offensive.

Since advertisement is directed at the society, it affects the society in many ways; society is concerned with how the advertising is done and its effects on it. Advertising criticized on the grounds of deception and manipulation, bad taste and manipulating consumers against their will. It is believed that the persuasiveness of the ad has an impact on the value system of the society. The consumer is deceived when the benefits he perceives are far below his expectations. These could be due to miscommunication or improper emphasis on attributes. Advertisement as a whole should not be misleading. It should not conceal material facts and give a true picture of the benefits, the cost and the offer. Advertising is criticized of manipulating the buyer to make a decision against their will or interest. Playing on the subconscious mind motivates and various form of appeals. The appeal generated by the advertisements is sometimes so strong that the consumer fully believes in them and does not apply his/her mind to make a decision and buys it without much thought.

In spite of the above criticism, the advertisement has come to stay in the system. It communicates and makes goods available. It promotes purchases and stimulates consumption. It is an essential part of marketing strategy. It promotes a number of social issues and brings awareness in the masses. The subject of family planning, health care, prevention of accidents is the major themes. If certain codes, rules and regulations are followed advertising benefits outweigh those of criticism. The Ad must be legal, honest, truthful and decent. This will ensure the expansion of the advertising both in India and abroad.
Economic role:

Advertising set off a chain reaction of economic events. Why do consumers prefer advertised brands as compared to unadvertised brand in the same product category? Not necessary because advertised brand are superior but because advertising can add value to a brand in the consumers' mind. Advertising is basically an economic institution. It performs an economic function for advertisers, affects economic decision of the audience, and is an integral part of the whole economic system. Thus an economic evolution should accompany other types of appraisal of advertising. Advertising provide information to consumers and can help them make better economic decision than they would otherwise. Advertising plays an important role in establishing and maintaining brand names. A brand name identifies the source of product and provides a construct by which buyer can store information about the source. Advertising encourages new product development by providing an economical way to inform potential buyers of the resulting new products or product improvements. The development of the new product and improvement of existing products can mean an expanding economy with more jobs and investment opportunities and a product selection that is continually improving the breadth and quality.

Advertising is pervasive. Today, advertisers' bombarded consumers with appeals or reminder from the moment they wake up till the moment they fall asleep. Ads appear on news program that consumer access, in the entertainment they seek, on billboards as they commute. On internet as they surf the web, even in the classrooms and office space. Thus ad great impinge on consumers' awareness and have the potential of greatly affecting their thoughts, attitudes, feelings and decisions. Many people think that advertising is a lot of hype. They think firms advertise to sell their products to consumers or to make a fast buck. Such people think advertising is an accident of free economy or an evil that consumers have to endure in the interests of free speech. However, the reality is quite different. Advertising is vitally important force for several reasons. First, advertising is a major means of competition among firms. In a free market, firms constantly compete with each other for sales by offering consumers better quality or lower price or both. Firm use brand names to represent a consistent level of quality at particular prices. Firms use advertising to communicate with consumers what these brand name represent and at what prices and where they will be available. The various forms of advertising enable firms to communicate with consumers promptly and
efficiently as needed. Thus, advertising is essential for the efficient working of competitive markets. Second, advertising is the primary means by which firms inform consumers about new and improved products. Over the past couple of countries, the quality of life of consumers has improved greatly, primarily because of the better goods and services available to consumers and most free market economies, rests on the ability of firms to produce and market these better products to consumers. To do so, firms must be able to communicate with consumers, to inform them of the innovation at hand, and to persuade them of the value of these innovations. Advertising has emerged as the primary means by which firms achieve this task. Thus advertising has the potential to ensure the vital functioning of the markets for new and improved products. Third, advertising provides major support for the media. Several media, including broadcast TV, much of cable TV, newspapers, magazines, and much of the internet, reach consumers either free or much below cost. The reason is that advertisers pay media owners for displaying their ads. Media owners in turn do not have charge the consumers the full cost of the media. The media themselves are an important means of information and entertainment for consumers. Thus, advertising subsidizes the free flow of information and entertainment to consumers.

While advertising has been criticized for many reasons, yet there are many points in favor of social advertising. Its benefits are as under:

- It improves the social and cultural behavior of people.
- It is a tool which can be used for the welfare of the society.
- It improves the economic well-being of the people.
- Socially acceptable advertising is good for the people.
- Advertising should change with the change in social values. The advertisement of today would not be acceptable two decades back but now the society has become more liberal and more open, advertising is acceptable.
- It propagates family planning—a great need of the nation.
- It makes them aware of the treatment for these ailments.

Cultural role:

Advertising both reflects and shapes a particular culture and its values. Failure to understand the cultural environment can lead and has led to misunderstandings,
miscommunications, and marketing failures. Advertisers, if they are to be successful in their efforts, must become culturally sensitive—that is, turned into the nuances of culture. Among the important elements of culture marketers must take into consideration are the verbal language (both spoken and written), various forms of nonverbal communication (including touch, space usage, and signs and symbols), as well as needs and values (Whorf, 1956). An examination of cultural values can do more than assist marketers in segmentation consumers. Values may be among the major influence of human behavior, and advertisements that take this notion into account may be among the most effective.

In social values and social change, Khale (1983) noted that value linked advertisements may animate affect, creating an effective response closer to the value-induced affect than to the product or advertisement without the link. To the extent that affective advertisements are more influential than bland ads, values may be a mechanism to explore when trying to understand the sources of affect. In short if marketers hope to formulate more effective message, they must become sensitive to the core values of a given country.

From the above discussion it is clear that advertising play a vital role in the socio-cultural and economic-dimension of people and this is the real challenges for the advertising industry to set up their strategy in such way where these dimension must be considered.

Now we are going to discuss regarding advertising effectiveness which is the central theme of the present study. In the same way we are trying to highlight the different dimensions of measuring effectiveness and ways to evaluate the effectiveness of advertising in relation to formation of positive attitude towards the advertisements of the consumers.

Advertising Effectiveness and its Measurement:

Advertising is a non personal form of mass communication where objective is to attract attention to provide information about the product to ensure increase sales, brand popularity and improvement in brand image and corporate image. Advertising is intended to accomplish marketing objective of the organization. It is important to determine how well the ad campaign is working and to measure it performance against predetermined ad objective. This performance evaluation of advertising campaign is known as measure advertising effectiveness. Measuring advertising effectiveness refers
to the evaluation of ad result against the pre established standard of performance and objectives. There are different viewpoint for measuring advertising effectiveness, even experts do not agree on some common criteria to evaluate advertising. Some expert feel that ability of ad attracts attention is a measure of its effectiveness. Some feel that easily remembered ad phase denotes its effectiveness. Some feel that ad gives more information signifies its effectiveness. Others are to have opinion that ad has to give pleasure so they use entertaining components as a measure of ad effectiveness. Some authors are of opinion that creating favorable response is a measure of its effectiveness.

The first aspect of advertising effectiveness is the question of cognition distortion which entails at any communicative process. In other word by what process an advertising communications as stimulus (S) become a stimulus- as-coded (S-A-C) in the mind of consumers (Miller, 1956). The second aspect of advertising effectiveness is related to measuring its influence on the choice processes of consumers. In other words, how does, and how much, ads influence the consumer’s choice process by systematically biasing him towards an alternatives (Kelman, 1961 and McGuire, 1969). The third aspect of advertising effectiveness is the question of the role of advertising in increasing consumption behavior of consumers. The focus here is not on the choice process given numerous alternatives such as brands or types of products and service but on the process by which people become consumers or enhance their level of consumption of a specific product or service. In another way effective advertising is that which is personally meaningful, culturally relevant, and creates a subjective feeling of warmth and positive effect. So in last we can say the effective advertising enables people to create meaning rather than being simply external stimuli.

One of the prime functions of evaluating advertising effectiveness is to improve the basis of decision making. The evaluation of advertising effectiveness should be conducted in relation to specific advertising objectives. Efforts to evaluate sale effectiveness of advertising are not accomplished easily- advertising as a variable is not easily isolated nor are its effect always traceable. In addition, advertising objective is not always related to immediate sales. More frequently efforts are made to measure the communications effectiveness of advertising, where objectives relate to creating awareness and favorable attitudes to the advertised products (Homer & Irwan, 2003). In this sense measuring advertising effectiveness is also known as ad testing. There are different test available for measuring advertising effectiveness. If evaluation of ad is
made prior to running/ actual implementation of ad then such test are known pretesting methods where evaluation of is made after the ads have been run actually implemented than such test are known post testing methods. If ad is evaluated where the ad campaign is running in the markets then such test are called concurrent testing method. But in the present study we have measured the advertising effectiveness under post testing methods. A number of techniques may be used to check the effectiveness for future advertising situations. The most frequently used techniques for post testing advertisements are the recall and recognition methods. Although both recognition test and recall tests are used to measure memory, this should not be their exclusive purpose of function. After all, any method or copy research that involves a response some time after advertising exposure must depend- in part, at least – on memory. All memory tests of advertising effectiveness are necessarily based on two separate reactions to the advertising: (a) whether or not the respondents noted the advertising (or how much attention they gave to the advertising) in the first place; and (b) whether or not the respondents remembered the advertising (or how well they remembered it) in the second place. Both recognition and recall of advertising are importantly mediated by many factors other than the advertisements which are being studied. These are interest in, need for, or urge of the product or service being advertised.

