List of Technical Terms

The study consists of many variables which have been used in the research. The briefing of the same is as follows:

**Advertising**: Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.

**Advertisement appeal**: Advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings toward the product, service, or cause. It's something that moves people, speaks to their wants or need, and excites their interest.

**Media**: The main means of mass communication (television, radio, newspapers, electronic, outdoor, etc.) regarded collectively.

**Media context**: Context means background, environment, framework, setting or situation surrounding an event. Thus media context means the environment in which advertisements are embedded in a particular type of medium.

**Celebrity endorsement**: A form of brand or advertising campaign that involves a well known person using their fame to help promote a product or service.

**Socio-economic classification**: Classification of Indian consumers on the basis of two parameters: Education of the Chief Earner and The number of Consumer durables (pre-decided from a list of 11 items) owned by the family.

**FMCG**: Fast-moving consumer goods (FMCG) or consumer packaged goods (CPG) are products that are sold quickly and at relatively low cost.