

THEORETICAL FOUNDATION ON IMPACT OF ADVERTISEMENTS ON CUSTOMERS: WHAT IS RESEARCHED?

Juao Costa (PhD)

*Associate Professor - Rosary College of Commerce and Arts, Navelim, Salcete, Goa, India
403707*

Email: juao@rediffmail.com

Abstract

Advertising may be useful to the consumers considering that dissemination of information is necessary when a buyer has to make a choice from various products and services. The opposite view is based on the contention that consumers are duped by misleading advertising and hence advertising should be curtailed or at least strictly regulated. The paper seeks to review the existing research conducted in the area of the effect of television advertising on children. It also tries to find out the research gap that exist. Various research articles have been reviewed and classified in to the following headings for the purpose of reporting.: *Advertising and children; Advertising , women and sex; Advertising and attitude; Advertising and eating disorders; Advertising and vices; Advertising and Parents; Misleading advertisements; Advertising and other issues*

Key Words: Advertisements, attitude, vices, misleading

INTRODUCTION

The present economy is characterized by the excessive *specialization, mass production* and *competition*. This has increased the importance of advertising in the modern business world. Advertising is growing as an industry in the modern national and international market scenario. According to Arens (2006), *Advertising* is, '*the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products by identified sponsor through various Medias*'. Advertisements have two basic purposes: to *inform and persuade*. It informs the consumers about the product- when it is available, where it is available and at what price and there by persuades them to buy the product. It enables the consumers to compare and choose from the products and services available. This helps them to exercise the right of free choice among the various alternatives available in the market.

Advertising no doubt improves the economies of developed and developing countries. It stimulates demand for the product, increases production, and generates employment in the economy. However the role of advertising has often been a subject of much debate in the society. Advertising may be useful to the consumers considering that dissemination of information is necessary when a buyer has to make a choice from various products and services. The opposite view is based on the contention that consumers are duped by misleading advertising and hence advertising should be curtailed or at least strictly regulated. In an effort to persuade customers, an advertiser may not be completely truthful

or unbiased in the message. Viewers often see advertising as unnecessary, irritating, manipulative, and deceptive (Aaker and Bruzzone, 1985).

Advertising on social aspects has been criticized on grounds of various issues such as:

- 1) *It is deceptive.*
- 2) *It makes false and exaggerated claims*
- 3) *It manipulates buyers mind to the advantage of advertisers.*
- 4) *It promotes materialistic value system.*
- 5) *It advertises products which are harmful for consumption.*
- 6) *Even the special audience such as children, mothers, and students are easily carried away by misleading advertisements.*
- 7) *Certain advertisements are obscene and morally degrading.*
- 8) *It promotes stereotyping.*
- 9) *It influences the buying and spending pattern of the consumers.*

Will Roger once said, *“Let advertisers spend the same amount of money improving their products as they do advertising, and they wouldn’t have to advertise it”*. This statement is an example of the negative view that many people have of advertising and it appears to be prevalent in today’s business environment. The Polley and Mittal study (1993) indicated that, most respondents had a conflict between an appreciation of advertising value and an appreciation of advertising effects on culture. They called for change in the practice of advertising which they believed would result in a more positive perception of advertising.

The paper seeks to review the existing research conducted in the area of the effect of television advertising on children. It also tries to find out the research gap that exist .Various research articles have been reviewed and classified in to the following headings for the purpose of reporting.

- 1) *Advertising and children*
- 2) *Advertising , women and sex*
- 3) *Advertising and attitude*
- 4) *Advertising and eating disorders*
- 5) *Advertising and vices*
- 6) *Advertising and Parents*
- 7) *Misleading advertisements*
- 8) *Advertising and other issues*

ADVERTISING AND CHILDREN

Robertson and Rossiter (1974), sought to ascertain the extent to which children were capable of understanding the purpose of television commercials and the effect of such understanding on their attitude and purchase request. For the purpose, they interviewed the first, third, and the fifth grade boys from five catholic schools were interviewed using open ended questions.

The study revealed that children developed increasingly sophisticated recognition about TV commercials including attribution of persuasive intent with age. Older children whose parents had a higher than average educational level were more inclined to induce a purchase decision than younger children whose parents were less educated.

Rubin (1974), applied the principles of Piaget's "*Theory of Cognitive Development*" in which a child is believed to pass through defined stages of development. The study intended to explore the viewing of television advertising as it affected the "Consumer learning" process of the child. Seventy two – first, third, and the sixth grade children from the various elementary schools were selected. Children were shown two advertisements projecting two different versions of a new breakfast cereal.

The study revealed that children began to understand the nature of the commercial at a particular cognitive stage. Young children were at a disadvantage in viewing advertisements that were too complex for their stage of development. They neither assimilated information nor understood the purpose of advertisements as against children who were older, and in the later stage of cognitive development.

Bever, Smith, Bengan and Johnson (1975), conducted a study that examined trends in children's attitude towards TV advertising during the years 5 to 12. Their views were elicited on the questions of morality, fantasy, economics, and TV commercials.

The result of the study suggested that children between 5 to 12 years of age gradually learnt to inter-relate their understanding of fantasy, morality, and economics. It was also observed that children's sophistication with regards to their attitude towards TV advertisements increased with age. They concluded that ' the 10 year older children's anger towards misleading advertisements as well as 11 and 12 years old years old increased tolerance of social hypocrisy raised serious questions about the role of TV advertising in socialization of children.