**Recognition Test:**

A test that evaluate the memorability of an advertisement by contacting members of the audience, showing them the ad, and asking whether they remember having seen it before. George Gallup, who developed and popularized the recognition method around 1930, was looking for a way to measure interest. Interest is reflected largely by the amount of copy reading and other examination of an advertisement. A logical method of testing recognition as a measure of genuine noting would be try out the procedure under conditions where degree of noting is known to the investigator because the recognition method is a measurement of remembered behavior (Sherwood Dodge, 1961). Recognition rating of specified issues of a considerable number of newspapers is produced by the Starch service, as well as outdoor poster rating in selected markets. A unique approach to recognition testing uses a techistoscope to control exposure allowed for identification, although this is only a part of the interviewing procedure. The hypothesis has been advanced that inflated or distorted claim of recognition may be the result of too long or too complete exposure. The usual hypothesis is that recognition is
added by complete exposure and by inspection under condition as nearly identical as possible to the original experience. Certainly the recognition-of-advertising measures (and many or most recall of advertising measures of advertising) vary according to the size and color of the advertisement, the respondents general awareness of the product or service being advertised, whether or not the respondents is in the market for the product or service, whether or not he is a present user of the product or service, and so on. The one greatest asset of the recognition method is the fact that it measures something which advertisements have accomplished under perfectly normal condition of exposure. While it may be argued that noting and reading are things people do to advertisements. It is also true that advertisement must attract people and arouse their interest for these things to happen. We must content with the fact that the recognition method throws useful light on advertisement noting and reading behavior. The interpretation of reading behavior as evidence of interest is generally accepted, especially when the reading has occurred in natural home circumstances. On the other hand recognition ratings of behavior- when obtained by the more accepted methods- are substantial evidence of reader interest. This is probably their greatest value. While degree of interest may usually be assumed to bear some relationship to memory of advertising impressions, the actual existence of positive is much more likely in the process of receiving impressions from print advertisements than from the television commercials. This may provide partial explanation of why advertisers have been so much more concerned with recognition of print advertisements than with recognition of television commercials.

Recall Test:

Recall methods are designed to test the memorability of advertisements. To some extent all measures of recall offer a recognition factor, but recall goes beyond recognition and suggests there were some memorable impressions left by the advertisement (Sandage, 1967). Recall test like recognition tests, involve surveys with persons previously exposed to the advertisement under natural conditions but they are more objective and more reliable measures of actual retention of the advertisements. There are number of problems connected with the use of recall measures. One limitation similar to that of the recognition method i.e. understands the relationship between the recall of message and the extent to which that factor influence behavior. It has been noticed that the value of information received through recall is a function of interviewer’s skill. It is also sensitive to sample design, to the length of the interview, to the likelihood of the respondent being
a prospect of the advertiser, and to the position of the advertisement in the interviewing
sequence. The information obtained through recall may not emerge from the
respondent’s view of the recent advertising, but from his knowledge of the product and
the previous advertising. Some information is difficult to articulate, although it has been
suggested that rating scales to measure emotional appeal may be added to clarify
emotional reactions to advertisements (Wells 1964). Recall studies in the area of
selective perception and selective retention suggest that the recall of an advertisement is
not solely the function of advertisement’s ability to attract attention, but depends greatly
on the predisposition of the people exposed, which is said to have a significant influence
on what is seen or remembered. The implications regarding motivation of reception of
advertising message are probably different for television, although awareness of the
commercial is usually measured through recall. Gallup & Robinson recommended that
the chief purpose of recall research is to measure total effective communication. This
includes idea conveyed and remembered, attitudes established, and possibly
predisposition to act favorably. Gallup and Robinson also state that consumer impact
study also measures the recall. It was a method for measuring the degree of impression
made by an advertisement. This was in terms of the percentage of respondents exposed
to the advertisement on which the advertisement made a sufficiently strong impression to
the remembered and recallable. So recall is an important technique to measure the
advertising effectiveness and the recall and recognition test are outstanding in their
popularity as measures of the effectiveness of specific advertisements.

The discussion above based on advertising effectiveness and some important test
to measure advertising effectiveness like recall and recognition test. In the present
discussion based on advertising appeal and different components of appeals and their
importance because the present research we have measured advertising effectiveness
based on appeal.

Concept of Advertising Appeals:

In the simplest form appeal is the anticipated response of the audience to the product and
the message. Appeals are the cue or provide stimuli. An advertising approach that
connects with some need, want, or emotion, that makes the product message attractive,
attention getting or interesting.
An appeal connects with some emotion that make the product particularly attractive and interesting, such as securities, esteem, fear, sex and sensory pleasure. Appeals generally pinpoint the anticipated response of the audience to the product and the message. An appeal is a critical idea of an advertisement that aims at eliciting the desired response and is often used to set the desired atmosphere or as a means to ‘connect’ with the target group. For example a product that has housewives as a target group may show, as an appeal, pictures of a happy family- which is thought to represent a value of the target group or at least a desired state. Not everybody will have the same values and the appeals that are used do not necessarily actually appeal to all consumers even within the target group. Appeals chosen from inspiration were selected with consideration of the product, its talking points and the consumers to be reached.

Advertisements are full of various types of appeals. There is hardly any advertisement without an appeal to make. General appeals include featuring product, drives and instincts, motives, emotions, roles, personality traits, values and traditions, attitudes, belief and knowledge. Message ideas range along a continuum from the purely rational appeal to the pure emotional one. Rational appeals focus on consumers’ practical, functional or utilitarian needs, therefore, based on product features, competitive advantage, favorable prices, new produced or popularity. In general, this appeal approach depends on the consumer being open to information and then using acquired information to make a logical decision regarding adaption of the product and service. These types of appeals are most successful in facilitative and educative communication strategies. On the other hand, when the appeal is likely to affect the autonomic nervous system and results in feelings in addition to instead of reason.

**Essential of an advertisement appeal:**

- It must be thematically sound.
- It must be communicative.
- It must be interesting.
- It must have credibility.
- It must have finality and be complete.
- It must contain truthful information.
Role of Emotional Appeal in Advertising:

A study conducted by Zeitlin and Westwood (1986) revealed that every advertising communication evoked some emotion. However, some advertisements evoke more emotions than others. Emotions serve as an important benefit derived from a product or brand. Emotions act as a message carrier and help in communicating a product or brand benefit. An emotional tone can draw attention to a message, make it memorable or illustrate the benefit in action. An emotional advertisement improves a brand impression, personality, and value with feelings. Emotions in advertising appeal are often directed toward convincing the audience to follow a particular course of action. However, appeals in advertising are not restricted only to emotions that direct the audience to action. There are emotional appeals that are not oriented toward any specific action but only toward a change of attitude. The use of emotion in communication exerts a direct effect on attitude. They, at times, not only change the attitude toward an ad but also the attitude toward a brand. This role of feelings and emotions assumes greater importance in the situations where the attitude is not well formed. In such a situation, the feelings that consumers associate with a brand or behavior can be especially important in determining whether they will actually choose the brand or perform that behavior. Similar reasoning would suggest that ads evoking feelings are most likely to be needed when consumers have low intrinsic interest in the product or brand, so that they are not forming deeply considered attitudes. MacInnis, Amber, and Allen (1990) suggested that in frequently purchased mature product categories, emotional ads that create positive feelings and limit negative feelings can benefit from increased advertising.

Rational Appeal:

Rational appeals of advertising work by their logic when it comes to changing the message receiver’s belief about the advertised brand (Stafford, 1993). He also suggested that rational appeals contain basic facts about the product. According to Kotler and Armstrong (1991, 426), rational appeal relate to the audience’s self interest. They show that the product will produce the desired benefits. Examples are message showing a product’s quality, economy, value, or performance. Rational appeals come from the traditional information processing models of decision making which presume that consumers make logical and rational decisions (Holbrook and O’Shaughnessy 1984). Rational appeal rely on their persuasiveness, the power of arguments or reasons for brand attributes (Aaker et al. 1992). Petty et al. (1983) contends that the central route of
persuasion is effective when the elaboration likelihood is high. In other words, when involvement is high (i.e. when the probability of the message or issue relevant thought occurring is high), people are most likely to be motivated to process the cognitive effort required to evaluate the true merit issue or product (Petty, Cacioppo and Schumann, 1983, p.137). So they recommended that rational appeals employing arguments or the issue relevant to facts (central cue) are effective when the elaboration likelihood is high.

**Concept of Consumer Involvement in Advertising:**

In recent years, substantial research has been done on the concept of involvement and its importance in determining the way in which advertising shapes consumer attitudes and behaviors. While some researchers now equate involvement with the amount of attention paid to the brand information in the advertisement, other measure it by the extent to which the message is personally relevant to the consumer or the degree to which the consumer’s thoughts, while viewing the ad, concern the brand instead of the way the ad is made [Zaichkowsky, 1985]. Regardless of these conceptual differences, there is substantial agreement that the degree to which the consumer is involved is of critical importance in determining which part of the advertisement will shape the consumers final attitude towards the brand. Involvement is not, of course, the only variable that determines the extent to which the consumer will process the message attribute information in the ad: the product category when the benefit is primarily sensory or image and ego enhancement (Macinns and Jaworski, 1989). Harold H Kassarjian, Greenling and Clark Leavitt have conducted much research to understand consumer involvement. Involvement is considered as an important variable which can help in explaining message processing and purchase decision by consumers. So far, there is no agreement about how to define and measure the degree of involvement. Much depends on personal relevance of the product or service being advertised. Zaichkowsky also proposed a plan includes three variables. These variables precede consumers’ involvement. (1) Personal factor such as needs, values and interests etc. (2) stimulus or object factors, such as broadcast or print media, or product class variations. (3) Stimulus factors, such as purchase or use occasion.
Two Type of Level of Involvement:

High involvement level:

On the high involvement level based on central routes of processing, being persuade by means of strong message that appeared in the advertisement. The use of central route increases when both motivation and ability to think about the message are high so persuasiveness of the message on the recipients’ attitude would be greater when involvement was high. Petty et al. (1983) contends that the central route to persuasion is effective when the elaboration likelihood is high. In other words, when involvement is high (i.e., when the probability of the message or issue relevant thought occurring is high), people are more likely to be motivated to process ‘the cognitive effort required to evaluate the true merits of an issue or product’ (Petty, Cacioppo, and Schumann1983, p.137). It is also commonly agreed that consumers are more highly involved when they consider the message content more relevant (high motivation), when they have the knowledge and experience to think about the message content (high ability) and when the environment in which that message content is presented does not interfere with such thinking (high opportunity). The motivational involvement factor is determined both the individual’s intrinsic level of interest in the product category (enduring involvement), as well as more temporary factors, such as how close the consumer is to a purchase in the product category and the degree of perceived risk in making a purchase in that category (situational environment).

