CHAPTER 2

Literature Review
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2.1 - Marketing
2.2 - Advertisement
2.3 - Modern Advertising
2.4 - Objectives of the study
2.5 - Hypothesis
Literature Review helps to know about the research studies which have been done in the related field. By the study of various reviews, it can be search the problem and examine the different solution various researchers have found such solution a researcher discusses results and draw conclusion.

Therefore literature review is a critical looks into the existing research. It is a significant works which researcher carrying out before starting actual research. Some of the people think that it is a summary but it is not like that. Even though researcher need to summarize relevant research, it is also vital that researcher should evaluate work, show the relationships between different works, and show how it relates to the research work.

This literature review will examine the place of communication, business communication and its skills and modern tools. The review will begin with an exploration of marketing. It will then explore and their general role of marketing management. Next, it will present the literature about advertisement. Finally, it will review about modern advertising.

2.1 - MARKETING

Burke (1991) marketing is broad area that includes the development of products, distribution of goods to the marketplace, and promotion. Included in promotion is a mixture of activities designed to persuade a customer to buy a product or service. The promotional mix in the advertisement included display, public relation, sales, advertising and personal selling. Each area of promotional mix employs its own practitioners and engages in its own activities. All the activities in the promotional mix, including advertising, are part of marketing process because they are a form of selling.

Tyagi et. al. (2004) stated that business organisation or manufacturers use four tools majorly for influencing direct consumer through advertisements. They apply media clearly under sponsorship as non personal form of communication for advertisements. Consumers are directly convincing communication as target public and buyers with advertising. Primarily a private enterprises marketing tool, advertising is used in all the countries of the world, including socialist countries. It is a cost effective way to disseminate messages. Author further insist that once audience defined under
advertisement area then its goal to be have communication specifically in the given period of time. In the development of operational objectives usually starts with a consideration of the ultimate behavior that advertising is to influence. Operational objectives provide criteria for decision making and standards against which to evaluate performance, and serve as a communication tool.

Nyilasy et. al. (2007) stated that there is huge gap between advertising and marketing literature with the practitioner and academician reality. The author examiner the writing nature and new approach proposes by practitioner and academician regarding marketing and advertisement literature. Author indentified the reason behind miscommunication inbetween practitioner and academician in account of marketing literature with a result of five prevailing explanation. They did not consider question of science philosophy, dissemination systems are failure in the academic knowledge and knowledge productions while author also recorded problems into knowledge content. He reviewed academic organisational systems which are counter productive and practitioner unwillingness and inability to further process of academician information regarding marketing content. The author concluded that missing potential explanation in the marketing study. There is a hope that practitioners and academician advertising knowledge works into the autonomous construct. This will happen through structure, rules, deep knowledge and resist simple incorporation resulted by academicians. The author finally complemented the present literature review regarding marketing and advertisement with theoretical ground. For professionalization in this regard the other author must apply influential sociological theory said at the end. The author suggested future research direction, moves, discourse for the betterment.

Kotler (2008) defines the marketing term. The groups and individuals obtain when, what, how much, they required is called marketing which a social process. It offer, create with freely exchange service or product with value with other regards.

Belch et. al. (2009) stated that there are many marketing communication available and each and every organisation of business use some marketing practices. But the organisation apply these marketing efforts which depend upon some factor. Such as the role of advertising, budget, promotion, marketing mix, structure of marketing organisation, size and number of products available in the marketplace. Advertising and promotion its decision making process is separate phenomenon by the author and many
individual may be implicated in it in the organisation. The author stated that personnel marketing has most direct relationship in the advertisement and which is implicated in the many decision making process aspects. Which also provide input data or information for selection of agency, plan of campaign and proposed program of evaluation of marketing. How advertisement programmes represent the organisation is basically observed by the top level management. The author concluded with top management required this because of advertisement decisions since that are the regular responsibility part.

2.2 - ADVERTISEMENT

Francis (1978) said that advertising has a major influence on the life styles of people. It is one of those senseless agencies which co-operates in the work of driving mankind from its old anchorage and whose functions are basically education pointed out. The author stated that advertisement has new desires, new thoughts and new action. Advertisement is dynamic potent weapon mostly because of adaption and change regular lifestyle modes. It affects the routine dilemma like eating, wearing, working with reflect the whole nation plays. Apart from its social influence, Advertising has a dominant influence on the standard of living.

