

Effectiveness Of Advertisements In India : An Empirical Study

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INTRODUCTION

There have been many researches to develop the measurement of qualitative effects for advertising expression and contents. A number of studies have also found the factors of advertising effect such as favorable attitude, purchase intention and so on (Edell and Burke, 1987; Mehta, 1994). Modern marketing calls for more than developing a good product and making it accessible to target customers. Companies must also communicate with their present and potential customers. Every company is inevitably cast into the role of a communicator and a promoter. What is communicated, however, should not be left to chance. To communicate effectively, companies hire advertising agencies to develop effective advertisement, sales promotion specialists to design sales incentive programmes and public relations firms to develop the corporate image. The word 'Advertising' has its origin in a Latin word 'Adventure', which means 'to turn to'. Kotler defines advertising as "any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor."

It is an art, and not a science, effectiveness of which cannot be measured with a mathematical or empirical formula. Some researchers argue that advertising efforts go waste, but most of them are keenly interested in the evaluation of advertisement effectiveness. The basic purpose of advertising effectiveness is to avoid costly mistakes, to predict the relative strength of alternative advertising strategies, and to increase their efficiency. It is not easy to measure advertising effectiveness. Sometimes, the results of measurement are just better guesses. Still, it is much better this way than not to address this problem at all. There are dramatic differences in the effectiveness of various forms of advertising. The final success of the campaign depends upon the medium, the copy, the format of the advertisement and the audience to whom the advertisement has reached out. Therefore, it is necessary to measure the effectiveness in this context.

OBJECTIVES OF THE STUDY

The primary objective of this study is to measure the effectiveness of advertising in its current format in the Indian scenario. Various objectives can be summarized as under:

- ✦ To study the major components of an advertisement that proves to be more attractive for the advertisement;
- ✦ To study which media is more effective for purchase of different products;
- ✦ To measure advertisement effectiveness by measuring awareness, knowledge, liking, preference, conviction and purchase decisions taken by consumers;
- ✦ To study the extent upto which advertisements carry relevant and believable messages;
- ✦ To find out the motives behind purchase and factors affecting purchase and post-purchase decisions.

LITERATURE REVIEW

El-Omari (1998) stated that many organizations relate their success with creative advertising campaigns. Tripathi and Mittal (2007) stated that innovation creates marketing opportunities and challenges. Tripathi and Siddiqui (2008) critically analyzed the results of binary logistic regression that mobile advertising in its current format does not have a significant impact on the purchase decision of a consumer, and there might be other significant factors like a firm's

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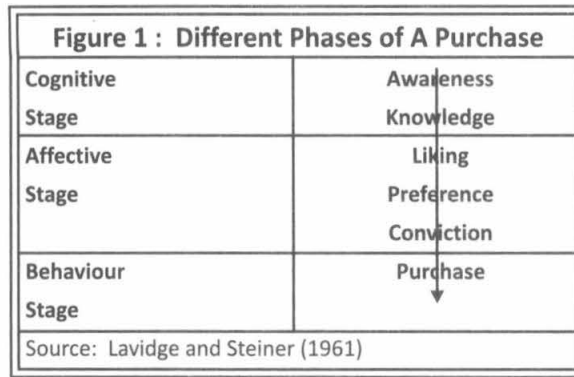
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marketing efforts, a consumers' socio-cultural environment, and an individual's psychological field that affects his purchase decision. Haque et al. (2005) aimed to identify attitudinal differences due to gender and race concerning internet advertising in Malaysia. The study found that the Malaysians have a positive perception towards internet advertising. Sachar and Anand (1995) described that television networks spend about 16 percent of their revenues on tune-ins, which are previews or advertisements for their own shows. They found that actual expenditures on tune-ins closely match the predicted optimal levels of spending. Nizam (2005) discussed the techniques of measuring advertising effectiveness for two banks in different environments, their marketing activities and methods of measuring effectiveness. It was concluded that both the banks were focusing on measurement of effectiveness of advertising. Montigny et al. (2007) presented the results of a study conducted for a major automotive company to assess the integrated marketing effectiveness of a cross-platform TV, magazine, and online campaign. Bishnoi and Bharti (2008) concluded that the buying behavior of rural consumers has acquired significant attention of the corporate biggies, as they have started consuming everything - from shampoo to motor cycles. It was found out that there is a close association between income level and expenditure pattern of consumers. The people are fully aware about the new brands in bathing soaps, toothpastes and detergents. The television has been the primary source of information besides the newspaper. They also concluded that the rural consumers are very much quality conscious and seriously consider the advertisement and retailer's advice, and are also a little cautious about the price. Kotwal et al. (2005) concluded 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 the adult consumers, but also the adolescents. Rana (1995) undertook a study on TV advertisements and expressed that among the media, the impact of television advertisement on social behavior, including purchasing behavior, was the greatest. Dhillon et al. (1997) investigated the factors affecting consumer behavior of durable goods and food items. Mahajan and Singh (1997) studied the impact of media on the 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. Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. Choi (2002) in his study aimed to investigate differences in the purchasing patterns of and the levels of satisfaction with cosmetic products, and the method of disposing dissatisfied cosmetics for female university students among China, Japan and Korea. Anand and Elberse (2005) in their study aimed to provide insights that advertising also plays an informative - and not simply a persuasive - role. In the 11th World Conference on Tobacco or Health (2000), it was shown that the tobacco advertising increases consumption and appeals to young people. Owolabi (2009) came out with a fact that mood-state knowledge is of particular relevance for understanding of consumer behaviour. The result revealed that subjects in the induced positive mood group have a more positive attitude and greater intention to try advertised products as compared with subjects in the induced negative mood groups.