Low Involvement Level:

On the low involvement level based on peripheral routes of processing and attention together with pleasure feelings can immediately lead to acceptance of the message, without explicit learning. Moreover, the advertising processing itself is often an unconscious process (Heath and Narin, 2005) Low involvement products are such things as aspirin, paper napkins and all kinds of fast moving consumer goods products. On the other hand peripheral cues such as expertise or attractiveness of a message sources (Chaiken 1980, Petty & Cacioppo, Goldman 1981, Rhine & Severance 1970) have had a greater impact on persuasion under conditions of low involvement level, under low involvement conditions, attitudes appear to be affected by the simple acceptance and rejection cues in the persuasion context and are less affected by the argument quality.
Summary of Different Models of Advertising:

**DAGMAR approach:**
Defining advertising goals for measured advertising results was developed by Russell. H. Colley in 1961 for advertising planning and included a precise method for selecting and quantifying goals for using those goals to measure performance. The DAGMAR approach can be summarized in its succinct statement defining an advertising goal. An advertising goal is a specific communication task to be accomplished among a defined audience, in a given period of time. A communication task is involved as opposed to a marketing task and the goal is specific, involving an unambiguously defined task, among a defined audience, in a given period of time. So the DAGMAR approach emphasizes the communication task of advertising not the marketing objectives of the firm. The second important concept of the DAGMAR approach is that the advertising goal be specific. It should be written, measurable task involving a starting point, a defined audience and a fixed time period.

**Low Involvement Hierarchy:**
Low involvement hierarchy model developed by H.E. Krugman in 1965. Krugman first found that TV ads yielded fewer responses liking the advertising to a person’s own life. However, despite their apparent inability to communicate much information, TV ads nonetheless did appear to increase brand preference, after repetition. He reasoned that perhaps repeated TV ads led to a gradual perceptual change in the consumer about what the brand presented. However, repeated exposure to an advertising message can alter the viewers’ frame of reference and give reliability the primary role in organizing the concept of brand. Further Micheal. L. Ray (1970) argued that when the product involved were of low risk and low interest (and thus of low involvement) to the consumer and when the ads involved were television ads, advertising did not lead to an information-based attitude change which then lead to trial, instead the ads appeared to lead to trial simply because of greater top-of-mind awareness; this trial then led to attitude change.

**Elaboration Likelihood Model (ELM):**
The elaboration likelihood model was developed by Richard. E. Petty and John. T. Cacioppo (1981 & 1986). Describe that the basic dimension of information processing and attitude change is the depth or amount of information processing. At one extreme, the consumer can consciously and diligently consider the information provided in the
advertising, informing attitudes toward the advertised brand. Here attitudes are changed or formed by careful consideration, thinking and integration of information, relevant to the product or object of the ads. The ELM approach understand persuasion by focusing on two routes of attitudes change that serve as endpoints along an extent of thinking continuum- a relatively thoughtful route in which people scrutinize the issue-relevant information presented (a central route) and a less thoughtful route which people rely on simple association or heuristics to reach decisions (the peripheral route). The route that produces persuasion is determined by the amount of elaboration or thinking, in which people engage. The ELM posits that any variable (e.g. source credibility) can have multiple effects on persuasion and do so through a variety of process in different situation.

The Reinforce Model:

The reinforce model was developed by Ehrenberg. This model suggests that advertising might be merely shifting the relative salience of attitudes, especially when the purchaser is not particularly involved in the message. Andrew Ehrenberg proposed that advertising worked not by changing attitudes, but by reinforcing attitude already held by a consumer who had extensive usage experience and knowledge of products. He challenged the traditional notion that ads work by and strong form of persuasion or manipulation and instead asserted that advertising’s main role is to reinforce feeling of satisfaction with brand already being used. The ATR model was developed by Andrew Ehrenberg based on reinforce model, the model operates across three stages, with ad capable of acting in all three of these stages. These are awareness of the brand is gained, a trial purchase is made, a repeat purchase decision follows. The model developed the concept that advertising could create, re-awaken or strengthen brand awareness and it could be one of the factors which facilitate trial purchase. He also saw a role for advertising as converting trial lists into satisfied and lasting customers and repetitive ad for established brands as primarily defensive; reinforce already developed repeat buying habit.

Low Attention Processing:

Low attention processing also alluded to in Meyers-Levy and Malviya’s Integrative Framework of Persuasion Theories (1999). They consider three level of processing, with the first two systematic and heuristics-sharing similar properties to central and peripheral processing in the ELM. They also add a third processing strategy-experimental processing-in which the amount of cognitive resources that people are willing or able to
devote to processing is so meagre that only the most fleeting and scant message processing occurs. Experimental processing play little, if any role within the information processing context of their model, but they do admit that a particularly promising approach which might be taken to advance our understanding of persuasion that occurs through an experimental processing strategy is to follow up on clues offered in the implicit memory literature. One important aspect of the low attention processing model is that passive and implicit learning are semi and fully automatic mental processes, operating every time advertising is seen or heard. Advertising elements which exploit low attention processing will work better when processed several time at low attention than if processed once or two at high attention. This offers an explanation for the apparent efficacy of advertising repetition, furthermore, emotive brand associations reinforced by this sort of repetition may remain in memory long after the ad has been forgotten, which accords with the nature of meta communication.

AIDA Model:
Develop by E. K. Strong in the year 1920s. This model suggests that an effective sales presentation should attract attention, gain interest, stimulate desire and participate action. Ideally, an ad would prove to be really effective if it takes this route, however in the real world of advertising, rarely ads take the consumer all the way from awareness through purchase. This model, however, suggest the desirable qualities of an effective advertising. It is a simple model that identifies four effects and makes a prediction about how they are related in a hierarchy of steps because AIDA assumes that consumers start with attention and wind up with a decision.

Hierarchy- of- Effects Model:
Hierarchy of effect model was developed by Lavidge and Steiner (1961). The model helps in setting advertising objectives and provides a basis for measuring results. This model also suggests that advertising produces its effects by moving the consumer through a series of steps in a sequence from initial awareness to ultimate purchase of a product or service. This sequential order indicates the basic premise that advertising effects are elicited over a period of time and that advertising may not precipitate the desired effects immediately because a series of effects must occur before the consumer possibly moves to the next stage of hierarchy.
Information Processing Model:
Mechanism— presentation -> attention -> comprehension-> yielding-> retention-> behavior

William McGuire (1969) developed this model which assumes that the advertising audiences are information processors and problem solvers. The first three stages in the model- presentation, attention and comprehension- are similar to awareness and knowledge, and yielding means the same as liking. The next stage, retention, is unique to this model and is not present in any other model. Retention refers to the ability of the consumer to accept and store in memory the relevant information about the product or service. Retention is important because most advertising is designed to motivate and precipitate action not just immediately and the retained information is used at a later time to make the purchase decision.

Innovation Adaptation Model:
This model was developed by Everett M Rogers (1962), this model evolved from work on diffusion of innovations. The model depicts various sequential steps and stages that a consumer moves through in adopting a new product or service. Marketers face the challenge of creating awareness and interest in the product or service among the target audience and evaluate it favorability. The best way to persuade consumers to evaluate a brand is inducing product trial or, sometimes, product-in-use demonstration. This can lead to product adaptation as a result of consumer satisfaction or rejection if the consumer is not satisfied.

Learning Hierarchy Model:
Mechanism—Cognitive-> Affective -> Conative

The learning hierarchy describes how a consumer buys a product only after learning about it. It applies to decisions that the consumer considers important and undertakes carefully. In such situations, a product category is so inexpensive that consumers prefer to learn about a brand by trying it rather than by an extensive pre-purchase study of the alternatives. Examples include the purchase of house, car, major appliance, insurance or education.

Dissonance / Attribution Hierarchy:
Mechanism—Conative -> affective -> cognitive
Attribution theory suggests that consumers develop reasons for their observed behavior, even though such reasons may not have motivated the behavior. The path of the attribution hierarchy is as follows:

Purchaser -> liking -> rationalization -> brand repurchase

As an example, consider a teenager who buys Calvin Klein brand jeans primarily to be in sync with her peer group. When asked why she bought the brand, she might give the reason for style or looks but not being sync with her peer group.

Customer-Based Brand Equity Model:
Customer based brand equity model was developed by Keller (2001, 2003), according to customer based brand equity model, brand equity is fundamentally determined by the brand knowledge created in consumers mind by marketing programs and activities. Specifically this model is differential effect that consumer knowledge about a brand has on their response to marketing for that brand. According to this view, brand knowledge is not the fact about the brand- it is all thoughts, feelings, perceptions images, experiences and so on that become linked to the brand in the mind of consumers. All of this type information can be thought of in terms of a set of associations of the brand in consumer memory. The basic premise of the customer based brand equity model is that the power of brand lies in the minds of customers.

Perception / Experience/ Memory (P/E/M) Model:
The most important characteristics of this model are (1) greatly reduced role of cognition i.e. emotions, feelings, affect and experience dominate cognition at every stage of the process. (2) Perception as a dependent variable in the model, influenced by advertising and experience as well as by the consumer’s priors. (3) Multiple feedback loops connect advertising and perception at every stage of the process. This model based on three phase. Out of three within two phases, advertising is directly operative- these are pre experience exposure and post experience exposure. In the pre experience phase the critical function of advertising is to frame perception. Framing has three effects on consumers these are expectation, anticipation and interpretation. Post experience exposure has the key function of organizing memory; it provides verbal, visual and aural cues to enable the exposed audience to recall the advertisement, the brand and the product. so the P/E/M model we propose reflects an understanding of how emotion works in advertising that is consistent with the approach of creative and professionals in
the industry who actually make advertisements and owe their livelihoods to the effectiveness of those execution. It explicitly incorporates a role for cognition that is consistent with modern psychology.

