CHAPTER-2
REVIEW OF LITERATURE

Advertising all over the world has come up as a social and economic phenomenon of vast scope in the recent years. But the role of advertising has often been a subject of much debate in society. Advertising may be useful to consumers, considering that dissemination of information is necessary when the consumers have to make a choice amongst various products and services. Another school of thought contends that consumers are duped by advertisements because they very often communicate deceptive claims.

Advertising ensures better and improved quality of goods to consumers at cheaper rates. Since advertised goods promise a certain quality which has to be maintained and further mass advertised goods are produced and distributed in large quantities, thus reducing the production cost per unit (due to economies of scale).

Goods are generally advertised with brand names. When an advertisement appears with a brand name, it imprints an image of the product in minds of the consumer. If the use of the advertised product confirms their expectations, a repeat order is expected and the product will earn a favourable image and good reputation. Advertising creates the desire to possess better and newer items by educating the buyers about better life-style. Advertising gives a direct stimulus to consumer which in turn prompts the producer to produce more and better quality.

Advertisement reduces the risk of innovation. The cost of innovation can be more than recovered by the sales which advertisements may generate and encourage manufacturers to undertake research and development. The revenue through subscriptions is quite inadequate to support the publication of newspapers, magazines or TV channels. Advertising revenues, in fact, provide a greater support to viable functioning of these media.
Review of literature

Advertisement is a mediating tool of marketing and the most vital component of promotional activity; it is used by the marketers to publicize the happenings of the company and their offerings to the consumers. In the contemporary era, the influence and impact of advertisement over both the classes and the masses has refined the entire ambience of marketing. So, great is the power of advertisements to influence the buyer's decision that it has become mandatory for sellers to allocate fat budgets to the advertising of their products. Television one of the powerful and appropriate medium to promote the products with effective mode K. Krishnakumar and K. Radha (2014).

Research on the effects of television was preceded by two decades of research on the effects of a very similar medium, film. Before the first television studies appeared, at the end of the 1940's. There were already several hundred studies of motion pictures. Among these were the important series financed by the Payne Fund at the beginning of the 1930's, and a number of studies on learning from instructional films. Every important question raised by television research - addiction, effect on leisure time, contribution to knowledge, effect of violence, relation to crime and delinquency, effect on mental adjustment and on buying behaviour of consumer.

When television has come into a country, however, it has usually gone through the whole media research cycle. The first studies of its effects on children have usually been descriptions of viewing behaviour: how much time do children spend on television? at what hours do they view? what programmes? The second question asked is the effect of television on leisure time: what does it do to children's playtime? their time at home? Their study time? their reading time? their use of radio and movies? Third in order, typically, follow questions about their reactions to television: what programmes do they like? what content do they believe? what frightens or amuses them? Finally, research faces up to the really hard questions of television's effect on values, knowledge, physical and mental health, and social behaviour.

There is a promising line of experimentation concentrating chiefly on the relation of television to aggression (Maccoby, Siegel, Bandura, Lovaas, Berkowitz, and others in the United States; Emery, Thompson, and others in Australia - see Section VI-A), but surprisingly little clinical evidence is to be found in the literature.
The average child (under twelve) watches approximately three and one half hours of television per day (Signorielli, 1989). Thus, the medium provides numerous opportunities for presenting reinforced behaviors that could be modelled. The constant bombardment of the mass media's "ideal" images and messages are omnipresent throughout childhood (a time when the formulation of self-concept is crucial). Although the television world seems realistic, it presents a distorted and biased view about numerous issues such as increased violence, underrepresentation of women, and misconceptions about nutrition and healthy body images (Signorielli, 1989).

Stanley (1976) carried out an examination of the relationship between advertising and sales for four different types of liquor. The results in all markets suggested that advertising could lead to some increase in sales and consumers were more sensitive to changes in price as opposed to changes in advertising.

Moore (1980) studied the relationship between price and quality and concluded that price is a potentially important input in consumer's post initial trial evaluation of product quality and in the long run extreme variations between expected performance based on price information and actual performance based on trial may result in a diminishing favorability in attitude toward the product. Traylor (1980) found that comparative advertising is an effective competitive tool for new or poorly known brands generally when there is at least one well organized brand already in the market.

Murdoek (1980) revealed a significant difference between the word of mouth group and the television advertisement on the dependent variable of consideration, information seeking, intentions to contact and image. The television advertisements resulted in a more negative image than the subjects received the same information from the traditional, world service. Siinivas and Bhatias (1982) study revealed that homemakers showed positive attitude towards advertisements as an aid for selection of a product, and brand name and packaging as guide for quality.

Besai (1983) on advertisement and advertisement media considered by the college girls in selection of chopsticks and their attitude towards advertisement. Findings showed that majority of the respondent had positive attitude towards advertisement and highly
significant positive relationship was found between the interest taken by the respondents in each advertising medium and use of each advertising medium for getting information. Chaken and Eagiy (1983) revealed that product type and advertising medium both significantly influenced the advertisement attitude and brand cognition relationship. Pal (1983) in a study on impact of advertisement on society found significant positive impact of advertisements on the sale of consumer products. The study revealed that advertisements are indispensable for new product introduction and even established products of good quality required advertising to maintain their sales. Buckiln (1984) indicated that advertising was used more in shopping for less familiar items, high priced items, and items not bought recently. It was also found that the usage of advertisement led to brand preference.

Gora and Weinberg (1984) revealed that comparative advertising can bring the challenger closer in people's mind to the leader and type of advertisement did not affect attitude. Attitude may not be the most sensitive dependent measure when investigating the effects of comparative advertising. They reported that longer term exposure to the advertisement is needed to affect attitude. Bhandari (1984) study on the impact of advertisement on the citizens of Bhatinda found that advertisements had affected standard of living of majority of respondents to a certain extent. The study found that more than 90 per cent of them were exposed to television, radio and newspaper advertisements.

Bayer (1985) reported that past purchasing behaviour had the greatest effect on future behaviour. Advertising effects were small, but positive. Frances (1936) revealed that media affected the preferences for the product and preference reflected the rank order of their attitude towards various advertisement media. Mackenzie et al (1986) found that the positive effects of an effective advertisement on brand attitude measured immediately after exposure, may no longer exist after a delay.

Machleit (1987) reported that emotional feelings experienced during the advertisement exposure are found to have a strong positive effect on attitude towards the advertisement. Advertisement is found to significantly affect brand, attitude only for
unfamiliar brands. He further reported that prior brand attitude also affected emotional feelings experienced during commercial exposure.

Marks and Kamins (1988) indicated that advertising leads to different effects on attitude and purchase intention than the reverse sequence of exposure. Rahul (1988) in his study on effect of advertising on buying behaviour found that advertisement was the most effective promotion tool and it affected the buying process the most. But the Effectiveness of advertisement went on decreasing as consumer moved up in the buying process i.e. from awareness to final decision making stage. Print media was found to be most effective advertising media, Newspaper was the most effective in the initial stages but magazines become more effective in the final stages. Study further revealed that with time T.V. advertising would acquire more importance,

Mohamed and Raman (1989) studied the effect of advertisements on parents as well as children. The results showed that preferences of the parents as well as the children with regard to programmes were similar in the matter of entertainment and advertisement. But children watched advertisement with more concentration than adults. It was seen further that compared to other forms, presentation with cartoons, actor/actress, sports persons and children appealed more to the children. They enjoyed advertisements irrespective of the nature of the product or the method of presentation, it was found that children could remember a sizable number of advertisements without the help of any supporting materials. These were mostly the advertisements of drinks* chocolates, biscuits, soaps, toothpastes and ice-cream. Study revealed that children's exposure to telecasted advertisements resulted in brand changing frequently.

In conjunction with family and school, the mass media, particularly television, play a crucial role in socializing our children. Research shows that on an annual basis, children spend more time in front of the television than any other activity except for sleep (Dietz, 1990). Therefore, television presents to the child considerable information about how one should look, behave, succeed in life, be popular, and so forth.

Communication scholars have long debated the socializing and teaching capabilities of the medium. Some theorize that people choose certain relaxing programming content to
Review of literature

alleviate stress (Zillmann and Bryant, 1980). Other perspectives, such as cultivation theory (Morgan & Signorielli, 1990), argue that television affects us in ways about which we are unaware.

Prior to the prevalence and pervasiveness of the mass media, children were socialized primarily through the family and the community (e.g., church, school etc.). Today, the basic structure of both the family and community has changed and no longer are they the only major influences that socialize our children. Now, with multi-television set homes the norm rather than the exception, children may receive more socializing messages from a mass medium than parents, school, church, community etc. (Signorielli, 1989).

Specifically, children can learn all types of things from television; nevertheless, without parental/adult mediation or age-specific, child-oriented programming, this learning is incidental and potentially harmful (Singer & Singer, 1983). In the absence of real life information, children may readily accept television's social information (Austin, Roberts, and Nass, 1990).

Austin et al. (1990) examined the role of parental influence on children's television-interpretation processes. They found that parents play a two-fold role in the child's social construction of reality: (1) the parents help to shape the child's view of real life; and (2) through active discussion of content, the parents influence the child's perceptions about television content, which in turn influences the child's perceptions of reality. The evidence reveals, however, that barely half of parents report talking "often" to their children about television content (Austin et al., 1990). The evidence supports the notion that television's influence is a factor in the child's construction of social reality (Hawkins & Pingree, 1982). Unfortunately, considerable research supports the notion that few parents make strong efforts to influence their children's television use (McLeod & Brown, 1976).

Television is the source of the most widely shared set of messages and images in our history (Gerbner, Gross, Morgan, & Signorielli, 1986). It has become the primary common source of socialization and its mass produced images and messages "form the
mainstream of a common symbolic environment” (Gerbner et al., 1986, p.18). Accordingly, television's chief function is enculturation, that is, to be a medium of the socialization of most people into their cultural roles and standardized behaviors (Gerbner & Gross, 1976).

According to Signorielli and Morgan (1990): "through the process of mainstreaming, television has in essence become the truth 20th century melting pot of the American people (p. 23)

Several scholars (Dietz, 1990; Dietz & Gortmaker, 1985) have hypothesized a correlation between television viewing and eating disorders (obesity, anorexia, and bulimia). The preliminary results indicate a direct relationship between heavy television viewing and the prevalence of obesity in children and adolescents (Dietz, 1990).

Research evidence suggests that children's preferences for food are influenced by advertising. The majority of televised advertisements are for nonnutritious foods, and the consumption of these heavily advertised products may have a negative effect on the nutritional well being of the child. As a result, a large amount of the criticism concerning messages aimed at children has been leveled at the advertising industry. The typical child will see between 22,000 and 40,000 commercial messages a year, and well over half of these commercials are for edible products (Condry, Bence, & Scheibe, 1988).

Recent research has explored the concept of children's cognitive defenses. This concept is defined as children's understanding of the persuasive selling techniques of advertising and the associated distrust of the commercials (Brucks, Armstrong, & Goldberg, 1988). This stream of research assumes that because children have cognitive defenses, they will use them. In contrast, Brucks et al., (1988) found that unless a direct question (used as a cue) concerning knowledge about advertising and its tactics was posed to the child (in this case, 9 and 10 year old children), advertising knowledge was not activated. Therefore, one can assume that children's actual use of cognitive defenses has been overestimated.
In the past twenty years, criticism has focused on the potentially harmful health and nutritional effects that the plethora of advertisements for heavily sugared cereals and sweets have on the young viewer. For example, Barcus (1971) found that 67% of the children's program commercials were for sugared cereals, candy, and other sweets. These commercials stress the fun and positive attributes associated with food.

According to research compiled by Signiorelli (1988), non-nutritious foods dominate both the children's programming and advertising. The findings also revealed that seven out of ten children thought that (1) fast foods were more nutritious than foods prepared at home; and (2) to maintain good health, children should take advertised medicine, eat fast foods, take vitamins and drink Coke. Clearly, these children may see the televised world as realistic and one to be modeled.

Goldberg, Gorn, and Gibson (1978) examined the relationship between broadcast food messages and children's preferences for snack and breakfast foods. Those children who had viewed pronutrition Public Service Announcements (PSAs) chose more vegetables, fruits, and other healthy food; those who had viewed commercials for highly sugared foods opted for the sugared snacks. Further studies conducted by Goldberg and Gorn (1982) supported the earlier research and expanded upon the long term effects of pronutrition PSAs. In addition, their research revealed that in order for PSAs to be effective, they must be professionally produced with jingles, emotional appeals, and other advertising tactics that capture the attention of the child.

Also, results indicate that children should receive daily exposure to the PSAs for maximum benefit. The study confirms that children basically know what they should eat, but their behavior is affected by a variety of reasons—one of which is the number and type of commercials they see in a given day.

The link between eating heavily sugared cereals, too many sweets, snacking in general and the increase of nutritional diseases such as dental caries and obesity has been confirmed by a considerable body of research.

Dental research, for example, has shown a positive correlation between the frequency of eating sweet carbohydrate or snack foods and the increase of decayed, missing, and
filled teeth (DMW in 143 adolescents (Clancy, Bibby, Goldberg, Ripa, & Barenie, 1977). The same study found a negative correlation between eating apples and drinking fruit juice and DMFT increments. There was an inverse relationship between children's development of caries and parents' educational level and social class (Clancy et al., 1977). The nonnutritional advertising on television could possibly be a factor in the increased incidence of caries, especially among the lower socioeconomic groups who tend to be heavy viewers.

The effectiveness of health disclosures within children's television commercials was the topic for a study conducted by Faber, Meyer, and Miller in 1984. The results revealed that the majority of children were able to recall and understand the disclosures. The most consistent finding was that children over eight years old were pronouncedly more affected by the pronutritional messages than were the younger children.

Faber et al. hypothesized that the preoperational young child did not have the cognitive abilities to understand fully the disclosures. The study simply looked at short-term recall and understanding; it did not explore the link between learning and behavior change. In summary, the authors conclude that short disclosures placed at the end of the commercial can be recalled and understood by most children, even very young ones.

Another interesting finding of this research was that recall was greatest when a mild fear appeal was used in the disclosure. The fear level was low enough to increase attention, but not high enough to cause the child to attend only to the fear and not the message. Goldberg, Gorn and Gibson (1978) also found that mild fear appeals in a Fat Albert television program on the consequences of eating too much junk food influenced the child's eating patterns. Subsequent research examined the impact of pronutritional messages on television. A study conducted by Peterson, Balfour, Bridgwater and Dawson (1984) explored the effects of pronutrition programming on kindergarten-age children's nutrition knowledge, food preferences, and eating habits. Effects were measured using recall, information, preference, and behavior assessments. The results indicate that children learned the nutrition concepts, but failed to change their behavior. Even though the children did not change their behavior, the results are encouraging in
Review of literature

that they show that television can be a viable medium for teaching healthy nutritional concepts.

Wiman and Newman's (1989) study of children's nutritional awareness and television advertising exposure revealed that adult commentary on commercial messages after they have been viewed by children enhances nutritional comprehension. Additional findings of this study support the notion that exposure to child-oriented television advertising is associated with lower scores on nutritional knowledge (1 989). Several studies conducted by Roberts and his colleagues (Roberts & Bachen, 1978; Roberts, Gibson, & Bachen, 1979) showed that pronutrition messages can have an impact upon the child's food preferences as well as nutritional knowledge. These studies revealed that children who viewed pronutrition PSAs had higher scores on a nutritional knowledge test than children who did not. Further research should examine the possible links between learning prosocial concepts and changing consumptive behavior.

Bolton (1983) addressed the question concerning the long-term effects of television food advertising on children's diets. Previous research had indicated that food advertising affected children's preferences in the short term (Goldberg, Gorn, & Gibson, 1978). In contrast, Bolton (1983) looked at the long-term effects taking the advertisements, parental influence, and children's characteristics into account as possible influences on children's diets. The study found a small but significant long-term effect of television food advertising and the child's nutritional status. This influence is likely to be harmful to children whose nutritional intake is severely compromised anyway. These may be children from families with limited budgets, limited knowledge of nutrition, limited parental supervision (due to a variety of reasons), etc.

This is especially crucial because it is often these very children who watch large amounts of television and thus are exposed to numerous nonnutritional messages. That food choices affect nutritional status and advertising influences food choices is common knowledge. The mass media, in particular magazines and television, emphasize nonnutritious messages. Today there are fewer messages about general health and nutrition in the print media than there were in the first half of this century.
Review of literature

(Bart-,1989). Moreover, this trend toward advertising nonnutritious foods has continued since the introduction of television.

Communication scholars have examined the relationship between television food advertising and purchasing behaviors. A direct positive relationship was found between frequency of snacking behaviors and the purchase and consumption of heavily advertised snack foods (Clancy-Hepburn, Hickey, & Nevill, 1974). Galst and White (1976) found that children's purchase-influencing attempts at the supermarket were positively related to the amount of television viewing at home. Sugared cereals and candy were the most heavily requested items. Of all purchase-influencing attempts, 68% were for sweetened cereals.

A content analysis of letters written to the Federal Trade Commission concerning television advertising to children was conducted by Ward (1984). The data showed that 42% of the letter writers supported the ban of television commercials for heavily sugared foods, 10% supported total ban of advertising directed at children's and 13% thought that the FTC should take no action at all. Most of the writers, that supported either the partial or total ban gave the concern for the children's health and nutrition as their reason.

