CHAPTER–3
REVIEW OF LITERATURE

Review of literature in this case would be evaluation of recall value and popularity of advertisements in present day business and society. There have been numerous studies being conducted in order to find out the importance of advertisement in present day business. For example, Shanker Radhakrishnan from Hindu Business Line conducted a recall study in four metros in July 2002 and found that ads done by Shahrukh Khan and other Celebrities have more recall value as compared to other advertisements.

Awareness and knowledge about elements of advertisements decides how much do the customers understand a particular advertisement. It also shows the media literacy level of customers. The research has studied different studies related to advertisements effectiveness and recall value.

Jane Ginsburg, Lionel Bently and Jennifer Davis (2008)\(^1\) conducted a study on “Trade Marks And Brands: An Interdisciplinary Critique”. The objective of the study was to review how Trade marks and brands are inter related. Visual images comprise most corporate communication regarding products, economic performance, and social responsibility, and also notify governmental efforts to build positive attitudes for consumers, organizations and citizens. Corporate image, Brand image, advertising images, and images of identification depends upon convincing visual imagery. The study examines theoretical and methodological subject of visual images as they relate to brands through interdisciplinary research examples and exemplars. The researcher put visual issues within a larger theoretical viewpoint of brand culture, “the cultural dimensions or codes of brands - history, images, myths, art and theatre - that influence brand meaning in the marketplace.” The study revealed that “Visual consumer research cuts across methodological and topical boundary lines - the possibilities and problems of visual approaches encompass experimental and interpretive realms, and include such varied topics as information processing, image interpretation, and research techniques.”
Turkay Bulut and Aysun Yurdaişik (1984)² carried out a study on “Visual Semiotics and Interpretation in the Television Commercial”. The objective of the study was to understand the relationship between visual semiotics and its interpretation in Television commercials. According to the study “Visual communication does not include language codes; it leaves the visual message and the recipient alone.” This study concentrates on the construction of meaning from visual messages in advertising through a semiotic analysis outlook which can also be studied through viewer responses to recognize patterns of meaning construction. In order to study the effect, researcher has examined one particular advertisement (the Coca cola commercial which broadcasted in Turkey between July 2004 and December 2004 and enquired from a group of viewers to bring out the meanings of the images in that advertisement. The results revealed that the “viewers noted more iconic message elements than symbolic or indexical ones; however, symbolic meaning seems to be more effective than iconic meaning.”

Visual Communication Division of AEJMC, Washington (1995)³ investigated “Visual Semiotics and The Production Of Meaning in Advertising”. The objective of the study was to understand “How is meaning produced and conveyed in messages that are primarily visual and how do viewers construct their own meanings from visual communication cues?.” It also examines the construction of meaning from visual messages in advertising which is a visually concentrated area of communication. For investigating the production of meanings from visuals, the study concentrated on one particular commercial—“the 1984 commercial produced for the introduction of Apple's Macintosh which ran during the Super Bowl in January of that year.” The study examines the meanings of the images in the advertisements as generated by a group of viewers and analyzes their readings related to semiotics analysis of the visual text. The research study shows that identification of meaning construction patterns can be done with the help of semiotic analysis of visuals. It also discovers that visuals carrying various types of semiotic meanings extract different responses from viewers. Generally, more number of viewers takes a note of iconic message elements rather than indexical or symbolic elements. However, those fewer elements which have symbolic meaning, creates higher impact than message elements
with high iconic meaning.

Dharma Keerthi, G.D. and Sri Ranjan (2010) conducted a study on “Science of Semiotic Usage in Advertisements and Consumer’s Perception”. According to this study “modern consumer market has been developing as a web of symbols and signs in multidisciplinary approach to construct brand images in the consumer’s perception. Simiology is an advanced subject which enlightened the semiotics ideally. Marketing, advertising and communication are the inseparable, interwoven major carriers in distinctive market – consumer behavioural world.” Marketers are producing and dismantling the sign and symbols to create positive image and to satisfy and motivate them to take productions orders. Prospective research study of the semiotics depicts that the media based on language and the media based on image are the elementary and the enveloping medium for the human communication. The sign and symbols can be classified as interpersonal and intrapersonal. An advertisement is competent of influencing the thinking and the behaviour of the customers. Every advertisement is a cultural document which has a cultural shade which goes to readers to share and discuss the cultural themes. These symbolic and the iconic chats are cultural acts through the facet of cultural esteem. It helps in protecting the culture and helps in reading the cultural thinking becoming natural.

Thomas D. Jensen and Larry W. Rottmeyer (1986) studied “Visual Information Processing of Television Commercials- Cognitive Effects”. In this exploratory study, viewers indicated the number of chunks of information in television commercials while being exposed to either the visual stimuli or to both the audio and visual stimuli. Advertisers have utilized various techniques for assessing the effectiveness of television commercials. The present manuscript illustrates a theory and technique of investigating viewers' thinking about ongoing visual information while viewing advertisements. “It was hypothesized that the number of boundaries of information chunks (breakpoints) indicated by observers would affect information processing and, subsequently, output measures of advertising effectiveness (i.e., attitudes and beliefs)”. Results consistent with this process perspective were found.
von Landesberger, T, Kuijpe, A., J. Kohlhamme, T. Schreck, J.-D. Fekete, J.J. van Wijk, D.W. Fellner (2011) conducted a study on “Visual Analysis of Big and Large Graphs: Present Position and Future Research Challenges”. The results of the research show that the scrutiny of large graphs plays a important role in a variety of fields of research and is significant in many key application areas.

An effectual visual analysis of graphs needs suitable visual representations combined with individual user interaction services and algorithmic graph analysis techniques. There are many factors which decide designing of correct graph analysis systems, like “the type of graph describing the data, the analytical task at hand and the applicability of graph analysis methods”. The latest surveys of graph visualization and navigation methods cover techniques that came until 2000 or concentrates only on graph layouts published until 2002. Recently, a small number of new techniques have evolved which covers a larger range of graph types, like time-varying graphs. Also, as per continuous growing numbers of graph-structured data being available, the addition of algorithmic graph interaction and analysis methodologies have become even more important. In the report, A survey on the current techniques for the visual analysis have been surveyed. The study review first considers graph visualization methods as per the type of graphs supported. The visualization methods outline the foundation for the presentation of interaction approaches suitable for visual graph exploration. This study discusses various graph algorithmic aspect useful in various phases of visual graph analysis procedure as it is a significant part of visual graph analysis.

John R. Rossiter, Columbia University (1982) examined “Visual Imagery: Applications to Advertising”. This study presents thirteen major applications of visual imagery theory in advertising. It encompasses rules and procedures for effective use of visual substance in General, Print and Television advertising. The applications are supported by psychological experiments which present challenging extension to advertising tradition. The objective of the study was to find out “how to create effective advertising make many implicit references to mental imagery, especially visual imagery”. So “Claude Hopkins in the pre-television era (1923) referred to "the power of pictures;" Leo Burnett (1947) recommended copywriters to use "picture words;" and David Ogilvy (1963) became prominent for
the "brand image" school of advertising.” However, there are very few explicit recommendations available today concerning the advertising stimuli which will actually create imagery by advertisers. From an academic perspective the goal of this research is to advance through to the topic of effective advertising with images. Instead of going by the experience of advertisers, academic research in the field of visual metaphors is used to induce practical rules for advertising. The results of the study hold motivating inferences for advertising practice. This research covers “visual imagery created by visual input (i.e., pictures and video) and visual imagery properties of words and copy; and emphasizes the importance of mental imagery in other modalities.” The applications in the study should be considered as hypotheses. Whereas they look sound from a psychological viewpoint, most of them are yet to be tested in an advertising context. The applications are presented in three headings—“general advertising, print advertising and television advertising.”