**On demand Model:**

Central to this model is the consumer as a content aggregator, filterer, scheduler, exposure and disposer. Another important aspect of the on demand model is content personalization. The on demand model is based on consumers’ abilities to select and choose their content and interactions with brand. The idea stands the traditional view of segmentation on its head and signifies the new types of thinking are needed to exploit the advertising opportunities in the on demand model.

**Engagement Model:**

The engagement model centers on two key idea: high relevance of brands to consumers and the development of an emotional connection between consumers and brand. Additionally, engagement occurs, like all relationships do, in a social context that can influence the quality and duration of the engagement. The engagement model is not mere diversion or mindless entertainment, but a disciplined approach for achieving brand objectives. Engagement depends on leveraging penetrating consumer insights that focus the relationship and guide the experiences through which brand meaning is created, grows and endures.

**Advertising as a Service:**

Advertising as a service aims to provide consumers with information and capabilities that smooth transactions or enhance brand engagement. This approach as first identifying the services and information consumers need, and then creating the messages and experiences relevant to those needs (Kenny, 2007). Advertising as a service is perhaps the most personal, brands are helping consumers make decisions in their enlighten self interest. Marketers need to make sure that deliver a helpful service at appropriate times and avoid the trap of submitting technology for consumer insight and connection.

**Perceptual Fluency Model:**

Model is developed by Bornstein (1992), in which perception take place without awareness leading to inexplicable familiarity, which in turns raise favorability.
Literature Review

How to measure advertising effectiveness is a debatable issue because advertising effectiveness is measured under two parameters one is in respect of sales volume and the other is through effectiveness communication that helps to change attitude of the consumers. Though this concept emerged very earlier but if we look sometime back when communication model have developed which implies that the audience member will sequentially pass through a set of steps, is termed as Hierarchy of Effect model under this mechanism a new model has been proposed by E.K. Strong in 1920 that is AIDA model. This model suggested that an effective personal sale presentation should be attracting attention, gain interest, create a desire and participated action. In this model the scholars have given more concentration on sales measure rather than forming attitude of the consumers. After then Lavidge and Steiner developed a model where they have introduced the concept of attitude system. The first stage consisting of the awareness and knowledge levels is comparable to the cognitive, or knowledge, component of attitude. The affective component of an attitude, or liking and disliking aspect, the remaining attitude component is the Conative component, the action and motivation element. Such research based insights can change our very basic understanding of how consumers process advertising. We relied primarily on a single hierarchy of response model in which awareness proceed attitudes which, in turn, led to buying action. After a long gap Bernbach, one of the greatest pioneers, may have directly linked of advertising to the study of persuasion. He recommended that one of the dominant goal of advertising is to persuade the consumer of the benefit of a product or service and to stimulate a purchase. In response to this pervasive threat the elaboration likelihood model of persuasion was developed by Petty and Cacippo, 1981, 1986. The elaboration likelihood model approaches understanding persuasion under two routes to attitude change that serve as endpoints along an extent of thinking continuum- a relatively thoughtful route in which people scrutinize the issue-relevant information presented (the central route), and a less thoughtful route in which people rely on simple associations or heuristics to reach decision (the peripheral route). The route that produces persuasion is determined by amount of elaboration, or thinking in which people engage that is involvement of people towards advertised product and in the model also proved that for different categories of product people have different kinds of involvement like for high involvement product consumers go through the central routes of persuasion for low involvement product they
go for peripheral routes of persuasion. There is a substantial agreement that the degree to which the consumer is of critical importance in determining which part of the advertisement will shape the consumer’s final attitude towards the product and brand. In this model one important concept has emerged that is persuasion and the role of persuasion in advertising effectiveness. This is not meant to suggest that effective advertising should be equated solely with successful persuasion. In fact we acknowledge that advertising may be effective even in situation where no persuasion occurs. Advertising might be used to reinforce one’s attitudes without changing the nature of those evaluations. Ehrenberg proposed that advertising worked not by changing attitude but by reinforcing attitudes already held by a consumer who had extensive usage experience and knowledge of products and also developed a theory i.e. awareness trial and reinforcement. Jones (1990) defined that reinforce model generated little enthusiasm among marketers and characterized it as a weak theory compared to the strong theory. Johns view the strong theory that is increase people’s attitudes and is capable of persuading people who had not previously brought a brand to buy it once and then repeatedly. On the basis of the debate which has been arisen from johns and Ehrenberg model and their comparative study suggested that reinforcement advertising is not a persuasion at all, since it does not change attitude. In modern parlance persuasion is used to encompass both definitions, and is often used to describe any activity which changes the attitudes and behavior of the respondents. Ehrenberg claim that advertising play active role in influencing behavior but does not always play role to changing attitude. After this debate new thinking and idea have been emerged on the decision making and advertising processing and the idea is that if the effectiveness of advertising is defined by its ability to demonstrably change attitudes the Ehrenberg’s model is as weak model/ however examination of new thinking in the area of decision-making and the factor which underlie the processing of advertising shows that advertising which operates using the sorts of mechanisms identified in the reinforce model and the peripheral route of the ELM can in some cases be even more effective. In the next phrase different scholar have put their opinion regarding the decision making and advertising processing like Zajonc and Mercus (1982) already confirmed that preferences are primarily affectively based behavioral phenomena, and contested the idea that preferences are cognitive constructs. Ambler and Burne (1999) suggest that where affect and cognition in combination were found to be more influential than cognition on its own. In this experiment, advertising with high affective values was better recalled and recognized in the short term and the
application of beta-blockers to suppress emotion significantly reduced the short term recall of ads. This indicates behavior is vulnerable to relatively weak influences, especially if they are emotive in nature, and suggest that the strength of attitude or indeed the strength of change in attitude may not always be an indicator of the effectiveness of advertising.

In the discussion above we found that many researchers have conducted their research in the field of advertising and given their opinion regards the right path of advertising effectiveness. But still they have in debate that persuasion and attitude changes are not always the right direction to measure the effectiveness. When the debate is going on regarding this issue at that time one important angle come out from the Krugman (1984) suggestion. He stated that exposure to advertising is enough to persuasion on that basis Petty and Cacioppo (1986) found that amongst those with low motivational towards a market, repetition of a message from a credible source is more efficacious than the persuasiveness of the message. From this they deduced that repetition is effective in cases where processing is peripheral. Nordheilm (2002) confirms this view. She finds that repetition when ads are subject to deeper processing cause a downturn in affective response. But when the ads were proceeds in a shallow fashion, affective responses are enhanced. Nordheilm is showing that consumers’ natural behavior of paying less attention to ads they have seen before is likely to greatly extend their acceptability. Indeed, it would seem perhaps that it is only ads which actively seek to prove high levels of attention that are likely to annoy consumers. So attention plays an important role and high attention has been accepted as a mandatory to advertising effectiveness (Naatanen, 1992). One argument often leveled at repetition of advertising is that the advertising will become boring and annoy the consumer (Nordheilm, 2002). This thinking is incorporated into a model which specifically addresses how advertising work at low level of attention and new model have been developed by Heath & Hyder,2005 and Heath & Nairn,2005 known as low attention processing model. The model suggests that ads work through implicit learning which can have longer lasting effects than conscious rational attention to the information provided by advertising. Advertising elements which exploit low attention processing will work better when processed several times at low attention than if processed once or twice at high attention. The model also suggests that emotional advertising may well be more effective than that which simply
presents rational claims. This is especially likely to be the case when such advertising is exposed repeatedly.

In the light of the comprehensive survey of debate relating to the methods and strategies to measure ad effectiveness, it is clear here that the ad and its effective outcome in terms of favorable attitude and outlook created in the consumers psyche is the result of interaction of cognitive affective system of our mental process to the stimuli present in the market place in its planned set up in form of information, message, offers or open appeal for a product or an idea or service or even promises. But the whole story starts in a flash of attention and repeated stimulation to such attention results into awareness about the inner needs and desires and the options and opportunities available in the market place sometime in form of even information only. But this repeated stimulation in relationship with actual experience with regard to the products; services or ideas are accumulated in form of some credible experiences which results into high potency awareness about the same. This further stimulates a series of cognitive affective evaluation of the whole preceding affair which is crystallized into conviction, belief or even favorable attitude towards the products, services or an offer in the respect and this is the mechanism highlighted and supported by no of authority in this field already mentioned above and this is the mechanism followed up in our work which is elaborately depicted in our Structural flow diagram of advertising appeal and its effectiveness presented in the chapter no-5.

The central role of advertising is to delivered their information with the help of suitable media vehicle that attract consumer attention and increase their interest toward the advertised products and when the main role play to influence consumers so consumers preference and their liking also most important. Several researchers proved that to change consumer attitude towards advertising socio-cultural dimension is an important factors as well as act as an internal stimuli and liking in the mind of consumers. in the present discussion based on how social and cultural factor play a role in advertising effectiveness. Social class is used as effective market segment variables. It is measured by a weighted index of several demographic variables, such as education, occupation and income. The concept of social class implies a hierarchy in which individuals in the same class have the same degree of status, while members of other classes have either higher or lower status. Social class has a significant role to create positive as well as negative attitude towards advertising. Economic factors also have a
vital role in formation of attitude toward advertisement. Social and economic factors both jointly increase the value and life style of consumers, which enhance the involvement of consumers to advertisements. Both education and income have been found a significant relationship toward socio-economic aspect of advertising. (Shavitt, Lowery and Hafner, 1998). It is also indicated that cultural and social groups of middle and lower class have particular liking for advertisements using local images, local values and lifestyle and local natural as well as social layouts in the background of the ad copy which have profound impact on their imagination, interest and preferences.