Thomas S Robertson, John R Rossiter (1976), in their study tried to examine the effectiveness of children's commercials in a field setting. Changes in children's toys and games choice were measured during the Christmas toy and game advertising campaign of Nov-Dec 1972. A two wave survey was used in which children were asked to nominate their five most strongly preferred Christmas present choices at two time periods: Five weeks before Christmas and just one week before Christmas. A total of 289 children participated in the study: 92 first graders, 101 third graders and 96 fifth graders. It was found that, the effect of the campaign television advertising on children's toy and game choices was shown to be moderate though significant.

Gerald J Gorn, Mervin E Goldberg (1977), in their study was structured to assess the attitudinal and behavior effect of exposing children from lower income families to T.V commercials for a child related products.

A study on TV advertising and low income children suggested that even one exposure to a commercial produced favorable attitude towards the advertised products. However, while minimal exposure affected attitude, it took additional exposure to persuade these lower income children to expend more effort than the control group to try to get the toy.

Goldberg and Gorn (1978), conducted a study to find out the extent to which TV advertisements:

- 1) Lead the child viewer to select material objects over socially oriented alternatives.
- 2) Potentially increase parent – child conflict.
- 3) Lead to a more disappointed, unhappy child.

The result proved that children preferred to play with a new toy rather than with their friends. The commercial also appeared to increase the likelihood of children choosing the negatively described child who had the advertised toy instead of the 'nice' child. The projective techniques employed also supported the hypothesis concerning the children's disappointment and negative feeling towards parents when refused the advertised product

Joseph H Moller and Paul Busch (1979), conducted a study with the objective to ascertain the influence of host selling and premium TV commercials on children. For the purpose, an experimental analysis of host selling, premium and announcer television commercials directed towards children was conducted. Stage of cognitive development, sex and race of the children were also taken into consideration.

The researcher observed that, premium format commercials were more effective than host and announcer commercials in producing desired behavior. Girls manifested more favorable attitude towards the advertised product but there was no difference in the percentage of boys and girls who selected the advertised products. Though both, the white and the black children did not vary in their attitude or recall, a higher percentage of white children selected the advertised product.

David M Boush, Marian Friestad and Gregory M Rose (1994), conducted a study to learn about the development of adolescent's belief in advertising tactics during their cognitively dynamic time. 426 students from middle school were selected for the purpose of study.

The result indicated that, adolescents showed discernible pattern of belief about advertiser's tactics by Grade 6 and their level of knowledge developed in the direction of adult knowledge through the school years and across grades. Advertising skepticism appeared to be multidimensional with components of disbelief in advertiser's claims. Having higher levels of knowledge about advertiser's tactics was positively related to being more skeptical of advertising

Bijmolt, Wilma and Britta (1998), conducted a study on 153 Dutch children and their parents. The result based on non verbal measurements, suggested that most children were able to distinguish advertisements and TV programmes and they had some insight into the advertiser's intent. The results based on verbal measurements were not as conclusive. The percentage of children who showed understanding of TV advertisements was substantially lower. The age of the child turned out to have positive effect. The effects of the sex of the child and parent child interaction were rather small, both for verbal and non verbal measures of understanding of TV advertising. Thus a high level of parental control of TV viewing resulted in lower understanding of TV advertising.

John Sherry, Bradley Greenberg, Hiroshi Tokinoya (1999), in their study looked at how Japanese and U.S. youth compare their attitude towards advertising for parent mediation and stage of cognitive development.

Early adolescents (12 yrs. Old) and middle adolescents (16 yr. old) in Japan and the U.S. responded to a survey measuring media use, parental mediation, consumer socialization and attitude towards advertising. The Sample was taken in Tokyo, Japan (n=451) and Flint Michigan, U.S.A. (n=331). Through out the study, the main variables for understanding the

responses of young people to advertising include: parental mediation of media behavior and parental mediation of purchasing behavior, stage of cognitive development as indicated by age and amount of media exposure.

S. Shiv Kumar and P.Minaxi (2003), in a study conducted to analyze the purchase decision of children and parents to selected products. The primary data was collected from 525 parents and their children in the age group of 10 – 16 years. The data collected was analyzed using statistical tools like percentage, Chi square, and the 'Z' Test. The study was conducted on selected products which included Note books, Foot wear, bicycle; comics, Games, Clothes, Walkman, T.V – Channels to be viewed, and leisure time activities of children. It was found that out of nine products only in case of T.V. channels to be viewed and activities to be carried out by the children in their leisure time, the children appeared to be decision makers. However in case of other products, the decisions are taken by the parents or joint decisions taken by both the parents and their children.

Dr. Seema Joshi (2004), in her study, the main objectives was to know the most preferred media by children, to know who takes the purchase decision in a family and to know whether children buy those products on which some gifts are offered.

The following were the major findings:

- 1) T.V. is the best media for advertising followed by newspaper and magazine advertisements according to 67% of students.
- 2) In most of the families either father or mother takes major purchase related decisions.
- 3) Children usually favor those products on which a gift is offered. They like to have the gift in eatable forms.
- 4) Around 42 % of the sample buys the product immediately on which the gift is offered.