THEORETICAL FRAMEWORK

Evaluating the effectiveness of advertising is the most difficult job that the advertisers face. Advertising, as an important part of promotional mix strategy, is highly criticized. While it has been extensively studied and largely improved through the years, much still remains to be achieved. Marketers must work hard not only to know which advertisements are doing better than others, but also how these are doing better. The decrease in profit margins and increase in competition, both locally and internationally, are important forces that are forcing managers to think repeatedly of all expenditures carefully. A model developed by Lavidge and Steiner (1961) illustrates the process by which advertising works and portrays consumers passing through a series of sequential phases starting from brand or advertising awareness (cognitive stage), to favorability or preference (affective stage), and finally to actual purchase (behavioral stage).

Lavidge and Steiner commercial persuasion model, which separates the entire process into three stages – cognitive, affective and behaviour. A cognition - attitude - intention variant has since been proposed by MacKenzie et al. (1986). In these schemas and others very similar to them, recipients of advertising information understand, memorize, and accept the message; this is the cognitive phase. In its full form, the Lavidge-Steiner model contains six hierarchical stages, expressed as steps in a sequence from information reception to eventual action: awareness - knowledge - liking - preference - conviction - action. The implicit assumption is that the action in question will be both positive and related to the advertiser's intentions – that is, the advertising will have influenced the audience's purchasing behaviour (Edell and Burke, 1987).



RESEARCH METHODOLOGY

The present study is descriptive and conclusive in nature, as it tries to measure the awareness, liking, preference, and attitude of the people of Jammu region towards advertising. Based on the studies and review of literature, the present study has been designed to abridge gaps in the existing literature. 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. Out of 220 respondents, 71.82 per cent were females, 78.64 per cent were falling in the age group of 18-30 years, and 77.73 per cent were found to be single. In case of qualification, 57.27 per cent were graduates and regarding the occupation, 68.18 per cent came under the students' category. 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.

FINDINGS AND DISCUSSION

❁ **Attractive Component Of Advertisements** : There are various components of advertisements, which attract the audience in different ways. The level of effect depends upon the individual's perception and how well that component is able to influence the viewer. Respondents were asked to rate the component on a 5-point likert scale, and results were obtained for the mean and mode of the different components.

Table 1 : Descriptive Statistics of Attractive Components of Advertisements						
	Brand Ambassador	Headlines/Message	Product	Brand Logo/Image	Theme/Concept	Emotional Feelings
Mean	4.40	3.95	4.50	3.76	2.46	1.90
Mode	5.00	4.00	5.00	4.00	3.00	2.00
*Source: Primary Survey						

It can be inferred from the Table 1 that brand ambassador/celebrities and products with mean (4.40 and 4.50 respectively) were found to be the most attractive components for advertisements. The mean and mode values for these two components are higher, and this is because people prefer to use those products that are used by the celebrities and look costly as well as attractive. After using such products, the consumers try to relate themselves with the celebrities portrayed in the advertisements. On the contrary, a decrease in the attractiveness was found as people were giving less preference to other components while making the decision regarding the attractiveness of the product.