Cultural values are important variables in advertising. McLuhan (1964) argued that advertisements are the richest and most faithful daily reflections that any culture ever made of its entire range of activities. Consumer understand advertising message by relating them to culture (Frith, 1997). One of the main criticisms with the use of globalised or internationalized advertising campaigns is that they do not take cultural differences as consideration. Culture impacts every aspect of the society including the thinking and acting of every member of a group (McCarty and Hattwick, 1992). Several author (Albaum and Peterson, 1984. Britt 1977. Donnely 1970) argued that culture has a significant influence on advertising strategy and it should not be ignored. Srikandath (1991) referred to cultural value as the governing ideas and guiding principles for thought and action in a given society. A value system is an enduring organizations belief concerning preferable modes of conduct. Values have a cultural content and can refer to interests, pleasures like, preferences, duties, desires, needs and many other considerations (Rokeach, 1979, Williams, 1979). The majority of cross cultural studies assume explicitly that culture is an antecedent of different advertising content and expression (Al-Olayan and Karande, 2000, Gilly, 1988) and tremendous support has been reported for the cultural specific content of advertising. Pollay (1985) argued that cultural values are the core of the advertising messages and typical advertisements reinforce cultural values. Hofstede dimension analysis can assist a marketer understand the cross cultural differences between countries. Not surprisingly, it has been suggested the advertising message should be congruent with the value of local culture (Zhang and Gelb, 1996). Empirical studies have found that advertisements reflecting local cultural values are more persuasive than those ignore them (Taylor.et.al, 1997). In additions, international advertisers who are competing for a large share of rapidly growing advertising expenditures in emerging markets can benefit by using their appreciation of cultural
differences as a guideline for creating effective advertising (Fan and Grohs, 2007). In this scenario, it is important not only to understand how consumer perceive the components of advertising but also to gauge, whether, cross-cultural differences or similarities in perception exist between consumers across different cultures. So execution of the advertising strategy may mirror the fundamental cultural orientation and values of the society (Choi et al., 2005). In fact, there is a significant relationship between mass media exposure, cultural value, attitude towards advertisement (Seung Jue and Nelson, 2008). Cultural influences play a role in shaping consumer perceptions and response towards the advertisement (Teng and Laroche, 2006). Role of cultural values in advertising has long been debated in marketing and advertising literature. It has been acknowledge that cultural values are the core of an advertising message (Albers-Millers and Gelb, 1996). Srivastava (2009) has suggested that for advertisements individualistic culture is more inclined for global advertisement. Grams (2007) mentioned that global advertisements do not represent global culture but are just a continuation of what is going on the west. Indian culture always has been in collectivism. However, during the last decade, there has been a shift in urban population in India (Zhang and Shavits, 2003). Indian culture is changing from collectivism to individualism. However, this confirms that rarely is a culture completely individualist or completely collectivist (Fiske, 2002). India is a country with a diverse culture. Understanding each ethnic variation can help to have better advertisement effectiveness.

Though in the present study we have measured effectiveness in such way which give us the indication that how execution or process of advertising helps to change the attitude of the consumers because attitude plays an important role in effectiveness. To visualize this matter we have gone through different studies from where we can find out how attitude play an important role in every aspect of population classification. Mittal, 1994; Shavitt, Lowrey, and Haefner, (1998) give their suggestion for different media planners and message developers that the different strategies that might be used for communicating of different group of audiences based on their beliefs and attitudes around advertising. Lutz (1985) defined that attitude towards advertising as a learned predisposition to respond in the consistently favorable or unfavorable manner to advertising in general. The construct has been measured in different way ranging from overall attitudinal responses of favorability or unfavorability to the measurement of underlying belief item related to social and economic aspect of advertising. However,
some studies have looked at the demographic variable in the context of attitude towards advertising like as Hafner proved that men are more likely than women to have a positive attitude towards advertising, age had a significant impact on attitude toward advertising. Younger respondents were more likely than older respondents to have a positive attitude towards advertising. Both education and income have given historically found to have significant relationships with attitudes towards economic and social aspect of advertising. But exceptionally Alwitt and Prabhakar found that wealthier consumers, on the other hand are likely to dislike advertising. In the same way Bergman (2006) found that advertising is a strong promotional tool for marketers targeting less educated and lower income groups. So the above discussion give us an indication that to test the advertising effectiveness in relation to attitude measurement, demographic classification of the respondents are most important because it gives the clear results where the advertiser should give more concentration.

The present discussion based on the different components of advertising and their role in advertising effective which will help us to select the appropriate components of ads for measuring in effectiveness such as Advertiser are resorting to a verity of tactics and retain consumers attention to their message (Shavitt et al, 2006). In this situation tunes in ads acts as prominent advertising cue in broadcast media, as it is considered as efficient and a valuable way to trigger moods and communicate nonverbally (Alpert, Alpert & Maltz, 2005, Mehrabian, 2007). It is also an indispensable tool in enhancing the effectiveness of message, as the type of music used influences the ad’s attention-generating ability (Kellaris, Cox & Cox, 1993, Tom, 1990) and recognition, as well as the audience's mood, attitude, purchase intention, affective response, and recall (Alpert& Alpert, 1990; Blair& Shimp; Gorn, 1982; Park & Young, 1986). Heckler (1984) suggests that tune arguments words, colors, pictures and adds a form of energy no other source. Park and Young (1986) argue that tune/music complementary role may affect consumers' processing of an ad. Mitchell (1986) noted that measure of persuasion – attitude towards the advertising – is determined by the entire advertisement and music helps to change in attitude formation. Murry have argued that an advertiser can communicate diverse cultural meaning to the consumer by using different tune in ads. Murry (1996) suggest that when advertisers select one piece of tune over the other, they are making a conscious choice among possible cultural meanings to communicate to the audience. Similarly MaCinnis and Park (1991) found that tune/ music fit with the
advertised message affect attitude towards the brand, so from the discussion above it was found that in formation of positive attitude of the consumers’ towards the advertising tune in ads also play a vital role and culturally shaped tune also more effective. So it indicates that in the present study when we are measuring effectiveness of advertising with the help of recall and recognition so in this situation consideration of tune as a component of advertising effectiveness is also necessary.

In case of celebrity/model in advertisements, the general belief among advertiser is that advertising messages delivered by celebrities provide a higher degree of appeal, attention and possibly message recall than those delivered by non-celebrities. Marketers also claim that celebrities affect the credibility of the claims made, increase the memorability of the message, and may provide a positive effect that could be generalized the brand (cooper, 1984). Assael (1984) suggests that celebrity advertising is effective because of their ability to tap into consumers’ symbolic association to aspirational reference groups. Such reference groups provide points of comparison through which the consumer may evaluate attitudes and behavior (Kamins, 1990). In advancing reasons why celebrity advertising may be influential, Atkins and Block (1983) assert that celebrity advertising may be influential because celebrities are viewed as dynamic, with both attractive and likable qualities. Additionally, their fame is thought to attract attention to the product or service. However, in a study Petty, Cacioppo, and Schumann (1983) found that under high involvement conditions, arguments but not celebrities influenced attitudes, whereas under low involvement conditions, celebrities but not arguments influenced attitudes. This suggests that celebrity influence may be related to the nature of the product rather than the person and for low involvement products celebrity play an influential role in the mind of consumers. In another way Friedman and Friedman (1979) found empirical evidence that, in the promotion of products use of a celebrity endorser would lead to greater believability, a more favorable evaluation of the product and advertisement, and a significantly more positive purchase intention than advertisements using an "expert" or "typical consumer" endorser. Similarly, Freiden (1984) found that a celebrity advertisement for a television set generated higher mean values for the likeability of the spokesperson as compared to ads featuring an expert, typical consumer.

Many researchers have shown that because of the fame of celebrities, they do not only create and maintain attention of the consumers but they also achieve high message
recall (Ohanian, 1991; O'Mahony and Meenaghan, 1997). Potential advantages of utilizing celebrity endorsers are that it can increase attention, polish the image of the brand, especially when a brand will be introduced in the market or a repositioning of a brand will take place. However, pre-testing and careful planning is very important and the life-cycle stage of the celebrity has also be taken into account (De Pelsmacker, 2004). Attractiveness has become an important factor through the increasing use of celebrities as endorsers for products, services and/or social causes (Patzer, 1983; Ohanion, 1990). Most television and print ads use physically attractive people. Already in the eighties, research has shown that psychically attractive communicators are more successful in changing beliefs than unattractive communicators (Chaiken, 1979). Kahle and Homer (1985) found that in the case of attractiveness related products the use of physically attractive celebrities increased message recall; product attributes, and purchase intention. An attractive celebrity is more effective in endorsing attractiveness related products and or brands. An attractive celebrity will be also more effective for low involvement products than for high involvement products (Baker and Churchill, 1977). Zafer Erdogan (1999) concludes is that in the light of academic findings and company reports, celebrity endorsers are more effective than non-celebrity endorsers for influencing attitudes towards advertising. The discussion above clearly states the importance of celebrity/model in advertising effectiveness and also proved that this is an important dimension to increase the positive attitudes of the consumer and the present study here we are also imposing celebrity/model is a component of testing advertising effectiveness.