Dr. A.V. Shukla (2004) A sample of 200 students was drawn from 5th, 6th, 7th and 8th class with equal number of boys and girls. The study concluded that:

- a) Children like to watch the entertainment part of an advertisement.
- b) More than half of the children like to imitate the ads which they see.
- c) Most of the children aspire to appear in advertisements.
- d) Advertisements have a deep and lasting impact on the fertile minds of children.
- e) Most of the children were of the opinion that the advertisements are either deceptive or mostly deceptive.
- f) Purchase decision of children and parents are influenced by advertisements.
- g) Children are not able to relate themselves to the lifestyle shown in advertisements.

Karachand and James U. Macneal (2004), in their study, examined Chinese students perceived truthfulness of a liking Television advertising in three Chinese cities with different developmental levels of advertising. An in-person survey of 1,758 children (ages 6-14) was conducted between December 2001 and March 2002 using a structured questionnaire.

Results indicate that a majority of children perceive half of the television commercials to be true although these vary by grade and geography. Children in Beijing perceived Television

commercials to be more trust worthy than did children in Nanjing and Chengdu. The percentage of children who perceive all commercials to be true declines consistently with grades in all cities. There is high proportion of first graders who perceive all commercials to be untrue. Children in higher grades depend more on brand and user experience while children in lower grades rely mainly on authority (Parents/Teachers). A high proportion of first graders hold both a strong liking and disliking for commercials. These strong feelings towards advertising decreased with grade, being replaced by a marked increase in neutral or indifferent feelings. Gender and level of Television viewing do not show a consistent impact on perceived truthfulness and liking for commercials.

R.Vaidyanathan (2005), Professor at IIM Bangalore wrote at length on child labor and advertising. He also highlighted various loopholes in Indian legal setups as compared to the Western world only to prove that how much they are concerned about the advertising world. When a child is used as a model, how it affects the child model as well as his counterparts on the other side is discussed in detail in his article. It indicates that an undue pressure is on the young and premature model due to its juggling between tight shooting schedules and academics. At the same time the conflicts between child and parents on account of purchases or non purchases is the result of advertisement to some extent depicting children as models.

ADVERTISING, WOMEN AND VULGARITY

John B. Ford and Michael S. Latour (1993), the purpose of their study was to examine the general perceptions of women from different interest groups to find out just how heterogeneous Human organizations are.

The preliminary analysis incorporating a focus group of feminist scholars, the league of women voters is perceived to be more liberal and critical than the general population of females on issues surrounding women's lives; however national organization for women is perceived to have even more liberal and critical views.

Dr Mukesh Dhunna, Dr Ajay Rajan, Dr Satpal (1996), in a paper presented highlighted the cultural differences and similarities if any among the people settled in geographically demarked areas called states towards nudity in advertisements. People from different states viz. Punjab, Rajasthan, Haryana, and Delhi were included in the sample.

It was found that people irrespective of the ages, class or the geographical area to which they belonged, paid more time to glimpse through sexy and nude advertisements rather than plain and simple advertisements. More was the nudity more was the time devoted to scan through the advertisements. Though most people could not find the logic of having nude advertisements for shoes, yet, they agreed that it was interesting, eye catching, and even appealing. People appeared to have come out of the cultural shell where nudity was not favored. Recall for the advertisements with nude models with their cultural depiction was highest and ironically was most forceful idea behind the purchase of shoes next time. No rural or urban, tribal or age differences could burry the liking for the nude advertisements

B. S. Hundal, Sandeep Soni (2005), the main objectives of the study was:

- 1) To study the reasons of portrayal of sex in advertisements.
- 2) To study the impact of these advertisements on children and youth.

- 3) To examine the effect of these advertisements on purchasing power of consumers.

The study was conducted on 150 respondents from Amritsar. It was concluded that sex appeals definitely helps in remembering and recalling brand names, but it does not motivate most of the viewers to buy the product. The study revealed that the use of sex appeal hardly motivates them to buy the product. At the same time it also proved that the respondents were not in favor of using sex appeal in the advertisements. Overall the use of women, vulgar language, and nudity was not favored by the consumers of different age groups.

G. Kavitha (2006), the main purpose of the study was to analyze various techniques and the effectiveness of these techniques on women in the personal care products. The researcher has taken the total sample size of 300 women between the age group of 25-45 years. The study revealed the following findings:

- 1) The advertisements which had the highest recall were considered to be the best brand.
- 2) The technique of fear appeal works more effective than any other technique in case of soaps.
- 3) In case of shampoo, an emotional appeal played a greater role than celebrity endorsement.
- 4) In cosmetics segment, the feel good factor played an important role in the advertisements.
- 5) It was found that the ads which had the highest recall were not necessarily the ads that were best liked.
- 6) It was also revealed that in the soap category both the models and the concept of the ads were important.

Dr. Harbhajan Bansai and Mr. Ajay Dhaka (2006). The paper was centered on advertising and women as consumers. It highlighted the impact of various products specially the toiletries on the women. Advertisements today create a false image in the minds of ladies about certain products. The models in these advertisements create a warped sense of beauty, which in turn affects a women's self perception. Girls and women who struggle to attain this image end up with eating disorders and cause of various disorders and appearance related factors. Depression and eating disorders are probably the most common diseases that stem from a lack of confidence. The quest to appear beautiful; in comparison to the models appearing in advertisements can easily drive someone into despair, which can lead to depression and sickness.

