

# A Survey of Publics Attitudes Towards Advertising - A Qualitative Study of Viewers Perceptions, Reactions and Evaluations

– ‘Data Collection, Analysis and Summarily submission of Research Findings’

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## Abstract

A survey research was conducted with a sample size of 300 respondents residing and working/nor-working in various public and private units located in Himachal Pradesh. The sample size of 300 was further segmented in the age slabs of 15 to 25 years, 26-35 years and 35 & above to know perceptions, reactions and evaluations towards advertising through various media vehicles. It was a great attempt to know public perceptions and beliefs towards advertising.

**Key words:** 300 respondents, Himachal Pradesh, Media Vehicles, Perceptions etc.

## Introduction to the study

The study named *a survey of publics` attitudes towards advertising - “a qualitative study of viewers` perceptions, reactions and evaluations”* was conducted with specific reference to elicit public views towards exiting scenario of advertising through various media where entrepreneurs across the globe are not leaving any corner to tap to reach the prospective and potential customers. It is also observed that before the full fledge era of Information Technology, Internet and Social Media boom in practice; advertising was in practice in one or another form. But during this era of Social Media Boom, Advertising budgets and returns thereof are unimaginable and long lasting as well.

## Research Methodology, Data Collection and Analysis

As mentioned above, this study was conducted in the North Zone of India, where, initially maximum people have access to basic print media, National TV channels and to some tune connected with Cable Television but in other zones of the country people had access through various media (TV, Print Media; Newspapers, Magazines, Road Side hoardings and indeed minimal access to like social media viz. ORKUT etc. In this study context, a sincere attempt was made to study public believe in the advertising.

## REVIEW OF THE LITERATURE

**Review of the Literature:** Advertising research has been drawing the attention of many academicians, researchers and practitioners since long and motivating their pursuits. Much research had been done in this field. We are presenting a brief review of the literature available in this field. In the present age, advertising has become the most important tool in the promotional mix. Attitudes towards advertising had been a focal point of interest for many but the scope of this research is limited to urban landscape in

India. Mass media audience is the subject of such research in India. Most of the research work, however, is directed and concentrated towards Market Research which has primarily objectives of measuring media reach, media effectiveness, market share and potential and product launching research etc. But research on audience context with special reference to their perceptions, reactions and evaluations, no significant progress has been registered. From the angle of a market researcher and media researcher, an audience has been defined as a construct carved out from the populace at general with the main motive to **pursue**<sup>1</sup> (creating awareness, inducing buying action, maintaining buyers' interest and other motives) target audience that are prospective and potential. Even on the part of Govt. a vast legal framework of Regulations and Acts have been designed to look into the welfare of consumers. In the subsequent part this chapter we present the regulatory frame work and Acts, different agencies working in this field and a prolific review of a few past studies carried out onto the subject study.

**Review of the past studies:** On the part of audience research with special reference to measuring the level of discontentment, dissonance, deterrence, perceptions, reactions and evaluation by the viewers, a wide research work has been carried out but we are presenting the summarized revision of the studies carried out by different authors in this field:

**Abhilash Mehta**<sup>2</sup> has stated that **Concept Convergence Analysis (CCA)** provides a suitable framework to use psychological variables such as self-concept to better assessment that can mediate the effectiveness of commercials and added that the effects of ideal self-concept in advertising effectiveness may also be explored and yet standard demographic classifications are helpful. Utilizing self-concept measures can lead to richer insight about how people think and feel about themselves and its influence on how they react to advertising. **Richard L. Hazlet and Sasha Yassky Hazlett**<sup>3</sup> invariably stated that as TV commercials increasingly contain elements which are being designed to attract the attention of viewers and in communicating the advertising message, copy pre-testing is challenged to evaluate the effectiveness of these emotionally stimulated commercials and their success at eliciting the intended results about emotional responses to commercials. The report further stated that facial EMG measures can reflect a qualitative return and complexity of viewers' emotional response that self-report measures cannot do and at the same time offer precise and continuous qualitative data.

**Peter. J. Danaher and Jennifer M. Lawrie**<sup>4</sup> applied the minute-by-minute people meter data technique in measuring TV audience program appreciations in two proportions. The first proportion studied the number of minutes viewed out of the potential number of minutes of a show and the second proportion study was directed with the consideration that viewers watched 80 % percent of the show and in the summation of their study, emphasized the distinctive importance of this minute-by-minute people-meter data technique and outpacing the other techniques used to measure behavioural audience programme appreciations. **Sharon Shavit, Pamela Lowery and James Haefner**<sup>5</sup> stated that people attach more favour than you do think towards advertising. In their study of 1000 Americans, they stated that most of the Americans like advertising rather disliking advertising overall and further added that advertising is found more informative and public at large do have positive attitudes towards advertising contrasting negative attitudes proclaimed by some earlier studies.

**Banwari Mittal**<sup>6</sup> has 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 costs of goods to spreading materialization, promoting stereo type sex role of women and other unwholesome values and taking undue advantage of children. **Peter. J. Danher and Jennifer M.Lawrie**<sup>7</sup> stated that one would switch off the TV if he does not like a particular show. And further used two proportions, in the first slab viewers committed to a particular show watch 20 % and in second slab proportion observed that 80 % of the viewers watch a particular show. They summated that these two proportions are not enough to give concrete results and a large-scale comparison of alternative method is required.

**Todd Barlow and Michael.S. Wogalter**<sup>8</sup> stated that highly conspicuous warnings did better than to less conspicuous warnings advertisements in print media and further stated that less conspicuous warnings were generally no better than no warnings. And in their another experiment stated that participants viewing broadcast commercials with both modalities warnings generally performed better than no voice only or no warning and accept that warnings in advertisements can communicate information if presented in a silent form. And while *measuring consumer perceptions of advertising clutter and its impact across various media*, **Michael T Eliot and Paul Surgi**<sup>9</sup> examined perceived advertising clutter. A national survey of 946 consumers was conducted. Respondents were asked about six media viz. TV, Radio, Magazines, Newspapers, Yellow pages and direct mail. TV and direct mail were rated highest in perceived clutter. TV and magazines exhibited the highest level of advertisement related communication problems (hindered search and distribution). Perceived clutter, hindered search and distribution were related to less favourable advertisement attitudes and greater advertisement avoidance. These effects varied by media, demographic variables had little effect on perceived clutter.