As we know media is an important part to measure advertising effectiveness because it helps the consumers to get exposure regarding products and different media plays different role in the mind of consumer. In advertising different media delivered their advertisement from different view point that helps to increase consumers' attention. In the present discussion we are trying to find out the role of print media and their components to attract consumer attention from different perspective. In case of headlines in ads, the primary function of a headline is to get attention. This is the first A in the A-ID-C-A formula. An effective headline should attract attention and state or imply a product benefit. It is preferable for the headline to contain an action verb. Shorter headlines are often more notable. Good headlines also engage the reader and identify the target audience (Conover, 1995) and that helps to increase recognition and create positive attitudes towards the ads. Most of the research focused on mechanical measures
of advertising content as number of words or lines or colors; size of headlines or margins; and space devoted to photographs or illustrations (Holbrook, 1980). There are differing opinions on what recognition actually measures. Not only are there questions about the effectiveness but also what recognition actually scores. Recognition scores seem to be influenced by the attractiveness of ads, product interest and message length and repetition (Leigh, Zinkhan & Swaminathan, 2006). 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 (Leigh, Zinkhan & Swaminathan, 2006). In case of print media we found that recognition level is much more higher than recall. In a study Thorson and Friestad (1989) addressed the issue of recall and emotional advertising based on a large sample of television commercial; they concluded that 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. Ambler and Burne(1999) also found that affect (emotions) enhances long-term memory of the television commercials and advertising with the high effective components have better recall following a single presentation. Hazlet (1999) reaches a similar conclusion and report that commercials that arouse greater emotional response tend to show higher recall for the brands in the commercials. Van Raaij, (1989) proved that when attention is evoked by positive emotional reaction, it leads to further focusing and learning about the brand benefits and possibly, acceptance of the advertisement’s message. In the same way Heath and Nairn (2005) proved that in case of low-involvement products, attention together with pleasure feelings can immediately lead to acceptance of the message without explicit learning. From the above discussion it is clear that emotion and recall are interconnected and the emotional content in well executed commercial can actually boost recall, though it was found from the different studies television commercial play major part to delivered emotional contents ads in this sense from these above opinion it is found that television is an important exposure to judge the interest level as well as the attitude towards advertising in consumer and this evidence help us to determine the important components of ads to test the recall. In a joint study by Cook and Kover (2006) using two approaches, namely theoretical and applied, have defined the ad effectiveness in two different ways. In one it has been emphasized the features of ad like length, structure of language used in the ad copy, headlines and the exotic aspect of the same has the role in creating ad effectiveness. On the other side it is
assumed that effectiveness cannot be measured in disintegrated form as before rather than the wholesome impact of an ad matters more. This is a crucial finding which has a substantial impact on many studies on ad effectiveness and going to be used in our study also. Another study by Woodside (1996) and his study was first assessing the linkage advertising effects and he found that the notion of linkage advertising causing changing the customer cognition, affection, purchase and consumption behavior of consumers are not well known and the author suggest that advertising components should be allotted properly for creating and sustaining direct link with customers. One study by Malviya (2007) on the moderating role of advertising context on ad repetition effect: the role of elaboration. The author investigated that the influence of elaboration in ads on the repetition effect. The research found positive effect of elaboration in ads on the effect of ads repetition and its message. Yet another comparative study found between the image and direct response of advertising and its importance for consumer response. The study found that in advertisement, the consumer get motivation in image. It conveys to the potential consumer a mood or feeling that may motivate them to respond and also to create a flow of information for doing so. The advertiser makes the design of an ad with appropriate color format that generate interest to the consumers mind and create more attention about the advertisement. So from their study they have proved the image within the ads is more important than direct response advertisement to motivate the consumer. Same study by Woodside (1998) to find out the impact of consumer response on ad when it placed with picture. The study indicates that demonstration of an advertisement is an important task if it communicates the information in predictable way than the ads should be more effective with picture rather than alphabetical writings. Because picture based statement goes well beyond resemblance to an object and the results also states that pictures are nearly an environmental analog or a sensory stimulus of an object and this sensory stimulus also affects the consumers' state of mind. From the discussion above we got the idea how different types of media play their role in advertising and how the different components of ads like color in ads, picture in ads help the consumers to change the positive attitude. In the present study we are also using the same media and same component to find out the consumer response and their liking that will help us to evaluate the effectiveness of advertising.

Now we enter into a discussion about the appeal which is the sum total of effects of ads component and their design, the surrounding set up under which it is introduced
The sum total of appeal here refers to the totality of appeasement generated by the factors mentioned above in unison. Advertising appeal gives a reason to buy a product. An advertising campaign may have one or more advertising appeal. One appeal can be used and it can have sub themes in an advertising campaign. Appeal needs to be unique and needs to give positive impression about the product to the target audience. Every appeal that is used by the companies in the advertising is as per their competitors. Another important aspect of appeal is that it needs to be believable by the audience (Kumar, 1998). Audience gets attentive when the advertisement is there, they try to comprehend it and then finally their purchase behavior is inclined towards the brand. Advertising appeal is the main central message in the advertising message. It arouses the desires and addresses the human need that can be satisfied by the product which is advertised. Appeal is the underlying content in the advertising. Advertising appeal and execution are-usually interdependent but advertising appeal can be used in all types of media but the execution style is different for different type of media. Advertising appeal is that something which attracts the consumers and develops interest in them. In a study by Johar and Sirgy (1991), found that image appeal or symbolic appeal holds a creative objective to create an image of the generalized user of the advertised product. Synder and Bono found that cultural background will influence individual responses to image appeal advertisements and this effect will be due to differences in the masculine and feminine concepts. De Mooji (1998) stated that cultural masculinity and feminity can influence choice of media communication. The discussion above proved that if appeal is an important component in advertising as well as appeal play a central part in the advertising process that is basic part behind an advertising success. In the present study we have applied the same concept and we have measured the advertising effectiveness based on appeal.

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 print advertisement recognition. 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 (compared with a typical TV commercial) work is that the messages are likely to be more deeply ingrained into the reader’s mind.