Haseeb Shabbir and Des Thwaites (2007)\textsuperscript{8} carried out study on “The use of humor to camouflage deceptive advertising”. The basic objective of the study was to find out how humor can be used as a marketing device for mask advertising claims. A Content analysis on 238 advertisements has been done to find out if humor was used to make any unreliable claims. There were 73.05% deceptive claims found in humorous advertisements and 74.5% out of these were making by humor. The relationship among various types of deceptive claims and humor style used was also studied to find out whether definite humor types veiled specific types of deceptive claims. During study it was found that various types of humor are being used to disguise the various types of deceptive claims. Moreover, particular types of humor are used to disguise specific types of deceptive claims.

Louise M. Hassan, Edward M.K. Shiu, Gianfranco Wash, Fiona Harris and Gerard Hastings (2005) examined “Modeling Persuasion in social advertising with a focus on Responsible Thinking in Antismoking campaign over Eight Eastern European Union member states”. The European Union undertook a study as a part of the European Union wide antismoking campaign. The study was carried out by a syndicate of EU companies. This study analyzed the EU data, on the basis of interviews with more than 25000 consumers in 25 countries. The study focused on
Eastern countries and addressed the probable impacts of source misattribution. The researchers constructed a conceptual model by joining comprehension of and attitude towards the movement with outcome measures: responsible thinking towards smoking and intent to quit. The analysis of the study suggested that source attribution plays a judicious role in the relationship between the two outcomes variables and message comprehension. The results of the study showed advertising through social marketing have the capacity to mould its audience to think about the issues. It helps in raising the so-called source of the message and can manipulate the effectiveness of a campaign. On a theoretical level, it tells more about how persuasion works through social advertising. On a practical level, the study depicts the important ways to develop social advertising movements from commercial and charitable sources and the government in order to maximize the conversion to a social and responsible behavior.

Jeremy J. Sierra and Robert S. Heiser, Ivonne M. Torres (2007), conducted a study on “The effects of warning placement of label in print ads from the perspective of social contract”. The goal of the research is to examine the effect of the placement of the labels in print advertisements, which includes consumer responses to caution label positioning and consumer response effects. The social contract theory shows that “consumer may, somewhat paradoxically, put a relatively high value on an advertisement of a brand that prominently displays warning information, rather than minimizing it”. The research investigates “the relevance of social contract assumptions by reviewing current print advertisement warning practices with a content analysis of consumer magazines and by testing the effectiveness of label placement strategies with a between subjects experiment”. After verifying social contract assumptions, the study depicts more positive consumer response for recall attitude towards the advertisement. It also tells about the attitude towards the brand, purchase intension of the buyer and answerable advertising when warning are clearly rather than subtly placed in print commercials. The researchers have also developed a strong, multi-item responsible advertising scale. The research discovers the effects and route for future research from this warning label finding.
Lynne Eagle conducted a research study on “Commercial Media Literacy—What does it do, to whom—and does it matter?” The research reveals that commercially sponsored media literacy programs aimed at “educating children about the persuasive nature of advertising are evaluated against implicit theories underlying their use, criticisms of the motivation behind their implementation and effectiveness evidence”. Media literacy interference analysis should be conducted more openly within the context of age wise growth of cognitive skills and also within the debate on negative impact of influential communication. Apart from the debate on the evolvement of future interventions, and research on the multifaceted combination of factors manipulating dietary and lifestyle choice it should include developing media forms, media convergence and the blurring of information, entertainment and advertising.

Soontae An/Bergen, Lori (2007) investigated “Advertiser Pressure on Daily Newspapers. A Survey of Advertising Sales Executives. In: Journal of Advertising, The researcher said that in spite of enhancing concern on advertisers influence on the content of news, very few people know about how an advertising sale executive balance his business and organizational goal by integrating the new products in their routine decision making. So the aim of the study is to examine “how and to what extent advertising sales executives deal with advertiser influences on news content”. A survey was conducted on 219 advertising directors in US newspapers, the results of the study showed that there were regular disagreements between the business side and the journalism side of newspaper operation. The directors at the small newspapers endorsed more scenarios and editorial truthfulness was negotiated to please their advertisers.

Piyush N. Marthak (2013) examined Creative Advertising and Advertising Effectiveness in India. The study scrutinizes the probable effectiveness of popular television commercials in India in single and three advertising exposures. Creativity in advertisement plays a vital role in ensuring advertisement effectiveness which has been advocated by various academicians and advertising professionals especially in a cluttered media. The experts in the industry debate that advertisements should be made more creative to free from the greater media muddle and create an
impression for the brand. Two separate groups of research subjects were shown creative and control advertisements implanted in television programs in both single and three advertising exposures respectively. They recorded their reactions about brand and commercial attitude, recall and lastly intent towards purchase. Against expectations, the results of the study in single exposure did not confirm the advanced performance of creative advertising in terms of brand, recall, advertisement attitude and purchase objective. On the other hand, in three exposures, creative advertisements created favourable brand and advertisement attitude and higher brand recall value than control advertisements. Creative advertisements produced higher mean purchase intent for the advertised brands as compared to the control group of advertisements but it did not attain significance. The research participants found that responses in three exposures in comparison to single exposure are optimum and more mature. The research also concluded that creative advertisements have more effect than usual advertisements and give more value to the brands advertised. The study also concluded that there is a rich literature available on the diverse effects of various advertising exposure levels on viewers’ attitude, recall and purchase intention. It might be due non development of consensus among the researchers on the subject and there is no recognized theory developed yet in the advertising literature which explains the relationship between creative advertising and its effectiveness.

Moorthi, Y.L.R. Anita Pansari and Subhadip Roy (2014)\textsuperscript{12} conducted a study on “The Changed Roles displayed by Women in Indian Advertisements: A Longitudinal Content Analysis”. In this study researcher find out whether demonstration of women in advertising transformed over a period of time? Or woman still performing the traditional roles in the society? The function of women throughout the world has been constantly changing over the years in different fields like politics, academics, advertising etc. Now a days, more than 30\% of women constitute the total workforce of the software industry. Women are also standing tall as professionals in different walks of life.

Mehir Baidya, Bipasha Maity, Kamal Ghose (2012)\textsuperscript{13} conducted a study on “Measurement of dynamic effects of advertising in India”. The objective of this study is “to measure the relative contributions of individual marketing mix variables
to sales as well as short term and long term effects of advertising in India”. In this research we collected data on sales and marketing mix components for two brands using time series. We have fitted two double log regression modes on data to assess the comparative contribution of each effort and to segregate and check the sales amount due to advertising only. Apart from it, in order to measure both long term and short term effects of advertising on adjusted sales and advertising data. The results of this study revealed that all the variables of marketing mix have noteworthy contributions to sales in both the cases. It is also reported that advertising do have considerable short term and long term effects on adjusted sales for both the brands.