Ward concedes that this sample was far from a true reflection of the total population; thus, the results are not generalizable to the public. Most letter writers have strong opinions about their subjects and tend to be more highly educated. Accordingly, Ward proposes that further research be conducted using a survey of a nationally representative sample of consumers.

In response to Ward's content analysis, Peggy Charren (president of Action for Children's Television) noted that while this research is worthwhile and laudable, it neglects to inform the people that the airwaves belong to the public and that the broadcast industry is bound to serve the best interests of this public. Charren called for data that measure the awareness of the general population of their fundamental rights as beneficiaries of this public trust (August & Charren, 1984).
Review of literature

Most recently, the American Academy of Paediatrics, proposed that food advertisements aimed at children should be banned from television because they promote profit-making rather than healthful eating (July 23, 1991). According to Dr. William Dietz, author of the academy's statement, the paediatric community believes that parental control of the television set should be increased as well as a total ban of food commercials be put in effect.

Nakamura (1989) study reported that industrial advertisements shown in television were effective. Singal and Sehgal (1989) studied the factors influencing in the selection of toilet soaps on 120 girl college students and revealed that advertisement on T. V. were the most effective in influencing their selection, followed by media like cinema, slides/short films, magazines, newspapers and retail shop displays.

Kapoor et al. (1990) found that instant 'recall' was 100 per cent in the case of girls and 91 per cent in the case of boys. In advertisements models and visuals appealed most to young people, one girl out of every two and one boy out of four bought a product only because of the advertisements. More than 50 per cent were of the view that advertisements are both entertaining as well as informative. Thirty per cent felt that advertisements entertain more than provide genuine information, while about 14 per cent felt that advertisements are only for entertainment,

Miglani et al (1991) conducted a study on the effect of different advertising media on the purchase of household goods and revealed that all the respondents were exposed to T.V. advertisements and television took the top rank for its effectiveness in the purchase of household goods by all the income groups followed by magazine in high and middle income groups, Pamphlets, outdoor displays and cinema were found to be the most effective media of advertisements for the lower Income group. Lakshmi (1991) study on impact of advertising on business found that nearly 85 per cent of the readers were of the opinion that their market knowledge, was improving through advertisements.

Singh et al (1991) investigated the efficacy of various advertising media, viz. T.V., radio, cinema, newspapers, magazines, pamphlets, handbills, visit to market and information from friends, neighbors, relatives for the selection and purchase of interior home
Review of literature

furnishing. The study revealed that the respondents were more satisfied with advertisement on television.

Joon (1992) study on the effect of television advertisements on the purchasing behaviour of homemakers revealed that 40 per cent of the respondents were influenced by their advertisements. The factors such as good quality, earlier experience, less consumption, cost and tv advertisements with the brand were important in influencing the respondents to repeat the purchase of brand.

Domzal and Kernam (1993) believed that by global advertising i.e. international advertisements a product can take shape of global brand. Donthu and Bhargava (1993) carried out a research Factors influencing recall of outdoor advertising. It was found that recall of outdoor advertisements was influenced by its location, position, colour and number of words used in the advertisements. Barry (1993) revealed that there may be more value in advertising unknown brands against well known brands when using comparisons and for the same product different advertisements of different brands affects the preference of buyers, especially for small household articles like soaps, cosmetics, food, beverages. Willke (1993) showed that the brand which was advertised through different media achieved larger market compared to the unadvertised brand, so it can be said that advertisement acts an effective informative media for the new product or brand.

Bloom (1994) carried out a case study on misuse of new technologies in advertising. First case related to extra price because of new technology as given in the information through advertisement and second related to monopolizing. Kent and Chris (1994) carried out a research on competitive interference effects in consumer memory for advertising and the role of brand familiarity and revealed that memorability of an attribute, claim made in one brand's print advertising was affected by exposure to advertisements for competitive brands. It was also found that the familiarity of the brands featured in competitive advertisements had an impact on the degree of memory interference that occurred.
Review of literature

Rabine (1994) reported that by looking at the photographic images on advertisements, consumers can gain the pleasure of recreating the body and the pleasure of masquerade. Tai (1997) found that the beauty industry considers the target segment as the main determining factor in applying advertisement strategy in different markets. Tai further pointed out that the major benefits of a standardized advertising strategy in Asia markets include the creation of a stronger international identity through consistent positioning and image across markets over time and cost reduction through economies of scale in advertising production, sharing of experience and effective use of advertising budget.

Rodge (2001) studied the effect of advertisement on different age groups in rural and urban area and concluded that the rural respondents gave less importance to advertisement and its impact as compared to urban respondents. Reading and watching advertisement helped the urban group in purchasing more as compared to rural group. Both the group of respondents found that all the advertising media were equally important and effective. Frings (2001) says few media possess the power to influence fashion trends more than magazines. For cosmetics marketing, magazines play a crucial role to the advertising mix. As consumers become more aware of the latest fashion styles through magazines, the more desire they want to catch up with it. Yu Rong pu (2003) reported that there was a significant difference between language adaptations in personal care product ads and cosmetic ads.

Rana (1995) undertook a study on T.V. advertisements and expressed that among the media, the impact of television advertisement on social behavior, including purchasing behavior was the greatest. The reason being that television has charm. Dhillon (1997) investigated the factors affecting consumer behavior of durable goods and food items. Sample comprised of 150 females (75 each from rural and urban areas). The sources of information, the rural respondents gave primary importance were, advertisements through radio, followed by posters to some extent but were least affected by magazines. Urban respondents were affected the maximum by television and magazines. Mahajan (1997) studied the impact of media on lifestyle of adolescents in the age group of 12-18 years of age and found that media especially television and satellite channels certainly affected the lifestyle of individuals. They tend to buy the product advertised by media, irrespective of its cost. The way of presentation mattered in case of food items whereas in case of clothing, designer label mattered.
Review of literature

Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. The study was conducted in three villages and three localities of Ludhiana city (Punjab). A sample comprising 100 rural and 100 urban adolescents were selected purposively and interview schedule method was employed. They observed that Television was the most important media of information regarding fashion awareness among rural and urban respondents while friends were the next important source of information for these respondents. Boutiques were the major source of information for urban adolescents. It was also evidenced that income and society were the main factors affecting the clothing Television advertising can have a powerful influence on adolescents, food preferences, consumption and behavior. ‘Advertising seen is measured by looking at ‘impacts.’ Impacts provide a measure of advertising exposure. One impact is equivalent to one member of the target audience viewing one commercial spot. Around one in five of all of the T.V. advertisement seen by adolescents is for a core category product.

Having realized the stupendous effect T.V. advertising has not only on the purchasing pattern but also on the total lifestyle of adolescents a need was felt to study the impact of TV Advertisements on the buying pattern of the adolescent girls in Jammu City. McCraken (1989) found that the use of celebrity endorsers stand for an effective way of transferring meaning to brands as it is believed that celebrity endorsers bring their own emblematic meaning to the endorsement process and that this cultural meaning residing in the celebrity is passed on to the product which in turn is passed on to the consumer.

Agrawal (1995) recommend that there are decreasing returns associated with celebrities in advertising. Also some consumers have termed celebrities to be a ‘puppet’ used by companies implying that they perceive the celebrities to be lying, when endorsing certain products.

Another very prominent drawback of celebrity endorsements is the „Vampire Effect or the celebrity overshadowing the brand (Kulkarni and Gaulkar, 2005). This happens when the audience forgets the brand advertised and concentrates more on the celebrity endorsing the brand. As Cooper (1984) states in his study, “the product, not the celebrity, must be the star”. Similarly another problem is celebrity greed and overexposure, when a celebrity becomes an endorser for many diverse products.
Review of literature

Vivek Kr. Pandey (2011) Television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the young people. Young people are manipulated by advertisement promise that the product will do something special for them which will transform their life. Young are more serious about the celebrity’s sex, beauty, reliability and honesty and trust. Young customers buying behavior are depending on the celebrity endorsements in compare to adult. The manufacturers should, therefore, take care to give all the information which would facilitate the young consumers in decision making process. To conclude, it may be of immense help to young to study the uniqueness of the advertisements, their qualities and demerits, before going away for shopping.

Ademola B. Owolabi (2009) stated that mood is the knowledge of particular relevance for the understanding of consumer behaviour. This study is essentially using two scales that is attitude towards using advertised products and intention to try advertised products were employed to measure advertising effectiveness by adopting the experimental study where a between subject design was employed. The result revealed that subjects in the induced positive mood group have a more positive attitude and greater intention to try advertised products when compared with subjects in the induced negative mood group. This attempt can be made in finding the effect of consumer's mood on advertising effectiveness on TV ad in case of consumers purchase decision.

Jagdish N. Sheth (1974) examines there different aspects of effectiveness of advertising communication. First, how does a specific advertising communication get distorted in the consumer's mind, what are the dimensions of distortion and what factors produce the cognitive distortion? Second, how does advertising influence the consumer choice process? Two mechanism called persuasion and reinforcement are discussed and the underlying process of influence and tactics are explored. Third, how does advertising influence consumption behaviour? Two mechanisms called reminder precipitation are discussed and the underlying processes and tactics are explored. Finally, the paper discusses a sequential linkage among the four mechanisms of advertising effectiveness and gives opinions on the persuasiveness of advertising
Review of literature

through each mechanism. In the same way how measure the effectiveness of TV Ads on Consumer Purchase Decision.

Avilasha Mehta(2000) stated that print advertising performance is influenced by consumers attitudes towards advertising in general. Here the author has studied the Executional and media factors significantly influence advertising performance by adapting random telephonic interview has been used to discover the attitudes toward advertising, intrusiveness/recall and persuasion/ buying interests of the consumers. The result of this paper was respondents with more favourable attitudes toward advertising recalled a higher number of advertisements the day after exposure and were more persuaded by them. In the same way attitudes toward TV advertising on purchase decision.

K. Radha (2014) Ads not only inform the features and benefits of the products. Image of the products, brand and company is also built with the help of effective marketing messages. TV does it effectively with its audio visual strength for the marketers. Quality of the advertising messages increases the involvement level of the audience. This study results revealed that the relevant information is due to ads effectiveness and consumer expectations fulfil through ads in effective manner leads to purchase decision.

Inderjeet Sethi1 and AS Chawla2 (2014) concluded that the Social, Cultural and Marketing factors have a great influence on the buying behavior of the users of rural, semi urban and urban area. The advancement in technology has narrowed the difference between the awareness and usage of mobile services in different areas. Rural, Semi Urban and urban area has become the same market.

Dr. Singh J., and Saikh (2012) has studied that, the marketers must understand the role of family in influencing the buying of consumer durables more particularly in the rural areas. The marketers must design their advertising messages as well as visuals in such a way that these penetrate well into the minds of the family members. Only then they can have positive endorsements of their products in a highly competitive environment. Marketers must take significant steps in crafting and presenting credible and persuasive
**Review of literature**

advertisements. It seems that people are consistently losing faith and confidence in the mass media advertising of consumer durables. It would be more appropriate if marketers make best use of social media that can be used as an interactive advertising through authentic story-telling.

Dey. S., et al(2012) study that, some of the retailers tried to understand and fulfil the requirement of the rural customers but as such no model is fool proof and hence not living up to the expectations of the customers. This study is an attempt to understand the needs of the rural India and available options to fulfil the needs. This has been observed that respondents are widely dispersed on the basis of product categories and the available retail market options. Most of them are buying personal care, fruits and grocery item from village and weekly haats. However, products like are clothing, footwear and durables are mostly purchased from tehsil and district centres. On further exploration, this has been found that most of the respondents agreed that the products of their choice are not available in the existing retail options. Alternatively they have to go for available substitutes. This has been observed that factors affecting customers purchase decision varies with demographic factors. Customers are satisfied with prices and accessibility of the market. But, comparatively they are not satisfied with Quality and Variety of brands.

Gupta S.L., et alin his study he found that, the responses of customers are quite mixed in the rural India. Customers prefer some of the popular brands but they also prefer to use local brands. The loyalty status for brands is also moderate in the rural markets. Bardia G., (2010)suggested that in their study, it can be said that rural marketing is still in its initial stages and the rural population has shown a trend of wanting to move into a state of gradual urbanisation in terms of exposure, habits, lifestyles and consumption patterns of goods and services. Dixit. K., (2012) concluded that, the fact remains that the rural market in India has great potential, which is just waiting to be tapped. Progress has been made in this area by some, but there seems to be a long way for MNC marketers to go in order to derive and reap maximum benefits. Moreover, India is expected to emerge as the fifth largest consumer economy of the world by 2020.
Review of literature

Gupta T., (2012) concluded in his study, Rural markets, as part of any economy, have untapped potential. There are several difficulties confronting the efforts to fully explore rural markets. The concept of rural markets in India, as also in several other countries, like China, is still in evolving shape, and the sector poses a variety of challenges, including understanding the dynamics of the rural markets and strategies to supply and satisfy the rural consumers. Rural market is where the markets of the future are likely to be as because rural markets are showing immense growth opportunities. The companies entering in rural market must do so for strategic reasons and not for tactical gains as rural customer is still a closed book and it is only through unwavering commitment that companies can make a dent in the market. Ultimately the winner will be the one with the required resources like time and money and also with much needed innovative ideas to tap the wide and diverse rural market.

Anandan C. et al (2007) concluded that in his study that, India’s rural markets have seen a lot of activity in the last few years. Since penetration levels are pretty high in most categories, future growth can come only from deeper rural penetration. Rural marketing has become the latest marketing mantra of most F.M.C.G. majors. True, rural India is vast with unlimited opportunities, waiting to be tapped by F.M.C.G. majors. To gain advantage of this, the Indian F.M.C.G. sector is busy putting in place a parallel rural marketing strategy. F.M.C.G. majors are aggressively looking at rural India since it accounts for 70% of the total Indian households. Today, India has a diverse range of detergents available off the shelf. The annual consumption of detergents in India ranges to thousands of tones. The formal sector with its increasing ability to influence consumers via advertisements is expanding its market share aggressively. The detergent market has evolved into a highly competitive one where myriad brands vie with each other to get the customers' attention. Each brand claims to clean whiter, boasting of technologically dubious terms such as fighting granules, power pearls, etc. This study aims at finding the factors influencing the rural customers to prefer a particular brand in detergent soaps. This study concludes with suggesting the strategic framework for Marketers to win over the hearts of the rural customers.

Bhatta G. and Jaiswal M. (1986) study conducted by the Authors to analyze reaction of the consumers towards washing powder advertising and purchase behavior of
Review of literature

consumers in Baroda city. In most of the cases the study discovered that females are decisions regarding the purchases of a particular trade name considering some important aspects like good quality, less consumption, advertisement and low cost. Founded a maximum number of consumers watch television advertisements and are unconsciously affected by them.

The rise of rural markets has been the most important marketing phenomenon of the 1990’s, providing volume growth to all leading companies. Many corporates have been trying to get a grip on rural market. The reasons why companies are going rural are manifold. Higher rural income driven by agricultural growth, increasing enrolment in primary schools, high penetration of television and other mass media have increased the propensity to consume branded and value added products in rural area.

Modern media such as television has also invaded rural India by reaching every nook and corner of the country. Television has reduced the resistance to change by creating new aspirations and awareness for rural folks, thereby increasing the acceptability of most products in rural areas.

Shukla Pritesh kumar Y. (2013) concluded that television plays an important role to increase competitiveness in rural areas. It was found majority of rural respondents are using television as their main source of information. It also strongly indicates that, the rural respondents who use television as their main source of information would be definitely getting knowledge of other brands from the same source. Rural consumer’s literacy ratio is increasing day by day, which leads to the improvement in the knowledge and general awareness about the present market scenario. As well in the majority of cases, the main source of information for all most all the products has been shifted to the television. Due to television they become aware of recent products available in the market and which leads to comparison between different products of different competitors. It was clearly seen that advertisement helps to enhance the product knowledge. So to increases the product awareness, company should focus more on advertisement. As far as the rural consumers are concern, company should think about regional language advertisement, which may lead to more awareness with deep reach in to the rural areas.
It has also been observed that advertisements make the consumer to take impulsive purchase decisions. When the consumer has not considered the bargain properly and is persuaded to make a deal through some oppressive and manipulative marketing strategies, his rights may easily be jeopardized. That is why enduring efforts and unlimited attempts to explain consumer impulse buying behaviour have been made by scholars throughout the world. A consumer’s behaviour at any given point in time is distinctly related to personal characteristics of self-control and impulsivity. The degree of magnitude in which these actions exist is dependent upon one another. The same is true with the amount and extent to which a decision process takes place. Consumers treat decision making as a means-end chain of problem solving where goals are sought to be achieved or satisfied. The greater the need or desire for accomplishment is the greater increase in motivation to succeed.

Advertising is a form of communication and now it has become a pillar of popular culture. It can be concluded that advertisements do aid youth in decision making by providing some information about the product. Advertisements help the youth to compare various products before purchase and thus, save their time while shopping. (Hazel Ruth Colaco, Filipe Rodrigues E Melo and A K Tiwari, 2012). Samant A. (1996) and Avery (1999) concludes that advertising influences consumers buying habits. Das A. (2004) examined Influence of T.V. advertisements on housewives and concluded that there is significant positive impact of television advertisement on purchasing behaviour of housewives.