ADVERTISING AND EATING DISORDER

Consumer, the Hindu (1999), the author criticized all the advertisements which are directed at children which resulted in to consumption of unnecessary products resulted in to health related problems, imitation of several advertisements at the cost of their lives, etc. Further she gave examples of various advertised products which are harmful to health of children who consumed without questioning the claims made by advertisers because it comes from the peoples who they consider are their idols. She concluded that if the advertisers catch the children at a very young age to be as their consumers, why not catch them young to educate them about the ill effects of all the advertised products.

Bob Eagle, Tim Ambler (2002), in their paper addressed the impact of advertising on size of five European chocolate confectionery markets- Belgium, France, Germany, the Netherlands and the U.S. The data from the above mentioned countries was collected for the last 11 years from 1990 to 2000. The study was fully based on secondary data.

The study looked for co-relation primarily between advertising and the year to year changes in market size of five countries. It was found that there was no significant association between advertising and consumption of chocolates and therefore concluded that advertising cannot be driving change in size of market. There was a negative correlation between market, size and price. The result of the study was consistent across the five countries. However the authors have underlined the scope for further research.

Dr. K. Muruthamuthu, K. Krishnakumar and M. Vasan (2006), in their study highlighted the main objectives as:

- 1) To find out the media influence on consumption.
- 2) To find out the reasons for the purchasing various brands by consumers.
- 3) To find out the opinions of consumers about the advertisement.

A sample of 100 Britannia biscuits consumers were randomly selected. The data collected was then analyze with the help of Chi-square test . The major findings were:

- 1) T.V. advertisements are a major factor in purchasing decision as compared to other media.
- 2) The major influence in the purchasing decision of the respondent is children.
- 3) Around 42% of the respondents felt that the advertisements were good.

It was suggested that to attract children advertisements should focus on the wants, needs and pleasures of children.

ADVERTISING AND VICES

Richard W. Polly, S. Siddarth, Michael Siegel and others (1996), these authors tested the following hypothesis:

H1: Brand choices among teenagers are un related to cigarette advertising.

H2: Brand choices among teenagers are significantly less related to cigarettes advertising than those among adults

It was found that the cigarette brand shares of advertising voice are found to be significantly related to realize market shares, with advertising sensitivity being about three times large among teenagers than among adults. The result is robust to various analytical assumptions, and converges with strategic analysis, consumer behavior theory and research, econometric metanalysis, historic analysis, and corporate documents. The authors argue that cigarette competitions between firms is predominated by the battle of brands for market share among the young, and assertion to the contrary, without supporting evidences, should be treated with scholarly skepticism.

Panchali Das (2002), in these study conducted to analyze three case studies of products which have generated debate due to its questionable nature like infant milk food, tobacco, alcoholic beverage, soft drinks and fast food. It tried to study the background and the regulatory frame work within which it functions. The study also tried to understand the role and functions of the ASCI within parameters of self regulations

Rebecca L. Collins, Terry Schell, Phyllis L. Ellickson, Daniel McCaffrey (2003), the main aim of their article was to identify co-relates of beer advertising awareness among adolescent at an early age when most initiate use of alcohol .Around 1,530 eighth graders from 20 middle schools from South Dakota, U.S.A. were taken as samples. The findings provided that adolescent with greater exposure to advertisements at sporting and music events and on T.V. were more aware than those with less exposure ; as were teens who watch more T.V. , pay attention to beer advertisements and know adults who drink. Beer advertisements awareness was dramatically higher among boys and was associated with drinking only among boys.

Jon P.Nelson (2003), in his study conducted to examine the effect of tobacco advertising bans on youth smoking prevalence in developing countries. The empirical result indicated that advertising bans have no effect on youth smoking prevalence in developing countries. The result holds for complete bans as well as partial bans. Some of the results suggest that school classes and other education efforts would be effective as a means to alter or affect youth perceptions of the risk associated with smoking

Malanie Wakefield, Brian Flay, Mark Nichter and others (2003), the main purpose of their paper was to examine the effect of cigarette advertising and promotions, anti-smoking advertising, product placement in movies, on T.V. and in music media and news coverage about smoking on youth. The major findings were:

- a) Media both shaped and reflect social values about smoking.
- b) Media provides new information about smoking directly to audience.
- c) Media acts as a source of observational learning by providing models which teenagers may sit to emulate.
- d) Exposure to media message about smoking also provides direct re-enforcement for smoking or not smoking.
- e) The media promotes inter-personal discussion about smoking.
- f) The media can influence intervening behaviors that may make teenagers smoking less likely.
- g) Anti-smoking media message can also set the agenda for other change at the community, state or national level.

Phyllis L. Ellickson, Rebecca L.Collins, Kathryn and others (2005), in their study conducted to find out the relationship between exposure to different forms of alcohol advertising and subsequent drinking among U.S. adolescents and assess whether exposure to alcohol and drug prevention programme mitigates any such relationship. It was concluded that several forms of alcohol advertising predict adolescent drinking. Secondly which sources dominated depended on the child's prior experience with alcohol. It was suggested that alcohol prevention programmes and policies should help children counter Alcohol advertising from a multiple source and limit exposures to these sources.

Sonia Livingstone (2005), in their study argued that the long running and hotly contested debate over the effect of food promotions especially T.V. advertisements on children is mild in two misconception. First , a vision of the "ideal experiment " persistently leads research in the field to be judged as flawed and inadequate, at time according to unrealistic standard of evidence with the result that the two sides to the debate seem locked in an unproductive methodological argument. Second, that the theoretical debate is rather narrowly framed in

terms of singular media effects, there by polarizing discussion into pro-effect /Null-effect camps instead of recognizing the multiplicity of determinants of children's eating behavior in everyday context and locating the role of advertising within this.