Kumar et. al. (1997) expressed that advertising is an important aspect in marketing. It is concerned with preparation of visual and oral message. The author reflect the advertising purpose that making aware, influencing, following product, favor inclined to the brand, product, service, oragnisation, company and so on. The ultimate aim of most advertising is to make a contribution towards increased sales and to increase profits, what they otherwise would be. Advertising has become an part of integral regards with commercial social life.

Batra et. al. (2000) said that advertising consist in persuasive communication directed towards a particular target group. Advertising is a goodwill toward company and brand preference. It is a continues process. Technology has changed the advertising procedure, though the main perspective remained the same. To make public aware about the product services offered by an individual or organisation.

Percy (2003) explained the motivation concept in the advertisement such as behavioral mechanism energize. Advertisement may be included with emotional situations with
applying motivational usages and to serve underlying purchase. Brands attitude with communication effect is the emotional energy which affects between advertisements. Once emotion directly affects brand attitude then the low involvement level and negatively motivated behaviour deals positively. Brand attitude emotionally operate indirectly with advertising attitude when dealing positively motivated behavior. With this concept author describe the importance of advertising deals with emotional and motivation. The motivational branch attitude aspects has significantly different from emotional relative contribution of product benefit claimed by the consumers. Therefore special benefit claim support has equally important when dealing reflected in negative originate motivation and brand attitude strategy informational. The consumer need satisfaction and problem solving behaviour with advertisement information required. The process of message has largely confine to energize by emotions and this will facilitated by correct emotional sequences. The author concluded with transformation of brand attitude strategy and requirement of positive originate motivation with correct emotional motivation message. Advertisement will be provides facilitate learning with emotional response situations and elements.

**Petley (2003)** defined the term advertisement which is simply promotion of services or goods before the marketplace to the target audience. Bringing attention towards product and providing favourable lights of product has the basic goals of advertisement of services or goods. Early forms of advertising included the red and white striped pole. If competition of same services or goods providers they require advertisement to explore themselves. Providing information regarding goods and services advertisement requires. With these reasons author provided the existence of advertisement in the marketplace. But author also stated that advertisement required a potential significant market. Finally author describe the advertisement significant which reflects the cheapest, time saving, provided to vide population with proper information and educational message.

**Tellis (2003)** expressed that advertising is pervasive. Today, advertisers bombard consumers with appeals or reminders from the moment they wake up till the moment they fall asleep. Ads appear on news programs that consumers access, in the entertainment they seek, on billboards as they commute, on Internet sites as they surf the web, and even in their classrooms and office space. Despite its importance and wide
implications, evaluating the effectiveness of advertising is very difficult. The difficulty occurs because advertising working is highly complex. It depends intrinsically on human response to communication. Thus, it involves complexities in the attention, processing, recall and response to the appeal.

Jayaprakash (2004) said that non personal communication provided through media called advertisement. Advertisement may reach large buyers, consumers group. Therefore advertisement may not delivered for actual person, nor is it addressed to a specified person. Therefore advertisement is also known as speedy communication which explains the organisation benefits to the million of buyers in a very short time.

The author remarked that advertisement is only record matter, idea, information given to the consumer regarding the product or service. Advertisement may guide more satisfactory and the expenditure of their hard earned money. The content of an advertisement are what the advertiser wants.

Rowse et. al. (2005) before an advertising campaign may be launched, the advertiser must have a complete knowledge of the possible market for commodity. It also required to know what extent his product will satisfy the demands of the buying public. No efforts should be spared to obtain every item of information concerning these two basic factors. Although a great deal of this information may not be used, the advertiser can never foresee when a seemingly insignificant term may furnish the theme for an unusual and effective advertisement. The determination of the mediums to be used in advertising will depend quite largely on whether the advertiser wishes to reach buyers through retail stores, in their homes, or in their business houses, whether he has to appeal to a national or to a local market. The distribution of population and requirement of the market must understand.

Rodgers et. al. (2007) stated that there are many challenges regarding advertisement. The author describes the advancement about interactive available option for internet marketers and advertisers. But the challenges are spending online promotional efforts, interactive venues with measuring impact before the modern advertising. The author prefers oranisation to promote online marketing instead of traditional ways. Online marketing and advertisement has low expenditure with demonstrative and effectiveness levels of advertising. The author wants to enhance the current scenario of internet advertising and marketing. So that the internet or online advertisement and marketing
would be assess the scale which has developed in the area for its use. The author described the usages of WMI and through its finding suggested that extended and original version of WMI has reliable and valid in the scale. Therefore consumer may be motivated for internet use by the internet advertisers with the help of WMI with confidently.