Hazel Ruth Colaco, Filipe Rodrigues E Melo and A K Tiwari (2012) found that the purchase behavior of consumers is differently influenced by different types of media. The results also showed that advertisements influence shopping pattern of consumers with varying degree. But there is no relationship between frequency of watching advertisements and shopping pattern of the individuals. It is further depicted that the consumers who don’t make planned shopping they spontaneously decide to purchase looking around an advertisement in a store. It was also revealed that the consumers purchase trendy products promoted in an advertisement even though they are not of much use for them.
Review of literature

Ciochetto (2004) finds it more effective to use television rather than print media to reach consumers, partly due to low literacy rate. Chandok (2005) The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. As a wide range of products and services are consumed or used by children, many companies tend to target them. Kavitha (2006) found that the advantage of television over the other mediums is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creative advertising. Shashidhar & Adivi (2006) depicted that the teenagers have become a strong influencing group and even have the ability to influence the purchase decisions in the family from cakes to cars. Selvaraj (2007) found that rural consumers are fundamentally different from their urban counterparts socially, psychologically, physiologically and literally.

Kashyap & Raut (2008) illustrated that the total size of rural market is 123000 crore, which includes 65,000 crore FMCG and 5,000 crore durables, 45,000 crore agri inputs and 8,000 crore two and four wheeler’s market. The size of rural market is bigger than the urban for both FMCG and durables as it accounts 53 and 59 percent of the market share respectively. Datta (2008) described advertising is the non-personal communication of the information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media. Etzel et al (2008) found that the majority of the marketers use mass media for their marketing communications. The choice of media is dependent upon the nature of the message and the intended target audience. While purchasing cosmetics, toiletries, stationary, gifts and cards, the girls give importance to informational input by the TV advertisements into their decision to buy. It was also found that girls had positive attitude towards TV commercials.

Vinod Kumar Bishnoi & and Ruchi Sharma (2009) depicted that urban teenagers do not buy TV advertised products if they do not require those brands. They also like the advertisements of the products that they are using and believe that products are as good as expected from TV advertisements.
The ORG Survey (2011) indicated that the major items which accounted for about 45-50 percent of the rural market were washing soaps, cleaning materials, toiletries and food and beverage. But the survey also observed that the growth rate was very significant in certain items like cosmetics and toiletries over the period of five years. The growth rate observed in the case of cosmetics indicated that the rural women were not lagging behind their urban counterparts. It also mentions that many rural consumers in rural areas lack the prejudices that make their urban counterparts resistant to change. To some, consumer behavior is synonymous with marketing. Robertson and Kassarjian (1991), for example, define consumer behavior as —the scientific study of consumer actions in the marketplace. However, others view consumer behavior as independent of marketing or any particular discipline. Jacoby (1976), for example, defined consumer behavior as —the acquisition, consumption and disposition of goods, services, time and ideas by decision making units. Arndt (1976) suggested that consumer behavior encompasses the problems encountered by members of society in the acquisition and realization of their standard of living. They are keen to experiment with new products, new services and new process. The psychologists developed the hierarchy of effects model, which proposes that behavior is composed of three dimensions: cognitive, affective and behavioral (Lavidge and Steiner, 1961). The cognitive dimension involves developing awareness and knowledge, the affective component relates to developing feelings and attitudes, and the behavioral dimension involves development of conviction or intention and actual behavior, such as purchase decision making technique. (Lavidge and Steiner, 1961).

In the marketing literature, individuals with a high need for cognition have been shown to process and evaluate advertising information more thoroughly than those with a low need for cognition. They tend to be influenced by message relevant thoughts rather than peripheral cues such endorse attractiveness (Haugtvedt and Petty, 1992), spokesperson credibility (Petty and Cacioppo, 1986), humour (Zhang, 1996) or the number of arguments presented (Cacioppo et al., 1983). In an extensive literature review of the subject, Cacioppo et al. (1996) found that individuals with a high need for cognition tended to process information more thoroughly and tended to engage in more extensive information search than those with a low need for cognition. This suggests that
Review of literature

individuals with a high need for cognition might use a wide range of information sources, which reduces their relative preference for interpersonal sources. On the other hand, individuals with a low need for cognition are less motivated to gather and process extensive raw information and are more likely to accept already processed information given to them by trusted personal sources.

Murray and Schlacter (1990) defined perceived risk as a multi dimensional construct. It represents consumers' pre purchase uncertainty related to the type and degree of expected loss resulting from the purchase and the use of a product or service. Possible loss categories are financial loss, performance loss, psychological loss, social loss and convenience loss (Arndt, 1967b; Bansal and Voyer, 2000). Past research has consistently recognized perceived risk as a fundamental concept in consumer information search (Arndt, 1967b; Chaudhuri, 2000; Murray and Schlacter, 1990). Arndt, for example, found that "to cope with the hazards of buying, consumers tend to develop risk handling strategies. One such strategy would be to seek additional information from a number of sources" (1967b: 303). Bansal and Voyer (2000) found a negative influence of product expertise on perceived risk, and a positive influence of perceived risk on word of mouth information actively sought.

Howard and Seth (1969) explained the processes and variables which affect the individual’s behaviour prior to and during the purchase. According to Patti and Blasko (1981), the growing importance of advertising and its budgeting has become an inseparable part of modern commercialization and marketing scenario. The intense competition has increased advertising budget manifold and it is only the advertising that makes the marketing world go around.

Mittal (1994), stated that people at large pronounce faint praise and harsh criticism towards TV commercials and categorically emphasized that TV advertising created many undesirable effects ranging from increased cost of goods to spreading materialization, promoting stereotype sex role of women and other unwholesome values and taking undue advantage of children.
Review of literature

The rural India is breaking away from the shackles of the past. Rural India is now widening its aspiration horizon and is looking for goods and services which will provide them comfort and luxury (Nabi and Raut, 1995). Spread of communication and the widening reach of mass media especially radio, television and cinema are exposing rural populace to a vast array of products and services. The demand for the host of consumer products like soaps, detergents, shoes, fabrics, toiletries, mopeds, refrigerators, packages and processed foods etc. are emerging out of rural areas which indicates the incremental purchasing power of the rural people and the aspiration for improving their living standard. This change offers a clear opportunity for sellers to market their products and services to first generation consumers of India. According to the authors, as the international sellers are entering the Indian market and home-grown marketers are resorting to strategic tie-ups, there is scramble for new markets. On account of its sheer size, rural market is most likely to emerge as the hotbed for the marketers of products and services in the coming years.

Rajendran (1995), conducted a study on “Rural marketing of consumer soft’s” and found that brand awareness for consumer soft’s prevails among rural consumers. Since their purchasing power is low, they are able to buy only the products from the available outlets, and mostly a few local brands dominate in selected consumer soft’s. The uses of shampoos that are sold in sachets are gaining momentum. The familiarity of brand names in selected consumer soft’s among these rural masses makes one understand the desirability of these people to use these products. The study also points out that the shopkeepers have only limited options in catering to the needs of the consumers. They cannot be expected to spend large amounts of money in procuring and storing variety of consumer softs as it would not fetch them the desirable amounts of profit for the risk they undertake. The study revealed that unlike urban consumers the shopping habits of rural consumers are irregular and scanty.

As the competition in urban markets is heating up, marketers are turning up to rural markets to explore the untapped potential. A deep analysis by Narsimham (1995) indicates that the contribution of rural market is more significant than urban markets for many durables as well as nondurable products, and also the share of rural markets is increasing overtime. Due to peculiar features of rural markets, the product and
Review of literature

marketing strategies designed for urban markets are not suitable for successful penetration into rural markets. It is necessary for marketers to adopt rural oriented product, promotion and distribution strategies, and focus on long-term gains.

A study on “New Media Interactive Advertising vs. Traditional Advertising” was conducted by Alexra, et.al. (1998), in which an attempt was made to identify those situations for which interactivity may be highly desirable and those in which Traditional advertising may be more effective. The study specifically compares interactive advertising implemented in the hierarchical information traversal design to the linear flow of traditional advertising. The visualness and verbalness of consumers and advertisements were also examined. The results suggested that interactive advertising is not always better. Under certain conditions, interactivity interrupts the process of persuasion. In the interactive system, users spend less time viewing the advertisements, and they were less likely to purchase the target products. The relatively more verbal respondents were unaffected by the interactivity. A cognitive matching of the system properties and the consumer segment needs was stated to be critical. Also, additional properties of the interactive system and consumer psychographic factors, for instance, gender, expertise, were believed to enhance the future effectiveness of interactive advertising.

A survey was conducted by Shivakumar and Arun (2002) in Pondicherry on rural buying behaviour, focused on two products i.e. wristwatches and footwear. It was found that rural customers seem to consider brand name and price as important elements in buying wristwatches. They also attach importance to the quality of footwear. Rural customers also seem to prefer to shop only at one place. They seem to buy wristwatches and footwear as and when they require them without waiting for any offer to festive season. The authors suggested that manufacturers should make available quality products at affordable prices in towns that are accessible to maximum number of villages.

Brace et al. (2002) studied whether disposition to TV advertising correlates with disposition to advertising in other media and disposition to direct mail. It addresses the question whether it is possible to generalize across different media or if there are
Review of literature

differences that warrant a mixed media campaign. The research also evaluates the ability of specific advertising to generate involvement with each of four groups i.e. TV advertising acceptor, rejecters, players and uninvolved. The study reveals that rejecters are less likely to get involved with specific advertisements than any of the above three groups, even when the exposure to advertising is guaranteed to in forced viewing situation. The lower levels of involvements among rejecters are found to be consistent for both television and print advertising. It was also observed, however, that majority of TV rejecters are not rejecters of Press or Radio advertising. A media schedule that combines different media therefore has greater chance of addressing acceptors and players in one or both media than does a single media schedule. The authors, however, feel that advertising involvement, be it general disposition or specific to an advertisement, is not an adequate measure of likely advertisement effectiveness, though its importance in the communication mix cannot be denied.

Lotte and Flemming (2002) examined the relationship between advertising and purchasing using a logistic regression model. Using single source data and an adstock calculation, 18 product categories and 89 FMCG brands were studied to estimate the optimum retention rate (an expression of how much consumers remember from the past) and a brand’s half life (an expression of periods, in this case days, before advertising has had half of its effect). Results of the 19 product groups show wide variations and the authors report similar variations within brands & within product categories.

A study on “Influence of TV Advertisements on Children’s Buying Response: Role of Parent- Child Interaction” was conducted by Verma and Kapoor (2004). They observed that the marketers have heavily used Television advertising to influence the buying response of children. It is assumed that children develop effective and discerning skills to remember and recall product related information provided through the advertisements and help other members in the family to take buying decision.

The study on rural consumer’s buying behaviour conducted by Patel and Prasad (2005) indicated that rural retailer influences purchase occasions because of he being a person who provides information regarding quantity of pack, promotional schemes, influences
Review of literature

of advertisement, consumer feedback etc. to company. They observed that sheer product availability can determine brand choice, volumes and market share. The rural customer goes to same shop always to buy his things and there is very strong bonding in terms of trust between the two. The buying behaviour is also such that a customer doesn’t ask for things by brand. Authors also believe that it is the action of the marketing concepts and not the concept themselves that needs to be looked at. Often, in the rural market place it is the application of these concepts, which differs the winning companies from the rest of the pack.

Millman (2005) conducted single-source panel data experiments to correlate TV advertising exposure and buying behaviour in UK and reported on lessons learnt from data collected between 1996 and 2003 (especially TV WORKS 2001-03), mainly for FMCG grocery products. His conclusions supported TV advertising, but also illustrated the complexity of isolating effects.

The rural market has a potential untapped by many marketers was reported by Sushma (2005). The market share of rural market is comparatively higher than urban markets. The growing demand for various products other than agro-products paves way for the success of the marketer trying to unfold the latent segment. The marketer needs to have a profound understanding of rural mindset to thrive in this business.

According to Pankaj (2005), the marketers in India have not been able to tap the existing opportunities in rural market which is well reflected in the penetration figures across the various product categories. One of the key reasons can be attributed to their failure to address the issue of affordability in Indian Hinterland. Affordability, in turn, is related to larger issue of development on socio-economic front which will result in wealth generation. This in turn kindles the latent need for various products and services in the Rural Market. Still this aspect has been largely ignored by most of the marketers, barring a select few, who have even taken the support of Information and Communication Technology (ICT) to cater to this phenomenon with significant results.

Kumar and Madhavi (2006) conducted a study on Rural Marketing for FMCGs. The most preferred brands of toothpaste, shampoo and toilet soap in rural areas were
identified on the basis of gender interpretation. The study revealed that quality is the first factor that influences rural customers followed by price, colour and taste. Among brand preference Colgate plays a vital role among female respondents whereas male respondents mostly use Pepsodent. Almost half of the respondents do not use shampoo because they are using conservative products only and among the users 60 percent of them use Clinic Plus. No significant relationship between gender and the use of shampoo was found. Majority of the respondents using soaps preferred Hamam as their brand of toilet soap.

An attempt to design an appropriate promotion mechanism to woo the rural consumer’s and influence their buying behaviour was made by Sakkithivel (2006). He concluded that the strategies ought to be designed according to the factors influencing the rural consumer behaviour such as price, opinion leaders, easy finance schemes, benefits and personal bonds. The rural market is a mix of multiple complexities, which has proved to be waterloo for many experienced marketers. The companies have started their journey to reach “destination rural consumer”.

The rural markets in India have become an area that corporates just cannot afford to ignore was opined by Vaish (2006). The product offered to rural consumers may or may not be different but the ways these products are marketed ought to be different. Marketers always look for innovative ways to make their presence felt. Due to regional disparities, customized communication strategy for each region is need of the hour. The author is of the view that an effective communication is one that leads to purchase decision, brand registration in consumer’s mind, brand recall and right brand associations. Interpersonal communication accounts for about 80% of the rural communication process. The communication package should generate lot of “word of mouth” publicity, so that the brand acquires “top of the mind” recall value. Marketers can use a mix of both conventional and unconventional media. The communication should be such so as to make the product category relevant to rural folks.

The extent and nature of demand in rural markets result in the increase in rural incomes and changing rural lifestyles was examined by Easwaran (2006). The study examined the data, suggesting that in spite of this rise in income, migration to the cities continue
Review of literature

to be high. At the same time non-farm incomes are on the rise, and the percentage of households depending fully or partially on non-farm incomes is also registering growth. This opens up opportunities in rural markets, whose characteristics are substantially different from those of urban markets. For substantial growth, it is essential to provide opportunities for employment in rural areas in order to reduce migration to cities, so that propensity to consume may go up in rural areas, and simultaneously pressure on urban infrastructure may be reduced.

A case study on “Unilever in India-Rural Marketing Initiatives” was performed by Nagarajan (2006). She found that seventy percent of the Indian population lives in rural areas. This segment commonly referred to as the “bottom of the pyramid”, presents a huge opportunity for companies.

A study was designed to extend knowledge of cognitive processing of advertising messages by urban children in India. Panwar and Agnihotri (2006) collected data from 250 children aged between 7 and 12 years, drawn in the sample from five major towns of the relatively affluent western state of Gujarat (India) by using the cluster sampling approach. A simple questionnaire using three point rating scale was administered with the help of moderators. Data were analyzed using the SPSS software. It was found that socioeconomic background of the family plays a significant role in the understanding of advertising intents by children. The medium of instructions at the school also had significant relation to the child’s ability to understand advertising intent. Predictably, age of the child was another important factor impacting upon the ability to decode an advertising message. In terms of parental control, it was observed that in most cases, parents act as gatekeepers for children’s media exposure and activity prioritization; therefore, they form an important audience for any communication related to children’s products, services or activities. Media time usage, especially television watching, is highly controlled by parents; however, females seem to be more independent in terms of prioritizing their media interactions. It was also observed that in most households, consumption of electronic media is a group activity; therefore, the attitudes towards messages from electronic media tend to be influenced by the family and peer-group opinions on the message. The researchers recommended to the marketers that the advertisement message directed towards children has to be entertaining and not
necessarily humorous. A message narrating only the product attributes or benefits may not work well with children. Likewise selection of model/endorser is very important for messages directed at children. Creating buzz about an advertisement through unconventional channels could work in favor of the marketer, as advertising is a part of popular culture for children.

Sehrawet and Kundu (2007) compared the buying behavior of rural and urban consumers to make out whether the residential background of consumers influences their buying decisions or not. The authors collected data from 1090 respondents of rural and urban residential backgrounds from eight cities and 16 villages of Haryana. The analysis revealed that rural and urban consumers vary significantly on the various aspects of packaging. Rural consumers found packaging more useful than their urban counterparts and they strongly believed that better packages contain better quality products. The ease of carriage, lightness of weigh, simplicity, transparency, and consistency of package has relatively less influence on buying decision of rural consumers than urban consumers. Although, labeling is considered to be an important part of packaging, yet, rural respondents gave less importance to it. However, rural respondents were found more environmentally conscious, and felt that packaging was environmental hazard. Today, when the rural customers are graduating from loose to packaged products, the marketers and packaging manufacturers face challenge of understanding their preferences and modify their strategies to suit their consumers.

Morgan and Stoltman (2002) proved that most of the respondents expect television ads are generally effective. Further, showed that the views of respondents were likely to perceive and interpret certain information about ads.

