similar research, employing advertising creativity as independent variable. This will ensure significant progress towards true research.

It is hoped that the present study in conjunction with future studies in this area, will give advertising and marketing executives a better understanding of advertising effectiveness measures and will help them to design better and more effective advertisements.

BIBLIOGRAPHY

BOOKS


**JOURNAL**


Cutting through ad clutter", Credit Union Management, Vol.15, No.6, 1992.


Krugman, Herbert E (1986), "Low Recall and High Recognition of Advertising", Journal of Advertising Research,


THESIS

Wilmshurst, K. J. and Mackay (1999), “The Impact of Cause-Related Marketing on Consumer Attitude to the Brand and Purchase Intention: A Comparison with
Sponsorship and Sales Promotion”, Unpublished PhD Dissertation, School of Marketing, Griffith University, Australia.

REPORTS

CyberMedia research Special Report (2012)


PriceWaterhouse Cooopers (2009), Indian Entertainment and media Outlook 2009.

DAILIES

Business Standard

The Economic Times

The Hindu

The Times of India

WEBSITES


http://www.airtel.in/

www.bsnl.co.in

www.rcom.co.in/

www.aircel.com

www.tataindicom.com

www.tatasky.com