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 Broack, 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.
<table>
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<td>1</td>
<td>Nagar K</td>
<td>2009</td>
<td>Building brand loyalty through advertising (based on fast moving consumer goods)</td>
<td>Discriminant analysis, chi-square test and ANOVA test.</td>
<td>Customers must pay attention to the right mix of brand loyalty, so liking brand loyalty to advertising is important.</td>
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<td>2</td>
<td>Patra.S and Datta K.S.</td>
<td>2010</td>
<td>Role of celebrity in advertising for brand endorsement (based on fast moving consumer goods)</td>
<td>Judgmental and convenience sampling, tools Q score and simple percentage.</td>
<td>Celebrity should be taken into consideration by advertisers for selecting a celebrity for their brand endorsement because celebrities successfully connect their brand with their target audience.</td>
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<td>Nilofer</td>
<td>2008</td>
<td>Influence of personality on consumer behavior and advertisement preference.</td>
<td>Random sampling method, ANOVA and ranking scale</td>
<td>Personality dimension did affect the advertisement preference among different categories of respondents.</td>
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<td>Gupta S</td>
<td>2007</td>
<td>Impact of advertising on fast moving consumer goods-personal care</td>
<td>Random sampling method, correlation coefficient, chi-square</td>
<td>Advertising is the most effective channel of communication for the FMCG products. TV advertising is the highest impact on the memory of the audience where recognition and recall level is higher of the respondents.</td>
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<td>5</td>
<td>Srivastava R.K</td>
<td>2009</td>
<td>Effectiveness of global advertising on Indian culture</td>
<td>Exploratory and descriptive study. Tools - Pearson correlation.</td>
<td>To make advertisements more effective especially when the target audience is young or middle aged. Knowledge of dominant religions of an emerging market could be a critical factor for better advertisement.</td>
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<td>6</td>
<td>Chattopadhyay.T</td>
<td>2009</td>
<td>Whether advertising elements like message strategy and execution framework influence processing and understanding of advertising message by young women in India</td>
<td>ANOVA &amp; MANOVA</td>
<td>Affective message strategy with dramatization as execution framework is most effective for young women in India in relation to print advertisements.</td>
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<td>7</td>
<td>Mishra A</td>
<td>2009</td>
<td>To distinguish between the dimension of ads appeal and its effect on consumers perception</td>
<td>Multistage random sampling, tools- Z test</td>
<td>Advertising appeal affects the level of trust and the kind of relationship that the consumer has with the product. Ad appeal helps in positioning the product in the mind of consumers.</td>
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<td>8</td>
<td>Biswas S; Hussain M and Donnell K</td>
<td>2009</td>
<td>Celebrity endorsement in advertisements and consumer perception: a cross-cultural study.</td>
<td>Exploratory, focus group study.</td>
<td>Indian consumers are more likely to be affected by celebrity endorsement in ads because of the celebrity perceive status and glamour.</td>
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<td>9</td>
<td>Verma S</td>
<td>2009</td>
<td>Influence of rational and emotional appeals</td>
<td>Simple random sampling</td>
<td>The advertisements containing rational appeal depicting logic</td>
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<td>10</td>
<td>Yogesh Upadhyay &amp; S.K. Singh</td>
<td>2010</td>
<td>The impact of poor performance of sports celebrity in a game-cricket on their status of being a role model and consumption related behavior intentions of consumers.</td>
<td>Convenient sampling, ANOVA test.</td>
<td>The poor performance of sports celebrities on field may dent their standing as a role model but fail to display significant impact of the behavioral intentions.</td>
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<td>11</td>
<td>Jain.S &amp; Kriti.S</td>
<td>2010</td>
<td>The role of advertising to create brand personality. How the advertising has influenced the brand image and personality.</td>
<td>No statistical tools based on theory.</td>
<td>The brand personality creation needs corporate communication incorporation with media. Company can use advertising strategies to create effective brand personalities in reference to excitement, competence and sophistications ruggedness etc.</td>
</tr>
<tr>
<td>12</td>
<td>Jain.V; Roy.S; Daswani. A &amp; Sudha.M</td>
<td>2010</td>
<td>Identify the mode/s in which a celebrity is depicted in Indian television commercials.</td>
<td>Random sampling, content analysis and cross tabulation frequency.</td>
<td>The study identified the most dominant mode of celebrity advertising in India and found that there was no correspondence between the mode in which celebrity was portrayed and the product category endorsed.</td>
</tr>
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<td>13</td>
<td>Makkar.U and Dhyani.V</td>
<td>2010</td>
<td>Consumer perception towards different media options with regards to rural v/s urban perspective.</td>
<td>Simple random sampling, likert scale. factor analysis and multidimensional scaling.</td>
<td>Media is having a dramatic impact to create attention regarding the advertised product as well as on the consumption patterns of the consumers.</td>
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<td>14</td>
<td>Banerjee. S</td>
<td>2009</td>
<td>The study proposes that resultant effect of brand placement follows a systematic hierarchy of effects, at the time of interaction with audience.</td>
<td>Descriptive study.</td>
<td>The study revealed that brand placement offers a promotional tool that may prove powerful in influencing subsequent target viewers in term of recall and recognition of brand.</td>
</tr>
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<td>15</td>
<td>Chattapadhyay.T; Dutta N R &amp; Sivani.S</td>
<td>2010</td>
<td>Media mix elements affecting brand equity-a study of Indian car market and consumer goods.</td>
<td>Multivariate analysis.</td>
<td>Media mix elements that should be focused on to the strengthen the dimension of brand equity while positioning the brand to specific consumer group.</td>
</tr>
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<td>16</td>
<td>Sarangapani A and Mamatha. T</td>
<td>2009</td>
<td>Examines purchase decision that contributes to enhance marketing communication effectiveness with regards to select fast moving consumer goods.</td>
<td>Stratified random sampling method, tools are average, ratios, scaling techniques.</td>
<td>The implication to marketers is that they have to design a different communication level. They can process linear, logical, simplistic communication with a beginning, ending and a sequence of events. There is a need to use vernacular language, which is dialect specific. Print media becomes ineffective.</td>
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<td></td>
<td>Authors</td>
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<td>Statistical Tools</td>
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<td>17</td>
<td>Sharma S</td>
<td>2006</td>
<td>Celebrity endorsement- is it the only survival recipe for marketers?</td>
<td>No statistical tools have been applied.</td>
<td>Using celebrities can increase consumers, awareness of the ad. capture their attention and make ads more memorable. There should be a perfect fit between the brand and celebrity to create a proper association and clarity.</td>
</tr>
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<td>18</td>
<td>Singh R and Bhullar P</td>
<td>2004</td>
<td>Women in Indian advertising: a study of consumer liking for different role portrayals.</td>
<td>ANOVA and descriptive statistics, Kruskal-Wallis test.</td>
<td>Advertisements portraying women as glamorous/ sexy have been less liked. Women do not view themselves as such; rather, they prefer portrayals that show women as worthwhile human beings involved in something constructive.</td>
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<tr>
<td>19</td>
<td>Panda K T</td>
<td>2005</td>
<td>Sex-oriented advertising and its impact on attitudes of teenagers: application of behavioral intention model across product categories.</td>
<td>Focus group random selection, ANOVA test.</td>
<td>The results show that the respondents find sex-content based advertisement to be in bad taste in the context of family setting and there is a relatively moderating effect on the behavioral intention of consumers upon exposure to commercial product advertisements.</td>
</tr>
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<td>20</td>
<td>Verma D.P.S and Kapoor N</td>
<td>2005</td>
<td>Children understanding of TV advertisements, in the Indian context.</td>
<td>Multi-stage sampling techniques, chi-square test and Pearson's correlation coefficient.</td>
<td>The results of the study shows that the TV ads contribute significantly towards the Indian children consumer socialization and also increase his or her cognitive understanding of TV ads.</td>
</tr>
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<td>21</td>
<td>Muruganatham G and Kaliiyamoorthy S</td>
<td>2006</td>
<td>Study the consumer interest towards the celebrities, compare the celebrity ads with ordinary ads.</td>
<td>Descriptive design, Chi-square test, KS test.</td>
<td>Consumer interest level towards celebrity advertisement keeps increasing. They show much interest to see their favorite celebrities in the advertisement compared to ordinary advertisements.</td>
</tr>
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<td>22</td>
<td>Kavitha G</td>
<td>2006</td>
<td>Aims to find out the various techniques of ad and the effectiveness of these techniques on women in the personal care product segment.</td>
<td>Convenient, random sample simple rating method.</td>
<td>The result found that model and the concept of ads are important and also state that good looking model and the visual appeal of the ad is more important in personal care products.</td>
</tr>
<tr>
<td>23</td>
<td>Zaveri B</td>
<td>2007</td>
<td>Identify the effects of cosmetic advertisements on the pattern of the customer, to find out the impact of print media ads and broadcast media ads on</td>
<td>Simple random sampling, chi-square test, Z test and ranking test.</td>
<td>Female respondents are more attracted by the advertisement, model and presentation of the advertisement. They are more concerned with branded item. Brand image and advertisements are the key factors behind the purchasing of products.</td>
</tr>
<tr>
<td></td>
<td>Authors</td>
<td>Year</td>
<td>Research Focus</td>
<td>Methodology</td>
<td>Findings</td>
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<td>24</td>
<td>Anandan, C., Raj, P.M &amp; Madhu,S</td>
<td>2007</td>
<td>Find out the factors influencing the rural customers to prefer a particular brand and satisfaction level of customers.</td>
<td>Convenient sampling method, chi-square test and percentage analysis.</td>
<td>Quality is the most influencing factor in buying a particular brand.</td>
</tr>
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<td>25</td>
<td>Mahapatra S</td>
<td>2007</td>
<td>Study is carried out to know the effectiveness of emotional versus rational appeal used in TV advertisement on consumer.</td>
<td>Random sampling, Z test.</td>
<td>Significant difference in preference for emotional appeals among respondents of different age groups, sex and with different age groups, sex and with different need priority. Lower age group had stronger preference for emotional appeals as compared to higher age group, female had stronger preference for emotional appeal as compared to males, preference for emotion appeal was significant was for respondents with higher need priority.</td>
</tr>
<tr>
<td>26</td>
<td>Saxena. K, Paliwal.P &amp; Tripathi.P</td>
<td>2007</td>
<td>Empirically analyze the fit of advertising channels with the appropriate product categories.</td>
<td>Exploratory research design.</td>
<td>Any advertisement, when it comes for certain or specific product category always carries special effects and some distinguishing character to attract the consumer towards the particular brand. Advertisers should always take care of the proper programming product should be advertised on the right channel, so that it can be useful for both advertisers as well as viewers.</td>
</tr>
<tr>
<td>27</td>
<td>Kumar RR</td>
<td>2007</td>
<td>To find out how far television advertisement have helped in increasing the awareness to verify the determinants of recall ability.</td>
<td>Cluster sampling method, Chi-square test and descriptive statistics.</td>
<td>Advertisements create more brand awareness and it influences the consumer.</td>
</tr>
</tbody>
</table>
Comparison between the effectiveness of advertisement in two different media like web and TV ads.

Perception towards memorability of advertisements on TV

Random sampling method, descriptive statistics, cross tabulation, chi-square and two way ANOVA

The study reveals that web is an excellent medium for covering information. However, TV scores over the web on parameters such as catching viewers' attention, increasing purchase possibility and in changing & meaning attitude towards advertised product & forward the image of the advertiser.

The regional level TV channels deliver the programs in the regional language, which is more appealing and creates a strong impression in the mind of viewers. Further, it is suggested that the advertiser should design the advertisement in an appealing way with creativity, attractive slogan and background music or an appropriate blend of these features.
Statement of the problem:

In the present study we have chosen advertisement of Fast Moving Consumer Goods in the region which is neither fully exposed nor fully isolated from the heavy centers of commercial and cultural life. In this sense it is a virgin area for investigating the effectiveness of advertising process and design on the consumers here. So that we can study the process of effectiveness of advertisements as well as the relative importance and impacts of individual components of advertisements on consumers in terms of awareness, interest, likings, involvement and recollection of the ads that share the effectiveness of the ad design subject to the exposure level of the consumers to advertisements.

Objectives of the study are:

(i) To study the advertising appeal of Fast Moving Consumer Goods on buying attitude of consumers in Cachar district of Assam.

(ii) To study the effectiveness of components of advertisements.

Hypotheses:

H₀(1) Fast Moving Consumer Goods advertising have no effect on buying attitude of consumers.

H₀(2) Message, background set up are more effective than celebrity.

H₀(3) Cultural specific advertising is no more different in effectiveness than general ad design.

The Methodology:

The present study is about the ad effectiveness and its measurement in the fast moving consumer goods category of products. The study is done covering the area that is the Cachar district of Assam, India. This is to emphasize here that the basic design of the study focuses on product category, the media category, and socio-cultural, economic and demographic categories in a particular district of Assam for studying the composition, process and characteristics of advertising for fast moving consumer goods in general. Therefore, there is no particular selection of product, media vehicles and any particular ad campaign. Consequent to this the research design adopted for the study is in commensurance with the demand of the study.
1. The population set framing:

The population set for the present study is confined to the inhabitants of the Cachar district of Assam, India as members of this set. However, the set in the present study consist only those persons who have minimum media cum ad exposure (Pongiannan, 2009, Nagar, 2009). The set is further classified into some categories helpful in examining the population set for the present purpose in certain logical and useful way. First classification made in this respect is gender, the second one is occupational status, the third one is educational attainment and the last one is related to urban-rural division of the population.

2. Unit of data and their clustering:

Regarding the data collection, in the present study the basic unit is individuals. Individuals are selected from the rural and the urban regions of Cachar district. For the purpose, the urban region represented by towns included in the study i.e. Silchar, Lakhipur are divided into different wards and in the case of rural region represented by blocks of the district are further classified into different villages. This is useful to add here that definitions of town, wards and villages have been adopted from the definition used by the district civil administration. In this regard it is added here that both the primary and secondary data sources are taken help of in this study.