Vinod Kumar Bishnoi1 and Ruchi Sharma (2009) suggested that rural teenagers like television advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase, they prefer to buy TV advertised products and it is helpful in buying the new products, getting the best product and also supports collective decision making. The urban teenagers also want TV advertised products even though they do not require them. They also like the advertisements of the products that they are using and believe that products are as good as expected from TV
Review of literature

advertisements. Buying behaviour of male teenagers is more influenced by television advertisements than their female counterparts.

Popularization of the products is the basic aim of advertising (Ramaswami & Namakumari, 2004). The choice of media is dependent upon the nature of the message and the intended target audience (Etzel et al, 2008). Television advertising is the best selling and economical media ever invented. It has a potential advertising impact unmatched by any other media (Saxena, 2005). The advantage of television over the other mediums is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creative advertising (Kavitha, 2006).

Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households, and it is not uncommon even in the poorer society of urban areas and rural households (Shah & D’Souza, 2008). Reactions to TV advertisements seem to be stronger than the reaction to print advertisements (Corlis, 1999). The advertisers find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate (Ciochetto, 2004). TV advertising not only change emotions but give substantial message exerting a far reaching influence on the daily lives of people (Kotwal et al, 2008).

Advertisers through television can reach a whole spectrum of consumers (Cruz, 2004). Almost every child and teenager in India is a regular viewer of television. They spend most of their free time in front of television, watching programmes and channels of their choice (Dubey & Patel, 2004). The majority of children believe television advertisements to be informative and most children respond to them favourably (Cruz, 2004). They also exert a substantial influence on their parents’ consumer decision making and spending (Hawkins et al, 2001). The greater TV exposure is associated with more requests for the advertised products (Robertson & Rossiter, 1977). Marketers, who take advantage of young people’s power to influence family purchase, choose commercials or television programmes that reach children or teenage youth together with their parents (Kraak & Pelletier, 1998). The teenagers have become a
Review of literature

strong influencing group and even have the ability to influence the purchase decisions in the family from cakes to cars (Shashidhar & Adivi, 2006).

India is a developing country and majority of the people are living in rural areas (Census, 2001). Rural consumers are fundamentally different from their urban counterparts socially, psychologically, physiologically and literally (Selvaraj, 2007). The size of rural market is bigger than the urban for both FMCG and durables (Kashyap & Raut, 2008).

Vinod Kumar Bishnoi1 and Ruchi Sharma (2009) concluded that there is a considerable variation in the perception of both rural and urban teenagers on the issue that demand for product purchase is influenced by TV advertisements. Further, the study revealed that the buying behaviour of male teenagers is more influenced by television advertisements than their female counterparts. The study also depicted that rural teenagers like television advertising more than their urban counterparts. Rural teenagers collectively decide with their family members, products to be purchased due to exposure to TV advertisements while it is not so with their urban counterparts. The urban teenagers do not agree to buy the advertised products if they do not require them. They like the advertisements of the products they are already using and believe that the quality of the product is as good as expected from TV advertisements.

Muhammad Ehsan Malik et. al. express that brand image and advertisement play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people’s buying behaviors and advertisement is behaving as a driving force for any business as it’s an effective source to convey your message and stay in customer’s mind. Findings of the study showed that brand image and advertisement have strong positive influence and significant relationship with Consumer buying behavior. People perceive the brand image with positive attitude. Study depicted that teenagers in Gujranwala are more conscious about their social status so they prefer branded products and advertisement affects their Consumer Buying Behavior positively.
Review of literature

Niazi et al. said that advertising is an effective tool to attract people and to divert their attitude positively toward product. There is a moderate relationship between consumer purchase attention, environmental factors and emotional factors. If consumer is emotionally attached with the product he/she will prefer to purchase that product. According to Rasool et al. sometimes people change their brands just to test the other brands. Purchase attention of people also changed change in income level and male mostly prefer the advertisements than female. In expensive products advertisement and repetition in ads not positively affect consumer buying behavior. Zain-ul-Abideen and Saleem said that advertising is a marketing promotional strategy to catch the people’s attraction for specific action for product or service. Consumer purchase association behavior positively affects by emotional responses.

Ayanwale et al. described that when there is number of competitors and consumers have different brand choices than manufacturer needs to understand the factors that can gain the attraction of buyers. Male and female both equally influenced by advertising for brand choices. TV ads are most preferred by people. Companies should give proper attention for advertising their products to increase their market share. Bishnoi and Sharma concluded that teenagers in rural areas are more influenced by advertisings rather than urban areas. TV ads play a vital role to enhance the involvement of people in product selection and purchase decision. The ads of those brands which are not required to urban teenagers have no greater influence on them. They positively react for those products ads which they consider that benefits of product will be more than expectations.

Advertisement convinces the people to use product at least once in their lives. Celebrities used in ads have greater positive influence on people. Most of the times people rely on advertisements rather than other sources like family, friends and reference groups opinions regarding product. Advertisement can affect people with any income level but it has no greater influence on expensive products. In current scenario advertisers want to make internet ads rather than television with a view to additional worth of interactivity in ads. Interactivity in ads lead to more people involvement and this interaction will drive to create brand loyalty. In online advertising feedback is effective tool for effective strategic planning.
According to Pughazhendi et al. in emerging markets advertisers use dominant celebrities in ads to promote their product image. Single and multiple celebrity involvement in ads affect buying behavior in different ways. This study shows that consumer behavior and attitude regarding brand, ads and purchase decision are positively affected by multiple celebrities’ ads but just in low involvement products and in more involvement products there is no major difference in single or multiple celebrities’ ads.

Consequently Jakstien et al. said advertising has a vital role in modern age because it’s a mechanism to build the behaviors of society regarding products. With the help of ads people can enjoy information and make decisions regarding product. People emotional, psychological and behavioral aspects play a crucial role during buying decision. There is a significant positive relationship between television ads and Consumer Buying Behavior. Due to television ads canned food demand as well as price increased. Television ads play a crucial role to change consumers purchase attention and increase consumer’s new patterns about canned foods. Furthermore Ghani and Jan described that consumer buying desire trend. Consumer buying behavior has significant positive relation with social status and brand loyalty. Income has no moderate relation among brand loyalty and consumer purchase attention.

Jaspal Singh and Namrata Sandhu found that conclusions of past research: advertisements promote materialism (Roy, 2006), exploit women (Pollay, 1986), coerce viewers to buy unwanted products (Richins, 1995) and mislead viewers (Drumwright and Murphy, 2009) were found to be valid in the Indian context too, and thus reinforced.

Advertisements are generally criticized for targeting children (Kunkel, 1988; Haefner, 1991; Kunkel, 1992; Browne, 1998; Graves, 1999; Pechmann and Shih, 1999; Childs and Maher, 2003; Saffer and Dave, 2003; Sinha, 2005), excessive use of sex appeals (Pollay, 1986; Henthrone and LaTour, 1994; Ford et al., 1997), stereotypical presentations of women (Chatterji, 2005; Schaffter, 2006), negative psychological effects on the viewers (Richins, 1991; Fay and Price, 1994; Nuta, 2009) and promoting materialism (Richins, 1995; Roy, 2006; Chan and Cia, 2009; Nuta, 2009). While
Review of literature

investigating the influence of ads directed at children, it has been found that they have an adverse influence on child behavior. Since, there are a large number of TVCs that are directed at children, critics have expressed many concerns about them (Haefner, 1991).

Examining the impact of television on the psychology of the viewer, Richins (1991), in a study found that the ads which target young women lead them to compare their own attractiveness with the idealized images in the ads, resulting in dissatisfaction with their own attractiveness. A study with almost similar findings was conducted by Fay and Price (1994). It dealt with slimming, dieting and body control advertisements directed at women. The study found that it was normal for adolescent girls and young women to compare their bodies with media images. The study concluded that to a greater extent than non-sufferers, anorexics were influenced and their self-image diminished, by advertising images.

Richins (1995), pointed out that on exposure to advertisements, comparison with advertising images takes place which enhances the materialistic desires of the viewers. A number of other studies have also established a significant and positive relationship between consumerism and advertising (Roy, 2006; Chan and Cia, 2009).

Abdul Hameed et. al. (2014) found that there is a significant impact of TV advertisement on children buying behavior. Advertising is the nonpersonal message containing the information frequently paid for and credible in nature about products, services or ideas by recognized sponsors through the various media (Datta, 2008). The promoter intends to extend his ideas about the products and offerings among the forecast. Popularization of the products is thus, the basic aim of advertising (Ramaswami & Namakumari, 2004). The greater part of the marketers uses mass media for their marketing message. The choice of media is dependent upon the nature of the message and the intended target viewers (Etzel et al, 2008). Television advertising is the best viewed and economical media ever invented. It has a possible advertising impact matchless by any other media (Saxena, 2005). The advantage of television over the other mediums is that it is Perceived as a mixture of audio and video features; it provides products with instant validity and fame and offers the greatest chance for
creative advertising (Kavitha, 2006). Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households, and it is not infrequent even in the poorer society of urban areas and rural households (Shah & D’Souza, 2008). Reactions to TV advertisements seem to be stronger than the reaction to print advertisements. The advertisers find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate (Ciochetto, 2004). TV advertising not only change emotions but give considerable message exerting a far attainment influence on the daily lives of people (Kotwal et al, 2008).

Jagwinder Singh (2012) carried out to understand how rural and urban consumers buying behavior differ with respect to different types of influences on their buying behavior. The study found that overall there are insignificant differences between rural and urban consumers for television and refrigerator. However there are considerable differences in case of automobiles.

Hendon (1979) had explored the variation of this influence with different demographic factors such as gender, age, and marital status etc. Ostlund (1973) has added psychological factors along with demographic considerations to study the consumers’ vulnerability to the reference group influence. Rural retailers play an influential role on rural consumers’ buying (Halan, 2003). Mass media has not been significantly instrumental in alluring both rural and urban consumers because of lack of perceived credibility by both these habitant groups. Moreover rural consumers have further difficulty in interpreting implied advertising messages (Sun and Wu, 2004). Family too has the significance influence over the buying of the consumer. The family is both a primary group and a reference group. The influences of the family are different from any other group due to greater intensity of relationship bonds. However there are many decisions that may be made in consultation with friends or relatives than consulting only spouse (Louden and della Bitta, 2002). Consumers who have low general and high specific self-confidence often use pals and take friends to showrooms for their help in car buying rather than taking their advice. The most frequent shopping partners of urban consumers are spouses followed by friends and children whereas; these are friends followed by spouses and children for rural consumers (Sun and Wu, 2004). The study also concludes that even a bad commercial is better than neutral one as it causes
Review of literature

the attention of the consumers. Bad commercial works better in case of well established product; line; or brand extension of an established product; a very attractive new product; or a well familiar product since their childhood (Dubey and Patel, 2004).

Advertisements have little influence over the buying of automobile by either rural or urban consumer. The influence in this case is further significantly less among rural consumers as compared to urban consumers. This is probably due to less ability of rural consumers to comprehend the implied messages made in the advertisements (Sun and Wu, 2004).

Chan, K. and Cai, X. (2009) examined the cultivation effects of television advertising viewing on the perceived affluence in society and the materialistic value orientations among adolescents in urban and rural China. The study found that television advertising viewing demonstrated first and second order cultivation effects among urban as well as rural respondents. Heavy television advertising viewers were more likely to have a higher perceived affluence than light television advertising viewers. Heavy television advertising viewers were also more materialistic than light television advertising viewers. When television advertising viewing was controlled, urban respondents have a higher perceived affluence while rural respondents had a higher level of materialism.

One of the accusations is that advertising presents unrealistic or idealized images of people and their lives. Such images can alter the expectation of living standards of heavy television viewers because they often compare themselves with what they to saw and try to catch up through increased consumption (Richins, 1991). Many studies found there is a positive and significant relationship between materialism and advertising viewing (Buijzen and Valkenburg, 2003; Liebert, 1986; Moschis and Moore, 1982; Pollay, 1986; Wulfemeyer and Mueller, 1992; Yoon, 1995). Commercial persuasion appears to influence not only our shopping and product use behavior but also the largest domain of our social roles, including use of language, goals, values, and the sources of meaning in our culture (Pollay, 1986). Even families in remote parts of China experience television advertising as a new form of cultural authority in instilling the idea that consumption leads to a happy childhood (Jing, 2000).
Goldberg and Gorn’s (1978) study of preschoolers suggested that television advertising directed at children might lead children to choose material objects over social-oriented alternatives. Churchill and Moschis (1979) found that the amount of television viewing was positively correlated with materialistic values.

Greenwald (1968) studied the high message repetition would increase the persuasiveness of a message. The data analysed by him showed that positive feelings increased with a specific amount of repetition and decreased after that level. He concluded that it can be interpreted that some repetition is good but too much repetition can bore the audience thus become less effective. Haefner (1972) focuses on consumer judgments of the deceptiveness of the advertisement. Armstrong and Russ criticized this approach as insufficient and logically deficient to detect the presence of deception. Eighmey (1975) had been first to explore the cognitive effect of advertisements among children and advance the thesis that restraints in advertising oriented to children should be different than focused on adults. Olson and Dover (1978) conducted an empirical investigation to measure the impact an advertisement has on consumers’ behaviour.

Rossiter (1979) studied the cognitive attitudinal and behavioural effects of TV advertisement on children and concluded that some TV commercials may have impact on young children. Thomas (1980) observed that the impact of advertising will most likely vary among children by factors such as age, the extent of parental interaction, the educational level of child, the extent to which the child has develop cognitive filter and the like one of the most vocal critics of advertising directed towards children.

Gotlieb and Sarel (1992) examined the impact of type of advertisement (i.e., direct comparative and non-comparative), price, and source credibility on perceived quality of a new brand. Results suggest that a direct-comparative advertisement has a more positive effect on perceived quality of a new brand than a non-comparative advertisement. In addition, an interaction effect of price and source credibility on perceived quality was found. Mattoo A. R. and Mushtaq A. Bhat (1995) concluded that advertising not only magnifies false characteristics of a product but also leads to cultural degradation. Many companies which perfectly project their advertisements
Review of literature

have deleterious effects on the society as a whole. The study further reveals that competition in advertising and promotion has tended to displace price competition.

Compeau, et al. (1994) have examined the effect of the advertised reference prices on the buying behaviour of the consumers. Their study reveals that the comparative price advertisements seek to enhance consumers perceptions of value and as a consequence may reduce additional search for lower prices and enhance likelihood of purchase. The results of the study suggested that the presence of an advertised reference price increased respondents' perceptions of value and their purchase intentions. The results provide evidence that consumers in general believe that the regular price is a bona fide price at which the advertised item is sold for the majority of the time and that a substantial number of sales are made at this regular price.

Mitra Anushree & John G. Lynch, Jr. (1996) concludes that the effect of advertising on consumer welfare has been the subject of dispute among economists, arising largely from disagreement among scholars regarding the persuasive versus the informative role of advertising. This research reports two experiments that explore the welfare implications of advertising effects. It shows that the same advertisements can either increase or decrease prices paid for selected brands, depending on the degree to which the choice situation requires brands to be recalled in order to be considered. However, an increase in prices paid caused by advertising does not necessarily imply detrimental effects on consumer welfare. Further that, even under circumstances in which differentiating advertising leads consumers to select brands with higher average prices, it can provide useful information to consumers that allows them to make purchases that are more in line with their personal tastes than are the choices of consumers not exposed to the advertisements.

Speck and Elliott (1997) examine the predictors of advertisement avoidance in four media: magazines, newspapers, radio, and television. The results indicate that age and income were the best demographic predictors across media. Browne (1998) examined sex role stereotyping in television commercials aimed at children in the United States and Australia. The results of this study indicate that boys appeared in
greater numbers in the television commercials, were given more dominant roles and were more active and aggressive than girls.

Aiyadurai, K (2000) examines advertisement as art and science from the point of view of the advertiser. The objective of any advertisement is to reach the people with the right sense at the right time. Hence the advertisers take much effort in creating and presenting advertisement to the public. The impact of the advertisement on the viewer leads to cultural and social revolution. Continuous advertisement for the same product influence a change in consumption pattern of the individual and thus effects a change in the life style of society. This leads to the behavioural change in society in total.

Morgan and Stoltman (2002) revealed that televised advertising disclosures are supposedly designed to supply consumers with important information for decision making. From the perspective of models of information processing, however, these disclosures may well be improperly conceived and executed. Disclaimers presented in other media are also challenged, though television represents a special case because of consumers' inability to control the processing situation (e.g., to study the disclaimer at length if desired) and because of the extensive use of disclaimers in this medium. In this study, televised advertising disclosures are examined experimentally and found generally to be ineffective. The purpose of this study is therefore to examine aspects of CIP (Consumer information processing) in the context of TADs (Televised advertisement Disclaimer). The premise underlying this work is that the stimulus aspects of TADs are restrictive to the extent that even highly motivated and focused consumers are likely to encounter difficulty attending to and comprehending this information. The findings of this study indicate that, although consumers feel somewhat adequate regarding their ability to perceive disclosure information provided in television advertising, objective measures of claim recognition/comprehension indicate that this competency is more imaginary than real. These findings can be interpreted in the context of the communication leading through confusion, to inaccurate comprehension, with accurate comprehension anchoring the other extreme. These data suggest the modal response with respect to TADs lies somewhere between confusion and inaccuracy. Misinterpretation of advertising often ranges from subtle
Review of literature

nuances to complete distortions of the information provided. On an average, however, they were just as likely to misperceive certain disclaimer information.