Ademola B. Owolabi (2009)\textsuperscript{14} conducted a study on “Effect of Consumers Mood on Advertising Effectiveness”. We all know that mood state knowledge is particularly relevant in understanding consumer behaviour. The research was conducted on the basis, that trust may be affected by the content of marketing communication and the perspective in which the communications appear. As it was an experimental study a between subject design was employed. In total three hundred and twenty sample were used in the experiment. Unlike few past advertising researches which utilized existing adverts, here specifically design adverts were made for this study. A standard 10 minutes movie clip were used to generate a negative or positive mood. Two scales were used to measure advertising effectiveness like, attitude towards using advertised products and intention to try advertised products. The results of the study depicted that subjects in the group having induced positive mood have more positive attitude and higher intention to try the advertised products if compared with subjects in the induced negative mood group. The study suggests that suggests that “advertisers should present adverts in a context that generates happiness”. Advertising Analysis-Media employs particular techniques to build believable stories. They catch our attention by way of psychological devices and technical effects. There are so many such techniques, but some usual techniques are easily identifiable and are recognized here. Advertisers use many new techniques which are not listed like Technical effects: Camera angles increases perspective, low angles give power to the subject. Close-ups produce emphasis. Sound effects give motion and animate products. Mise-en-scene technique (set and setting inside camera
frame) creates ideological and cultural context. Accessories enhance the value of the product. What's related with the product, such as props, cloths, models? Lighting is also used to draw customer eye to certain specific details. Attractive and Happy people are shown to enhance the message. What kinds of people are present in the ad? Music, jingles, and popular songs create pneumonic devices to activate your memory (some specific songs are used to cross promote products and others are used for nostalgic reasons. The products are sold using mainly three main emotions: sex, humour and fear. Advertisement rarely depend on intellectual analysis, they only appeals to our emotions through emotional transfer. Special effects bring non-living things to life and make them exciting. It is particularly true with ads targeted at children. Editing is used to tempo and generating excitement. We may have noticed how a video game and military ads have very fast cuts, normally a scene changes every second.

Richard E. Christ (1974) analyzed and review of “Colour Codes in Research for Visual Displays By Department of Psychology, New Mexico State University, Las Cruces, New Mexico”. The investigational literature depicting the impacts of colour on visual search and classification performance was reviewed. There were 42 studies published between 1952 and 1973 that produced results which can be used in determining the effectiveness of colour codes with relation to different types of achromatic codes. Quantitative analysis of these result show that colour could an effective performance aspect under some conditions but can be harmful under other conditions. The results of the study provided tentative conclusions about the nature of these conditions.

Barbara J. Phillips and Edward F. McQuarrie (2004) conducted a study on “Beyond Visual Metaphor: A New Typology of Visual Rhetoric in Advertising”. The objective of rhetorical theory is to find the possibilities available for persuasion within an area and to relate each possible device to the specific desired outcomes. In this study we tried to find out a visual rhetoric that differentiates the available pictorial strategies with the advertisers and relates them to consumer response. We recommend a new typology that differentiates nine types of visual rhetorical figures as per their degree of complexity and ambiguity. We will then find
out empirically testable predictions relating to how these diverse forms of visual figures influence such consumer responses as explanation and belief change. The study concludes “with a discussion on the importance of joining textual analysis, as available in semiotic, literary and rhetorical disciplines with the experimental methodology characteristic of social and cognitive psychology”.

Michael P. Jenkins, Nicholas Fortenbery, Jean-François D’Arcy, Ann M. Bisantz,17 conducted a study on “Perception of Meta Information Representation: A Psychophysical Approach”. The past research has recognized many effective ways of visualizing various types of meta-information, or information qualifiers; but these methods are repeatedly integrated without understanding how the graphical codes are understood and the way the encoded information is interpreted by the display users. This is the reason why display designers select graphical codes for representing meta-information without practical evidence to determine the correctness of these selections. “This study provides a systematic insight and guidance on how people understand two graphical codes (saturation and opacity) and relate these codes with different types of meta-information. Psychophysical scaling methods were used to produce results and provide visualization designers an option to more properly design meta-information representations”.

David Bolt (2014)18 conducted a study on “An advertising aesthetic: Real beauty and visual impairment.” “This article considers critical responses to disability in 20th-century Anglo-American advertisements from which a problematic advertising aesthetic emerges”. In order to test the growth of a latest trilogy of Dove advertisements representing visual impairment, Aesthetic were used. It concluded that though there has been good progress, decade old advertising aesthetic stands an issue in the 21st century. Despite their clear appreciation of visual impairment, the Dove advertisements are underpinned by ocular centrism.

A study (2013) conducted on “Consumers trust advertising in print media more than other media.”19 – This research revealed that although there has occurred key changes in media consumption in last few years, the consumers still trust magazines and newspapers advertising the most. When evaluating advertising, the strength of the printed word still tune true and has enormous value till date. The
consumers still trusted advertising in newspapers and magazines the most as they
gave it a score of 63% followed by television with a score of 41% and finally Internet
got a score of 25%. It is interesting to note that conventional media such as direct mail
(post office) and catalogues still score more than social media and the Internet. The
function of advertising in making a purchase decision is almost 70% as seven out of
ten consumers said they consider advertising in newspapers and magazines most
important support in their purchase decisions. Around 90% of consumers still value
addressed as well as non-addressed mail above social media, which proves the
importance of direct mail on this day. The numbers prove the continued efficiency of
advertising in various printed media. Advertisers reap benefits by leading consumer
trust in print media as the consumers appraise their advertising more positively in
print media than in any other media. Also the advertisements in print media play a
major role in their purchasing decisions. The results are based on a pan India survey
conducted by Indian research institute. More than 1800 consumers in 25 states were
asked about the media they use and their attitude towards advertising. “The results
also show four distinct consumer segments: Slow Bons Vivants, Busy Mix-and-
Matchers, Tolerant Surfers and Youthful Digilovers. The Slow Bons Vivants
represent 23% and are print users who associate digital media with their hectic
working life. Busy Mix-and-Matchers (46%) easily shift between digital and print
media and appreciate print media. Tolerant Surfers (19%) are digital media users with
a positive attitude towards print media. Finally, Youthful Digilovers, the smallest
segment (12%), are pure digital users who do not see the benefit of using print
media.” Though the advertisers are increasing budgets towards digital channels,
consumers still have the highest trust in print media and refer to magazines and
newspapers advertisements as a good source of information supporting their purchase
decisions. A recent survey conducted by H block plus 2, a browser add on provider,
showed that more than 95% consumers do not trust online advertising and only 35%
trust television advertising. The current figures are in line with the results from the
study of Indian research institute and points towards the strength of print media.