In a study of **publics' attitude towards advertising**<sup>10</sup>; Publics' attitudes towards advertising have turned more negative in recent decades (Zanot, 1984). The reasons cited include the use of consumerism, perceived deception, offensive stereo-types and increasing amount of advertising. The overall level of advertising is very high (Cooper, 1994). Americans are exposed to over five hundred messages a day (Bovee & Arens, 1995). Network time is 24% promotional material consumer, magazines contain 50% advertising and many newspapers are 64% advertising (Television Commercial Monitoring Report, 1995; 1994/1995, Magazine Handbook, 1995). The 60<sup>th</sup> anniversary issue of consumer reports list, "Commercial Clutter" as one of six issues (Consumer Report 1996) enunciates that the advertising clutter may also reduce the effectiveness of individual advertisement and advertising in specific media. Past research indicates that advertisement clutter can have a detrimental impact on advertisement recall or recognition (Webb & Ray, 1979; Mord & Girson, 1985). Past research advertising clutter has often been defined as the level of advertising (or promotion) in a medium. The advertisement industry (TV Commercial Monitoring Report, 1994/1995, Magazine Handbook 1995) and most researches, (Webb & Ray; 1979, Cobb; 1995, Brown & Rothschild; 1993, Johnson & Cobb-Walgen; 1994) used this approach. Its objective easily measured and directly addresses industry concerns about the proliferation of advertising.

**Lexvan Beurs**<sup>11</sup> covered the people-meter data of 12,278 commercial breaks broadcast on the five main TV Channels in Nether-land from Jan to Apr 1995, of each of these commercial breaks, both the influx and leakage of viewers were quantified. By means of multi-variate analysis, these two factors are related

to large set of explanatory variables, such as characteristics of the break itself, the commercial unit, the audience, and the programmes before and after the break. As a result, the two models provide an expensive insight into factors causing viewers to stay, stop or start watching commercial breaks. All switching behaviour regardless of the motivation behind it has a negative influence on the efficacy of TV advertising. One of the most obvious causes of switching is the duration of break, the longer it lasts, greater the chances that the audience start switching over. One of the most striking finding of this research project is that the presence of commercials that causes irritation because of overload and campaign wear out in a commercial break does not seem to have an immediate effect on the switching behaviour during that commercial break.

**June Marchand & Sylvie Lavoie**<sup>12</sup>, in the review of marketing literature observed that available literature was of little substantive help in determining the general advertising practices of non-profit organizations and the way they perceive advertising. The study was conducted in Quebec with a survey of sixty non-profit organizations. The study found that the advertising practices used most often are principally aimed at maximizing the impact of masses and avoiding controversial messages. Contrary to the literature, although non -profit organizations believe in effectiveness of advertising and rarely encounter resistant to the use of certain media, they nevertheless have to justify its use. The most widely shared perception regarding advertising relate to the need to have credible masses and as many exposures as possible. Finally, it seems that only non-profit organizations systematically seek sponsorship and any possible form of free communication techniques. Implications for advertisers are given. The result of the study was summarized as:

1. Attempt to maximize visibility (93%).
2. Avoid controversial message (92%).
3. Seek communication techniques other than traditional advertising (92%).
4. Use several communication techniques at the same time in order to save more impact (92%).

**Michael S. Latour, Robin L. Snipes and Sara J. Bliss**<sup>13</sup>, observed that the use of fear appeals has become more popular because they have been found to increase the interest and persuasiveness of ends. However, fear appeal used in advertising is still not universally accepted. Critics argue that fear appeals are unethical and backfire or have unintended negative effect on consumer. But this study revealed that perceived ethicality of the use of a strong video fear appeal shown to a potentially sensitive group of consumers. In addition, attitude towards advertisements, brands and the purchase intention for the product being promoted were investigated and study help to blunt `blanket` criticism of fear appeals and provide evidence for advertising executives who wish to argue for serious consideration of fear appeal.

**Satran S Al-Makaty, G. Norman Van Tubergen, S. Scott Whitlow and Douglas A. Boyd**<sup>14</sup>, used Q-methodology to learn about the perception of advertising seen on the two national TV channels in Saudi Arabia. Done in the Kingdom during June 1992, the study asked male respondents to sort 52 items, most of which dealt with TV advertising. One analysis resulted in three distinctive types of respondents:

**Type-1:** Saudi's believe TV advertising represents a serious cultural threat and has adverse implication for Saudi Economic Development.

**Type–2:** Saudi’s believe TV advertising may threaten certain cultural beliefs but can also be a positive economic force.

**Type–3:** Saudi’s see no serious cultural threat from TV advertising and impact, may see it as helping cultural modernization and economic development but distinctive feature of the study is that, “International market will be heartened by the fact that there is strong recognition and appreciation of economic benefits associated with advertising”.

**Laurette Dube, Amitava Chattopadhyay and Anick Letarte<sup>15</sup>**, suggested that products/brands for which attitudes are based primarily on affect, advertisers would be best served by using affective appeals. Conversely, when attitudes are based primarily on utilitarian, cognitive foundational advertisers should use informative appeals. In the reported field study, they attempted to assess whether advertisers follow this recommendation. They did so by first assessing the basis of attitude for food products for a sample of French-Canadians. Then they contended to analyze TV advertisement for food targeted to same population, and examined the degree to which there is a fit between the attitude basis reported by consumers and they appeal used to persuade them to buy. Results provided little spot to the expected match between advertising content and attitude basis. Their analysis revealed that, for food products, attitudes were primarily based on affective whereas advertisements typically utilized informational appeals. **Tom. J. Brown and Michael.L.Rothchild<sup>16</sup>** conducted two experiments. In the first experiment, they stated that the TV advertising clutter has diminished the memory of retrieval of an advertised brand under aided recall system and in the second experiment they used unaided recall device to measure recalling power of the respondents. They further stated that either experimental study has shown TV clutter decrease individual’s ability to recall a brand and it is not clear that advertisements will have the same effect on the other measures of memory. Both the experiments with important methodological differences from prior clutter on recognition, aided recall, and unaided recall resulted with the suggestion that two clutters may not significantly affect the true individual ability to remember what was seen.