*Pieters Rik and Michel Wedel* (2004) examined the contribution of the surface size brand, pictorial and textile events of advertisement in capturing consumers’ attention to the entire advertisement. The study identifies the extent to which consumers’ attention to brand, pictorial and text element increases with the surface size devoted to them. The surface size of the pictorial element has no demonstrable effect on attention to print advertisement as a whole. However the Increase in surface size of the brand element does not have a net negative effect on attention to the entire advertisement.

*Singh and Vij* (2007) concluded that of socio-economic and ethical aspects of advertising reveal that public is highly critical of social aspect and highly appreciative of economic contribution of advertising. *Fathi All-Share & Marwan Al Salaimeh* (2010) found that there was a relationship between television advertisements and increasing the canned food demand. That means the television advertising play an important role on changing consumer behaviour and attitudes and gave consumers new patterns about canned foods.

Lokesh Sharma, Archana Singh & Dr. Parul D. Agarwal (2014) revealed that adults strongly believe that the TV advertisements have considerably influenced their buying process. Further they depict that the adults irrespective of their gender and area of residence strongly consider that TV advertisements have impact on their mind and the exposure to TV advertisements have not only enhanced their involvement in purchasing but has resulted in increasing their frequency of purchase.

Consumer behaviour refers to the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that would satisfy their needs (Schiffman & Kanuk, 1996). Their buying behaviour is influenced by various economic factors like the price of a product, family income, size of the family, disposable personal income etc. and by various non-economic factors like age, education, occupation, personality, life style, area of residence etc. Consumers consist of children, teenagers, adults and aged people. Almost every child and teenager in India
is a regular viewer of television. They spend most of their free time in front of television watching programmes/channels of their choice. They also watch family programmes along with other family members during peak time i.e. from 7 pm to 10 pm and during weekends and on holidays (Dubey & Patel, 2004).

Philip Kotter (1965) opined that all the models so far developed by various scientists should be used in an integrated manner in order to understand the consumer in general. In his opinion, buying patterns are being influenced by price, quality, availability, service, style, option and image. Depending on the product involved, different variables and behavioural mechanisms assume different degrees of importance in influencing the purchase decision process.

Kaul et al. (1977) in their study conducted in Punjab, analyzing the rural and urban food consumption pattern found that consumption of relatively superior food is positively correlated with the income level of the individuals. The study also found that the usage of millets and to some extent cereals is higher in rural areas. Mahajan (1980) in his study on inter-regional homogeneity of consumer behaviour in India revealed that consumer behaviour markedly differ between the rural and urban sectors. It further revealed that inter regional homogeneity in consumption seems to be realized at best in the case of North India and Central India.

Ramesh and Tajinder (1987) while studying the extent of popularity and nutritional contribution of processed fruit product among different socioeconomic groups observed that consumption of processed fruit products like jam, squash and juice showed an increase with education of women. Raut (1987) in his study on consumer’s attitudes towards advertising pointed out that 89 per cent of the respondents believed that advertising is useful to the consumers for giving convenient information about the products and to increase consumer awareness. It also provides an opportunity to the consumers to make comparison and make shopping easier to the consumers.

Mani and Srinivasan (1990) in their analysis on buying behaviour of consumers with respect to processed fruits and vegetables found that majority of the consumers
Review of literature

purchased jam in large quantity followed by squash. Many consumers were loyal to a particular brand and were conscious of quality (taste) than price or shelf life.

Raveendran (1990) in his study on marketing of coconut and its products in Orissa State found that about 70 per cent of coconut oil arriving in the market in 15 kg and 5 kg tins are traded in rural areas. The main consumers are middle class and lower class population. Among the upper class both in urban and rural areas the preference for small packs are increasing.

Ramachandran et al. (1996) in their study found that coconut oil is the most preferred oil for edible and toiletry purposes. Higher income groups make monthly purchases, whereas lower income groups purchase weekly. Palm oil is the second preference among other edible oils. Home made oils are used because of low cost availability of by-products and purity. Purchase of other edible oils was due to the fluctuations in price than health factors. Katy and Dipika (1997) in their study attempted to analyse consumer’s purchase behaviour over two periods in the cities of Mumbai, Calcutta and Delhi. The study showed that while segmenting market on the basis of consumption pattern of various product categories Calcutta seemed to be opting for reduced consumption as a way of economizing rather than downgrading on product quality.

Bagozzi and Dholakia (1999) found that goals played an essential role in purchase behaviour of consumers and can be traded in the marketing of durables, non-durables, services and even ideas or persons. They also pointed out that goals provide a conceptual framework for thinking, influence decision making and guide consumer choice and action. Kishore and Nabi (2000) in the study “televisio industry a cut throat competition” opined that durable product marketers (including television) do not enjoy considerable flexibility in the matter of price because of highly competitive markets on the one hand and high price sensitivity of the major chunk of Indian consumers on the other. They also inferred that just like price, the consumers attach considerable significance to the brand image while purchasing a durable product like television. Essentially, television is a branded product and consumers always go for established brand names.
Rodge (2001) finds that the rural consumers give more importance to the advertisements compared to urban consumers. Both rural and urban groups found that all the advertising media are equally important and effective. Sathya Sundaram (2002) has reviewed that a silent revolution is taking place in rural areas where the majority of the population lives. The consumption patterns and preferences of the rural consumers are changing.

The rural population is being influenced by television advertisement campaigns. Moreover, the farm sector is having tremendous amount of accumulated disposable income. Of course, the real challenge lies in understanding the actual needs of rural consumers. Ruchi Treham and Harmandeep Singh (2003) pointed out that Indian market is a huge market with lot of potential in it. Nearly 70 per cent of the population lives in rural areas. They also pointed out that Indian markets have both urban and rural characters. Both markets significantly differ from one another while considering general and product specific factors and making their purchase decisions. Kuldeep Singh and Varshney (2003), in their study observed that shrinking market share and reduction in sale do not mean consumers have actually been cutting back on their use of toilet soaps. They also stated that it is not the lack of awareness but lack of affordability which restricts consumers from buying toilet soaps.

Polegato and Zaichkowsky (2004) observed that husbands are seen increasingly willing to take on food shopping and revealed that 25 to 45 per cent of husbands share family food shopping role with their wives. K.C. Raju ((2005) studied the budget share among different items of consumption of rural Kerala over a period from 1972-2000, by estimating monthly per capita expenditure at 93-94 prices. He estimated 10 broad groups of items and their percentage to total expenditure. He found that in rural Kerala there has been a general increase in the total expenditure on food and non food items over the years. But the proportion of food expenditure on non food items over the period is quite visible. Vijayakumar (2005) 20 found that the age group of people is an important criterion to determine the consumption pattern of carbonated soft drinks. It is also pointed out that age, marital status; occupation and family income were significantly related to the monthly spending on soft drinks.
**Review of literature**

According to Singh and Singhal (1986) a well designed packaging acts as the main identifying feature for quality and quantity and make the consumers more informative and choosy. It further informs the consumers as to what quality, quantity and price, the package is worth off. Bhavani Prasad and Sitakumari (1987) while evaluating the impact of advertising on consumer durables market observed that ‘friends’ is the main influence followed by relatives and hence they should be given more emphasis while planning promotion strategies. Advertisement is the next major influencing factor for the consumer durables. Hundal and Sandhu (1987) in their study on buying behaviour of television buyers in Punjab identified reasonable price as the major factor which influences the brand preference among the consumers. They also added that friends and relatives are the major influence in selecting a brand. Venkatesharlu et al. (1987) in their study on factors influencing consumer decision making process towards biscuits found that sample consumers mostly purchased biscuits at least once in a week. Consumers preferred packed biscuits to loose ones and small packets to big ones. Parents and children were more or less equally involved in decision making. Consumers perceived quality and taste were important influencing variables that determined brand loyalty. Kramar (1988) stated that the recent trends appeared motivated by nutritional food safety perceptions, and health concerns were not the only factors. He also observed that taste, price, convenience, variety and quality were also important. He found that the consumers were increasingly demanding safe and nutritious food appropriately processed, labeled and certified.

Xavier (1991) in his study to determine the chief influence in the family decision process found that in more than half of the households husband is the major influence. In households with college going children, they influenced the decision process highly. He also determined the major factors which have a bearing on the television purchase decision process such as picture sharpness, sound, quality, appearance and brand reputation. Kinnucan et al. (1993) found that quality and flavour perception were important determinants for purchasing catfish. Convenience was an important factor influencing the decision to purchase lobster. Nutritional value and health considerations were important determinants in the decision to purchase shrimp in the United States.
Review of literature

Metwally (1994) in his research paper attempted to determine the main factors affecting the decision of import agents in the Middle East to import consumer goods from a specific country using discriminant analysis. It was found that quality, price and credit facilities were the most important discriminators between the two groups of agents. Mohammed Abdul Naseem (1996) in his study referred that brand name, picture, quality, price, availability, service, design, sound system and number of channels were the factors that influenced purchase of television. Majority of respondents were aware of the existence of multinational companies also. The study also revealed that when India television choice is made most on quality basis, multinational television choice is made nearly on brand name basis.

Rao (1997) who studied the purchase timing of consumer durables observed that influence of advertisement, absence of servant maid help, life style changes etc. are the factors that are mostly agreed by the consumers as the factors that influenced the purchase of durables. He also identified income as an important factor influencing the purchase. Consumers in all income groups felt that company reputation and product or brand image played an important role in their purchase decisions. The study also revealed that higher income group is influenced more by word of mouth while lower and middle income groups are influenced by dealer recommendations. Raka and Arora (1997) who examined the buying behaviour towards processed fruits and vegetables products, identified taste as the most important factor which influences the purchase decision followed by price and quality. Kempt and Smith (1998) observed that consumers first usage experience with a brand is a critical factor in determining brand beliefs, attitudes and purchase intention.

Subbalekshmi (1999) observed that rural consumers in general were influenced by the packing of the product where as urban consumers by the promotion and product features like taste of the product. Gupta and Verma (2000) examined the influence of husband, wife and children and the interaction between them in the purchase decision process. The study also focused on the influence of socio-economic variables like age, education, income and employment in the decision dimensions and found that income of the family and women employment is the major factor influencing family decision making. In the purchase decisions, husbands tend to concern themselves with relatively
Review of literature

important and functional product attributes like price while wives concentrate on relatively minor aesthetic product attributes like colour. He also pointed out that financial resources that husband or wife brings to the household also influence household decisions.

Rodge (2001) finds that are the rural consumers attach more importance to the advertisement and its impact as compared to urban consumers. He also point out that rural consumers are more influenced by electronic media than print media. Kumar (2003) revealed that the majority of consumers are highly enlightened and are concerned of quality of the products. He also revealed that the consumers uniformly, both in urban and rural areas, desire to have quality of the products at reasonable price and trust more the advice of the retailers.

Davis and Rigux (1974) inferred in study on husband-wife influence on problem recognition, information search and final decision of customer choices that there is a clear pattern of wife dominance in decision making regarding kitchenware, household cleaning products, food, wife and children’s clothing. Gupta and Singh (1989) in their study on consumer brand choice behaviour for television observed that majority of consumers owned black and white televisions. Durability, brand image and price were the reasons for preference followed by family liking and after sale service.

Thanulingam and Kochadai (1989) while studying the awareness of consumers towards food products, drugs, cosmetic and certain services like banking services, life insurance etc. found that consumers make purchase decisions before buying food items. They look for the label on food products, demand product information at the time of purchase and give importance to trade marks and quality. Nabi and Raut (1990) made a study to examine the influence of various media in the consumer decision making process particularly of television buyers opined that television and news paper are the two effective media used for advertising television. Income-wise analysis also showed that television is considered as the most effective media by all the respondents irrespective of income differences.
Review of literature

Skinner (1990) opined that when a consumer purchases an unfamiliar expensive product he uses a large number of criteria to evaluate alternative brands and spends a great deal of time seeking information and deciding on the purchase. The type of decision making used varied from person to person and from product to product.

Sathyaraju (1992) who made a study on the refrigerator market in Kerala observed that around 44 per cent of the decision regarding refrigerators purchase is taken by a decision making unit consists of husband and wife. Brand choice was influenced mainly by factors like good compressor, price, durability, word of mouth, etc. He also pointed out that capacity is an important factor in refrigerator purchase and 88 per cent of the buyers preferred 165 liters capacity.

William and Narasimham (1994) developed a theory of the evolution of choice decision for consumer durable products which addressed information acquisition behaviour and the duration of the purchase deliberation process itself. Jayasankar (1995) while examining the performance of BPL found that despite the minor role played by impulse in the purchase decision of consumer durables, emotional involvement had also been found important in recent years. Involvement refers to the personal relevance or importance of a product or service that a consumer perceives in a given situation. Freda (1995) observed that for a consumer durable good, the family members together decide on the product to be purchased, brand and shop.

Verma and Israney (2000) conducted a survey to find out the consumers attitude towards the advertisement messages revealed that the general attitude of the majority of consumers is favourable towards advertisement messages. They also pointed out that it is not easy for advertisers to persuade adult consumers to shift their brand preferences based on product advertisement alone. Raju and Saravanan (2001) pointed out that most of the families take purchase decisions collectively in the case of consumer durables and revealed that advertisement or publicity through mass media proves to be the best source of reaching the public closely followed by information from friends and relatives.
**Review of literature**

Parmod Kumar (2014) found that mostly customers are attracted by advertisement at once. Presence of celebrity and slogan and tag line of advertisement also affect buying decision but after that quality and satisfaction received from product matter. Male users are more influenced by advertisement than female users.

Sarita Bahl (2012) concluded that celebrity endorsements of brands do not affect consumer perception and behaviour. Further, advertisements in television enjoy better brand recognition. It has also been observed that in both the categories (rural and urban) the respondents have no faith on celebrities endorsements as majority of the urban respondents have shown their doubt towards quality of the products endorsed by the celebrity however, in case of rural respondents a majority could not express their views towards celebrities endorsement. It has been noticed that education has no relevance to form perception of the people regarding the quality of the product being endorsed by the celebrities. It was also found that gender has no influence on the perception of quality of products being endorsed by celebrities in rural and urban category.

Prema (1998) highlighted that TV advertisements continuously promote consumerism and thereby generate unrealistic desires in the rural youth. Competition drives the world not only in business but also in other fields. To face this competition getting immediate attention of consumers is the prime task for any Corporate. Celebrities are the new tools used to persuade the consumers. Rao (2000) revealed that penetration of TV, Satellite and radio has increased in rural as well as urban areas. Consequent to this it is observed that brand awareness and association with established brands is as high in rural areas as in urban areas. Centre of Media studies (2001) analysed the urban consumers with respect to their media habits and revealed that the more one watches television the more one tends to read the newspaper.

Prasad & Reddy (2003) analysed the effect of celebrities on consumers in their purchase decisions and to look into the appropriateness of such celebrities to various products they endorse. The study revealed that all the respondents were aware of celebrity advertisement and 58% of the respondents felt that there will be a positive effect of celebrities on consumers. Raturi (2005) finds that when it comes to selling
there is nothing like a celebrity salesperson. Signing a celebrity helps the brand leap out of clutter and if chemistry between brands is right, the buzz could turn into a roar.

Chandrasekhar (2006) highlighted consumer attitudes towards newspapers and magazines in the Negapattinam district of Tamil Nadu states that reading habits provides consumers a variety of values. Regular reading gives a sense of development in the personality by building confidence and improving the vocabulary of the person. Due to the availability of variety of newspapers and magazines consumers are in one way or the other influenced to make an unavoidable choice of reading newspapers or magazines. Sharma (2006) in her research article explained that celebrities are more efficient at communication having a mass appeal and reach at low cost per person. They are more easily remembered as compared to other technology. She further states that consumers look at celebrities not as role models but as mere entertainers.

Tan and Chia (2007) empirically explored the relationship between the general attitude towards advertising and the attitude towards advertising in specific media that is television and print. Sehrawet, M. and Kundu, S.C., 2007, concluded that though sufficient attention has been given to the TV advertising in general but relatively little attention has been given to understanding the role of TV advertising and other elements of Promotion mix and its effect on rural consumers.

Sukhmani and B.S. Hundal concluded that TV advertising helps in transforming the rural masses in a significant manner. Though, all the elements of Promotion mix play an important role in influencing the rural consumers, but personal selling and sales promotion were considered to be the most important ones.

Swati Bisht (2013) found that there is positive relationship of emotional response with consumer buying and TV Advertisements. TV advertising impact on buying behavior of teenagers related to different residential backgrounds (i.e., rural and urban) and gender groups (i.e., male and female). Advertisements on TV have an impact on the trial of the product by the customer.

Sharma (2007) finds that advertisements being endorsed by celebrities are found to be less attractive and that the use of celebrities may not change the buying behaviour of
Review of literature

consumers significantly. According to Liebeck (1998) teenagers are now more knowledgeable. They are truly the internet generation, and get their news and information primarily from television. The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. Advertising affect of advertising exposure leads to brand cognition and cognition about the ad, which then leads to the attitude towards the ad and the brand until their purchase intent (Mendelson & Bolles, 2002). Advertisers target teenagers because of their high disposable income, their influence on parental purchases, their early establishment of loyalty to certain brands, and a conventional wisdom that they buy products on impulse (Fox 1996). Saksena (1990) found that teenagers are influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television.

