

CHAPTER II

REVIEW OF LITERATURE

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A literature review discusses published information in a particular subject area. This chapter discusses the literature reviews related to “Advertisement effectiveness of select FMCG brands from urban customer perspectives”. Several research studies have been conducted on the effectiveness of advertisement regarding FMCG products. A few research studies that have influenced the preparation of the study substantially are discussed in this section.

Abhilash Mehta (2000) conducted a study on “Advertising attitudes and advertising effectiveness” The main objectives of this research were to recall more advertisements the day after exposure and be more persuade by the advertisements. G&R’s Magazine Impact Research Systems (MIRS) methodology for print advertising testing was used to obtain data for the study. The results of the study show that the amount of attention that respondents will pay to magazine advertisements measured as recall of the brand in the advertisement. The day after exposure, is influence by how much they like to look at advertising believe Advertising helps them stay informed about developments the marketplace and see it as not being manipulative.

Ajit.S,Joseph Paule Raj.G (2012) conducted a study on “Role of Gender in Consumers’ Response of Fear Appeal Advertisements” The objective of the study is, the fear appeal advertisement focusing, on the physical threats had the health effects associated with gingivitis and tooth decay, while fear appeal focusing on social consequence dealt with the effects of bad breath. This survey was conducted on youth using a structured questionnaire. A total usable sample of 200 was collected over an eight-week period from February to April 2011. These results indicate that fear appeals produce large effects for perceived severity. The limited sample diversity in this study could account for the difference in the findings. The case for using fear appeals may be tentatively proven in the laboratory, but in the real world, marketing question, about the use of fear remain unanswered and often unexplored. These is a compelling need to examine the effects of fear messages on consumers (in natural settings)

Alexander Proavin Durai F.R (2005) conducted a study on “Impact of Effective Advertisement on Consumer Attitude”. The objective of the study is to measure advertisement and its effectiveness in reaching out to the consumers; There are few agreed principles which governs the effectiveness of an advertisement. Some of the principles, which are the key ingredients of an effective advertisement. These are importance of claim, believableness, uniqueness and repetition. It was found that an advertisement aims to create faith and goodwill in the minds of consumer about the product featured by conforming to the core principles of believableness, uniqueness, repetition and responsible claims.

Amardeep Kaul Ahluwalia, Raghbir Singh (2012) conducted a study on “Understanding of TV Advertisements amongst Urban Children” The purpose of the study is to find the ability of the urban children to understand advertisements. A sample comprising of 400 children from the different cities of Punjab. The data for the study was collected in the year 2008 personally through a convenience sampling technique, after developing a rapport with the respondents by instituting a structured, non-disguised pre-tested questionnaire. Girls outnumbered boys in not only correctly distinguishing ads from programs, but also in demonstrating through understanding of the purpose behind advertisements.

Similarly older children possessed better understanding of TV advertisements than younger children. It was also observed that parents discussed about TV advertisements more with girls and older children. Majority of the parents discussed with children only when their children inquired from them. This is not a healthy sign which ought to be checked. It is to be suggested here that parents should take their own initiative to discuss with children about TV ads so as to make them more aware about good/bad effects of the TV ads and especially, for improving the children’s overall understanding about worldly affairs.

Bijal Zaveri (2007) conducted a study on “The consequent consumer behavior in cosmetic industry – A study of lakme’s competitive position and advertisement effectiveness and awareness of “Lakme Beauty Salon” in Baroda city. The objective of the study is, to identify the effects of cosmetic advertisements on the patterns of the customer descriptive research design is most suitable. The primary data was collected by interview method by using a structured questionnaires. The sampling unit was limited to Baroda city of Gujarat. Sample size was 200 females. Selecting simple random sampling method. Female respondents are more attracted by the advertisement, model and presentation of the

advertisement. They consumed more with branded items and they don't want to take any risk with their skin by using unbranded items.