In a different **advertising campaign** which was launched by **Indian Cancer Society<sup>17</sup>** in the year from 1979-80 with the rational and fear appeal to wide spread the message of the dreaded disease namely cancer, the theme of the advertisement campaign was to send across valuable information on the facilities available for regular check ups. The campaign was highly successful and was applauded as a professional master piece. From the said study, we could analyze that advertising campaign which is carrying the message and encompasses fear, rational and security appeals put imprints of high response and recall. **Zaveri, Bhawana<sup>18</sup>**, observed that in a majority of advertisements **featuring women**, along with other persons, they were shown as mothers, wives or companions to men, thus apparently relegating them to secondary role and only in some cases they were shown as executives. This claim has brought forward that advertising leads to materialism, **Marry Gardiner Jones** of the **Federal Trade Commission** has stated that the message of the commercial that all the major problems confronting the individual can be instantly eliminated by the application of some external force by the use of the product. In the world of the TV commercial all audience hope and feel that they can instantly yield material solution and that too be without putting any efforts.

**Ibrahim & Nargis**<sup>19</sup> carried out the study of almost 700 advertising copies in the **Reader's Digest**, and the **Star & Style** for three months period. They observed that preference was given to the secondary needs (bargains, informative, cleanliness, efficiency, convenience, quality, style or beauty, economic or profit & curiosity) than to the primary needs (food, comfort, freedom from fear and danger, to be superior, to attract the opposite sex, welfare of loved ones, to live longer & social approval etc.). **Evans, W.A**<sup>20</sup> has stated that from advertisers point of view, facility factors viz. impact, relevance, single mindedness (single selling proposition), reason, capacity, topicality (appropriation in respect of place(environment) or time with the current thinking ) and identity have been emphasized and has also stated that on obstructive features viz. apathy, hostility, incomprehensibility, forgetfulness, competitive activity and unfavorable market conditions on respondents (audience) context, should be borne in mind while designing guidelines for advertising effectiveness.

**David Ogilvy**<sup>21</sup> while designing an effective copy stressed the need that use of testimonials in the copy, especially from celebrities, which command high readership, is necessitated. The reader should be given helpful advice. Such copies are more popular than the ones which deal entirely with the product and also stressed the need to use colloquial language for the copy. **McDaniel's. Perry Virile and Charles.S.Madden**, revealed the fact that there may be some **abuse on the part of audience who may perceive the survey or studies as sales ploy or otherwise**. This is invariably carried out by a researcher with a motive of good cause for the society. This type of attitude on the part of audience may jeopardize the objective of the study or may jeopardize the willingness of the respondent to co-operate in the survey. **Jiawei Yin**<sup>22</sup>, stated that out of a total of 186 useable responses, the predominantly majority, and 140 companies, use the combination strategy, that is, partly localized and partly standardized. That makes up 77 percent of total. Some 22 international companies, about percent – a significantly lower number- use the specialized or localized strategy in China, while 19 companies, 10 %, use the standardized strategy. This strategy clearly resulted that the use of combination strategy was best. Further recommended that the international advertisers in China are also encouraged to keep in mind that China is a competitive market even though it is still a less affluent one. If they believe that standardization is enough for low-income markets like China, they may face serious competition from other advertisers who recognize Chinese culture differences and are willing to adopt. It is also recommended that they pay more attention to the combination strategy, which may become the most popular and practical advertising strategy in the years to come.

**Sak Onkvisit and John J. Shaw**<sup>23</sup> reviewed the past trends on Standard International Advertising and furnished that surprisingly, many scholars who were involved in this debate have used anecdote to support their point of views. Anecdotes are highly subjective and woefully inadequate to prove a hypothesis. The concept of Standardized, localized and Globalized advertising is related but distinct concepts. Unlike standardized advertisements which has a domestic origin (i.e. designated for a specific country before being repeated elsewhere), a globalized advertisement is designated at the outset for the multiple countries by considering both market differences and similarities and stated that it is unclear when a advertisement, with some modification, ceases to be a standardized advertisement and becomes localized instead.

**Tim Ambler and Tom Burne**<sup>24</sup> stated that if the cognitive process to measure recall discriminates against affect (Zielske, 1082), and then this clear impact of emotion on recall is the more significant. One