It also suggested, however that academic and policy commentators are often in greater tacit argument than their much publicized conclusion would indicate, opening the way for a more complex and negotiated consensus over the role of Television advertising as one among several contributors to children's ill-health and obesity.

ADVERTISING AND PARENTS

Stephen C. Cosmas, Niki Yannopoulos (1981), in their study investigated some mother's views about T.V. advertising. The data provided by 1,797 married females out of which 1,111 married females having at least one child less than 12 years of age revealed that, the majority of mothers agreed that T.V advertising specifically directed to children should be taken off the Television. The collected data was analyzed with the help of chi - square and multiple regression analysis.

The study revealed that the majority of mothers would prefer advertising directed to children to be taken off T.V. The 36 % of those who disagreed tended to be younger, to have positive attitudes towards advertising in general, to trust information from advertising for their buying decisions, to prefer Television to magazines, and they are influenced more by their children in their purchasing behaviors. Further, the study disclose that the mothers of low income tended to be slightly but not significantly more in favor of keeping advertising directed at children. In addition it also disclosed that mothers who are more influenced by their children are more likely to be against removing T.V. advertising. This suggests that children's choices contribute to the decision making process of mothers.

Dr. S. C. Sahoo, S. Zishan Ali (1996), the objectives of their study was

- 1) To assess the attitude of mothers in favoring and against ads towards children on T.V
- 2) To ascertain the level of influence allowed by mothers favoring /not favoring the ban on T.V advertisements
- 3) To study the relationship between selected socio – demographic variables and the mother's attitude.
- 4) To assess the media preference of the mothers favoring and not favoring the ban on advertisements directed at children on TV.

It was found that, mothers were both - **in favor and against** group overwhelmingly supported the constitution of a censor board to regulate and pass ads directed at children. Roughly 56% of the responding mothers felt that there is no reason for advertising directed at children to be taken off T.V. The majority of the mothers in the favor group opined that the ads are insulting women, have insulted their intelligence and also spoiled the enjoyment of the programmes. It was further observed that mothers in the favor group felt that their children are not in a position to assess what is good or bad for them and hence like to curtail the influence level. The high income level mothers did not bother about the advertisements directed at children because they are able to meet their demands. The size of the house holds has no bearing on the stand taken by mother.

ADVERTISING AND ATTITUDE

James R Wills Jr, John K Ryans Jr (1982), in their study surveyed an international sample of consumerist, students, academicians and managers to determine differences in their attitudes towards advertising. The research concluded that, intense controversy over advertising regulations will continue because attitude of various publics about advertising are severely polarized. Advertising's role as a source of information for consumers is the focal point of diversity in attitudes that spells continued controversy, and these differences are greatest between managers and consumerist. At one end, managers who hold generally positive attitudes towards advertising, at the other extreme, are consumerists who hold rather negative attitudes towards advertising. In the middle ground, are the academicians and students. Students are rather volatile in their attitude because they are presumably forming their opinions, but generally they align more closely with consumerist. Academicians are generally closer to managers in their attitudes, however they are not as positive overall about advertising as managers and they do express criticisms. The study further concluded that the polarity in attitudes about advertising suggest that the potential for controversy is real and the consumerist organization will press for restrictive advertising regulation as well as redress.

Robert and Randy (1987), in their study focused on the objectives:

- 1) Consumers attitude with regard to advertising directed towards children
- 2) Manufacturers attitude with regards to advertising directed towards children
- 3) Differences in attitude between consumers and manufacturers
- 4) Differences in consumer's attitude with regard to advertising directed towards children based on demographic characteristics
- 5) Differences in manufacturer's attitude with regard to advertising directed towards children based on type of products produced, size of the firm and level of advertising expenditure.

The results revealed that consumers and respondents from manufacturing firms deferred significantly with regard to issue. Consumers have more negative view than did the business firm respondents. Consumers considered advertising as more manipulative, promoting materialism, stifling creativity, encouraging poor nutritional habits and disrupting the parent child relationship. While business firm respondents especially from large firms had more positive attitudes concerning the usefulness of advertising in providing information on new products.

K.C. Raut, M.K.Nabi (1994), in their research conducted to study the behavior of TV buyers in Cuttack and Berhampur in the state of Orissa. A sample of 200 respondents were selected at random, 138 males and rest being females of different age groups and income groups. The main objective was to study the buying behavior of T.V. buyers in a backward socio-economic set-up in order to unmask the complex nature of consumer behavior, their attitudes, perceptions and motives to peep deep into the inner world of the buyers in general and T.V. buyers in particular.

Subrat Sahu and S. C. Sahoo (1999), the objectives of their study were:

- 1) To ascertain the viewers awareness, perceptions, attitudes and preferences towards the comparative advertising.

- 2) To find out the level of acceptance of different messages given in the comparative advertisements.
- 3) To find out the most suitable media for generating awareness of comparative advertising.

They conclude that the comparative advertising facilitates better evaluation of the brands, consumers recall level is improved and above all, comprehension of claims in favor of a brand is established. However the present study showed that non-comparative advertising is found to be more interesting, more effective and easy to understand provided the quantum of information kept within moderate limits.