Dalip Raina, Kritika Khajuria (2012) conducted a study on, "Effectiveness of Advertisements in India: An Empirical study". The objective of the study is, to find out which media is more effective for purchase of different product, and to study the extent upto which advertisements carry relevant and believable message. TV was found to be the most preferred media among all respondents as compared to the other media of advertisements. People have a positive perception towards advertising. They believe the advertisement messages to be relevant and consider them while taking buying decision. The study is based upon the primary survey and data has been collected from 220 respondents with the help of a well designed, pre-tested structured questionnaire. The sampling technique used was simple random sampling and convenience sampling. The function of descriptive statistical analysis has been performed for each of the sections with the help of SPSS version 15.0. the study was conducted during January-April 2010.

Dhanabhakya.M, Geetha.S (2006) conducted a study on "Ethics in advertisements and its impact" Objective of the study is to ascertain the impact of ethical advertisement and to study the ethics in advertisements. Primary data was collected based on the structured interview schedule and other relevant data was collected from some secondary sources. The viewers of the television, the listeners of the Radio and the readers of the newspapers Journals and magazines are the larges group of respondents for this study. The study was conducted at Coimbatore city, based on random as well as convenience method of sampling. Thus it is concluded that indecent ,vulgar, wrongly suggestive, repulsive of offensive themes or treatment should be strictly avoided in all advertisements for upgrading Its ethical values.

Gautam Bansal, Pawan, Taneja (2005) in their study on "Life Insurance Advertisements on Television: A Study on Quality of Illustrations" states that, the advertisement campaigns and appeals being used by various life insurance companies. The primary data was collected by using structured interview and unstructured questionnaire. The secondary data was collected from pervious research reports, internet, pamphlets, newspapers and television. The sampling unit for the study was all the residents of Punjab who watch television and the data was collected in time period between Jan 2004-Aug 2004. The sample for the survey was 500 respondents from the various regions of Punjab. Previous Research has found that, the life insurance advertisement on television will be more effective if they

have emotional appeal and has better influence. Materialism should not be stressed as subject matter is more socially oriented. More over commercial channels are the best sources for telecasting the life insurance advertisements.

Juao coasta.C. (2012) conducted a study on “An Empirical Study of Goan Students’ Behaviour towards Advertisements” Detailed analysis was carried out for the purpose of understanding the significance of advertising based on buying behavior and spending pattern, general impact of advertising attitude towards advertising and also the behavioral pattern towards advertising. Information on various areas such as TV at home, watching advertisement factors attracting them towards advertisements, time spent in front of the TV, spending pattern consumption of harmful products, various vices, etc was collected. The convenience sampling was applied to select 2,108, students out of the total 48,555 covering around 5% of the total population, and a structured questionnaire was administered. Advertising has an influence on the purchase behavior and advertising does affect the viewers. The study shows that advertising influences the purchase behavior of adults.

Karunesh saxena et.al (2007) conducted a study on “An empirical analysing of compatibility of advertising channels and product categories” The main objective of the study is, to identify and explore the patterns of product categories on various selected television channels. Research design chosen for this study is an exploratory research design. For collection of primary data one structured tabulated format was used. The time duration was six months March 2004-August 2004. Researcher selected 12 channels from different channels profile categories and viewed television advertisements for the six month. It implies clearly from the forging analysis that the advertisers carefully select the appropriate. Television channel space to reach the targeted audience. It not only make sound business sense on their part but it is convenient for the customers as well as they can make more informed decision about whether to buy those product and services or not.

Kavitha.G (2006) her study on, “The effectiveness of the advertising techniques used in the personal care segment of women consumers” The study aims, to find out the various techniques of advertising and the effectiveness of these techniques on women in the personal care product segment. The study follows the explanatory research design. This type of research design is that it is highly unstructured a very flexible kind of research design. The study adopts quantitative approaches of research. This is done by way of survey and relevant data is collected and analyzed. The information obtained through survey serves as the

primary data for the study the various books, journals, magazines and websites serve as the source of secondary data. The questionnaire were used for data collection.