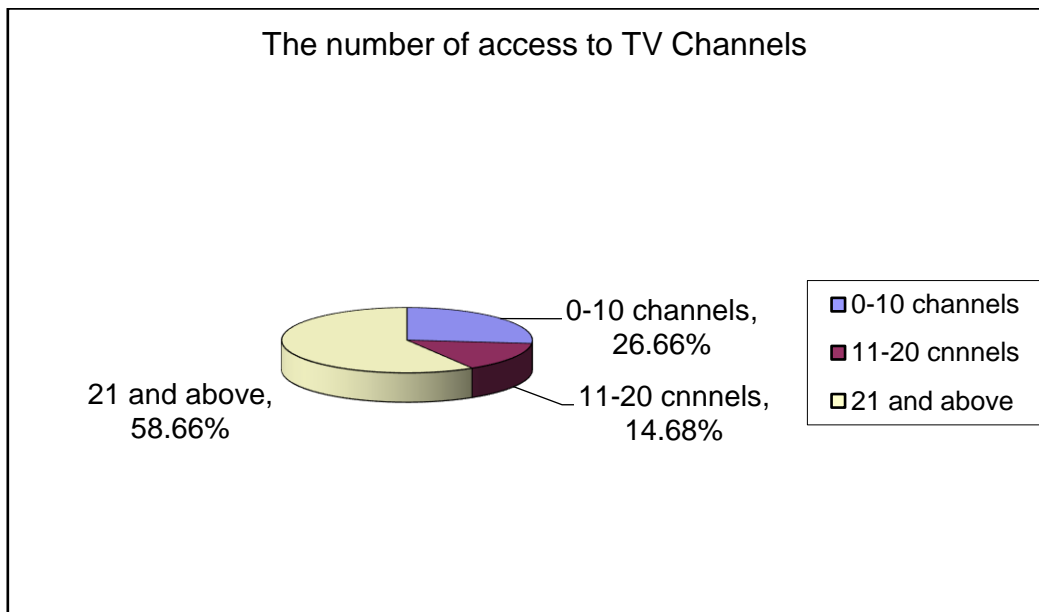
attraction of using pharmacological intervention to block emotion is that their effect is unambiguous. Further agreed upon that there has been growing interest in the role of affect in advertising since Zajonc (1980), which may be accelerated by the advances in neuroscience. Cartesian assumptions about consumers as rational information processor seem to be increasing under challenge. At the same time, we must be careful not to dismiss the importance of cognition. We need to integrate memory, affective, and cognitive processes into a single research stream.

**Data Collection, Analysis & Interpretations (Data tabulation, analysis and interpretations):-**

**PART: A: Audio-Visual Media:**

**Table A.1: To how many channels you do have access?**

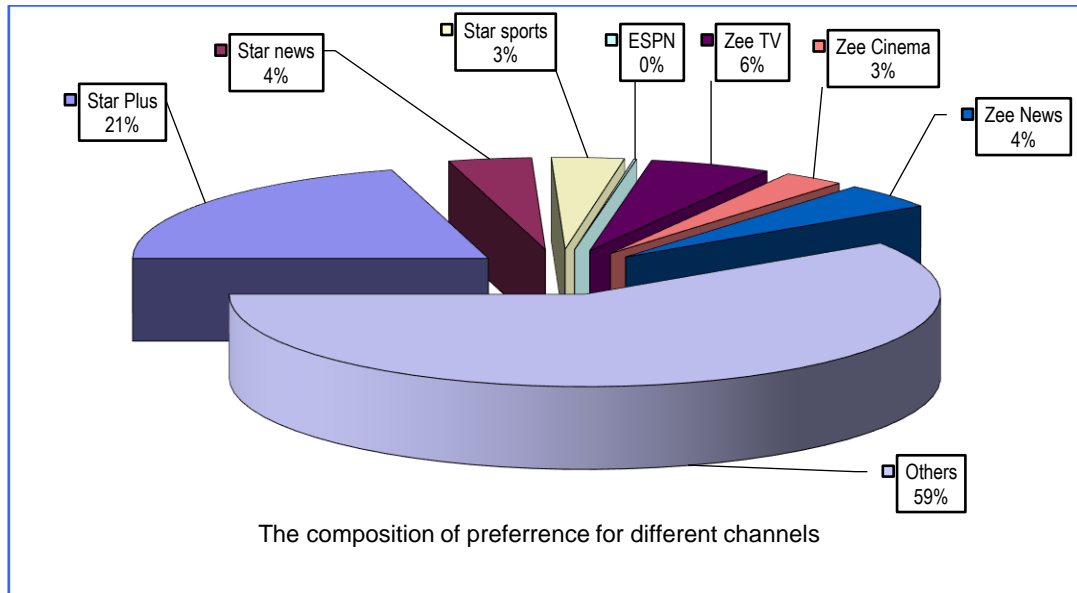
Age Class Difference	Sample Size	Access to number of Channels		
		≤ 10	≥ 11 to ≤20	≥ 21
15 – 25 Years	100	33	12	55
26 – 35 Years	100	21	13	66
36 - & above	100	26	19	55
Total		80	44	176



There are many modes of advertising and the corporate world are using many methods to advertise their products. In the present age, the TV has emerged as the strongest medium of advertising world over, India is not an exception. The above table, presents the information regarding how many channels are accessed by the people. With the introduction of Cable system, the choice of the people has gone up. It has become wider. It is clear from the information given in the table that 26.66% of the respondents covered under this survey answered that they have access to less than 10 channels, 14.68% respondents replied that they have access to 11 to 20 channels. The majority of the respondents i.e. 58.68% replied that they have access to more than 21 channels. On the basis of this information, we can infer that majority of the people are having access to more than 21 channels. From the above table, it is also inferred that in all the three age class

differences, the majority of the people covered under the survey have maximum access is to more than 21 channels.

**Table A.2: What is the sequence of your preferred channels?**



With the launch of cable TV, various TV channels have come up on the TV media floor with different tastes of programmes. Every channel has its own unique programmes to attract people. From the present table, it is quite evident that people have access to various channels which are in the fray of TV media. In this question, we have covered the most prominent channels. In the column of ‘Others’ channels, the respondents were asked to answer the channels which were not covered in the above table. From the above information, it can be inferred that the majority of the respondents have answered in the column of ‘Others’ channels. However, in the specified channels, the Star Plus has been observed as the most favourite channel followed by Zee TV, Star news and Star sports etc. From the above table, it can also be inferred that all the three age class differences have more preference to Star Plus.