Dr. F.R. Alexander, Pravin Durai (2005), in their article tried to find out the impact of effective advertising on consumer attitude. The author discussed various advertising topics such as need for advertising, essentials of advertising, situations favoring advertising, an ideal consumer feeling towards effective advertising, effective advertisement and consumer attitude.

The study, being a secondary data based concluded that advertising is a double edged sword. When the claims of advertisements correspond with the features of a product purchased as a consequence of such advertisement, the advertisement is bound to create a positive attitude among the consumers in long run. On the other hand, when the features of product purchased do not corroborate the claims made in advertisement, those advertisements are sure to create a negative attitude among the consumers. It is therefore essential 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 believability, uniqueness, reputation and reasonable claims

MISLEADING ADVERTISEMENTS

Howard G Schutz and Marianne Casey (1981), the survey was conducted to measure consumer perception of the prevalence of misleading advertising. Information on 30 products appearing on different media from three different groups was collected. Findings indicate that over half of the samples viewed, mail and telephone advertising as mis-leading whereas 38% of the respondents regarded T.V. advertisements as misleading. However newspaper advertisements were considered the most credible. Nearly half percent of the respondents had registered a complaint to the store or person advertising whereas 29% of the respondents had complained to a manufacturer. Findings also revealed that two out of three respondents regarded advertising directed at children as seriously misleading. Advertising directed at senior citizens were viewed seriously misleading by 45% of the sample whereas advertising directed at young and middle aged adults were viewed as only slightly less misleading.

Joel J. Davis (1994), in his survey of 206 advertising professionals assessed the relative influence of four factors – Ethics, legal and business consideration, anticipated approval of management peers. Most professionals were influenced only by legal consideration; ethics exerted a relatively minor role. Age and length of professional experience were related to the factor that exerted the dominant influence on an individual decision making. Those who were youngest and had least professional influence were most influenced by business consideration. Professionals who were slightly older and more experienced were most

influenced by legal considerations; finally those professionals who were the oldest and had the most experienced were primarily influenced by the ethical consideration. The results were used as a basis for identifying specific actions in professional training, advertising agency management and advertising regulations which have potential to reduce the incidence of deceptive advertising.

D. P. S. Verma, Neeru Kappor (2002), the main objectives of their research study was:

- 1) To examine the influence of endorsing celebrities and premium offers in T.V. advertisements on children's purchase request.
- 2) To identify whether the child's age and sex have any relationship with their purchase request being influenced by such formats used in T.V. advertisements.
- 3) To ascertain the parents perception of the influence of such techniques on their children's purchase request.

The survey was conducted in the national capital on a sample of 500 children between 3-14 years, who have T.V. sets at home. The data was analyzed with the help of SPSS computer software to calculate frequencies, percentages, cross-tabulations, chi-square, and Pearson's correlation coefficient.

The study revealed that a premium offer is more effective than endorsing celebrity in influencing a child's purchase request. Moreover the sex of the child does not play an important role in so far as, the influence of premium offers and endorsing celebrity was concerned. The influence of premium offers and endorsing celebrities declined with the increase in the child's age. Children above 10 years were found quite spectacle about the various premium offers and the advertising claims made by endorsing celebrities. It was also found that children above 10 years of age were mainly guided by the products quality and distinguished features in their product purchase. Further children of those parents who spend time with their children co-viewing and explaining about T.V. advertisements did not make as many purchase requests induced by premium offers as the children of those parents who did not spend any time with them. The study has also revealed that children are not easy targets as advertisers and critics believe; they are able to analyze T.V. advertisements and develop a rather rational approach towards them.

Sabnavis Madhuker (2003), the author has in detailed underlined the negative side of advertising with the help of several examples. He considered advertising as social influence in a capitalistic country like India. He identified the role of Government and self- regulatory bodies such as ASCI in this regard. Further he briefed how advertising can be used for a better change

N.V.Sri Ranga Prasad and V. Sudahker Reddy (2004), in their study highlighted the objective as to find out the effect of celebrities on consumers in their purchase decisions and to look in to the appropriateness of such celebrities to various products they endorse. Identifying the right celebrities for different products and the degree of influence these celebrities have in the different stages of new product adoption and decision making process are the other objectives of the study. The main findings of the study were:

- 1) Regarding the influence of celebrities on consumers , 57.8% respondents feels that there will be likely influence of celebrities on consumers , while 17.8% feels the influence very much likely.
- 2) More than 60 % respondents feel the necessity of celebrity in advertisements with respect to certain products categories only.
- 3) Among various kinds of celebrities, movie Stars, sports personalities have much influence on consumers.
- 4) When asked to recall the celebrity's advertisements, most of the respondents recalled advertisements of soft drinks immediately.
- 5) Another observation made from respondents is that many were confused as to which celebrity is endorsing which product.

Most of the respondents ranked Sachin Tendulkar at first place followed by Amitab Bachan

Dr. M.Dhanabhakym, S. Geetha (2006), the study was conducted to analyze the following objectives:

- 1) To ascertain the impact of ethical advertisements.
- 2) To analyze the socio-economic characteristics of sample respondents.
- 3) To study the ethics in advertisement.
- 4) To analyze the effective advertisement for its good impact on the consumer awareness.