Analytical Synthesis and Discussion of Visual Methods in Social and Cultural
Within the social sciences, visual research is rather scattered and ill-defined domain till today. Despite an increasing interest in the use of visuals in research, efforts toward a more integrated conceptual and methodological framework for vigilantly dealing with the specifics of the relatively new way of doing and scholarly thinking still remain meagre and limited in scope. In this study, the author proposes a more refined and thorough analytical framework for visual methods of research. “The Integrated Framework tries to account for the great variety within each of the currently discerned types or methods. It does so by moving beyond the more or less arbitrary and often very hybrid defined modes and techniques, with a clear focus on what connects or transcends them”. The second phase of the study discusses a number of crucial issues that have been raised while describing the framework. These issues are posing continuous challenges to a more visual social science, but when dealt with appropriately we can turn these challenges into opportunities for advancement.

Daechun An (2003)\textsuperscript{21} conducted a study on “Content Analysis of Advertising Visuals in the Magazine Advertisements: The Roaring Twenties and the Great Depression.” This content analysis of a sample of advertising from *Time*, *New Yorker*, and *Saturday Evening Post* during the 1920s and 1930s examined the impact of the national economic conditions on advertising and its visuals”. The study made visible the impact of national economic situation in the 1920s and 1930s on the usage of ad visuals in the mainstream magazine advertisements. Images/Photos were more in trend in the 1930s. The use of literal visuals was dominant in the 1930s. There was a great difference in the use of advertising visuals between these two periods in the early twentieth century. The study favours the argument of cultural historian’s that “advertising is viewed as mirrors of society, being influenced and shaped by the culture and society”.

Shankar Radhakrishan from Hindu Business Line (2002)\textsuperscript{22} examined, “Recall study of fast moving consumer Goods advertisement”. He conducted this study in four metro cities (respondents age group-15-45) in which he found out that advertisement done by Shahrukh Khan has top recall value. It also found that advertisements having celebrities have more recall value than others.
Recall Study of Tobacco advertisement in children\textsuperscript{23} Salam Bombay foundation of Mumbai conducted a recall study among the children (age group-12-17). The total respondents of this study were 3260, in which 54\% male and 46\% were female students. It was found that children are heavily exposed to movies with smoking scenes. Television ranked top with 77\% recall value, Print media with 15\% and outdoor media has 9\% recall value.

The Indian institute of Mass Communication, New Delhi (1982)\textsuperscript{24} carried out a wide ranging \textit{“Study on Advertising and Social Responsibility.”} It involves an analysis of over 3500 advertisements in 35 English and 27 Hindi magazines. As a part of the study, the institute also did a survey of consumer’s reactions of advertising in Delhi. The majority (62\%) of the consumers interviewed felt that advertising was important and relevant in present day society but wanted advertisements to be checked for the validity of claims made and censored to avoid socially irresponsible advertising. They felt that a number of advertisements exaggerated product qualities, the product were often not as good as their advertisements claimed and that a fair amount of advertisements used women to attract attention, though often the portrayal of women was not necessary desirable or even relevant.

Shin-Yi Chou and Inas Rashad (2006)\textsuperscript{25} conducted a study on \textit{“Fast-Food Restaurant Advertising on Television and Its Influence on Childhood Obesity.”} Obesity in children throughout the world and particularly in the United States is a rising problem which is especially harmful as its effects run through the adulthood. In the study researcher utilizes the 1979 Child Young Adult National Longitudinal Survey of Youth and the 1997 National Longitudinal Survey of Youth to measure the effects of advertising by fast-food restaurant on children and adults being overweight. The technique used to measure this advertising is counting the number of hours of spot television fast-food restaurant advertising messages seen per week. The results show that if we ban these advertisements it will help in reducing the number of overweight children aged between 3-11 years by 18 percent and will also reduce the number of overweight adolescents aged between 12-18 years by 14 percent. The elimination of the tax deductibility on this type of advertising would generate minor declines between 5 to 7 percent in the outcomes but ultimately would pass on the
reduced costs to children and adults consuming fast food in control because we have to spread positive information about restaurants supplying this type of food will not be banned completely from television. While forming policies to cope with obesity we need to investigate the relationship between fast food restaurants and children and adolescents body weight. The results of the study show that there is a strong positive effect of fast food advertising on children becoming overweight. Results of the research have been used to estimate the impact of a fast-food restaurant advertising ban on television on childhood obesity. A complete ban on television advertising would reduce the number of overweight children aged 3-11 by 18 percent. The decline for boys is approximately 4 percentage points which is larger than girls. The impact of this policy for adolescents aged 12-18 is smaller with a decline of 14 percent. Here the effect is more prominent for males than for females; the difference is between the two is approximately 18 percentage points. These computations did not estimate the impact of a complete advertising ban on television as they were based on local television advertising and ignored the advertising over syndicated, network and cable television advertising as it has local variation. On the other side, the study overestimated the impact of an advertising ban because it ignored advertising in other media like newspaper, magazines, radio and outdoor advertising. Had all advertising were effective in all media equally and total advertising remaining the same, there would have been no impact. If we consider advertising in other media as less effective, especially when we are dealing with youth, the increase was less than the reduction in television advertising, the total number of children who are overweight would fall but less than our predicted estimates. If advertising in all media is banned, the media changeover would be eliminated, and our estimate would be low. However, such a ban would be difficult to legislate and wouldn’t exclude other types of marketing such as cultural and sports events, consumer novelties and the internet. Another policy option is to remove food advertising as simple business expenses that reduces taxable corporate income. As the corporate income tax rate is 35 percent, removal of the tax deductibility on food advertising costs is going to be equal to increase in the price of advertising by about 54 percent. If we go by these results, the elimination of tax deductibility of food advertising will have a decline in fast-food
restaurant messages on television by 40 percent overall and 33 percent in case of children and adolescents, respectively. As a result of it, elimination of tax deductibility would reduce the number of overweight children and adolescents by 7 percent and 5 percent, respectively. Clearly, researchers did not provide sufficient information to completely evaluate the two policies we just discussed. Indeed, the study did not address the bigger issue of whether the government should interfere in its citizens food purchase decisions. Obesity has a high personal cost but we need to know whether it carries a high enough social cost to make it an issue of public policy? If the consumers are informed fully and obese are ready to bear results of their actions, then the answer is a big no. The answer is yes if consumers don’t have complete information which reasonably approximates it, or if private parties like Medicaid, Medicare, private health insurance companies, finally the non-obese have to bear significant amounts of the costs. The justification for government intervention in case of children, is that the society as a whole will reap significant present and future production and consumption benefits apart from improvements in children’s health. The cost of additional welfare arises as consumers are denied positive information provided by advertising. It is clear that, an advertising ban alone without media substitution reduces larger number of overweight children and adolescents than the removal of the tax deductibility of advertising. However the welfare costs of the previous policy are going to be larger than costs of the latter one. Likewise, the issue of distinguishing between fast food ad full service restaurants on the one hand and fast food and types of food on the other, would create difficulties during the implementation of both the policies. So, further research is required to examine the effectiveness of these policies and others.