The girl teenagers are more attracted toward TV advertisements featuring celebrities, children or jingles (Dubey & Patel, 2004). The reason for higher response rate among females for products could be the higher number of advertisements is targeted at them (Dubey & Patel, 2004). Thus, it can be said the marketers and advertisers who keep an eye on this market, must perceive opportunities to target consumers of India which is full of young generation (Selvaraj, 2007). Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. They observed that television is the most important media of information regarding fashion awareness among rural and urban respondents.

Moschis and Mitchell (1986) conducted a study designed to test the effects of television advertising and interpersonal communications on the teenager’s consumer behaviour. Unlike previous studies, however, the effects of such communication processes on teens are evaluated in the context of household decision making. Thus, the influence of these images may be of enormous significance in shaping the attitudes and behaviours and attitudes of young people.

Pooja Sharma (2012) found that marketers need to understand the various dimension of advertising creativity is important. Ashaduzzaman et. al. (2011) revealed that advertisements play a vigorous role in familiarizing a new product in the family list and
Review of literature

taking right decision during shopping. Majority of the respondents after watching TV advertisement want to buy the new brand introduced in the market. The also revealed that TV advertisements help them to make better choice during shopping.

Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people (Kotwal et al. 2008a). TV Advertising is a convenient way that firms generally try to increase demand of goods or services by influencing customers’ preferences. For Monle and Johnson (2005b) TV advertising differentiates over other media. It allows producers to make promotion farther product and make them known for a lot of consumers through voice and picture (Share and Salaimeh 2010).

Kaur and Kaur (2002a) observed that Television was the most important media of information regarding fashion awareness among rural and urban respondents while friends were the next important source of information for these respondents. Television advertising can have a powerful influence on women in case food preferences and consumption behavior.

Advertising value has increased dramatically in recent years (Ayanwale et al. 2005). Ademola (2009) studied the effect of consumers’ mood on advertising effectiveness. The study is essentially an experimental where a subject design was employed. The result revealed that subjects in the induced positive mood group have amore positive attitude and greater intention to try advertised products when compared with subjects in the induced negative mood group. The study suggests that advertisers should present adverts in a context that elicits happiness.

Jennifer et al. (2009) explored the priming effects of television food advertising on eating behavior. He found that children consumed 45% more when exposed to food advertising when we watched a cartoon that that contained either food advertising for other product and a snack while watching. Kotwal et al. (2008b) studied the impact of TV advertisements on buying pattern of adolescent girls. He found that the advertisement played a vital role in introducing a new product in the family list and making better choice during shopping. The girls utilized pocket money received every
Review of literature

month for shopping. The adolescent girl is influenced by T.V advertisement when he purchases clothing they were guided by fashion, friend and boutiques. The respondents preferred to buy branded and standardized product which are more advertised on television.

Mickel (1990) studied the effects of commercial television on Iraqi consumer. They found that their television advertisement offer knowledge about the advertising company and their products. In addition, the show time and quality of the advertisement affect directly the consumer behavior.

Jagwinder Singh (2011) found no significant differences between rural and urban consumers in terms of their; timing of purchase, buying the same brand of other durable, number of items, and duration of planning before buying. Further, it was revealed that habitat (rural or urban) has a relation with income for the timing of buying a television, refrigerator, and automobile except in case of buying of an automobile on festive / special occasion, where the income had no relation with habitat. No association has been observed between habitat and income in case of planning for few days, few weeks and years before buying an automobile.

Mukesh Arya (2014) found that highest preference was given to quality followed by brand name by both of the rural and urban respondents while purchasing Mobile and Motorcycle. Kamran Ahmed, Nasir Mehmood, Sobia Irum and Afshan Sultana (2012) found that TV advertisement has a positive and significant effect on sales Growth. Print media also shows positive impact on sales but the impact was insignificant. Billboard and LCD shows negative impact but this impact is also insignificant. Due to the non availability of other mediums of communication in the rural areas, only the public owned TV has positive impact on sales growth.

Anderson and Simester, 2004 found evidence that in short- run there is an increase in sales and in the long run with a decrease in advertisement there is a decrease in sales. S.A. Aduloju et al., 2009 examined the impact of advertisement on sales. They conducted their research on insurance product in Nigeria, for this purpose they used a sample size of 100 and found that the advertisement improves the image of the product
which increases the sales volume. (Stremersch and Rotterdam, 2009) argued about the role of a regulatory regime which help to understand the sales growth of the product. They found a positive effect of regulatory regime on sales.

Kim and Lennon, 2008 measured causing effects of online advertising on sales by using a random study conducted in partnership between Yahoo and large retail stores. After identifying more than one million customers in the database corresponding to the dealer and Yahoo, they randomly assigned treatment to control groups. They analyzed the data at the individual level and they found statistically and economically significant impact of pre product announcement on sales.

Yancey et al., 2009 studied that advertising promotions in magazines, billboards, television, and radio have some impact on the customers purchase decisions of U.S. food and beverage users. (Kwong and Norton., 2007) found that the way to increase competition in the advertising market and product innovation. (Kwong and Norton., 2007) research showed that advertising can have a significant positive impact. However, the influence of advertising on new product innovation is still inconclusive.

Bowls et al (1995a) reported that from 360 49% tests were significant impacts of promotion tools on sales growth. Norton, (2007) research shows that advertising can have a significant positive impact. However, the influence of advertising on new product innovation is still inconclusive. Riskey (1997) argued that more increase in sales when the advertisements are targeted to a specific segment or group. (Yancey et al., 2009) studied that advertising promotions in magazines, billboards, television, and radio have some impact of U.S. food and beverage preferences and purchase decisions. (Elliott, 2001) found there is a long run positive effect of sales promotion on sales. (Seldon and Doroodian, 1989); (Roberts, 1986) argued that selective role advertising is allowing the company to increased or seek shares from the companies which are competing with it without making an increase in the total demand of the industry.

Anderson and Simester, 2004 found negative long run impact of promotion, as due to promotion the cost of the product increase which affect the price and have negative influence for those customers who have lot of experience with the brand. Bagwell 2005
Review of literature

examined whether there is any long-term stable relationship between advertising and sales and found that there is no long run relation of advertising and the selling. Kihlstrom and Riordan, 1984, Roberts, 1986, Stigler, 1961 according to them advertising is not performing a role in changing consumers wants, only help in increasing information of customer regarding to available product.

When explaining the reason for the drop in advertising effectiveness due to competitive interference it is important to distinguish between the role of time and the role of interference by other learning. Time effects, such as advertising decay or wear out (Axelrod 1980) are often incorporated in advertising response models (Little 1979; (Lodish et al., 1995a, Lodish et al., 1995b). However, the passing of time is not the only reason for a decrease in advertising response. Early experiments in psychology, that have controlled for time effects, suggest that much of the “forgetting” is due to additional learning, rather than time passing.

Kamran Ahmed, Nasir Mehmood, Sobia Irum and Afshan Sultana (2012) concluded that there is insignificant relationship of Billboard advertisement with sales growth and the direction of billboard advertisements with the sales growth is also negative. So company should not use the Billboard advertisement campaign in rural areas of Pakistan. Finding shows that there is a positive insignificant association between Sales Growth and Print Media. It showed that print media makes positive contribution in the sales growth of the company but in rural areas this contribution is not profitable. It was further concluded that there is a positive relationship of TV advertisement towards sales growth. So company should effectively use TV advertisement campaign that accelerates the sales growth positively in rural areas.

Soraya W. Assad (2007) showed that the spread of consumerism in Saudi Arabia is a consequence of a complex of global and local factors. Commercial television and the internet, marketing strategies, relentless and manipulative advertising, urbanization, and proliferating shopping centers, are all components of globalization promoting emulation of the Western consumerism lifestyle.
As commercial television has rapidly advanced around the world, everywhere it has proved exceptionally effective at stimulating buying urges. Aside from sleeping and working, watching TV is the leading activity in most consumer societies (Durning, 1992, pp. 125-6). In addition to carrying many commercial messages, television programming reinforces consumerist values.

Television aims to make as many people as possible compulsive and impulsive consumers, which is to say addicts, by daily bombarding them with advertising (Orr, 1999, p. 142). Seductive advertising makes people believe that who they are and what they own are one and the same. Socializing with family, friends, and neighbors has been replaced by hours spent in front of the television set, which presents a skewed picture of spending patterns. Another risk of commercial TV is that it homogenizes human cultures, leading to a loss of healthy diversity and to a weakening of attachments to local places. It promotes worldwide uniformity in consumer tastes. With the advent of TV, people have lost interest in native stories and legends. Whereas once cooperation, sharing, and nonmaterialism were valued, TV always seems to present values opposite to these (Durning, 1992, pp. 127-8).

Omar (2000, p. 89) points out that advertising has played an important role in spreading consumerism in Arab countries as a result of satellite TV and an open trade market. Zaid and Abu-Elenin (1995, p. 17), Obid (1997, p. 171), and Al-Rahmani (1999, p. 42) have all indicated that advertising has been important in changing people’s tastes and has been effective in spreading consumerism in third-world and Arabian Gulf countries, particularly the United Arab Emirates (UAE) and Saudi Arabia.

According to industry estimates, advertising expenditures in Saudi Arabia had more than doubled before 1990 and the Kingdom, along with other Arabian Gulf countries, accounted for 75 percent of the Arabic advertisement industry’s sales at that time (Okaz Newspaper, 1990). While outdoor and print media have traditionally been the major advertising media in the Kingdom, television has been making significant inroads. Twenty years ago Lavell (1987) was already citing TV as the fastest growing advertising medium in the country.
Review of literature

Awad (1994, p. 187) indicated that 90 percent of the advertising on the three Arabian TV channels (Saudi Arabia, MBC, and Dubai) was for foreign durable and luxury goods. These goods were Japanese, American, and European, and most of them were the products of multinational corporations. Omasha (2003) studied the effects of such advertising on Saudi women, who remembered, preferred, and purchased certain advertised brand-name foodstuffs. In Saudi Arabia, television advertising has also been ranked as a main source of information and influence on family purchasing behaviour, particularly among children (Al-Saud, 1997).

Studies in the Arab countries have indicated that immigration from rural to urban areas has increased consumption expenditures (Al-Shanbary, 1998, p. 61; Obid, 1997, pp. 77, 89, 91). People in urban areas consume more than in rural areas as demands increase for housing, water, electricity, transportation, food, and education.

Rizwana Chang (2007) indicated that the television commercials influence the living pattern and buying decision of the rural and urban college girls of Hyderabad district. The huge number of respondents reported that whatsoever shopping they do, usually happens to come into their knowledge through the television advertisement.

Opportunities to advertise on television have grown over the past decades due to technical developments such as cable and satellite, the introduction of commercial television and the growing number of television channels. The willingness of consumers to pay attention to TV advertising is increasing (Ahuja, 1989). Advertising may be one of the most difficult aspects of the marketing mix to standardize, because advertising is strongly culture-bound, dependent on cultural factors such as language, values, lifestyle, communication style, and media habits (Harris, 1984; Sandler and Shani, 1992; De Mooij, 1998).

Even in cultures that are perceived as relatively close, such as the United States and Great Britain, significant differences in advertising have been demonstrated (Weinberger and Sports, 1989a; Weinberger and Spotts, 1989b; Katz and Lee, 1992; Bradley et al., 1994; Caillat and Mueller, 1996). British approach to television advertising is different from that generally found in the United States.
Recent research has drawn attention specifically to differences in the amount of information carried by commercials in the two countries, in the creative approaches employed, particularly in terms of hard or soft sell, and the use of humor (Weinberger and Spotts 1989a, 1989b). These findings are consistent with those of surveys of consumer opinions about television advertising (Wmski 1990; Advertising Association 1988; Lannon and Cooper 1983).

The impact of television advertising on consumers is considered significant by advertisers, consumers, and academicians (Pollay, 1986; Holbrook, 1987). The fact that consumers form overall attitudes toward advertising is indisputable. Numerous empirical studies and general surveys have reported consumers' overall evaluation of advertising. There seems to be a general consensus that the overall attitude that consumers have toward advertising is negative (Bartos, 1981, ZanoL 1981, Andrews, 1989). This is particularly true of overall attitudes toward television advertising (Sepstrup, 1985).

College girls are more interested to watch television channels. They are quite young and enthusiastic to purchase the advertised goods and services. Adolescence is a time of extreme introspection. And more than their male counterparts, females look to media to help them define and explain the world around them (Polce-Lynch, Myers, Kliwewer, and Kilmartin, 2001). Females seeking information about their current developmental tasks will take that information from any available source. Mass media is one of the main resources to which they turn.

Changes in advertising practices are being felt in local communities as well. The local television network affiliates also have to compete with low-power, low-cost cable stations. Advertising plays a prominent role in selling goods and services. Consumers sit in front of the television in the hope of catching some of their favourite spots. The impact of television on rural and college girls is always positive for advertisements being shown on the TV. (Craig, 1982) from the point of advertisers or sale of products, the impact of TV commercials on the college going girls is positive whereas on (he other hand the impact of TV commercials on college going girls, specially, in the rural areas is negative-. The reason for the latter is that even girls of rural areas who are
Review of literature

going to colleges, see the advertisements and are motivated to use glamorous products to look good and improve their personality (Huston, 1990).

A strong empirical link between advertising expenditure and corporate profits has also been observed, possibly reflecting the tendency for companies to be more willing to undertake discretionary spending of any sort when profits are strong (Ekelund, 2000). Robinson (1933) emphasizes that advertising may create brand loyalty and deter entry. Comanor and Wilson (1967) offer early empirical support for the persuasive view. Looking across U.S. manufacturing industries, they present evidence that advertising intensity exerts a positive and significant influence in the explanation of profits. This is consistent with the hypothesis that advertising creates brand loyalty and deters entry. The informative view holds that advertising primarily affects demand by conveying information. The advertised product thus faces a more elastic demand.

Becker and Murphy (1993) discuss criticisms of information-based models along these lines. When advertising works by converting memories of bad experiences into memories of good ones, then more experienced consumers are less sensitive to advertising, because the likelihood of any one experience being pivotal is lower the more experiences the consumer has had. In this case, the memory-jamming framework makes the same prediction as an information-based model: the equilibrium level of advertising falls as consumers become more experienced with the product. Advertising will not occur at all if consumers are sufficiently experienced with the product.

Webb and Ray (1979) in an article entitled "Effects of T.V. Culture" indicated that advertisement culture could have a determined impact on ad recall or recognition. The research primarily concerned ad level and television. Whereas, the other aspects of ad culture could not receive much attention. Furthermore, past research as pinpointed by the authors had not addressed how culture related to communication problems.

Zanot, E. (1984) in a research article entitled "Attitudes towards Advertising: The American Experience" stated that public opinion towards advertising have turned more negative in recent decades. The reasons cited include the rise of consumerism, perceived deception, effective stereotypes, and increasing amount of advertising.
Giilly (1988) examined the differences of gender roles as portrayed by television commercials in Australia, Mexico and the United States of America, by studying to which stereotypes were present in the commercials (i.e. to what extent the portrayed characters differed from the actual demographic variables of that country). He found some significant differences in the settings in which male and female characters were portrayed in the US commercials.

MacKay and Covell (1997) in a research article entitled "The Impact of Women in Advertisements on Attitudes toward Women" declared that there is nothing new but it tends to support other research on a correlation between sex image advertisements in magazines and negative attitudes to feminism. The authors lamented that females in various advertisements are portrayed negatively. Thus the positive image of young women has got a negative impact.

Thomas and Schrum (1997) in research project namely "The Role of Television in the Construction of Consumer Reality" concluded that television is an important agent in creating desires for what other people have. They were of the opinion that people usually purchase things as advertised on the television. The authors lamented that sometimes TV advertisement distort the image of the best stuff.

Michael and Paul (1998) in an article entitled "Consumer Perceptions of Advertising Clutter and its Impact across Various Media" examined perceived culture. Television and direct mail were rated highest in perceived culture. Television and magazines exhibited the highest level of ad-related communication problems. The demographic variables had little effect on perceived ad culture.

Gottschalk (1999) in a book namely "Speed Culture: Fast Strategies in Televised Commercial Ads" investigated the role of television advertising in promoting haste, acceleration frequently cited as a symptom of post modernity as a normal and desirable quality of everyday life. He noted that television ads play a dominant role in that direction.
Review of literature

Ritson and Richard (1999) in an article captioned "The Social Uses of Advertising: An Ethnographic Study of Adolescent Advertising Audiences" shifted the focus of research from individual adolescents, to the role advertising plays in the social contexts of group interactions amongst English high school students. They concluded that advertisement play a dominant role in the social interaction taking place among different social groups.