The total sample size of (100 in each of the three personal product category). The sample selected are media literate people who have an exposure to the television commercials. The study was conducted in the month of Sep-Oct 2005. Product categories chosen in this chosen in this segment were soaps, shampoos and cosmetics. The study was focused on three basic areas such as recall, liking and affecting the commercials entire rating of the brand. The study reveals that, the advertisement, which has the highest recall was considered to be the best brand. In the soap category, Hamam had the highest recall and was also rated the best brand. The technique of fear appeal has been effective in the category. In the sampoo category, emotional appeal plays a greater role than celebrity endorsement as seen in the case of sunsilk. In the cosmetics segment, the feel-good factors plays an important role in the advertisements as seen form the Lakme advertisements.

Kulveen Trehan (2012) conduct a study on “The Rise of New Media and Product Promotion: Exploring the Potential of Online Media in Advertising the Services Provided by Major Telecommunications Services Providers in India”, aims to find out whether the telecommunication advertiser is making use of online media in brand communication and to find the relationship between above the line advertising and cyber advertising in brand promotion. Exploratory research design is used to find out the significance of online media as an advertising tool in the Indian telecom industry. The online advertising and promotional activities of five leading telecommunication service providers were examined and analyzed for a period of four months – from August,2010-December 2010 Qualitative research was undertaken, and the research method used for the purpose of investigation was content analysis, wherein the sample unit were analyzed on the basis of the predetermined criteria. The above study suggests that, the product category advertised for each brand suggests that internet advertisements are created either to launch a product application, to gain direct response for the online contest or to ensure participation in cause-related market.

Mais Sukkar et.al (2007) conducted a study on “Advertising in the middle east: Exploring the impact of the west”. The study explores current perceptions about advertising in the middle east. The study took place in Jordan. Data was gathered using depth interview and survey techniques. All questionnaire data was collected over the internet in Jordan. An online questionnaire was uploaded on a website and convenience based sampling was used.

The majority of respondents perceived a positive effect from the west on advertising in their region, there was no perceived effect on their own purchase behaviour. It is the intention of this study to stimulate thought about the region to better inform making practice and research in the future.

Mohideen.A.K (2009) conducted a study on “Ethical values of advertising in print and electronic media case study on fairness products in Visakhapatnam city”. The objective of the study is, to examine in brief profile of the fairness products industry identifying the ethical issues that can be tracked in the advertising of these products. A structured questionnaire is used to collect the primary data. A convenient random sample of 150 respondents were selected for data collection. The findings of this particular study indicate that even those who use fairness products may consider the advertisement of these products to be unethical.

Murganatham.G, Kaliyamoorthy.S (2006) conducted a study on “Role of Celebrities in Two Wheeler Advertisement: A study with special reference to the Karaikudi Town”. With the objective to analyse the consumers interest towards the celebrities and to analyze the role of celebrities in two wheeler advertisement. Descriptive research design have been used in this study. Primary data has been collected from the owners of Bajaj Discover, Hero Honda splendor plus, TVS-Victor and TVS Scooty pep in Karaikudi. Secondary data has been collected from the two-wheeler company dealers in Karaikudi, company brochures , literatures and web sites. From the population 20% of each brand has been considered as sample size. The total sample size for the study is 152 two-wheeler owners, interview schedule has been used for collecting data from respondents. Both open-ended as well as close-ended questions were included in the interview schedule. The study concluded that, there is no doubt about a celebrities power in popularizing brands. Celebrities attract the attention, create interest to see the particular advertisement can provide a point of differentiation, increase the advertising impact and if delivered in the correct manner can be quite effective.

Pongiannan.K (2009) conducted a study on “Perception towards memorability of advertisement on TV” – A descriptive study”. With aim, to examine the reasons for the memorability of advertisement on TV, among the respondents. The instrument used to collect the data was a questionnaire. Random sampling were used for this study, snowball sampling technique also used. According to the perception of majority of the respondents, the presence

of celebrities is highly preferred for strong memory of the advertisements. Hence, to obtain more recall and recognition value for the advertised product, the appearance of celebrities in accordance with culture and ethics in the advertisements is suggested.