Saikat Guha, Bin Cheng, Paul Francis, Max Planck (2009) carried out a study on “Challenges in Measuring Online Advertising Systems”. They pointed out that online advertising helps many Internet services, like, email, search and social networks but at the same time, there are extensive concerns about the loss of privacy associated with user targeting. Yet, very little is known to public about how ad networks operate, particularly with respect to their techniques of using user information to target users. The study is to find out measurement methodologies for
ad networks. It presents new metrics which is robust to high noise level inherent in ad distribution, recognizes measurement pitfalls and artifacts, and provides mitigation strategies. The study also shows an analysis on how three different classes of advertising — contextual, search and social networks use user profile information in today’s time. Online advertising is a key economic driver in the Internet economy, funding a wide variety of websites and services. At the same time, ad networks gather a great deal of user information, for example users web browsing behaviors, search histories, online social networking profiles and mobile locations. As a result, there are widespread concerns about privacy loss of users. In spite of all this, very little is known to public about how ad networks use user information to target their ads. For example, Recently Google started allowing advertisers to target ads to its users not just based on demographics and keywords, but on user interests as well. How Google and others are able to find out user characteristics is an important subject in the current public debate on user privacy. If an ad network is able to target users accurately, we can assume that the ad network can determine user characteristics as well. In order to find out how well ad networks can target users, a high-level technique is developed by creating two clients that imitate different values of a given user characteristic like location, gender and then measure if the two clients receive different sets of ads. If the ads are identical, researcher can insignificantly conclude that the ad network don’t use those user characteristic for targeting. But the result is unclear if the two sets are different: the difference may be because of the differences in characteristic, or due to noise. It turns out that the level of noise in measuring ads is very high. Even two identically configured clients on the same subnet can give very different ads over various timescales. The research later showed that though some of this noise is systemic, it can be removed by a proper experiment design. Other noise has sequential component, which reflects ad churn, it is the continuous process of old ads getting deactivated and new ads getting activated. The research designs a metric that alleviate the noise from churn. Overall this study made two contributions. First, it presented a detailed design measurement methodology to measure online advertising which is robust to the high levels of noise present in today’s systems. The research presented a set of guidelines for researchers who wish to study advertising systems.
Second, it presented an analysis of key factors which determines the ad targeting process on Google and Facebook. The research also brought the first principled and robust technique for measurement-based studies of online ad networks. It also informed the ongoing debate on privacy about what user data is used today for targeting contextual ads, search ads, and ads on online social networks. Like most measurement studies, this study is a snapshot in time. Going forwards, the study hope that the techniques developed can continue to be used to expand our knowledge of online advertising as well as to trail trends in the future.

Hyoungkoo Khang, Eyun-Jung Ki, Lan Ye (2014) conducted a study on “Social Media Research in Advertising, Communication, Marketing, and Public Relations, 1997–2010”. Going through the social media scene in both practical and academic spheres, the study discovered patterns and trends of research in social media over the last fourteen years across four disciplines. The findings in this field demonstrate an increasing number in social media related studies. This shows that social media have grown increasing attention among scholars and they are responding and keeping pace with the increased use and impact of this new medium. “The authors suggest that future scholarly endeavors emphasize prospective aspects of social media, foreseeing applications and technological progress and elaborating theory.”

Shanto Iyengar and Markus Prior (June, 1999) conducted a study on “Political Advertising: What Effect on Commercial Advertisers? Commercial advertising has always been a vital characteristic of American culture”. As come across in the mass media, it is pervasive and inevitable. “Most Americans take the rules of commercial advertising for granted, even though they may not be aware that formal guidelines which exist and may have little or no idea about the legal effect of such guidelines”. Commercial advertisements are widely considered as fair and lawful marketing. In recent past, political advertising has become necessary to major political campaign strategy and is regarded by many as very intrusive than routine commercial advertising. Although, political advertising is very different from commercial advertising. There are no "rules" for the content and form of political advertising. Political advertisers have no accountability to any regulatory body,
voluntary or otherwise, for the accuracy of their claims. They engage in so-called "comparative" advertising. They deliberately criticize their competitors. They constantly complain about the fairness of the comments made about them, while their opponents are doing the same. There is no approved forum for the review of these claims and counter-claims. The press tries to provide some periodic checks on political advertisers through their "ad-watch" reports, but these reports have a tendency to fuel public scepticism. Significant evidence suggests that the negativity connected with present-day political campaigns have created an "evasion" mentality which is generally shrinking the electorate and the level of political participation. The most prominent result of the study is that, today product and political advertising are distinguished very clearly. In spite of the inbuilt bias of all forms of advertising, people consider product advertisements as generally interesting and truthful. On the other hand, political ads are regarded as unappealing, dishonest, and uninformative. When we judge political advertising against product advertising, the product advertising enjoys substantial public trust. This shows that political advertising is hardly a threat to the advertising industry. What are the reasons for the significant reputation gap between the two kinds of advertising? The study explains it in two ways; First, the public thinks that electoral choice and consumer choice are not similar activities as they generally don’t have a taste for political advertisements. Purchasing a particular brand of hair oil or soap is different from selecting the next MLA or MP. Voting being a "serious" task generally underestimates the authenticity of "non-serious" forms of political communication. People are unenthusiastic to political advertising simply because it conflicts with prevalent norms relating to the nature of campaigns for the public office. The study also advocates a second view which says that the negativity in the message give birth to distrust of the political process. The results of the election clearly showed that, the negative appeals in the political campaign and advertisements by both the candidates turned the voters off. Commercial advertisers try to present their clients in the most striking terms possible, usually amusing and entertaining the audience in the process. Positivity is primarily the money of product advertising. The political advertisers typically threaten, anger, and repulse the audience in the process of depicting their client’s opponents in the
most unattractive ways possible. The vast negativity of political advertising in the process of weakening public support for the opposition candidate, also wipes out the message itself.

Edward F. Mcquarrie, David Glen Mick (1990) conducted a study on “Visual Rhetoric in Advertising: Text-Interpretive, Experimental, and Reader-Response Analyses”. The objective of the study is to examine the impact of stylistic elements in advertising that form visual rhetorical figures parallel to those found in language using text interpretations, two experiments, and a set of reader-response interviews. The visual figures studied here “hyme, antithesis, metaphor, and pun and produced more elaboration and led to a more favourable attitude toward the advertisement, without being any more difficult to comprehend”. Interviews proved that several of the meanings given by the informants matched with those produced by another technique “priori text-interpretive analysis of the advertisements”. However, all the effects disappeared in the case of visual tropes (metaphor and pun) for individuals who did not have adequate cultural competency required to sufficiently appreciate the present day American ads on which the study is based. On the whole, this study exhibits the pros of investigating visual persuasion through an integration of multiple research traditions. Visual elements are an important part of numerous advertisements. The role of imagery in framing consumer response has been recognized for a long time, the visual elements have also started to receive the similar degree of importance of research attention lately as the linguistics elements of advertising. In the recent past only, the researchers begun to consider visual imagery in advertising as an element other than a peripheral cue or a simple means of affect transfer. Today the visual element is considered to be intricate, meaningful, essential and cultural rooted characteristic of modern day marketing communication. However, we are yet to create complete and detailed theoretical specifications for ad imagery. In search of this objective, a rhetorical figure comes to the fore from this study as a general principle of text structure which can be embodied in visual as well as verbal texts (McQuarrie and Mick 1996). Particularly, the study showed that the artful deviation attributes of figures, also the over and under coding that generates schemes and tropes, can be built out of pictorial elements in advertising. The text-interpretive
analysis of four magazine ads recommended that their pictorial elements consisted of a range of rhetorical forms (rhyme, antithesis, metaphor, and pun) and diverse types of signs i.e. (iconic, indexical and symbolic) in order to induce a different set of meanings about the brand and/or user like safety, beauty, sophistication, fun etc. Two experimental analyses depicted that the ads, when compared to same ads with visual figure broken or removed inspired more explanation and positive attitude towards the ad. Additionally, visual rhetoric had a robust effect across different ad executions, over different samples and over multiple product categories. Visual figures, like the more common verbal figures (Leigh 1994), deserve a place among the executional devices available to advertisers which have a steady and reliable impact on consumer response. “This study provides additional empirical support for the theoretical taxonomy developed by McQuarrie and Mick (1996) and underscores its generality, inasmuch as we found the distinctions they proposed for ad language to also hold true when embodied in visual form”.