❁ **Preferred Media** : Media selection involves finding the most cost-effective media to deliver the desired number of exposures to the target audience. The suitability of different media for different products has been enquired, and respondents have given their preference of the media as 1 to Preferred and 0 to Not-preferred for the mentioned products. The mean and mode were calculated to know the behaviour of the respondents towards different products advertised through different media.

Table 2 confirms that respondents chose TV as the most preferred medium for advertisements as the mean and mode values for this medium are high in each class of products, except in case of educational institutions. Rana (1995) and Kotwal et al. (2005) also found similar responses. In case of educational institutions, newspapers received preference

Table 2 : Descriptive Statistics of Preferred Media

	T. V.	Newspapers	Magazines	Radio	Internet	Hoardings/Billboards	Friends	Mobile
Automobiles	.9909	.2000	.2318	.0500	.0955	.2909	.1364	.0091
	(1)	(0)	(0)	(0)	(0)	(0)	(0)	(0)
	[99.1]	[20]	[23.2]	[5]	[9.5]	[29.1]	[13.6]	[0.9]
Consumer Goods	.9773	.6455	.1727	.1636	.0909	.4136	.2500	.064
	(1)	(1)	(0)	(0)	(0)	(0)	(0)	(0)
	[97.7]	[64.5]	[17.3]	[16.4]	[9.1]	[41.4]	[25]	[6.4]
Fashion Goods	.6864	.5591	.4955	.0727	.4455	.3545	.1773	.1182
	(1)	(1)	(0)	(0)	(0)	(0)	(0)	(0)
	[68.6]	[55.9]	[49.5]	[7.3]	[44.5]	[35.5]	[17.7]	[11.8]
Home Accessories	.8455	.6682	.3045	.0682	.0818	.2227	.2364	.0909
	(1)	(1)	(0)	(0)	(0)	(0)	(0)	(0)
	[84.5]	[66.8]	[30.5]	[6.8]	[8.2]	[22.3]	[23.6]	[9.1]
Sports	.7136	.1409	.6909	.0409	.2091	.1409	.0455	.0500
	(1)	(0)	(1)	(0)	(0)	(0)	(0)	(0)
	[71.4]	[14.1]	[69.1]	[4.1]	[20.9]	[14.1]	[4.5]	[5.0]
Clothing	.9364	.5182	.4727	.0591	.2545	.4636	.2545	.0955
	(1)	(1)	(0)	(0)	(0)	(0)	(0)	(0)
	[93.6]	[51.8]	[47.3]	[5.9]	[25.5]	[46.4]	[25.5]	[9.5]
Banks and Insurance	.9227	.6864	.0500	.0773	.2136	.5182	.5455	.2682
	(1)	(1)	(0)	(0)	(0)	(1)	(1)	(0)
	[92.3]	[68.6]	[5.0]	[7.7]	[21.4]	[51.8]	[54.5]	[26.8]
Electronic Items	.9136	.7136	.0955	.0909	.1682	.2091	.1636	.1818
	(1)	(1)	(0)	(0)	(0)	(0)	(0)	(0)
	[91.4]	[71.4]	[9.5]	[9.1]	[16.8]	[20.9]	[16.4]	[18.2]
Educational Institutions	.4045	.9091	.0545	.1864	.7227	.3409	.3455	.0909
	(1)	(1)	(0)	(0)	(0)	(0)	(0)	(0)
	[40.5]	[90.9]	[5.5]	[18.6]	[72.3]	[34.1]	[34.5]	[9.1]
* Mode is represented in ().								
* Percentage of people preferring that medium is represented in [].								

over other mediums. It can be analyzed from the Table 2 that newspapers also play a vital role as the medium of advertisement in case of consumer goods, fashion goods, home accessories, banking and insurance, clothing, and electronic items, as the mean values show that most of the respondents marked their responses as 1 (preferred), this is because people need written information before they make their mind to invest in a product (Montigny et al., 2007), and also corroborate the same. Magazines, hoardings/ billboards as a medium showed a good mean value in case of sports, as people mostly prefer the sports magazine to carry extensive information about the sports and the players; friends showed good values in case of banking and insurance items, reflecting that they also play an essential role as the medium of attention and knowledge favored by the consumers for advertisements.