3. Sampling design:

Individuals are taken as the primary unit of data collection. The data collected by using random sampling method. (Kavita.G, 2009 and Anandan& Madhu, 2007) From each ward and block data (response) were collected proportionate to the respective population in each ward and block using random sampling method. 80 percent of the collected data in each ward and blocks were further selected randomly using random table to make the final sample set of responses for the purpose of the present study. Sample size was calculated using statistical package which came 384 in total for the infinite population. Against this estimation we have collected 410 samples for the study purpose.

4. Tools of data collection:

As far as tools of data collection are concerned, schedule has been developed and used for the purpose. The finalization of the schedule was done after using it in the pilot survey employed to collect data and all the necessary adjustment and corrections are included wherever required. Schedule was chosen keeping in mind the nature of the
study, socio-cultural and educational attainment of the respondents and the corresponding questions required to be framed in the same line to find out the true attitudinal responses of the respondents towards the advertising they were exposed to. In many important studies in this regard both in India and abroad have used this tool of data collection successfully to mention some of them we can refer these studies (Pongianan, 2009, Chattopadhyay, 2009) for example.

To collect the opinion of the respondents we have developed the schedule in such way where the respondents will not feel any difficulty to give their opinion and other purpose of the study will be solved. The schedule was applied on the respondents with the help of a control chart developed to control and monitor about how and where the respondents’ response should be examined and recorded. The control chart consist of all important fast moving consumer goods product categories ads and related media vehicles. For example, control chart includes personal care, household care, food and beverage and tobacco and spirit products. Taking clues about the media vehicle and the products in categories, the researchers select the ads and the products to ask question from the respondents where they were supposed to be having minimum exposure and likings.

In this respect we have designed the schedule dividing into four parts. In the first part questions were frame to examine the exposure level of the respondents to the fast moving consumer goods ads in different products and media categories. This part was used to assess the preference and liking of the respondents in the above two categories. In the second part question were addressed to find out the awareness level of the respondents with respect to fast moving consumer goods ads in the different product categories. Focus was laid to test the attention and involvement of the respondents in this regard. Following to this, in the third part of the schedule, where core theme of the study was ad effectiveness. In this part interest level of the respondents towards ads were assessed. Questions were drafted to test the interest level under two headings i.e. recall and recognition about the ads along with their compositional details. Recall and recognition tests are usual choice (Seth, 1984) to judge the degree of attitude in support of the advertisements as well as to the products to which respondents are exposed to, and the level of attitude as examined in the above manner in return reflects on the probable evidence of effectiveness of an ad/ad campaign. The recall and recognition test were done on different components of ad copies viz slogan, message, model/celebrity, brand, tune, packaging, background design and layout design, and the response were recorded.
using the Likert type scale of attitude measurement. Points scored on the scale were measured on the basis of comprehensiveness and quality of response against different question. Completeness and quality were judged on the basis of completeness of responses and the quality was on the basis of responses in return to the help provided or not provided by the researchers to the respondents respectively. In the last part of the schedule, respondents were exposed to a few selected ads deliberately fabricated by the researchers to judge the relative appeal value (parameters used to measured appeal are recall and recognition) liking of different ad designs in different composition, there were three groups of ad copies each one highlighting one aspect of the composition of ad copies, in the first group original ad copy was used. In the second group the background set up of the ad copy was designed highlighting regional geography, people, culture and habit and keeping other component in the composition in the original form. In the third group all the components of ad copies were redesigned and converted into local/ regional context. And at the end all the three types of ad copies together were shown to some of the respondents purposely selected for the same to make a judgment over the relative appeal or liking for different types of ad copies highlighting different aspect and components of advertisements.

5. Analysis of the data:

The study is an evaluative and a diagnostic attempt to discover empirically the nature of relationship among different components of advertisement and their relative impact. In this respect at the time of data analysis we have taken help of some statistical tools like chi-square test, ANOVA, multiple regression analysis, applied by researchers in their studies addressing similar kind of research problem in different context and reported in some of the well known research journals. To site a few we can refer some of them: (Nagar, 2009; Garga et al, 2009; Srivastava, 2009; Bergman, 2006;& Wang, 2005) And in the present analysis we have analyzed the data with the help of SPSS. To examine the effect of demographic and the impact of individual component of ads in the overall model of advertising components, a hierarchical multiple regression was used (Wang, 2005, Bergman,2006 & Nagar,2009.,Verma, 2009) The results of regression analysis help us to find out the respondents liking and preferences towards different components of ads and their relative importance in relation to each other within one and each single ad copies used for the research purpose in the present study. In the analysis of data we have measured the $R^2$ value. From $R^2$ value we found proportion of variation in the in the
dependent variable explained by the regression model. ANOVA test in the present study is applied to know significance level of the model. All the cases the result of ANOVA shows significant relationship in all respect.

Another important statistical measurement was done in the present research i.e. chi-square test since the data is categorical in nature we have applied chi square test to the associations between variables or group of variables, it also study the statistically significant relationship between variation in one single variable or group of variables in relation to other another single variable or group of variables (Kothari, 2004; Gupta, 2007, Chattapadhay, 2009). If the variables are independent (have no relationship), then the results of the statistical test will be "non-significant" and we believe there is no relationship between the variables. If the variables are found to be related, then the results of the statistical test will be "significant" and we can state that there is some relationship between the variables. In the whole analysis we have consider the result is statically significant at the .05 or 5% level which minimize the chance of independent (Michael, 2010). In the same procedure we have calculated the data to find out the significant relationship and the degree of association between two variables or set of variables.

Regression analysis was used not for measuring value of parameters and projection rather to develop rank ordering of relative importance of individual ad components used to test advertising effectiveness of different ad copies printed or telecasted. In other words parameters are measured to find out relative weight of different ad components used to measure ad effectiveness in the present study.

6. Testing the effectiveness of advertisements:
In connection with the objectives and hypotheses under study some standard methods and models are to be used for the purpose. In this regard we will analyze relationships that exist between the process and inputs of advertisements which is the behavioral paradigm of research in measuring advertising’s effectiveness. It has been used because of the limitations of the modeling paradigms in such researches. For modeling studies are not rigorous in ascertaining whether and to what extent advertising is the real cause of sales, market shares or brand choice. On the other hand the behavioral paradigm focuses on how consumers attend to and process advertising appeals. It is so called because its interest is in the behavior of consumers. In this paradigm generally various ad appeals or
formats of execution as their independent variables. Here consumers’ mental processes are used to access the effects of advertising. Studying the effect of advertising on the processes is important for two reasons. First, the processes indicate why, how, and where in the sequence of decision that leads to consumer purchases to study the advertising effectiveness or ineffectiveness. Second, the processes can be measured more easily and quickly during ad production. For the purpose models of hierarchy of effects have been used for the purpose where it helps in understanding how advertising and whether it is effective. For example, if it is found that advertising does not affect sales, they still need to find out where in the hierarchy of effect the advertising began to fail. Was it ineffective in drawing consumers attention, achieving recalls, stimulating liking, persuading, or somewhere else. (Gerard J. Tellis, 2004, pp-45-52) In addition to the above we are following methods of evaluating ad effectiveness where technique is to use other things than the actual sales as a sign of ad effectiveness. In this approach evidence of exposure to product advertising to be tied in with evidence of product preference or possession. The implication being that advertising is seen as the cause and that favourable buying attitudes are the results (Blaine and Britt, 1987). We assumed buying attitudes are reflected in high liking, high recollection and high involvement in advertisements concerned. Because we are testing the generalized effect of advertising on consumers as well as approaches of advertising which are basically macro concept in marketing, it is not practical to use sells numbers as the final test of effectiveness. In the light of the above observation, our test of effectiveness is the test of process of effectiveness and components.

**Scope of the study:**

The study concerns with the study of the process and effectiveness of advertising in the fast moving consumer goods products category. This enables the researcher to make an in-depth study to evaluate the liking, preferences and attitude of the consumers towards the advertising of different products within this category. It helps to judge that how and which components of advertising play more influential role in this regards. The scope of the study confined to the cachar district of Assam, India and to the fast moving consumer goods products category. The study covers all the products or product line within this category of products. The study also covers up the respondents having minimum ad exposure across the different demographic classification viz., gender, age, occupation and educational attainment besides urban rural division of the same. Another important
aspect in the present study that to judge the respondent responses we have consider the media which is mostly a vital part of testing the effectiveness of advertisement, though our study confined the whole product category of fast moving consumer goods, in similar way we have considered all important media displaying advertising contents, therefore, the present study did not consider any particular media, all the important media have taken into consideration. It helped the researchers to get ample scope to judge the view of respondents and the situation of these media in this region and how the media play their role to get more consumers responses with regard to awareness, interest in terms of recall and recognition. The study of consumer durable is beyond the scope of the present study as its constitutes an independent study. The study offers an extensive scope for further research with relevance to these product categories and also to be applied in other region of India.

**Limitation of the study:**

In the present study some limitation the researchers have taken into consideration. The first limitation of the present study is the study is limited to a particular district of Assam and not the whole state of Assam or the north east of India comprising seven states having distinct identity and characteristics in relation to the rest of India. The present study also confined to a particular product category and does not include the whole consumer product category. Another limitation in the present study that due to get accurate information from the respondents and find out the appropriate results we have consider those respondents those who have minimum advertising media exposure. Another limitation in the present study that though the study based on fast moving consumer goods product category, in this sense we have consider only print media, electronic media and outdoor media. We did not consider radio and web based media because the respondents of this media come from a particular group which is not the prime objective of the present study. In our study we have designed some fabricated ads to test the preference of the consumer. Here our limitation was that we have considered some important product of fast moving consumer goods due to cost factor. The other limitation when we have designed our fabricated ads to test the cultural aspect of the advertising that time the researcher have considered the local faces not the local celebrity due to some technical and legal constraints in this subject.
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