Seliger, Marja (2008) investigated “Visual Rhetoric in Outdoor Advertising”. The goal of the study is to find out how graphic expressions and visual language used for putting influence. The research material includes outdoor advertisements photographed in actual exhibition in a city environment. Outdoor advertising media, used to communicate visual messages from one sender to several addressees, participate in creating the visual city culture and open multiple solutions in design. The analysis of visual language used in the research material is done to find out how advertising messages, their denotations and connotations are built and how arguments used for persuasion are visualized. The first analysis “is based on the knowledge and methods used in graphic design practice, which has been defined to be the process of making, choosing and arranging marks in order to convey a message”. The results of the analysis show that different techniques, modes and visual elements are used to draw the attention of viewers and provoke interest in the message of an artefact. The second analysis is on Roman Jakobson’s theory about the functions of communication and is based on communication studies and semiotics. The technique of merging two analyses depicts diverse ways of using visual language and syntaxes to broadcast merit of a product, service or subject advertised. It also illustrates a
variety of visual arguments used in advertisements. Three types of visual rhetoric emerge from the research study. They are known as brand rhetoric, personalized rhetoric and poetic rhetoric. The taxonomy of visual rhetoric demonstrates the construction of visual language and its use for persuasion. It reveals that the design decisions influence the messages and meanings so created. The study recommends further research on the reception of visual rhetoric and suggests the applications of visual rhetoric taxonomy in analysis of advertising messages and visual communication design. The objective of this study is to “collect fresh knowledge about visual communication design and to find out how the decisions made by a graphic designer influence the messages conveyed by an artefact”. According to semiotics, a sign unites an expression (signifier) and contents (signified) and generates meanings.

The question arises as to how the graphic expression chosen to visualize the content influences the connotations created by an artefact. Apart from trusting the researcher’s practical knowledge as a graphic designer, the researcher studied semiotics, visual culture and communication. The study of these theories shown to the researcher, the complications of this research problem and made the researcher aware that multiple disciplines are to be taken into account. It became clear to him that he had to restrict his research topic. For keeping design as his focus area, researchers selected one specific area of graphic design and discovered the research problem through it. The researcher chose outdoor advertisements because of 1) its public visibility and large audience, 2) the vast history of poster design and outdoor advertising and 3) that outdoor media is a combination of various production techniques. After identifying the target, the research study was segregated into four research questions: “1) What are the present outdoor media and their place in constructing visual city culture? 2) What sort of graphic expression and design used in outdoor advertisements? 3) How visual language is used for persuasion and what is visual rhetoric in outdoor advertisements? 4) What kinds of meanings might be created by visual rhetoric in advertisements and do they reflect societal values?”

Nabi and Raut (1990) observed that T.V. was rated by the respondents as the most popular as well as most effective media for advertisement of television sets;
the weighted average of which remained as high as 43.5%. Magazines come next in importance with a weight of 38.14% followed by newspapers, (weighted average 36.28%). It was evident that despite the rise of television as formidable force in the media scenario, print media still continues to be the largest single medium. The study also revealed that an overwhelming 46.77% of the male respondents considered television as the best medium for advertisement of television. After television, male respondents preferred newspaper (with share of 23.91%) to be the next important medium for advertisement followed by magazines (21.73%). Whereas magazines with share of 25.8% mostly affect female respondents followed by newspaper 22.58%.

Regarding exposure to farm advertisements, Elangovan (1994)\textsuperscript{32} found that 6.52 percent of farmers were listening to radio for advertisements. It was very less when compared with television where 81.97% of people were viewing television for advertisements. He also reported that the percentage of people reading newspaper for farm advertisements were very less 6.02%. He also found that 9.57% were hearing radio farm advertisements, 28.57% in television and 28.5% in newspapers for farm improvement purpose.

Zielske (1959)\textsuperscript{33} reported that advertising would be quickly forgotten if the consumer is not continuously exposed to it, and without repeated to advertising the number or recall decrease overtime, which in turns affect the purchase decision of audience.

Hunumantha Rao (1984)\textsuperscript{34} conducted a study on “Impact of Television in Hyderabad”. He pointed out that television affected interaction with neighbours, friends and even within the members of the family. The personal habits of the individual in the house have been greatly altered. Reading habits have changed to suit television viewing at prime hours of the day.

Hélène de Burgh (2012)\textsuperscript{35} conducted a study on “Consuming the aesthetic of the everyday: A visual analysis of Errol Morris High Life”. The study contributes to visual use and advertising literature. This study contains two objective that strengthen both the analysis and discussion. The first aim is to show how convergent content can connect apparently unequal consumers in the co-construction of meaning. “Morris’ Miller High Life” advertisements demonstrate how convergent
content spread across both digital and traditional channels engages customarily fragmented customers or audiences and invites a plurality of interpretations/meanings. The second aim is to show how “Morris” develops a new form of “mundane art/advertising” out of cinematic techniques that moves across media channels and engages different audiences. In this paper, researcher expands on a visual analysis approach to analyse “Morris’ Miller High Life advertisement”. The analysis focuses firstly on the visual elements of the advertisements. Then extend the analysis to interrogate the sound and cinematic conventions used in the advertisement. Here researcher puts the core question as, “what is marketing, or its potential to be, in the face of changing media trends.” Researcher investigated co-built meaning between dealer and buyer as an effect of digital media and convergence with the use of “Errol Morris in Miller’s High Life advertisements (1999-2005)”. For example, “content convergence prompts different co-constructed meanings among disparate consumer segments and the marketer/consumer relationship is transformed into a filmmaker/viewer-consumer one.” They suggest that this changed relationship is central to the appearance of digital media and the upswing of converged content, requiring reevaluating the role of marketing in the cultural and media sphere. In this process a new advertising aesthetic is fake and marketing transformed from information or promotion to participation in the production, narration and reflection of cultural values, rituals and aesthetics. As a result, researcher might also conclude that marketing has the potential to be a noticeable contributor to cultural production in the form of media content that far transcends its promotional or managerial function.