The Study concluded that, advertisers must adhere to importance of ethics, morality and standards to be applied for designing good advertisements, deciding for selected advertisement message and delivering the whole advertisement in the right media and in a decent way. In order to make an advertisement as an effective and ethical one, it is important to get the public involvement. Representatives of the public such as ethicists, Churches, Consumer groups should participate in the formulation, application and periodic updating of ethical codes. Moreover Government should introduce strict policy norms, standards and regulations for advertising contents and practice. Thus the author was of a strong opinion that, indecent, vulgar, strongly suggested repulsive or offensive etching or treatment should be strictly avoided in all advertisements for upgrading its ethical values.

ADVERTISING AND OTHER ISSUES

Robert L. Steiner (1973), the main aim of the article was to demonstrate that advertising lowers prices to the ultimate consumers, because the magnitude of its impact on distribution margins is sufficient to overcome any possible tendency of advertising to raise manufacturer's selling prices.

The following arguments were developed in support of this theory. *Firstly* advertising results in smaller distribution margins on advertised brands due to (i) the more rapid turn over (ii) increased product price comparison through improved product identification, and *Secondly* comparison from advertised brands brings pressure to reduce prices on unadvertised merchandise of the same type. Thus, the article has described the process by which advertising lowers consumer price and has developed a theory to explain why this occurs in strongly advertised industries whose goods are sold through the general retail trade.

J. J. Boddewyn (1982), an article analysis 12 major regulatory forces that warrant close monitoring as the decade unfolds which includes consumer protection, growth of service economy, fairness and vulnerable groups, new media technologies, trade protection, civil rights and privacy, environmentalism and conservation, religion, morality, and taste, nationalism, recession and inflation, foreign and multilateral initiatives and deregulations. It was concluded that, consumer protection will continue to dominate the regulatory scenes in 1980s because during recessionary periods it becomes even more important that consumers are properly informed in order to receive value for their money.

Naveen Mathur (1986), in a study conducted in the city of Jaipur covering 100 respondents, 82 males and 18 females of different age groups above 14 years to find out the reactions of respondent with respect to advertisement and toothpastes. He formulated the following hypothesis in order to cover up the above objective of the study such as:

It was concluded that:

- a) Colgate was the most widely used toothpaste irrespective of age.
- b) 17% of users between 20 years and 40 years and 32% of the users between 40 years and 60 years use Forahanns. While those below 20 years do not use it. 40% of users below 20 years, 11% of users between 20 & 40 years use Binaca while it is not being used by users of other groups

Brian Wansink and Michael L. Ray (1996), the authors focused on how advertising can best encourage consumers to use a mature brand in new situation. They developed a scheme congruity frame work that integrates comparison advertising with substitution - in - use research. The frame work suggest that situation comparison advertising favorably affect usage attitudes, but have no advantage over product comparison advertisements in enhancing a person's ability to recall the targeted brand in the targeted situation.

The authors described a new direction in advertising research that has been ignored for too many years. Usage related advertising – such as usage expansion advertising – represents an opportunity to develop theory for practice. It is a context in which existing theories of consumer behavior can be modified, rebuilt, and extended, and it is a context in which behavior can be measured. At a time when marketing research has been criticized for having little relevance for managers, the area of usage related advertising is one in which relevant frameworks can be developed to examine relevant dependent variables.

Ron Shachar, Bhatat N. Anand (1998), in their article examined two important questions:

- a) What is the informational content in advertising?
- b) Is the level of expenditure consistent with profit maximization?

It was found that actual expenditure on tune-ins closely matches the predicted optimal levels of spending.

Joan Mayers – Levy and Prashanth Malaviya (1999), in their article the authors propose an integrative model of advertising persuasion that orders the major theories and empirically supported generalizations about persuasion that have been offered in the information processing literature. Further the authors proposed a framework that delineates the three alternative strategies that people may use to process persuasive communications and form judgments, in which each strategy represents a different level of cognitive resources that is

employed during message processing. In addition the frame work identifies a judgment correction stage that allows people to attempt to correct their initial judgment for biases that they perceived may have affected such judgments. The authors add to these by identifying particular processes that appear to mediate when how this judgment formation and judgment correction processes .They also attempt to foster growth by specifying some of the critical issues and gaps in the knowledge that appears to impede further progress. Finally the authors clarified how the proposed framework can inform the decisions of advertising practitioners make about advertising execution and media factors.

Demetrios Vakratsas and Tim Ambler (1999), in a basically secondary data based research , the authors reviewed more than 250 Journal articles and books to establish what is and should be known about how advertising affect the consumers – How it works. They deduced taxonomy of models, discussed theoretical principle of each class of models and summarized their empirical findings.

Advertising effects are classified in to intermediate effects , for example on consumer beliefs and attitude , and behavior effects which relates to purchase behavior, for example on brand choice .The generalization suggest that there is little support for any hierarchy, in the sense of temporal sequence of effects. The authors propose that the advertising effects should be studied in the space, with affect, cognition, and experiences as the three dimensions. Advertising's positioning in this space should be determined by context, which reflects advertisings goal diversity, product category, competition, other aspect of mix, stage of product life cycle, and targeted mark

J. R. Rodge (2001), The main objectives of the study were:

- 1) To find out the effect of advertisements on different age groups.
- 2) To find out the impact of advertisements on people from rural and urban areas.
- 3) To find out the most effective media of advertisement.

It was concluded from the study that the rural respondents gave importance to the advertisements and its impact as compared to urban respondents.

According to the urban groups the reading and watching of advertisements helped them in purchasing more as compared to rural groups whereas both groups found that all the advertising Medias are equally important and effective.