**Table A.3: Could you please describe the reason for preferred channels?**

Age	Income	Qualitative presentation of synchronous society and entertainment	Qualitative presentation of latest information	Qualitative presentation Of economic aspects	Associating more Concern for Linguistic Channels/ no Response
15-25 Years	≤ 5,000	54	20		11
	≤ 10000	09	02		02



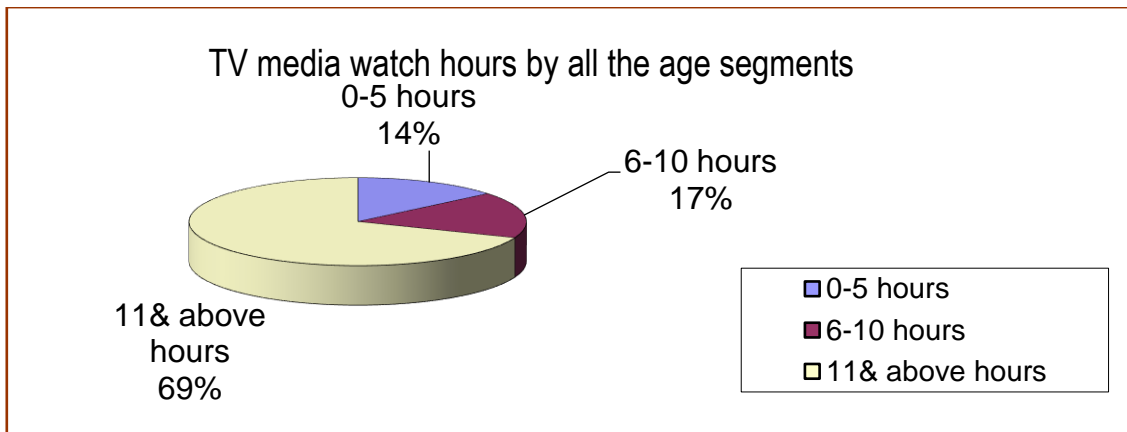
	≤ 20,000 & above	02			
26-35 Years	≤ 5,000	17	05		
	≤ 10,000	31	19	04	07
	≤ 20,000 & above	12	05		
36- & above	≤ 5,000	05			03
	≤ 10,000	11	15		04
	≥ 20,000 & above	25	27		10
Total		166	93	04	37

Underlying reason for the preferred TV channel	Percentage
(i) Qualitative presentation of synchronous society and entertainment	55.33%
(ii) Qualitative presentation of latest information	31.04%
(iii) Qualitative presentation of economic aspects	01.3%
(iv) Associating more concern for linguistic channels/No response	12.33%

The TV media has offered a variety of channels to its users. The people have their own preference for a particular channel. From the above table, it is evident that the majority of people (55.33%) covered in the survey have ascertained the underlying reason that it presents the qualitative synchronous society and entertainment followed by the qualitative presentation (31.04%) of latest information, associating more concern for linguistic (12.33%) and qualitative presentation of economic (01.3%) factors respectively. From the above it is evident that 54% people from the age group of 15-25 years of age have ascertained the underlying reason as the qualitative presentation of synchronous society and entertainment for the preferred channel followed by 20% to the qualitative presentation of latest information. In the age groups from 25-35 and 36 & above, the majority of the people under the survey have opted more or a less equally to the reasons of qualitative presentation of synchronous society and entertainment and latest information.

**Table A.4.: How many hours you watch TV in a week?**

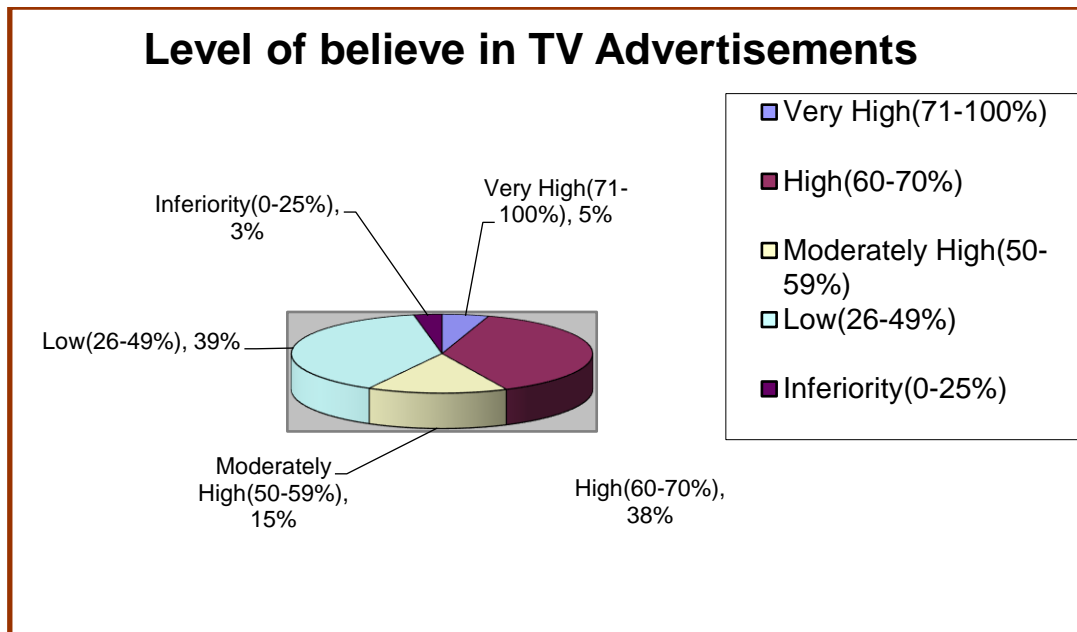
Age	Sample Size	≤ 05 Hours	≤ 10 Hours	≥ 20 Hours & above
15 – 25 Years	100	14	17	69
26 – 35 Years	100	13	18	69
36 - & above	100	17	20	63
Total	300	44	55	201



Since 1980s, the induction of TV has brought phenomenal growth in the field of entertainment. In the initial stage of its establishment, mega serials were beamed, to the effect, the TV industry got the real boom. In 1990s, it was noticed that the people used to leave their work places to watch serials like Ramayana and Mahabharat. Then, the period came of mega serials which were composed in the form of pictures which have also attracted the people at a large scale. There are other various contributory factors like the growth of disposable income and development in the field of technology that people have considerable access to the TV media. From the above table it is inferred that the majority of the people (69%) have dispensable time from 11 and above hours in a week to watch their TVs. 17% people have dispensable time from 6-10 hours to watch their TVs and 14% people have dispensable time from 0-5 hours to watch their TVs. What so ever be the underlying factor for the higher watch hours but from the above table information, it can be inferred that the people at large have considerable TV watch hours in a week. From the above table it is also quite evident that the majority of the people from all the three age classes have access to more than 21 channels.