Mitchell, M. (2010). carried out a study on “An analysis of road signage and advertising from a pragmatic visual communication perspective: Case study of the M1 Motorway between the Gold Coast and Brisbane”. This study examines two aspects. First is “how people use designs while the other examines how features of designs meet people’s needs.” For this research, the first study consisted of a literature review aimed at determining how people use road signage and advertising. Results indicate that drivers attend to signs differently depending upon personal variables such as driving experience, environmental variables such as traffic density, and sign variables such as the message and visual design. The second part of the
research involved comparing all types of signs along the M1 to best practice in the visual design of roadway information. In this study, designs that follow best practice were considered to be those that follow principles of positive guidance. As part of this research, the author took photographs of signs in August and September 2008. Results indicate that research could be conducted on a few types of sign designs. For road signage, it would be useful to study the effectiveness of educational messages placed on variable message signs and whether M1 drivers would find it helpful to have graphics placed on these signs. It would also be useful to study the use of more mixed-case text and the Clear view font on signs, and the effectiveness of tourist signs. Further, it may be useful to develop a more detailed taxonomy of driver types on which to test signs. For advertisements, it would be helpful to provide additional guidance to billboard designers on making messages more effective and appealing.

Ussaima, B. and Kalaivanan, G. (2013) carried out a study on “Recall Effectiveness of Television Advertisements.” The objective of the study was to measure the recall efficiency of television advertisements of children in Madurai city. Today most of the advertisements are focussed on children because advertisements directly or indirectly influence children’s buying behaviour. Children generally don’t make brand choices at the time of advertising introduction. The advertising message is the key that influence children. Recall importance generates from the fact that recall measures few aspect of this memory of the advertising. “Advertisements provide more information about a product that can be set into memory if the child is familiar with the attention values used in the advertisement because this allows the child to generate any cue from memory to recall the advertisements”. The results of the study depict that Television advertisements draw the concentration of the children and the recall efficiency is significant.

Advertising plays a vital role in the world of marketing. It is entirely an economic activity of selling. It is a type of communication planned to manipulate an audience to purchase or take some action upon certain products or services. It comprises of the name of a product or service and how that product or service could profit the consumer, to persuade a target market to purchase or to use that particular brand. It can also be used to communicate an idea to big number of people in an effort
to convince them to take a specific action. Advertising creates product awareness and form the mind of a possible consumer to take eventual purchase judgment and the replication of advertisements makes the consumer to choose the product. Television advertisements can be successful only if the audience correctly understand the messages and keep remember them when required. In the study, memory relates to the capability of the children to recollect the television advertisements that are tested. Memory is a major element of cognition and plays an essential role in cognitive development. Advertisers augment the memorability of their advertisements by using eye catching values like pleasant music, slogans, cartoon characters, animation, action sequences, sports personalities and celebrity appeals and also these all are used to pull the listener’s attention, take the advertised merchandise’s message, and to work as a mnemonic device.

Recall is the presentation of a problem by remembering a part of episode with or without any help. The catchy advertisements are the ones which have the highest recall value and recall value. The limits up to which children recall the advertisements and identify the advertised product manipulate their purchase decision. During their leisure time children mostly watch television and they come across a large number of advertisements in addition to the programmes of their choice. So, the researchers proposed to measure the recall effectiveness of children using advertisements telecast in television.

The result of the study depicts that recalling an advertisement is regarded as an important factor that measures its effectiveness in presenting the information and inducing the target audience. The results of various other studies also show that the recall effectiveness of advertisements has larger influence on children’s purchase behaviour universally. If it fails to attract the attention of the target market at the time of need then the huge amount spent by the advertiser goes waste. The result of the study show that the recall effectives of children is considerable. Here we can conclude that by spending huge amounts by the advertisers in their efforts to reach the children with their product information through television advertisements will never go waste but will produce the needed result.
Siegfried Numberger / Manfred Schwaiger (2003) carried out a research on “Cross Media, Print, and Internet Advertising: Impact of Medium on Recall, Brand Attitude, and Purchase Intention”. The study was conducted to compare advertising effectiveness of cross media advertising with a focus on print and internet advertising. The results suggest that while a blend of internet and print advertising is more successful than only internet advertising with respect to brand attitude, no disparity could be established between advertising effectiveness of media combination and print advertising. Apart from it, banners did not have the level of recall and brand attitude as compared to print advertising. It was even worse for banners than print.

The interest in internet advertising has been growing since the last few years. “The effectiveness of internet advertising such as banner exposures has been shown strikingly by in the IAB’s study conducted in cooperation with Millward Brown, (IAB, 1997) and Briggs and Hollis (1997)”. If compared with the effectiveness of print advertising, the results have not been explicit. According to Sundar et al. (1998) “the print medium is superior to the online medium in memory measures, ascribing the effect to the novelty of online advertisement, the delivery mechanism and users’ expectations”. The goal of the study is to recognize the effect of different media combinations on recognition, recall attitude toward the brand and purchase intention. The most fascinating result is that a blend of internet and print advertisement did not show important differences from only print advertisement concerning recall and brand attitude. We expected better results as internet and print address different senses. On the other hand, judging from the difference between print and internet alone, the combination is seen as the combination of an extremely effective and a less effective medium. From that line of discussion, the combination should have performed worse than the exceedingly efficient medium alone. This argument though is not the case, either: as there are no major differences between print and combined, the results advocate that one print exposure can be substituted by one internet exposure without dropping effectiveness, although internet advertisement alone is remotely less effective than print advertisement. This is particularly important since contact prices in the internet are lower as compared to print. These results are furthermore
interesting, as the design of the study has not drawn upon all potential of internet advertising. As clicked-at and animated banners are expected to be more effective than static banners, cross-media campaigns are certainly a substantial alternative to pure print campaigns, possibly providing advantages to integrated media groups, and is worth if looked at in detail. Lesser advertising effectiveness for the online situation than for print is not startling, as online advertising was considered more disturbing than print advertising among all participants (1.98 versus 2.94 on a five point scale). The internet magazine is hierarchical as well as requiring attentiveness on navigation and reducing the possibility of being exposed to the ad. Moreover, though modern computers and screens were used, negative results of the carrier material cannot be denied. Though, there is a possibility, that smaller size of a skyscraper ad is liable to that effect. “The fact that only the memory measure proved significant might be due to the fact that the stimulus material and the tasks forced the participants towards the ad in every condition, with the effect that no significant differences have been found”.

The study was anticipated to increase the knowledge about internet and cross-media advertising effectiveness. Both the scholars and practitioners showed interest in these topics, as the internet's potential is not unmistakably considered and is still evolving. This generates business opportunities. Instant managerial implication proves that cross media advertisement is at least similar effective than conventional print advertisement.