Kim-Shyan Fam and Reinhard Grohs (2007) demonstrate that product nature may moderate cultural influence on advertising effectiveness. Consumers tend to respond favourably to advertisements and reward advertisers with purchases if advertising messages are congruent with their culture (Zhang and Gelb, 1996; Belk et al., 1985; Boddewyn et al., 1986; Buzzell, 1968; Harris, 1984; Hornik, 1980). The importance of understanding the local culture and tailoring advertisements to reflect its values is often considered a pre-requisite for successful international advertising (Keegan, 1989). A number of studies have found that advertisements that reflect some local cultural values are more persuasive than those that ignore them (Gregory and Munch, 1997; Han and Shavitt, 1994; Hong et al., 1987; Madden et al., 1986; Marquez, 1975; Taylor et al., 1997). In addition, the majority of these advertising content studies (Biswas et al., 1992; Mueller, 1992; Roth, 1992; Zhou et al., 2005; Kim et al., 1998) have used the works of Hall (1976), Hall and Hall (1987) and Hofstede’s (1980) theory of cultural values (Albers-Miller and Gelb, 1996; Chiou, 2002; Lepkowska-White et al., 2003; Lin, 2001; Cho et al., 1999; Zhang and Gelb, 1996). Zandpour et al. (1994) examined television advertising messages among USA, Mexico, France, UK, Spain, Germany, South Korea and Taiwan. They found differences in advertising creative strategy, informative and style among these countries, and attributed these differences to cultural values and the home advertising environment, for example; advertising expenditures per capita, government regulations, the availability of commercial breaks and advertising personnel.

Biel and Bridgwater (1990) concluded that, the overall contribution each of these dimensions makes towards explaining advertising likeability differs from one product category to another. Aaker and Stayman (1990) also carried out a similar likeability
study covering 80 commercials, and came up with identical findings to Biel and Bridgwater (1990). The total main media (television, newspapers and magazines) spending in the five countries in 2005 was US$48.84 billion (Nielsen Media, 2005). Television dominated the main media spending at 66 per cent followed by newspapers (29 per cent) and magazines (5 per cent).

Archana Kumar, Youn-Kyung Kim and Lou Pelton (2007) found that Indian consumers’ self-concept and NFU had indirect effects on purchase intention of the US brand and the local brand. Both self-concept and NFU positively influenced clothing interest. Clothing interest positively influenced perceived quality and emotional value for the US brand, but not for the local brand. Emotional value was found to be an important factor influencing purchase intention toward the US brand and the local brand as well. However, perceived quality did not affect Indian consumers’ purchase intention of the US and local brand.

Pankaj Priya, Rajat Kanti Baisya and Seema Sharma (2009) found advertised products are heavily influenced by the children’s attitude towards advertisements. Further, the cognitive changes among the different age groups lead to the formation of varying attitudes towards the advertisements.

Lazarsfeld’s (1955) pioneering work on television exposure and demand for purchased product, followed by Scott (2004), Dotson and Hyatt (2005) identified the role of three factors, i.e. parents, peers and media – primarily television, in eliciting a response for advertised products among children. Robertson and Rossiter (1974) rejected any positive correlation between children’s understanding of advertisements and their desire for the advertised products. Support for Lazarsfeld came from Goldberg and Gorn (1978) and Fisher (1985), who showed a positive correlation between the two. This conclusion was further strengthened by a report of Children, Adolescents and Advertisements (1995), which stated that television viewing has been associated with obesity, the most prevalent nutritional disease among children in the USA. Even advertisements featuring products meant for adult use are being featured on the channels meant for children, as children influence much higher purchase (hinting at pester power) Nichols and Cullen (2004).
Review of literature

The impact of the television commercials on the children’s preference for advertised products was proved beyond doubt (Paulos, 1975; Goldberg et al., 1978). The increase in the consumerist lifestyle among children in India can be largely attributed to television advertisements. This phenomenon is again influenced by their cognitive ability (Goldberg and Gorn, 1982; Aitkin et al., 1998).

K. Malar Mathi and C. Saraswathi (2013) concluded that the distinct personality influences his or her own buying behavior, and distinct personality experience and familiarity is differ in product wise. The study recommend to marketers’ unique promotion tool may not successful lead to the consumers, for the sack it may be identified the potential of consumers in segmented wise, and their promotion. So it is possible to emphasize the product way in multi dimension approach.

S. Arulkumar (2013) study showed that rural and urban consumers, are different in terms of their attitudes toward, product promotions (e.g. through mass media advertising), pre purchase search, reference group and self opinion. A rural-urban regional segmentation approach with different product, communication and distribution strategies is a key for marketers to succeed in this giant nation with emerging and maturing urban markets and, promising and relatively untapped rural markets. By identifying and describing different groups of urban and rural consumers the result can provide guidance for marketers, who often have to do business with in margins. Many trading areas are relatively isolated. As such, marketers have to rely on their local population for survival. In order to remain successful in business marketers need to better understand the shopping behavior of urban and rural consumers.

Shimp (1981) and Mackenzie et al. (1986) reported that attitude toward advertising is a useful construct that contributes to explaining the effects of advertising exposure upon consumer brand beliefs, brand attitude, and purchase intentions. Ducoffe (1996) argues that media context is thought to have an important influence on the value of advertising. Previous studies also confirmed that advertising placed in a more credible medium such as a newspaper are perceived as more informative, reliable, and believable while advertising placed in a less credible medium like TV is considered to
Review of literature

be less informative (Bauer and Greyser, 1968; Becker, Martino, and Towners, 1976; Larkin, 1979).

Swati Priyal & Pooja Bhatia (2014) found that communicating with the customers in rural areas is quite a challenging task. Marketers should carefully identify such challenges; devise appropriate strategies to counter them. For communication and promotion to be effective, it is important that marketers understand the socio cultural, demographic, and economic make up of the rural sector, because majority of problems arise out of these element. With a focused approach and commitment towards understanding the rural markets, marketers can devise appropriate strategies best suiting to the rural markets for meeting their unmet needs profitably.

Sindhya V (2013) revealed that the level of awareness of the effect of advertisement is comparatively better than expected among the student teachers. Many of them are active listeners of the media for gathering information regarding the new products, trend in the market and make a comparison with the products of other firms. The consumer culture is more prevalent in rural students than in urban students.

Chauvin and Hirschey (1993) provide evidence that advertising expense has a positive influence on the market value of the firm. They suggest that spending on advertising can be viewed as a form of investment in intangible assets with positive effects on future cash flows. When Erickson and Jacobson (1992) control for the endogeneity between discretionary expenditures and profitability, however, they find that advertising generates substantially lower accounting and stock market returns than indicated in previous research. In a recent study, Chu and Keh (2006) investigate the effects of advertising, promotion, and R&D expenses on brand value creation. They find that these lagged expenses yield diminishing returns to brand value.

Suman Si and Mansi Kapoor (2014) showed that advertisement is very much important for any business. A huge amount is paid by companies against advertisement. Brand building advertising is synonymous with product advertising. Majority of public use television for entertainment or information gathering, followed by friends and family and newspaper.
Review of literature

W. David Bradford et. al. (2007) depicted that advertising tends to encourage more rapid adoption among patients who are good clinical candidates for the therapy, and leads to less rapid adoption among some patients who are poor clinical candidates. Rizzo (1999) finds that direct to consumer advertising significantly reduced price elasticity in the market.

Céleste Clipp (2011) study explore the impact of television advertising is found to be both positive and significant in the short-term (same day), with a cumulative effect of more than twice the magnitude of the same day effect.

Yashashree A. Potdar (2013) found that media selection depends upon different factors such as cost, geography and demographics. The TV medium is the most important medium for advertising in India and US.

In the last 100 years, media have expanded both in number and variety. Due to technological changes, wide variety of totally new media has arrived, and traditional media have divided and sub-divided to reach the target audiences. With the addition of the Internet media, the entire advertising industry is facing a change in terms of the media selection. Print (newspapers and magazines), television (TV), and radio are the most important traditional media for advertising, but new media such as the Internet, social media, and mobile media are becoming more prevalent. Thus, a thorough knowledge of both traditional and new media is a critical requirement for today’s advertising industry.

Richards and Curran (2002), advertising is a form of communication intended to persuade. Advertising is a promotion of a product or service, to attract attention and helps to build a brand through communication. It allows people to become familiar with new products and helps people make decisions by highlighting the characteristics of a product or service. Thus, advertising helps to fulfil the main objective of the company, which is to influence the decision of the consumer and increase the sale of the product (Advertising, 2005).
Fletcher (2012) states that the three most important facts about the advertising campaigns are: the brand itself, the potential purchaser (target market), and the media to be used to advertise which should ideally reach most of the target market. Fletcher (2012) mentioned that for effective media planning, defining the target audience and target market is critically important in an advertising campaign.

Due to technological changes and the need for survival in the market, cross-media advertising has emerged and encompasses print (newspaper and magazines), TV, radio, and the Internet. Li (2007) stated also the importance of selecting a particular medium for a particular advertisement. Selecting appropriate media involves media planning, which is a necessary step in effective advertising. Li (2007) also explained that media planning helps target the desired audiences.

Kelley, Jugenheimer, and Sheehan (2011) explained that media planning is important because most of the advertising budget is allocated for that purpose. Media are expensive in terms of the space and time. For a typical advertising campaign, almost 80%-85% of the budget is reserved for the media, and the remaining is used for research, production, and the profit of the advertising agency. Thus, according to Kelley, Jugenheimer, and Sheehan (2011), media planning is of the utmost importance, as poor media planning can ruin the entire advertising campaign. Efficient media planning can help provide budget flexibility and save money that can be used instead to achieve other advertising goals.

According to Ciochetto (2004), the main purpose of advertising is to sell a product. The effectiveness of advertising depends upon the culture and economy in which a product will be sold. In different countries, the cultures and economies are different. Thus the effectiveness of different media can be different.

According to Manohar, electronic media and new media are replacing print media. The print medium has lost its dominant position; however, it is still effective for specific types of advertisements. Kelley, Jugenheimer, and Sheehan (2011) explained that newspaper revenue is collected from the Internet websites of newspapers.
Review of literature

Broadcast media include radio and TV. TV and radio are not always transmitted by broadcast, but the term broadcast is a traditional term, which is still used to refer to these media. It has become impossible to imagine life without TV and radio. TV has been called the king of advertising media. According to Kelley, Jugenheimer, and Sheehan (2011), TV is the largest medium in terms of dollar expenditure. Though the advertising share of TV has declined since the entry of new media, it remains the number one medium in advertising sales.

According to Richardson (n.d.), it combines graphics, sound, color, and motion thus making it the most effective medium. Reaching an audience through TV advertising is easy; however, this form of advertising is costly. Kelley, Jugenheimer, and Sheehan (2011) explained that the different types of TV commercials can be participating program announcements (called participations), commercials between the programs (called spot advertising), or sponsorships for the programs.

“According to Census 2001, over 70% of the Indian population resides in the rural areas” (Jethwaney & Jain, 2006); thus, rural marketing and advertising are interesting and important aspects of the Indian advertising industry. Jethwaney and Jain (2006) mentioned that along with rural advertising, celebrity advertising also is increasing in India. Also, because India has regional languages and many different cultures, advertising research about these cultures, languages, and rural target markets is very important from an advertising point of view.

According to Sinha (2010), the different media used in the Indian advertising industry are print media (including newspapers and magazines), TV, radio, outdoor media, and the Internet. Print media have a good future since readership is on the rise in India. TV media have become a priority for advertisers.

J Josephine Lalitha and N. Panchanatham (2013) indicated that the advertisements provide much knowledge to the consumers about the products and also influence them in purchasing the product. Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. They observed that television is the most important media of information regarding fashion awareness among rural and urban respondents.

96
Makgosa Rina (2010) investigated how vicarious role models such as television celebrities and entertainers influence purchase intentions of teenagers in Botswana. The results reflected that there is a relatively high level of vicarious role model influence of television celebrities and entertainers among teenagers in Botswana. Similarly, the results of regression analysis demonstrated that television celebrities and entertainers as vicarious role models positively influence teenagers’ purchase intentions, especially their switching behaviour and response to the problem.

J Josephine Lalitha and N. Panchanatham (2013) can be inferred that marketer’s efforts have gone well beyond just mere selling of the products and goods. The study had made sure that efforts taken by the marketers have created awareness about the product, made them understand the importance of the product and prepared them to buy branded products. The rural consumers believe that modern marketing has really helped them in knowing about the modern products, new fashion and changing life styles. Though advertisements are able to provide awareness and knowledge about the products, their influence level on the purchasing behaviour is less only. Most people stick on to the concept of buying the product based on past experience as they are little bit reluctant to try new products. Marketers should understand that rural consumer’s value for money and they don’t believe in exaggeration and flirt in advertisement. Marketers need to understand that advertisement have been able to change the way how consumers look upon the products and brands thereby building an association which goes to an extent of giving rural consumers an expression of getting identified with the product.

Devadas M. B and B K Ravi (2013) depicts that television has profound influence on its viewers especially on younger generations. The study showed that both male and female differ in their preference for programmes. Morley (1998) found an association between viewers gender and types of programmes preferred by them. The study reveals that television has an impact on cultural norms of the youth. The youth are influenced by fashion of Television characters and various cultural events like Valentine’s Day, Mother's day, Akshya Tritiya etc. This was supported by the focus interviews conducted by Page and Crawley (1998), among Gujarati middle class students, where
Review of literature

girl students revealed that they watch TV mainly to aware about fashion. Also the youth in urban Karnataka are influenced by the life style shown in Television programmes, and celebrating certain festivals such as Holi (which is not a native festival). The study also observed that there is no significant difference between young male and female viewers, in accepting cultural norms from television. Both male and female viewers are equally susceptible to cultural implications from television.

Television commercials play role in consumer behaviour and also their culture. This can be seen from the youth's especially college student's attraction towards cell phones, apparels and food items, such as burgers and pizza. Dr Abhilasha Kumari’s (1998) research on the effects of television commercials reports that audience's relationship with commercials was helping to create a secular kind of world where consumption patterns are shared.

Mohammad Reza Nazari (2012) found that television contribute immensely in rural development. It is also suggested that producers include appealing and appropriate TV items such as, show, contest, comic plays, and etc in their programs under the supervision of the experts in agricultural organization.

Nidhi Kotwal, Neelima Gupta and Arjee Devi (2008) observed that Television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise that the product will do something special for them which will transform their life. The results revealed that advertisements played a vital role in introducing a new product in the family list & making better choice during shopping.

Majority of the respondents after watching an advertisement wanted to buy the new brand introduced in the market, they were disappointed when they were not allowed to buy products of their choice and were of the opinion that T.V. advertisements helped them to make better choice during shopping. The girls utilized their pocket money received every month for shopping. The main items purchased from the pocket money were- food, cosmetics, gifts and cards. They mostly went to shopping with parents. The
girls planned their shopping after discussion with family members. In purchase of food items, stationary, cosmetics and toiletries, the girls were influenced by T.V. advertisements. In case of clothing they were guided by fashion, friends and boutiques. The respondents preferred to buy branded and standardized products which are more advertised on Television.

T.V. advertisements usually play a role in either introducing a product reinforcing the familiarity to the product and also convincing to purchase the product. Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give subliminal message. Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people. Advertisements develop self-concepts in order to induce purchase decisions. Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, Jingles, humor and repeated messages. The impact of the advertisements is more on television than the print media or radio.

Rana (1995) undertook a study on T.V. advertisements and expressed that among the media, the impact of television advertisement on social behavior, including purchasing behavior was the greatest. The reason being that television has charm, instantaneous transmission capability and universality of appeal.

Anandan. C et al. (2007) found that quality was the major driver to prefer a particular brand in washing soaps in the rural market. If preferred brands were not available, customers buy the available brands. It is found that there was a significant relationship between the age of the respondent and the factors influencing the customer’s brand preferences. It is also found that there was no significant relationship between the type of income of the respondent and the factors influencing the customer’s brand preferences. High price and non-availability were the key reasons for dissatisfaction of the rural consumers.

Garga, P., Ghuman, K., and Dogra, B (2009) through their study conducted among 300 rural respondents of 3 districts in Punjab found that, majority of rural respondent’s
preferred FMCG products in medium package sizes at medium price range. This is contrary to the prevalent belief that rural world prefer smaller packages at lower price. They wanted more value for money products. The researchers suggest that, as rural consumer’s buying behaviour was statistically found to be dependent on the district to which the respondent belonged, the rural market in a State couldn’t be taken as a single homogeneous market. Hence, the FMCG companies must tap the rural market potential in a phased manner.

Madhavi, C and Arul Kumar, S (2006) explains that most of the rural consumers are influenced by quality of the product. So the FMCG companies should strictly adhere to the quality standards. Price is the second factor that influences the purchase of the product with reasonable price. Thus Value for Money products has a better scope for rural market penetration. They concluded that FMCG companies could significantly increase the market share by extending attention to rural areas. More generic products with different advertisement campaign surely helps to attract non-users of the product.

Nagaraja (2004) in his study investigated the impact of socio-economic influences on rural consumer behaviour in terms of their buying practices, to the social status and level of income. The study revealed that rural consumer was more rational as a buyer and exhibits a higher level of rationality compared to the urban consumer. Rural consumer tries to get value for each and every rupee spent by him on purchase of goods. Their rationality often leads to bargaining. It was an attempt of the consumers to keep the selling cost of a product lower or equal to the utility or satisfaction that they derive from that particular product. 56 sample buyers belonging to the income groups of less than Rs. 10000 opined ‘easy availability’ as the influential factor, 27 sample buyers belonging to the income group of Rs. 10001 to Rs. 25000 opined ‘Price’ as the influential factor. Finally 18 sample buyers belonging to the income group of more than Rs. 25000 opined ‘Quality’ as the most influential factor.