**Table A.5.: During the course of exposure with your TV, how much trustworthiness you attach to the TV advertisements?**

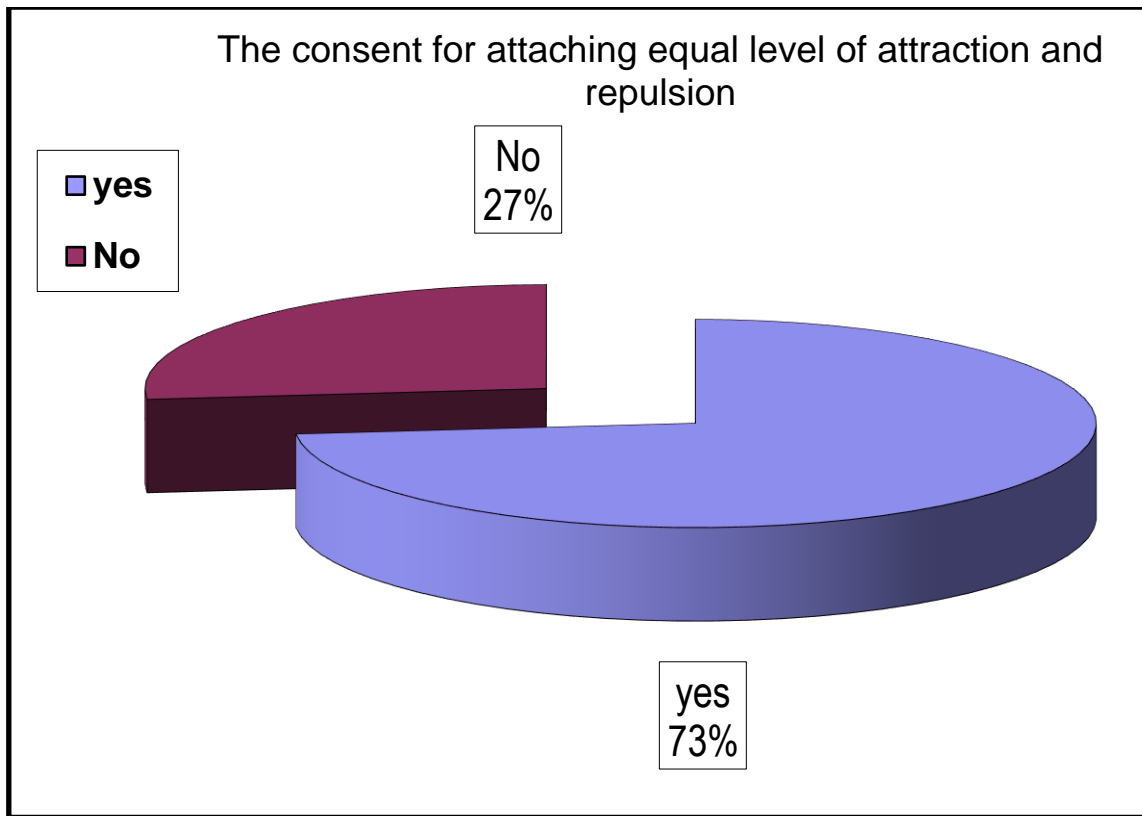
Age	Sample Size	Very High	Moderately High	High	Low	Inferiority
15 – 25 Years	100	03	13	39	40	05
26 – 35 Years	100	07	14	39	38	02
36 - & above	100	05	18	37	38	02
Total	300	15	45	115	116	09



A number of researches have been carried out to draw conclusions that how much public at large believe in TV advertising. At Indian context a very less research work has been carried out, however, in the context of other countries, research results have brought forward that many countries believe that advertising has brought a phenomenal growth in scaling the economies and trade. But at Indian context, a number of controversies have arisen from time to time, ranging from the overwhelming claims to unethical presentation of women and children. But from the above table, it is evident that the Indian people have started attaching considerable favour and believe in TV advertising. 58% of the people covered under the survey have shown firm believe in the validity of advertisements beamed through the TV media. Only 42% of the people covered under the survey have opined negative remarks towards the advertising. From the above information, it can be inferred that the majority of the people have strong believe and trust in the advertisements shown through the media of TV.

**Table A.6.: Do you attach equal level of attraction and repulsion towards advertisements?**

Age	Sample Size	Yes	No
15 – 25 Years	100	79	21
26 – 35 Years	100	74	26
36 - & above	100	67	33
Total	300	220	80



From the table A.6, it is inferred that majority of people have firm believe in TV advertisements. In order to comprehend in-depth peoples’ view onto the believe in advertisements, the question of attaching equal level of attraction and repulsion towards advertisements was asked. Hereto, the majority of people have also shown positive response towards the advertising by attaching equal level of attraction and repulsion towards advertising. As a whole the TV advertising have been accepted by the large segment of the people by associating 58% believe. Therefore, from the above table it can be inferred that the people at large in Indian context have started attaching considerable believe in the advertisements beamed through the various media.