Raj Kumar Gautam (2012) conducted a study on “Product strategies and advertising in small firms: A study of Punjab units”. The objective of the study is, to identify the advertising planning of the small units. For the purpose of the present study selected SSI units manufacturing textiles, bicycle and bicycle parts, leather and leather products, food products and beverages in the state of Punjab have been considered. The final sample comprised of 173 SSI units of Punjab. The primary data was collected by a structured, non-disguised and pre-tested questionnaire. Advertising helps the organization to place their product in the mind of the consumers and large coverage of target markets. The SSIs are not using advertising as powerful tools of product promotion. There is an urgent need to advertise promotion. These are an urgent need to advertise the product manufacture by small units through electronic media, the internet and the print media. The manufactures need to provide considerable attention towards advertising related matters.

Renjith Kumar.R (2001) conducted a study on “An Evaluation of Television Advertisement of Masala Powder in Pollachi. With the objective to find out how far these television advertisements have helped in increasing the awareness of Masala powder brands. Cluster sampling method is adopted for this study. The total sample size of 189 households is equally selected at random. The study concluded that, the Advertisement influences product purchases for a consumers in a non-durable product like masala powder. The main factor is the quality advertisements create more brand awareness and it influences the consumers more than a dozen brands of masala powder are competing and fighting to create more awareness and sales.

Sabita Mahapatra (2007) conducted a study on “ The Impact of Emotive Advertisements” The present study is carried out, to know the effectiveness of emotional Versus rational appeal used in TV advertisements on consumers. Random samples of TV viewers were selected from the three major cities of Orissa-Bhubaneswar, Cuttak and Rurkela. 600 copies of the questionnaire were distributed out of which 518 could be retrieved after they were answered. It is found that many consumers do not only need to do desired of their worth (self-esteem), but also need to feel special Ads, should therefore persuade by promising that the product will make them distinguished and special. In order to effectively

persuade, advertisements should often associate certain values such as love, friendship, neighborliness, pleasure, happiness, and sexual attraction and sense of power there by transferring their value or attitude to the product.

Shakti Prakash et.al (2012) examined the study on “Analysis of TV Advertising and Usage of Celebrity Endorsers: A Content Analysis Approach”. The objective of the study, to find out the extent of usage of celebrities in TV commercials and to find out the dominance of a particular type of celebrity-TV personalities, film stars, sports star others in commercials for different product categories. Content analysis technique was used to study the use of celebrities in television advertisements. out of the 450 commercials, a sample of 300 advertisement was finally selected for content analysis. It suggested that, around 59% advertisements had celebrities who were used as endorsers, actors or spokespersons. So, it can be concluded that Indian advertisements have been using celebrities to a large extent.

Shalini N.Tripathi, Marodd.H Siddiqui (2008) conducted a study on “Effectiveness of mobile advertising : The Indian scenario”. The primary objective of this research paper is study the effectiveness of mobile advertising in its current format, as prevalent in India and impact of mobile advertising on the purchase decision of the consumer. The research design chosen for the study to cross-section, descriptive design and quota sampling method was used for this study. Summarizing the major findings of the study, it is inferred that the relationship that have been sought to examine between mobile advertising efforts and consumers responsiveness in terms of impact on the purchase decision. Mobile marketing efforts do not have a substantial impact on the repurchase decision of the consumers.

Srabani Roy Miriti (2012) conducted a study on “Pester power: The strategic use of the child model in advertising”. The objective of the study is, the child models used in advertisements lend an emotional appeal to the minds of the viewers, and the paper has demonstrated that how effective it is to use child models in advertising from the sales point of view, the sample size taken for this study was 100 consumers, which again were divided into 2 segments, school going children of 6-14 years of age, their parents (affluent middle class) children have a certain appeal and charm. They attract more attention especially of the adults. They lead special feelings of love, innocence, purity, freshness, caring and impulsiveness. In this paper, after all the research work and findings a conclusion can be drawn that Modern advertising is more of a psychological process. Advertisers and creative directors have understood the concept of pester power in today’s nuclear family system. Kids play a very

crucial role in the buying decision of their parents. Thus by using kids in the advertisements of their (advertisers) product; they can easily attract the attention of the adults (who actually does the buying part).