**Wells et. al. (2007)** described that advertising is basically communication or information form. Although it is a information, influence or message to the customer or buyer about the product in simple sense. Sometimes advertisements get attention from the customer and provide basic information regarding the product or service. It may be little bit entertainment and tries to create response about which increase sale volume. To translate the communication model to advertising, consider that the source typically is the advertiser assisted by its agency. In advertising as in communication in general, noise hinders the consumers reception of the message. Advertisers have been trying for years to answer the question, they want to know how advertising works in order make it work better. Objective is to develop a model of advertising effects that does a better job of explaining how advertising creates various types of consumer responses.

**Shah et. al. (2009)** The primitive history of advertising can be dated to the beginning of civilization with word-of mould advertising by hawkers announcing their articles for sale, merchants roaming from town to town sreading awareness of exotic goods, artists glorifying rules in frescos, messengers proclaiming political message of the kings. Advertising during these days got a fillip with the media becoming more organized and the forming of media syndicates. Today advertising is once again on the crossroads. Innovations like guerilla marketing are underway, which include interactive advertising where the viewer can interact with the advertiser and respond to messages, staged encounters of products in public places, narrowcast of ads on direct to tome television screens, transmission of message on the small screens of handheld devices, and more. While its form many change, advertising is here to stay.

**Green (2011)** defined that advertisement has paid form of communication by individual or companies, with the aim of influencing people to think or act in a particular way or providing information. The aim of most ads is to persuade us to buy goods or services offered by the advertiser. There are also public service ads that convey information and ads sponsored by charities that encourage donations.
Commercial businesses, political parties, governments and charities are all major advertisers. It is now a multimillion dollar industry. Companies invest huge sums launching new products using highly sophisticated functions.

2.3 - MODERN ADVERTISING

Chaudhari (2007) Modern advertising began in India in the second half of the 18th Century. It took another 23 years after the event for the first newspaper to appear in India. The growth of the print media happened at a time when the political situation was truly unsettled. Print advertising developed in many ways. There was a reason for differentiating advertisements through use of typography. Unlike modern newspapers, all newspapers till about the end of the first world war carried advertisements on the same page. As a result every advertisement, which appeared on a page, had to work doubly hard to be noticed.

Decrop (2007) stated that development of effective advertisement required crucial format, contexts of overabundant advertisement and saturated customers. The author considered four major component formats in the print advertisement media such as logo, headline, text and image. The target audience must be influenced and trigger an response has effectiveness investigation goal in the modern advertisement. Therefore author taken three category of responses such as liking, knowledge and behavioral intention. In the analysis part of the study author test four hypothesis as an experimental research work related to influence and effectiveness about print advertisement at the urban tourism destinations.

Robinson et. al. (2007) stated that in the year 1994 online advertisement has observed initially and since then phenomenal growth has experienced. The author apply multiple regression model in this empirical study. The model which investigate seven creative characteristics impact of banner advertisement and effectiveness of online advertisement. Therefore author framed a sample random survey of 209 banner advertisements. The study provided that internet advertisements for gaming industry has specialized. The author founded that creative uniqueness of effective banner advertisements required in online gaming area. The results broadly consist of past research experience with online or internet advertisement efficiency. The advertisement must have a larger size, promotional incentives absence and information presence about
casino gaming. Therefore in the advertisement contrast and banner feature may be action phrase, animation and brands or logo which represents the business organisation. So that study provides banners to the expectation contrary with long message associated with higher click rates.

**Kazmi et. al. (2008)** opined that modern advertising is product of 20th century largely. In recent times, technology and research have led to increased sophistication in advertising. The basic reason for advertising today and during ancient and medieval times has remained the same. Advertisement does not operated in vacuum because it is only one most visible activities of organisation. Therefore advertisement inform, influence, persuade and remind customers to use product or service of their organisation. If the advertisement resulted offensive to customers or their product or services not perform as promised in the advertisement, the business organisation may attempt risk public attack and criticism. In the people opinion about advertisement has to divided into some praise advertisements while others criticize its role not only in selling the products but also the influence it exerts on the economy and society.

**Trehan et. al. (2009)** expressed that advertising is the main form of mass communication. It is non personal communication with paid form of advertisement. The product and service transmits to the target customers about the organisation through mass medium which has identified sponsorship. In this advertisement concept the paid aspect is the firm has to make payment to the media for communicating its message to audience. Advertising involves mass media i.e. radio, television, magazine, transport vehicles, banners, outdoor display, newspapers, directory etc. Therefore this message or information may be transmitted, influenced to the large individual group, targeted customers at the same time. The author describes the several benefits regarding advertisements. He said that advertisement may be cost efficiently promotion method extremely such as it reflects the results to a large number of customer with low cost per customer. It allows the advertiser to may repeat number of time the information or message. It also helps business organisation in making the brand familiar and popular.