**Table A.7: If no at table No.4.6, why?**

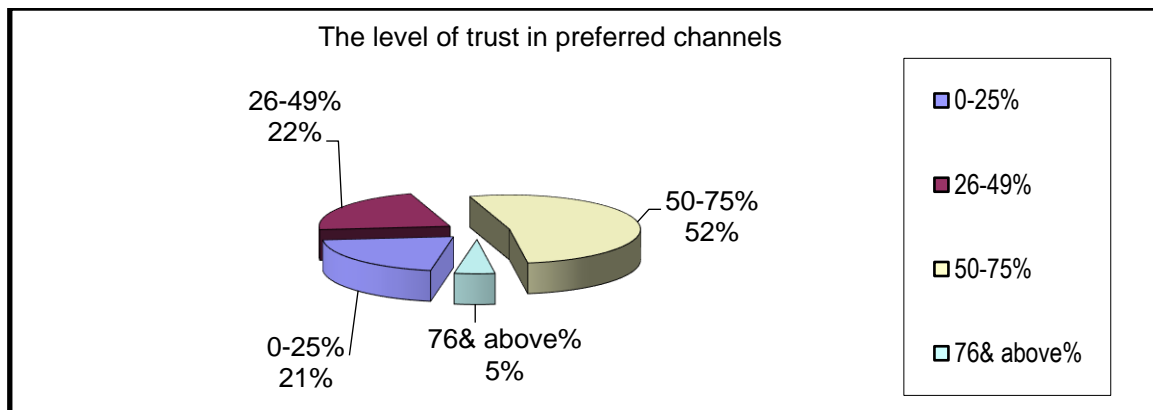
Age	Sample Size	Its not more Informative	Advertising is misleading in nature & scope	Advertising deserves harsh criticism and faint praise.	No response
15 – 25 years	100	06	02	08	84
26 – 35 years	100	04	08	10	78
36 - & above	100	02	07	20	71

Total	300	12	17	38	233
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In the table 4.6, people have considerably favoured that advertisement deserves equal level of attraction and repulsion. To verify their views, this question was asked to ascertain the underlying cause. To the effect, parameter like that advertising is not more informative, it is misleading, deserves harsh criticism and ‘no response’ were specified. Misfortunately, the majority of the respondents (78%) have preferred to fill the column of ‘no response’ with out submitting the specific reason for not attaching equal level of attraction and repulsion towards advertising in Table no. 4.6.

**Table A.8: What is the level of trust in TV preferred advertisements?**

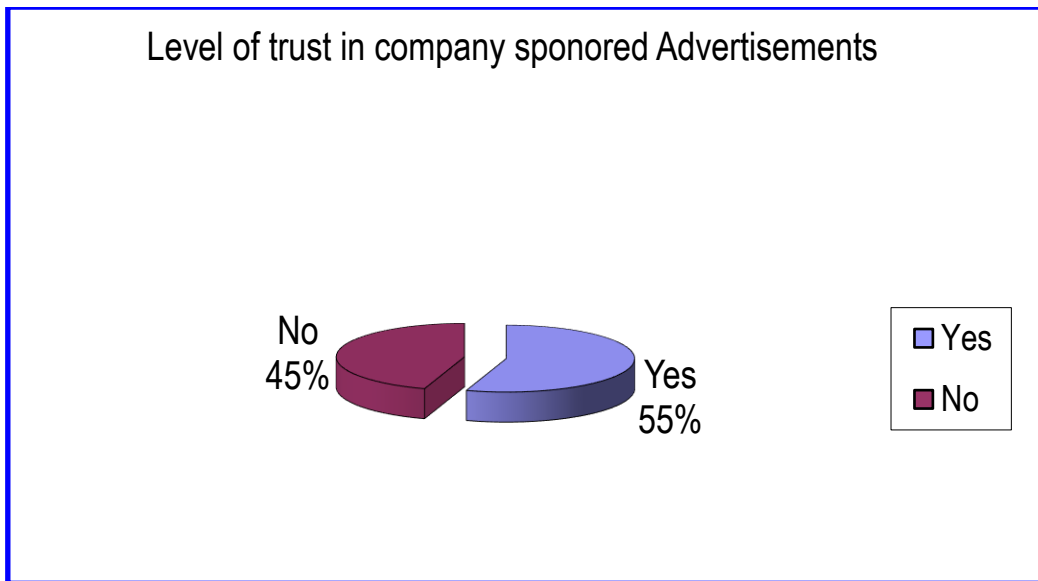
Age	Sample Size	0 – 25 %	26 – 49 %	50 – 75%	76 - & above
15 – 25 Years	100	10	23	62	05
26 – 35 Years	100	21	27	46	07
36 – & above	100	31	15	50	03
Total	300	62	65	158	15



The programmes of the TV are shown by the medium of various channels. People do have their own preferences for a particular channel. On every channel, the mix of advertisements is different. The people were asked their level of believe in advertisements in the channels of their choice. 57% people covered under the survey stated that they have firm believe in the advertisements shown on the channels of their choice. Only 43% people of the survey have shown least believe in the advertisements shown in the channels of their preference.

**Table A.9: Sometimes a firm/advertiser advertises their product/service through special TV program e.g. TSN, Asian Sky Shop, internet and e-mail etc. Do you think these advertising programs have more impact than the normal advertising beamed on TV?**

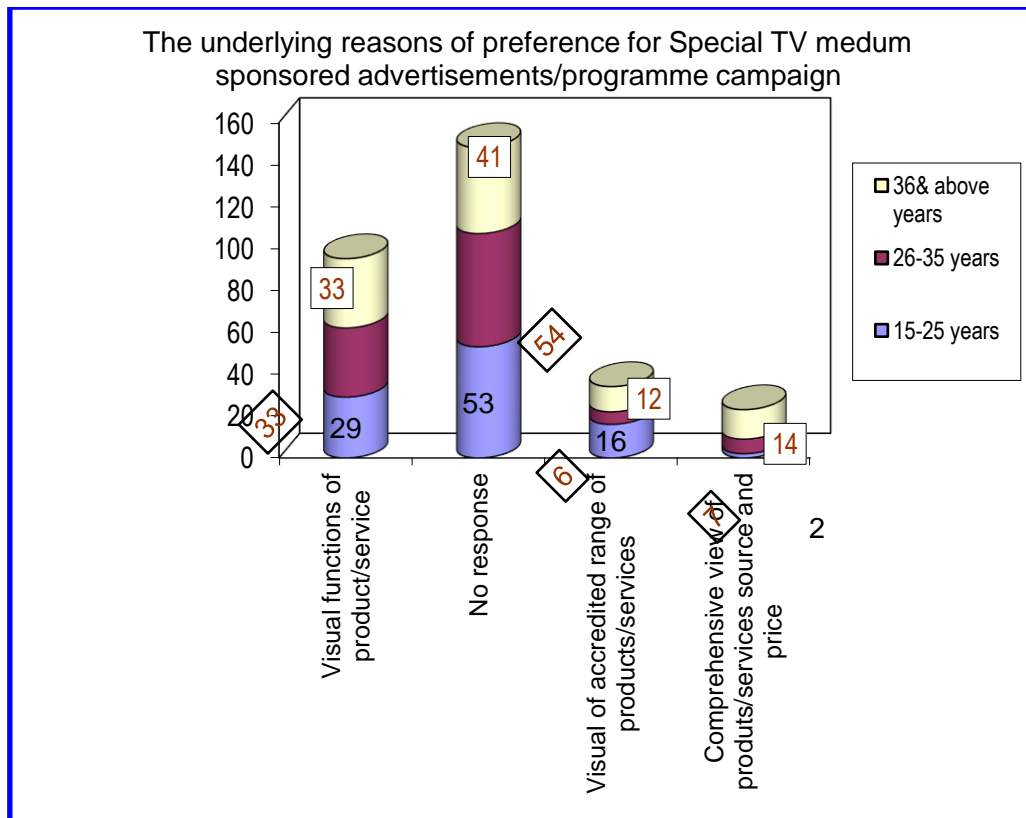
Age	Sample Size	Yes	No
15 – 25 Years	100	60	40
26 – 35 Years	100	47	53
36 - & above Years	100	57	43
Total	300	164	136