✿ **Statement of Agreement :** In order to garner information regarding respondents' views about the advertisements - whether the respondents agreed with the advertising message, or found it to be misleading, the respondents were asked to rate the statements on the 5-point Likert scale. For negative statements, the coding has been done in the reverse manner. From the Table 3, it can be concluded that the respondents mostly responded in favour of the advertisements as consumers prefer to spend their money after seeing the advertisements. Most of the respondents disagreed with the negative statements like advertisements are a wastage of time, money and are misleading. This is because people in the

Statements	Mean	Mode
a. Advertisements are a wastage of money and are misleading*.	1.48	1
b. Advertisements are always exaggerations.	2.87	2
c. It is satisfactory to invest in a product after watching an advertisement.	1.89	2
d. Advertisements are a wastage of time.*	2.33	2
e. Advertisements are less informative.	2.21	2
f. It is advisable to make calls on the phone numbers mentioned at the end of the advertisement.	2.07	2
g. Advertisements with the sales offers/special promotions are more attractive and influential.	1.7	2
h. We buy a new product after watching advertisements on media.	1.52	1
Source: Primary Survey and *represents the negative statements.		

current scenario rely upon advertisements. Thus, it means that advertisements are a motivating factor for consumers while purchasing products. For example, Bishnoi and Bharti (2008) also found out in their study that people are fully aware about new brands and are influenced by advertisements while making purchase decisions.

✿ **Rank Values:** The respondents were asked to rank each statement according to how well they think each one fits with them. They had to rank each statement from 1 to 4 according to its importance for them.

Statements	Thinking	Watching and listening to some source*	Feeling	Doing
1. When I learn ,I learn by				
Mean	2.14	1.25	3.62	2.95
Mode	2	1	4	3
2. When I see an advertisement	I get involved	I like to observe*	I like to be active	I evaluate things
Mean	2.19	1	3.72	3.07
Mode	2	1	4	3
3. When I am watching an advertisement	I am a responsible person	I am reserved person	I am rational person*	I am an accepting person
Mean	2.76	3.65	1.41	2.18
Mode	3	4	1	2
4. I believe an advertisement when	I get personally involved and I like it	I believe the ideas it tells theoretically	I will try things for myself*	I like to see things from my experience
Mean	3.27	2.97	1.78	1.97
Mode	4	3	1	2
*Source: Primary Survey				

It can be inferred from the Table 4 that respondents gave their preferences '*to watching and listening to some source**', '*like to observe**', '*rational person**' and '*try things for myself**' in different statements, showing that the consumer purchases the products only after watching and listening to the advertisements carefully, starts thinking or reacts when he or she observes something from some source, see the pros and cons of the advertisement and acts as a rational person before taking a decision. It is only the consumer who believes in the product shown in the advertisement when he or she tries the product himself or herself. Research studies have shown that reception of information in a message influences feelings and beliefs (Burke and Edell, 1989; Garbarino and Edell, 1997) and leads to information evaluation, which in turn influences purchasing intention (Baker and Lutz, 2000). Thus, the reception of information is an important antecedent of cognition, memory, beliefs, feelings, evaluation and action.

❖ **Remember The Product And Its Characteristics:** Here, the respondents were asked to tick one of the options after viewing the advertisement to check whether they remembered the advertisement or not, and then, they had to describe its characteristics. The dichotomous scale had been used to measure the responses. The advertisement shown in the questionnaire was of AMUL and different variants of AMUL had been shown on an iPhone so as to relate it in the way that as the iPhone is endowed with various features, similarly, AMUL is providing the customers with a wide variety of products.

Table 5: Descriptive Statistics Of Remembrance Of Advertisements

	I remember the advertisement.	I remember the company, but not the product or the advertisement.	I remember the company, and the product, but not the advertisement.	Do not remember at all.
Mean	0.0545	0.3727	0.5182	0.0591
Respondents saying No	208(94.5)	138 (62.7)	106 (48.2)	207 (94.1)
Respondents saying Yes	12 (5.5)	82 (37.3)	114 (51.8)	13 (5.9)

Source: Primary Survey
*Percentage is shown in parenthesis.