Selvaraj, A (2007) conducted research regarding rural consumer behaviour. In the competitive world, there were many problems in marketing of goods. India is a developing country, and so most of the people are living in rural areas. Rural marketing is an important one to develop a country. The rural consumers earn low income; have
low level of literacy, low level of brand awareness, communication and transportation facilities. The consumers were having problems in selecting non-durable goods for their consumption. In this study, it is found that all the sample respondents have ranked the factor ‘nearness’ first, and hence it is the most significant factor influencing their purchase of the non-durables. It was found that high price was another important problem for rural consumers.

P. Prialatha et. al. (2011) found that quality of personal care brands were given more emphasis and the difference in educational level of respondents is significant in case of certain factors namely quality, nearness to selling point and retailer. With increased education the rational thinking of rural consumers is improved and impulse buying is reduced. They make more rational decisions even though they belong to the rural regions. Income had a significant difference across Marital Status and Gender of respondents in influencing their purchase decision. Majority of the consumers do not mind visiting towns/city to purchase good quality brands of Personal care products. Further, the marketers must constantly monitor the rural consumer purchase behavior through local retailers and seek their assistance in curbing fake brands.

Shaktiman Singh et. al. (2014) revealed that the urban consumer is more brand and style ‘conscious’ compared to its rural counterpart which prioritizes functionality and price more. It also shows that urban population relies majorly on internet as source of information whereas rural population relies on T.V. ads & Mobile phone retailers. Sandra Bylund and Fredrik Wallin (2014) express the attitude towards the brand was shown to be affected by the beliefs about brand cognitions but also by the environment.

Television advertising remind the consumers about the brand, benefits and values about the products (Wells, Burnett & Moriarty, 2003). Television is the advertising media that creates largest amount of revenue. Newspapers are not far behind with 29% of the world’s revenue from advertising. (Jobber & Fahy, 2009)

Najmi, Atefi & Mirbagheri (2012) identified that there are three main factors that affects the customers attitude toward the advertisement which is; ad cognition, peripheral cues and consumer’s mood. When consuming an advertisement the current
state of the consumer’s mind can affect the perception of the advertisement. When the consumer is in a poor state of mind the perception of the advertisement can be influenced negatively due to this mood set. On the other hand a positive state of mind affects the attitude to the advertisement more positively than the negative state of mind. The positive state of mind is influencing the effectiveness of consumed advertisement in areas such as cognitions and remembering. (Anghelcev & Sar, 2014)

The effect on the attitude toward the advertisement is different between individuals and their perceived humor. Perceived humor is a lot different than attempted humor; the attempted humor is to create a humorous effect on the audience. Relations have been found between the perceived humor in the advertisements, attitude toward the advertisement and attitude toward the product or brand. (Swani, Weinberger & Gulas, 2013) It is important to create attention since consumers are exposed to a lot of different advertisements, humor is one form of attention creating element in advertisements (Madden & Weinberger, 1982). Humoristic advertising are also useful to have the audience to feel good watching the advertisement. The perceived humor is resulted in good attitudes toward the advertisement and the audience does not feel aggravated. The opposite side of perceived humor is that when the humor is perceived in a bad way the attitude toward the advertisement is aggravated feelings. (Swani, Weinberger & Gulas, 2013)

Gelb & Picket (1983) suggest that there is a relation between whether the consumer feels humorousness in the advertisement and how liked the advertisement is because of the humor, which their study confirmed. Several other previous studies agree that there are a strong connection between humor in advertising and how liked the advertisement is (Alden, Mukherjee & Hoyer, 2000; Swani, Weinberger & Gulas, 2013). According to Najmi, Atefi & Mirbagheri (2012) emotional advertisements are a good focus for brands entering a new market or starting up a new brand since it creates positive attitude toward the advertisement.

Angela Sarah Franziska et. al. (2014) found relationship between a consumer’s attitude towards the advertising music and attitude towards the brand exists, but other elements of the ad might influence attitude towards the brand, additionally.
Nowadays, consumers are exposed to a growing volume of television advertisements. A challenge for advertisers is therefore to capture the viewer’s attention within only a few seconds (Krugman, 1988). When watching television commercials spectators are often simultaneously and partly involuntarily exposed to music and the actual video (Craton & Lantos, 2011).

Music is said to add value to consumers’ attraction to a TV commercial there are various different effects that can be seen when adding music to an advertisement (Stout, Leckenby & Hecker, 1990). These effects could have a major impact on a consumer’s behavior and product preferences (Gorn, 1982). The impact of the effects of the music used depends partly on the involvement of a consumer with a specific advertisement (Park & Young, 1986). Involvement can be defined as “the degree of personal relevance or importance” (Park & Young, 1986, p. 11). The level of involvement can be subdivided into high and low involvement. Depending on the level of involvement consumers process an advertisement differently, message-based or non-message based, respectively. (MacInnis & Park, 1991; Bozman, Mueling & Pettit-O'Malley, 2011)

Customer involvement with an advertisement can be either high or low. Depending on the level of involvement the fit of music could have a different effect on a customer’s ultimate attitude towards the brand. (MacInnis & Park, 1991). Customers’ involvement with and recall of an advertisement could be dependent on the lyrics of the music used.

Sandra Berges Murray (2007) concluded that advertising tends to reflect the structure of the society for which it is produced. Ratika Rastogia, and Sonia Chaudhary (2012) found that Increase in infrastructure and change in lifestyle due to proliferation of television have changed the buying habits of the rural people. Fox 1996; Mc Neal, 1999). Ramana Rao (1997) observed that the boom in rural areas is caused by factors such as increased discretionary income, rural development schemes, improved infrastructure, increased awareness, expanding private TV channel coverage and emphasis on rural market by companies.

Priyanka Sharma (2010) found that Television advertisements unconsciously affect the rural consumer behavior since rural consumer is simple and understands clear messages
Review of literature

which T.V. can easily do. The researchers suggested that mass media specifically T.V. should be used as promotional media. People have access to it and identify a brand most through television.

R. Sivanesan (2014) depicted that respondents are more conscious about their social status so they prefer branded products and advertisement affects their Consumer Buying Behavior positively. They concluded that advertisement have great impact on buying behavior of rural and urban customers.

Saksena (1990) found that teenagers were influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television. Advertisers target teenagers because of their high disposable income, their influence on parental purchases, their early establishment of loyalty to certain brands, and a conventional wisdom that they buy products on impulse (Fox 1996; Mc Neal, 1999). A teenager possessing greater financial resources would have more money to spend on discretionary items for her/himself and may also exert greater influence on family purchases (Beatty & Talpade, 1994). The girl teenagers are more attracted toward TV advertisements featuring celebrities, children or jingles (Dubey & Patel, 2004). While purchasing cosmetics, toiletries, stationary, gifts and cards, the girls give importance to informational input by the TV advertisements into their decision to buy. It was also found that girls had positive attitude towards TV commercials (Kotwal et al, 2008). The reason for higher response rate among females for products could be the higher number of advertisements is targeted at them (Dubey & Patel, 2004).

Ramana Rao (1997) observed that the boom in rural areas is caused by factors such as increased discretionary income, rural development schemes, improved infrastructure, increased awareness, expanding private TV channel coverage and emphasis on rural market by companies. North and Kotze (2001) observed that parents can use television advertisements in various ways as a means of communicating and educating their children on consumer matters. According to Liebeck (1998) teenagers are now more knowledgeable. They are truly the internet generation, and get their news and information primarily from television. Atkin (1978) observed that children or adolescents are most influential when they are primary customers. There is a substantial
variation in the amount of teenagers’ influence in purchase decision for products for their own use and for their family (Cotte & Wood, 2004).

Vaibhav Misra (2013) found that advertisements are the key to create awareness about the products among the consumers. This was concluded that the advertisement plays an important role among rural consumers for purchasing the product in different ways such as sometimes advertisements induces consumers to purchase a product on one hand whereas on other hand it motivates the consumers to try out new product. Advertisement also increases the aspiration among the rural consumers on one hand whereas on the other hand it affects the attitudes of rural consumers towards the products and their importance and uses. It is also concluded that there is a positive relationship between the advertisement recalled and brand consumed by the rural consumers. That means that the rural consumers remembered the advertisements of those brands which actually they are consuming.

Anil Kalotra (2013) found that Advertisements through television and use of Viral marketing as communication mode are most desirable. Rural communication depends on two major factors – Creating Awareness and Inducing Trials. With the penetration of television media increasing rapidly, the rural consumers are becoming more aware of brands through advertisements.

According to Krugman (1972), the first exposure of customer to television advertisement raises the curiosity and then second exposure of television advertisement lead to an evaluation and in third exposure customer decide that whether to purchase product or not. According to Vakratas and Ambler (1999), one to three exposures are enough for purchase.

The major challenge for marketers is to create a distinctive image. Distinctiveness depends upon an advertising strategy based on appeals (Beattie and Mitchell 1985; Childers and Houston 1984). Poels and Dewitte (2006) have reviewed different methods of emotion measurement in advertising proposed during last twenty years. It seems that the focus of these methods is on measuring the emotional response of customer rather than the emotional content of the Ad; but the method used in Albers-
Miller and Royne Stafford's work (1999) meets the purposes of this study. Richard Pollay (1983) in his study, "Measuring the Cultural Values Manifest in Advertising", implied 42 appeals (Pollay 1983). In the Albers-Miller and Royne Stafford's work mentioned above, the Pollay's list was used and its appeals were classified into two groups, rational and emotional (Albers-Miller and Royne Stafford 1999).

Holbrook and O'Shaughnessy (1984) describes methods such as use of verbal rating scale (Larsen and Diener 1987), like a Likert-type scale, or semantic differential (Assael 1995), Magnitude scaling methods (Aaker et al., 1986) for measurement of emotions. The methods that use written or oral descriptions given by a subject are the most common in the advertising field (Wiles and Cornwell 1990). The basic assumption required to use verbal reports is that emotional experiences can be described and communicated verbally. This assumption is an influence of psycholinguistics that asserts that any emotional experience is extensively language-dependent (Kroeber-Riel 1986). Kroeber-Riel (1986) conceives verbal response as a limited methodology because conscious reporting of emotion is an undeveloped verbal ability and some emotions are linked to memory images that cannot be verbalized. Thus, it is necessary to apply nonverbal methods like brain wave analysis, facial EMG activity, pupillary responses, skin responses, voice analysis, heart rate and natural overt bodily responses. While these techniques enjoy some success, they are difficult to administer and are not capable to establish specific emotions (Aaker, Stayman and Hagerty 1986). Also, these measures may prove undependable indicators of affective responses to ads, failing to reflect the valence of emotional reactions. Some authors have suggested that may be the only valid use of nonverbal methods is to assess the intensity of emotional responses to commercials (Holbrook and O'Shaughnessy 1984).

Low involvement (Krugman, 1968; Zaichkowsky, 1985) and attitudes towards the ad (A-ad; Mitchell and Olson, 1981; MacKenzie and Lutz, 1982; Lutz, 1985) have been fundamental concepts, and a distinction between central and peripheral information processing has emphasised the multifaceted nature of advertising information processing (Petty et al., 1983). GauravGunal (2007) investigates advertising appeals and cultural values in television advertisements from newly emerging markets. The
Review of literature

paper also developed hypotheses in relations to Munene, schwartz, and Smith's cultural value framework in SSA.

Chandan Chavadi et al. (2007), revealed the Impact of Surrogate advertisements on consumer behavior. The research approach used in this paper, entails a combination of qualitative and empirical content analysis of 505 surrogate advertisements. Lopamudra Ghosh (2006) in his article aims at explaining meaning of different types of advertising appeals and gives example of storyboards of few FMCG products using different advertising appeals. Manoj Pandey (2005), investigate the impact of advertising appeals and advertising spokespersons on advertising attitudes and purchase intentions. R. Renjith Kumar (2007), compares the effectiveness of the influences of different types of advertising appeals and different types of spokespersons on purchase intentions. M Raju Rathod (2007) examines the conditions under which negative emotions mediate attitude toward helping and attitude toward the ad in public service advertising appeals.

Priyanka Rawal explain that advertisement plays an imperative role in the marketing of products as it provides a buying power for various product operations by affecting the behaviour of consumers. The influence of media on consumer behaviour is profound where billions of dollars are spent in advertising each year indicate to the impact of media on consumer purchasing and buying preferences. Media use in advertising is purposely designed to elicit a change in consumer action, belief and perception and is a part of our daily lives that we don't even realize it's influencing us in many ways. As long as TV is viewed as the main driver of brand awareness, as direct to home TV (DTH) will grow its revenue base. Television truly attracts the attention of the people due to its multimedia and interactive nature integrating visual, motion and sound.

Television advertisement is the significant tool of diffusing the communication and has an important role in the development of consumer behaviour. (Peter & Olson 1994). A television ad chiefly focuses on creating brand awareness, giving a sense of necessity to own a product, to build recognition for the product and to remind customers to come back. Television advertising is a highly economical media and the best selling ever invented having a very strong potential advertising impact unparalleled by any other media (Saxena, 2005). As it is perceived as a combination of audio and video features;
Review of literature

provides products with instant validity along with offering greatest possibility for creative advertising television has an advantage over other mediums (Kavitha, 2006). TV advertising not only impacts and changes emotions but give significant message that exerts a far reaching influence on the daily livelihood of people (Kotwal et al, 2008). Advertisers through television can reach a whole gamut of consumers in a less time duration.

In India, televisions being the most powerful advertising medium with the highest reach where it reaches an audience that constitutes 54% of the population. Television advertising makes use of drama to communicate to its audiences and to create awareness regarding the brand because of its ability to affect the thought process of the viewers by bringing reality on screen. After the idea/theme has been established in the creation of a television advertisement, a script writer is necessary and the casting depends on the director whose accountability is to creatively realise the script. Sometimes the television advertisement may just be an expression of dance instead of containing dialogues; depending on the kind of picture director has in his mind as he works with other members of the production team.

According to a research conducted by Krugman (1972), the first exposure that an television commercial gives to the consumers raises the curiosity levels among them; and the second exposure leads to an evaluation and in third exposure customer finally decides that whether product needs to be purchased or not. As per Vakrataas and Ambler (1999), which had a correlation with the study of Krugman (1972), one to three exposures are sufficient for purchase. According to Lewis and Kurt (1936) for Perceived quality, shopper is willing to pay a premium price for owning a brand.

Brecht (1977) the great theoretician was the first to emphasize the need for drama to be quotable and to convey messages which can be easily remembered and reproduced phrases, gestures, and images Television as a medium of promotion is of considerable power and significance which plays a crucial role in most peoples daily lives. Even though a generation has fully grown with it, however television is still a moderately new technology. Advertisers see television as an imperative and impactful medium which takes products right into the homes where it will be seen by prospective buyers
and other their family members who have an influence on purchase. Advertising can be understood as an ideological system that not only speaks about the world of products, but even paints pictures of them which is highly persuasive. Television advertisement through its association with dramatic communication has been able to accomplish its aim.

Television advertising, once viewed as the mainstay of advertising media outlets, is facing several challenges from alternative media, one being Internet and the invasion of technology devices, such as digital video recorders, that have empowered customers to be more choosy on the advertisements they view. Yet because it is a mass medium capable of being seen by almost anyone, television lacks the ability to deliver an advertisement to extremely targeted clientele compared to other media outlets. In an attempt to improve their targeted efforts Television networks working in the pay-to-access arena, such as those with channels on cable and satellite television, are introducing more narrowly themed programming gearing to address the needs of specific interest groups to appeal to selective audiences.

**RATIONAL OF THE STUDY**

Gaps in the existing studies showed that there was a need to make a fresh attempt to understand the impact of T. V. Advertisement on Buying Behaviour of Rural Consumers as a number of improvements could be incorporated on account of gaps in the existing literature. The need for the study could be encapsulated in the following points:

- Most of the studies reported in the literature had been conducted in the developed countries. Since there was a significant impact of environment, culture, paying capacity, economy, habits etc. on customer behaviour, therefore, the concepts and practices pertaining to T. V. Advertisement as strategic tool for rural market of India context would have to be different.

- Hardly any study had been reported on rural market of Haryana. The need for such a study arose as insurance services now occupied the prime position among the industrial scenario for the country. Insurance services were the...
Review of literature

fastest growing sector of Indian economy and hence the need for focusing on this sector.

- Increased competition among the Indian FMCG companies required them to adopt the customer centric strategy to tap rural customers of India. In order to counter competition, FMCG companies had to undertake continuous information gathering, analysis, and dissemination and use it to obtain a cutting edge in the present business scenario.

- There were also methodological lacunae, which could be improved. The definition of concepts of ‘Rural Marketing’, ‘Advertising’ and ‘Buying Behaviour’ needed to be defined in organisational context of Indian scenario. The review of literature implied, satisfaction, profitability, bad felling, contributes implicitly and explicitly, separately and in combination. Most of what was stated in literature was judgmental.

Hence, the present study was conducted and it was a systematic attempt to analyze diverse dimensions of T. V. Advertisement and its impact on Buying Behaviour of Rural Consumers because the rural customer acquisition capacity of the organization depends upon the advertising strategy, management directives, employee’s involvement and type of technology adopted by the organization to interact and maintain relationship with the rural customers.