There are two ways to advertise product/services through TV media. First is that the advertisements are beamed on regular basis on a number of channels and the second one is that the product/services advertisements are shown through the medium of special TV programmes like TSN, Asian Sky Shop and internet etc. Incase of normal type of advertisements, the frequency of advertisements vary in all the channels but incase of advertisement on the special TV programmes, the functional aspects and demonstrations are shown in a given time. The people covered under the survey were asked to whether they attach more believe in this type of advertisements. 55% of the people covered under the survey opined firm believe in this type of advertising outpacing 45% people who did not agree. Therefore, from the above information, it can be inferred that the majority of the people covered under the survey have more believe in the advertisements shown through the special advertisement TV programmes.

Age	Sampl e size	Visual function of products / services	No Respons e	Visual of accredited range of products/service s	Comprehensive view of product/ services source and price
15 – 25 Years	100	29	53	16	02
26 – 35 Years	100	33	54	06	07
36 - & above	100	33	41	12	14
Total	300	95	148	34	23

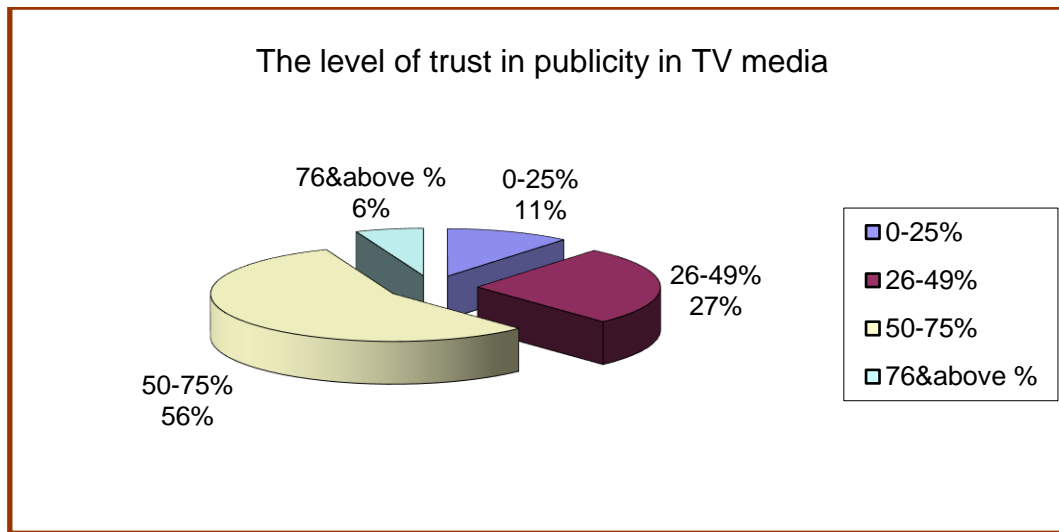
**Table A.10.: If Yes at 4.9, why?**



Nothing unlike to earlier same question where we have asked the under lying reasons for a particular answer. Here to the people covered under the survey have opted in the ‘no response’ column in place of specifying the under lying reasons. Here, from the above table it is quite evident almost half of the people opted for the ‘no response’. However, in the specific terms, 31% of the people covered in the survey have stated that they like the TV special advertisements because such advertisement programmes show the functional aspects of the products advertised followed by the show of accredited range of products and comprehensive view of the products/services source and prices.

**Table A.11: Sometimes TV media itself sponsor/present some products/services on channel which is coming under the aegis of publicity. What is your level of trust in this type of media sponsored/presented program?**

Age	Sample Size	0 – 25 %	26 – 49 %	50 – 75%	76 - & above
15 – 25 Years	100	11	27	56	06
26 – 35 Years	100	15	25	56	04
36 – & above	100	18	29	50	03
Total	300	44	81	162	13



Every corporate house in the business world uses some element of the promotional mix to get their product/service recognition and affiliation in the business world. At today's context, advertisement, publicity, Sales Promotion, Public Relations and other promotional tools are no exception to any country of the world. It is worth to say that any business without the promotional mix is like a frog in a well. Among all the promotional mixes, the publicity too has its own strong impact where our mass communication media is concerned. The publicity is the important tool to disseminate information on the product/services. However, the corporatists do not have control over the publicity as it is directly controlled by the media operators. Yet the corporators always try to maintain healthy relations with the media operators to maintain the corporate / product /service good will and image among the consumers. 62% of the people covered under the survey stated strong believe in the publicity outpacing 48% people who did not agree that publicity has more impact. From the above table it can be inferred that the majority of people have more believe in publicity.

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