It can be inferred from the Table 5 that most of the respondents remember the company and the product, but not the advertisement. 51.8 percent of the total respondents remembered the company, and this is about a renowned brand AMUL. People were aware of the brand and the product, but they were least bothered to remember the advertisement because AMUL as a brand has deeply penetrated the Indian market. People know this brand, even if they have not seen its advertisement on TV or any other media. When confronted with non- celebrity endorsers, consumers were significantly more focused on the brand and its features, whereas with celebrity endorsers, the subjects were significantly more concentrated on the celebrity in the advertisement. A considerable portion of the respondents also remembered the company, but not the product or the advertisement, as indicated by a percentage of 37.3 per cent of the respondents.

❖ **Describe The Advertisement :** Here, the respondents were asked about the advertisement features and describe its characteristics. They had to give their responses on a dichotomous scale, and describe the factors that are essential while the advertisements are displayed.

Table 6: Descriptive Statistics of Advertisements

	Information	Attention Grabbing	Humorous	Creative	Satisfying	Unique
Mean	0.2545	0.2318	0.1409	0.5045	0.3455	0.45
Respondents saying No	164 (74.5)	169 (76.8)	189 (85.9)	109 (49.5)	144 (65.5)	121 (55.5)
Respondents saying Yes	56 (25.5)	51 (23.2)	31 (14.1)	111 (50.5)	76 (34.5)	99 (45)

*Source: Primary Survey
*Percentage is shown in parenthesis.

The Table 6 depicts that the advertisements should be creative and unique, as 109 out of the 220 respondents marked their response as 0 (not preferred), and 111 respondents marked their response as 1 (preferred) in relation to the creativity of the advertisements, and 121 out of 220 respondents marked their response as 0, and 99 market their response as 1 in relation to the uniqueness of the advertisement. Other characteristics like attention-getting, humorous, satisfying and informative were chosen by less numbers of respondents. So, a majority of the respondents considered such advertisements to be more creative, as it is a unique concept to relate the AMUL variants with the features of the iPhone. Hence, people found the concept used in the present study to be new and interesting, but not that much informative, humorous or attention grabbing.

❖ **Agreement To Statements :** Here, the respondents were asked to respond on a 5-point likert scale that how much

Statements	Mean	Mode
a. The advertisement messages are understandable.	1.8773	2
b. The advertisements are believable.	2.1273	2
c. The advertisement messages are relevant to me.	1.8273	2
d. The benefits described in the advertisement are believable by me.	2.0955	2
e. After viewing the advertisement, I would consider purchasing the product.	1.8277	2
f. Relate advertisement to real life.	2.1864	2
*Source: Primary Survey		

they agree or disagree with the features of the advertisements that are displayed by different media. From the Table 7, it can be concluded that advertisement messages should be understandable, believable, relevant, beneficial, motivates the consumers to purchase the product. As mean of these statements is showing that most of the people are falling between strongly agree and agree, thus predicting that most of the respondents were agreeing to the statements presented in the Table 7. Thus, most of the people were agreeing to the above statements because consumers purchase the products after viewing the advertisements carefully, and take under consideration the advertisements while purchasing the products. Reception of the information is the first step in the chain of events to be investigated. Successive exposures to messages and repeat analysis of the message content is expected to result in storage in the memory (Craik and Lockhart, 1972) and recipients' ability to recall the information.

☼ **Description Of The Situation After Seeing An Advertisement:** Here, the respondents were asked to rate the statements on a 5-point likert scale, which is different for each statement. The mean and mode has been calculated for each of the statements.