Sriranga Prasad N.V, Sudhakar.V Reddu (2008) examined the “Use of celebrities in advertising and their impact on the consumer behavior”. In their study on, the effect celebrities on consumers in their purchase decision and to look into the appropriateness of such celebrities to various product they endorse, a stratified sampling method is used to selecting the sample. It was found that, among various kinds of celebrities, more stars, sports personalities have much influence on consumers in their purchase decision.

Srivastava R.K (2009) conducted a study on “Effectiveness of Global Advertisements on Indian culture”. With the objective , to study the perception of global advertisement could be affected by age, education, religion, income and collectivism or individualism culture behavior. The questionnaire approach has been used in which data was collected through a questionnaire survey. Using exploratory and descriptive research design. Global advertisement of FMCG product like Vicks, Cold spice, Sony, Pentium and Nokia were taken up for the study. The sample size comprises of 1000 respondents. Understanding of culture education, age and religion could improve the global advertisement effectiveness. The above result should be considered to make advertisement more effective especially when the target audience is young or middle aged.

Sukanya Ashok Kumar (2005) conducted a study on “Content Analysis of Comparative Advertisement”, The present comparative advertisement (in the print media) in a true perspective, the way they appear in the changed liberalized, globalised, marketing environment. The comparative advertisements were chosen from the past issue(one year period-Jan 2000 to Dec 2000) of a newspaper daily (“The Hindu”) and one business magazine(“Business Today”) for the purpose of the study. Thus, Judgmental sampling method was used to select the 60 advertisement. A cursory glance of the various newspapers and magazines revealed that comparative advertisement in the print media were used by certain product categories like automobiles, consumer durables, office appliances and media companies. It can be concluded that, certain advertisers had based their comparisons on many attributes, features, performance factors and benefits. The effectiveness of comparative advertisements in differentiating the product is put to question, when consumers are forced

to consider so much of information. It may not be possible for a consumer to associate a particular brand with so many attributes.

Sunil Barthwal, Gupta N.L (2012) conducted a study on “Cultural values as advertisement themes in international and Indian advertising” The objective of the study is, the practice of using cultural values in advertisements globally and discusses the feasibility of standardization of advertisement. It has been found that the practices across the world regarding the use of culture themes in advertisements and being out the fact that though globalization may have had its influence in causing convergence of the societies towards a common culture, but standardization of advertisement is still not a safe strategy.

Vinita Srivastava, Sanjeev Kumar Mishra (2012) examined the “Effectiveness of Internet Advertisement” The objectives of the paper is, to study the role of internet advertising in creating awareness and decision making process of consumers, to study the perception of consumers regarding the reliability of advertisements being broadcasted on the internet. A sample of 300 respondents was selected by following non-probabilistic convenience sampling technique, as it suits the exploratory study. A non disguised structured questionnaire was used for the study. On the basis of this study, the researchers find that internet advertisements have a significant effect in creating awareness among consumers, but it does not have any significant effect on their purchase decision making. The study also concludes that consumers perceive the internet advertisements to be reliable and they compare it from others sources also internet advertisement are very reliable and have the relevance for consumers in generating awareness and providing right information about the product and services.

Virendra Chavda (2012) conducted a study on “The Role and Effectiveness of Celebrities in Advertisements” the objective of the study is, to measure the celebrities’ effectiveness for aspects such as image creation, attracting audience, surviving competition, overshadowing the product. The primary data, survey approach was used. The viewers of advertisements is sample unit with a sample size is 500 respondents result out of convenience sampling. In the present study, efforts have been made to measure the effectiveness of celebrity advertisements from the customer’s point of view with consideration of factors like effectiveness of celebrity advertisement in terms of creating an impression attracting audiences, survival in competition, purchase intention of customers after watching an advertisement.

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The advertisement effectiveness is not only measured through the sales it made or profit is generated. To reap long term benefits the psychological aspect of awareness, remembrance and memorability are important. Apart from these how advertisement are perceived, would help marketers to position the products in terms of customer perception. Hence these issues are addressed in the present study.