**Saxena (2009)** Advertising industry today has significantly changed from the heady growth of more than 30% in 1990s it has come to stagger around 20% from 2002 onwards. This change is fuelled by developments in the economy, as also on the media and technology front. Animation, production houses and studios, digital photography
and design schools have today altered the creativity space in the industry. On the media front, converging technologies today provide a new challenge to advertisers. Integration of print, video, internet, SMS and audio is today a reality in the media planning.

**Goi (2009)** described the powerful concept of marketing mix and reason behind it. Marketing mix create marketing handle easily, make different between the marketing form and its other activities with the organisation. It further delegates marketing tasks to the specialized area. Marketing mix may be used according to resources, condition of marketing and changing need of customers since it different as business to business. The author stated some elements which are importance within the marketing mix. These points may be reflect change one point as time to time. Therefore study finally concluded with marketing mix decision cannot made on the single elements because without considering the impact of it on other element.

**Mirabela et. al. (2010)** With the development of the technology and the massive diversity of the mass media, advertising influences the daily life of every person. Whatever the forms advertisement takes off but the information language is regard main. Advertising language is very different from common language. Language of advertisement has its own style of immediately influenced, impact and quick advice. It has its own features in morphology, syntax, and rhetorical devices. For a theoretical segments appeal may be imagination which create interest in the speech or interesting writing and appealing. Business organisations often use various theoretical devices with the advertisement to influence the readers to buy different products. Advertising plays a significant role in awareness creation and attitude formation. It can even generate a trial and purchase, as long as all other elements of the marketing mix play a contributory role.

**Lin (2011)** investigated with the purpose about advertisement appeals impact and of advertising appeals and advertisement spokes persons on its attitude and also purchase intention. The authors second purpose behind the research study to evaluate the influences of advertisement appeals effectiveness. It further evaluated the different types of spokes persons on purchase intention and its effectiveness. The author adopted factorial experimental design for this study. The printed advertisement were used in experiment designs and cell phone ogranisations has selected as object of research study. The author chosen samples from five Taiwan universities in the northern region.
The research study finds that advertisement appeals influence on advertising attitude significantly. The rational advertisement appeal is more significantly influence than that of emotional appeal. The study reflected that spokes persons also significantly positive impact advertisement attitude and influences. The celebrity spokes persons has significantly than expert. The author concluded that combination of rational advertisement influence the appeal.

Babu et. al. (2011) explores that social networking sites used in the advertisements. In which people use social networking sites to chat online with friends. They share their social experiences also meanwhile advertisement flashing side the screens. There these advertisement called social network advertisements which has resulted online and focuses on social web sites. The author describe and evaluated impact of advertisement on social networking sties. Therefore the study concluded that advantage demographic data influence targeted customers directly through social networking websites.

Hassan et. al. (2012) presented an analysis of the issues related with stickiness to a brand or go for a brand switching after the advertisement. This research paper contains a public survey study of professionals and students about Television advertising playing with people’s mind to get what they want from viewers or they are just trying to promote their products. The study shows the effect of TV advertisement on children and how professionals react to this matter.

Lindstadt et. al. (2012) stated that advertisements in the news papers has been declined since several years. At the global and national prospective many business organisation shifted the advertisement expenditure to online segments. The author finds many advantages in online mode advertisements.
2.4 - OBJECTIVE OF THE STUDY

Every research carries some objectives with it. Objectives should be clear and specific. The study is primarily to understand the Advertisement in Tribal area and its modes and prospects.

- To assess the Advertisement in Tribal Area.
- To review the consumers perception about advertisement.
- To know the prospects and modes of advertisement in tribal area.
- To understanding the views of consumers.
- To analyze growing activity of Advertisement.
- To describe the modes of advertising in tribal area.

2.5 - HYPOTHESIS

H1: There is a strong association among various demographic factors like Age, Education and Income with the Awareness Level of the consumers towards Advertisement.

H2: There is a strong association among various demographic factors like Age, Education and Income with the Agreement Level of the consumers regarding Advertisement in India.

H3: Quality does effects the consumers to continue with Advertisement provided in Tribal Area through all modes.

H4: Presentation and effects is highly significant in the development of Advertisement.

H5: Quality Advertisement is highly significant in the development of Business environment in Tribal Area.

H6: Various different factors does significantly impact regarding development prospect of Advertisement in Tribal Area.