	Understanding an advertisement.	Efforts to associate the advertised image with the advertised products.	Pay more attention to the images in the advertisement.	Pay more attention to headlines and text in the ad.
Mean	2.6636	2.6091	3.0318	2.8727
Mode	2	2	2	2
*Source: Primary Survey				

When I buy	I am open to new experiences.	Always try new things.	Analyze reasons and break them into parts.	Look at all sides of an issue.
Mean	3.2545	3.0273	2.1136	1.6045
Mode	4	3	2	1
When I am taking buying decisions	Observing person - like to walk around.	Active person - will just buy what he/she wants.	Logical person - will decide rationally.	Will take into account the advertisement.
Mean	3.0136	3.05	1.5364	2.3909
Mode	4	3	1	2
I believe it to be a good product	A chance to use it.	Rational and its functions.	Friends' and family's recommendation	Advertised heavily.
Mean	1.7136	3.6409	2.8	1.8409
Mode	1	4	3	2
*Source: Primary Survey				

The Table 8 concludes that respondents understand the advertisement by more or less intuition, because they are already familiar with most of the advertisements. While talking about the efforts to associate the advertised image with the advertised products, they have gone for little efforts in this statement. In case of pay more attention to the frames in an advertisement, the respondents responded in a neutral manner in this statement. At last, when the respondents' were questioned about the headlines and texts in the advertisement, most of the respondents responded in the negative for this statement. This is because people pay attention to all the things in an advertisement - not only the headlines or the text, but also the other components like brand ambassador, product, and the advertisement message. Mahajan and Singh, Burker and Churchill (1977) also gave a similar response in their study.

✿ **Purchase And Post Purchase Decisions** : Here, the respondents were asked to rank the endings for each statement according to how well they think each one fits with them. They had to rank them from 1 to 4 according to its importance for them. 1 being the most important, and 4 being the least important. Table 9 concluded that in the first statement, the respondents had given preference to look at all sides of the issue, and this is because consumers always make a decision for purchase when they are aware about all the features of the product and that includes its price, durability, brand name, attractiveness, usage, etc. Bettman and Sujan's (1987) and Synder and Rothbart (1971) also support these results. In case of the second statement, the respondents preferred reasonable person as an important feature. The consumer who is having a good knowledge about the product always makes the correct purchase decision for the product, as he always decides rationally. Edell & Burke (1987) also came out with similar responses. Lastly, respondents preferred a chance to use the advertised product as the most dominating feature (Bettman and Sujan's, 1987).

CONCLUSION

The present study aims at studying the effectiveness of advertising in terms of impact of general advertising, whether it may be through any media on the Awareness, Knowledge, Liking, Preference, Trial, Purchase decision and Post purchase decision of the consumer and analyzing variation in consumer responses. Primarily, it is vital to know the relevance of measuring the advertising effectiveness. We need to realize that the main objective of advertising is the selling of a product or a service and, therefore, the advertisement in itself is a sales task. Thus, the advertisement must first and foremost attract the attention of its target audience, create the desire for the product and then move the audience to that product. It has been concluded that in most of the research studies, customers were having positive perception towards advertising. The media, especially television and satellite channels, certainly affect the lifestyle of individuals. Consumers tend to buy the products advertised by media, irrespective of its cost. From the present study, it can be concluded that there is a significant impact of advertisements on these parameters. The customers find the brand ambassadors very attractive in advertisements because they relate themselves with them easily. 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. It can also be concluded that the advertisements are being given more attention because people are not just watching advertisements for fun; they get more involved, they evaluate the things, and they are more accepting of the same (rather than staying reserved). They believe the advertisement messages to be relevant and consider them while taking buying decisions. So, the marketers need to understand the needs and preferences of the customers before finalizing the marketing strategy.

RECOMMENDATIONS AND SUGGESTIONS

The above results revealed that impact of advertisement on the awareness, knowledge, liking, preference, conviction and finally, purchase decisions taken by the customers or consumers is very significant. People are considering advertisements to a great extent while making purchase decisions, as indicated by the results of the present study. However, as a marketer, the first need is to understand the customers' perception, the way they learn from an advertisement, the way they evaluate an advertisement, the way they believe an advertisement and then accordingly design the advertisement and marketing strategy. People suggest brand ambassadors, products, and messages to be more attractive in the advertisements. So, it becomes important to have a careful selection of these components while designing an advertisement. TV is considered to be the most believable medium. The customers prefer to buy branded and standardized products, which are more advertised on television. People do not just watch advertisements, they get

involved, and they evaluate them and behave rationally. So, it is very important for the advertisers to clearly describe the rationality of the product or service in the advertisements. The advertisements which are more humorous or unique attract more viewers. To sum up, it can be concluded that creating good advertising campaigns and executing them successfully requires good planning and coordination. Implementing an advertising campaign successfully requires detailed schedules to ensure that the various phases are done on time.

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