Daniel G. Goldstein, R. Preston McAfee and Siddharth Suri (2011) conducted a study on “The Effects of Exposure Time on Memory of Display Advertisements”. The advertising which traditionally used pricing based on number of impressions delivered is a multi-billion dollar industry today. The number of impressions of an advertisement is merely the number of times the ad is downloaded. First impression, however, does not distinguish between an ad that is in view for five seconds or five minutes. Since advertisers look for brand identification and recall, the objective of the study was whether a time-based accounting of advertising can better combine with advertisers’ objectives. This study aims to show the relationship between ad presentation time and the likelihood that a viewer will remember that advertisement. The researchers examined this question through two behavioural
experiments conducted using Amazon Mechanical Turk, wherein people viewed Web pages along with ads. The time period for which the ads were in view was either found out exogenously (as a function of a timer and random assignment) or endogenously (as a function of reading speed). “Results of this study suggest that for exposure times of up to one minute, there is a strong, causal influence of exposure time on ad recognition and recall, with the marginal effects diminishing at durations beyond this level”. Simple techniques explaining memory response as a function of the logarithm of exposure time provide a good idea. Additionally, the study found that advertisements which are displayed when the Web page loads achieve larger marginal increases in recognition per unit time as compared to ads which are shown second in a sequence. Nonetheless, exposure time has a significant effect on both types of ad. “A psychologically-informed accounting system based on ad exposure duration, sequence and onset time may more closely align with advertiser goals than the industry standard of impression-based accounting”.

The results show that, many Internet users said that they ignore ads completely, but studies on the concept of “banner blindness” often suggest that they do. It may be possible that just watching an advertisement generates recognition and recall, but that continued coverage doesn’t result in substantial increases in these measures. In reality, if users primarily scan the page, taking in ads, and then focused narrowly on the page content, then the time of exposure would not matter much, past the initial few seconds. Because of these reasons, it isn’t clear a priori that ad exposure’s time have an effect on memory. If it does, what the scale of the effect will be. “The main result of the study is providing proof for a causal effect of coverage time on recognition of display advertisements and its recall. To be more specific, the study showed that display ad recognition and recall enhances as exposure time increases, with the meagre effect taking place for low values of exposure time. A log-linear function is a fine estimate of the psychological response. Secondary result of the study reveals that, the first ad shown in a sequence of ads, benefits from this sudden increase of recognition and recall in the first few seconds of exposure, but both the first and second ads shown profit from more exposure time”.
Culter, Bob D, Javalgi and Rajshekhar G. (1993) carried out a study on “Analysis of point ad features: Services versus products” and examined whether visual components of print advertising are similar or dissimilar between service and goods. Content analysis was conducted on 471 advertisements from different magazines. In this study product was categorized as consumer service, consumer nondurable products, durable products and other products such as public service advertisements. Different elements like subject, appeal, headline and visual were studied. This was found that service advertisements used emotional appeal and emotional headline more than product advertisements.

Rayner, Keith, Rotello, Caren M, Stewart, Andrew J. Keir (2001) conducted a study on “Integrating text and pictorial information: Eye movements when looking at advertisement”. This was found that viewers looked at print ads as their eye movements were recorded. Half respondents were told to pay particular attention to car advertisement and half respondents to skin care advertisements. Respondents tended to spend more time looking at the type of advertisement they were told to pay attention. Obsession duration and saccade lengths were both longer on the image part of the advertisement than the text. Viewer did not exchange fixations between the text and the picture part of the advertisement but respondents tended to read the large print then the smaller print.
Reto Felix and Adilson Borges (2014)\textsuperscript{42} carried out a study on the topic, “Celebrity endorser attractiveness, visual attention, and implications for ad attitudes and brand evaluations: a replication and extension.” Earlier research on celebrity endorsement shows that noticeable celebrity endorsers can guide to better attitudes toward the advertisement and brand evaluations. However, the study recommended that an analysis of celebrity endorsement remains incomplete without consider an important primary stage of information processing that is visual attention directed toward the endorser. Measurements from eye-tracking technology shared with a survey show that customer’s visual attention and viewing time of the endorser is completely related to the endorser’s attractiveness and attitude toward the advertisement.

John R. Rossiter, Tobias Langner Justus, Lawrence Ang (2003)\textsuperscript{43} carried out a study on “Visual creativity in advertising: a functional typology”. The study shows that there are different ways in which the visuals of an advertisement can be made innovative and interesting. In this research study, researcher proposes a new typology of visual innovative ideas. The typology is functional in the first type which is, “literal product or user visuals, which are noncreative in the usual sense, gain selective attention, by a product category involved audience.” The other three types, are "creative" and can force spontaneous attention among low-involved consumers. These are called complete attention getters, including the natural and direct gaze schemas, and the learned shock, celebrity, and culture-icon and subculture-icon schemas. “Distortional attention getters including distortions of object design, function, and relation; and visual conveyors, the last including brand awareness conveyors, functional benefit conveyors, and emotional benefit conveyors.”

Denise Newfield (2011)\textsuperscript{44} conducted a research on “From visual literacy to critical visual literacy: an analysis of educational materials”. In this study researcher explained “differences in purpose, orientation and method between what is commonly known as visual literacy and what is being called critical visual literacy”. It has been done through a comparative critical analysis of two sets of materials produced for classroom use. Through an assessment of different approaches to background, semiotic choice and authorial discourse in the development of the
material, the article shows the individual nature of critical visual literacy. It stress on the position of visual texts, socio-political consequences of semiotic choice in visual and texts.

Bisht, Swati (2013)\textsuperscript{45} carried out a study on “Impact of television advertisement on youth purchase decision”. She explained that advertising is the important key for building a brand. Advertisements play a important role in persuading, motivating and reminding both prospective and presented consumers towards making a brand decision. It plays a very important role in determining dreams and aspirations. Advertisements with endorsements make easy remembrance for the consumers for the advertised product as the consumers relate the brand with the famous person and can easily recall the brand. Some products or brands will grasp a strong position in the mind of the consumers compared to others..

Calvin P. Duncan, James E. Nelson, Nancy T. Frontczak (1984)\textsuperscript{46} carried out a study on “The Effect of Humour on Advertising Comprehension”. previous investigations of this research indicates that the impact of humour on advertising message conception have generally less effective. It was found that humorous commercials were less effective than serious messages. This study re-examines humour's influence by focusing on type of humour dimension “manipulated vs. perceived” and humour position in the advertisement. Finding of the study shows that humour “in the form of a one-line joke” does endorse message understanding and propose support for information processing and operant conditioning explanations of the humour influence process.

Goldsmith and Lafferty, (2002)\textsuperscript{47} studied on advertising is to generate understanding, liking, and selection of product or services. The most influencing theory in marketing and advertising research is “attitude-towards the advertisement.” However, the attitude that is shaped towards the advertisement help in influencing customer’s attitude and perception toward the brand.

Shiffman and Kanuk (2004)\textsuperscript{48} discusses the meaning of “consumer behavior” as the behavior that customer behave in the form of acquiring, buying, using, evaluating, or consuming product, service and idea to fulfill his own need. The study of the decision making of customer in spending resources like money ,time and power
for consuming products and services that included: what to buy, why to buy, how to buy, when to buy, where to buy, and how often to buy.

A research study by Sharma (2007) finds that nowadays customer is not easily influenced by a famous person in an advertisement but he needs complete information about the product also, followed by brand name and appeal. Advertisements being endorsed by famous celebrities are found to be less attractive and famous celebrities may not able to change the buying behaviour of customers significantly.
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