Subir Bandyopadhyay, Gurupreet Kindra, Lavinia Sharp (2001), in their study discussed in detail various issues such as:

- a) Are children consumers?
- b) Is the selling intent of advertising understood by children?
- c) Are advertisers unfair to children?
- d) Are Television commercials distinguishable from Television programming?
- e) Are children affected negatively by commercials?
- f) Are children ready for interactive T.V.?

They also made some policy recommendations.

Aparmita Basu (2004), the author briefly discussed various laws directly or indirectly affecting the advertising industry – print media, and broad cast media. She also touched upon the self regulatory body of advertising industry – ASCI which govern the formulation of advertisements.

Kathrya A. Braun (2004), the researcher provided substantial evidence that consumer recall of past experience is subject to distortion and can be guided by marketing communication. In a series of two experiments and one follow up study it was shown that advertising received after a direct product experience altered consumer's recollection of both objective sensory and effective components of that experience. In experiment one, Post experience advertising was found to alter memories within a short time frame – that even unfavorable experience could be reconstructed to be more favorable in retrospect. In experiment two, the findings of post experience advertising on memory were found to translate in to more typical consumer task of consideration and choice and influenced recollection even a week after the experience. The influence of post experience advertising was found to dissipate somewhat over time, however. In the follow up study, it was found that advertising presented a week after the experience could reinstate the post effect advertising effects, making evaluation more favorable in recall. It is proposed that the post experience advertising exerted two levels of effect on memory: immediate over shadowing, where the imagery of the advertising results in less accurate identifications and fewer negative thought.

Dr. N. Panchnatham (2005), the main objective of the study was to know the opinion of consumers of advertisements on T.V. media on the effects of viewing advertisements. It was found out through his study that advertisements in general do not help people to have adequate knowledge about product and services. This lack of knowledge on the product remains a hindrance while selecting a brand for a particular product. Further study proved that people are highly dissatisfied with respect to advertisements. Though some advertisements stimulate and provide awareness but still people want advertisement to do more solving problems pertaining to purchase decision making. Today consumers of advertisements expect the advertisers to go beyond getting attention. Matured consumer opined that if the advertisers identify product characteristics that can problem better, Advertising becomes a successful rational appeal.

CONCLUSION

The existing study covers up various *social issues* such as *eating disorders* (Bob Eagle , Tim Ambler, 2002, Sonia Livingston,2005), various vices such as *smoking and drinking habits among the adolescents* (Richard W. Polly, S. Siddarth, Micheal Siegal 1996; J. P. Nelson 2003, Phyllis L. Ellickson, Rebecca L. Collins, Kathryn and others,2005), *Consumption pattern of consumers of different age groups* (J. R. Rodge, 2001), *Advertising and Sex* (Dr Mukesh Dhunna, Dr Ajay Rajan,1996, B. S. Hundal and Sandeep Soni, 2005) , *Advertising and Mothers* (Stephen C. Cosmas, Nikki Yannopoulos,1981; Dr S. C. Sahoo and Zishan Ali 1996), *Use of celebrities in advertisements, offers and gifts and its impact , misleading advertisements* (Howard G. shutz, Marianne cases,1981; D.P.S Verma and Neeru Kapoor, 2002, N. V. Sri Ranga Prasad and V. Shanker Reddy, 2004) , *Advertising and perceptions of women organasitation* (John B.Ford and Micheal S. Latour , 1993, Dr Harbhajan Bansal and Mr Ajay Dhaka, 2006), *Advertising and professional views* (Joel J. Davis , 1994), *Advertising and Parent mediation* (John Sherry and others, 1999), *Advertising and children* (Consumer , The Hindu 1999, Subir Bandyopadhyia , Guruprit Kindra, Lavinia Sharp, 2001, R. Vaidyanathan, kara Chan and James U. Macneal2004), *Negative appeals in advertising* (Sabnavis Madhukar , 2003), *Ethics in advertising in advertising* (Dr M. Dhanabhakyam, S. Geetha , 2006) etc.

REFERENCES

- Aparmita Basu (2004). *Media Laws- An overview*. (www.Legalindia.com) Last checked on 18/6/2006).
- Arens, Williams, F. (1996). *Contemporary Advertising*. USA, Richard D Irwin, A. times Morror Higher Education Group Inc Company.
- B.S. Hundal and Sandeep Soni (2003). *Sex Portrayal in advertising*. (A study of viewers perception). *Indian Journal of Marketing*, pp 20-27
- Babashiv, Julie A. Eddel, John W. Payne (1997). *Factors affecting the impact of negatively and positively framed advertising messages*. *Journal of consumer Research*, Vol. 24, pp 285-293
- Bauer A. Raymond and Stephan A. Greyser, (1968). *Advertising in America: The consumer view*. Boston Harvard University, Graduate School of Business Administration
- Bob Eagle, Tim Ambler (2002). *The influence of advertising on the demand for chocolate confectionery*. *International Journal of advertising*. Vol. 21, pp 437-454.
- Brian Wansink and Michael L. Ray (1996). *Advertising strategies to increase Usage frequency*. *Journal of Marketing*, Vol. 60, pp 31-46.
- David A. Aaker & Donald E. Bruzzone (1985). *Causes of Irritation in Television Advertising*. *Journal of Marketing*, Vol. 49, 47-57
- Demetrios Vakratsas and Tim Ambler (1999). *How advertising works: What do we really Know?*. *Journal of Marketing*, Vol. 63 pp 26- 43.
- Dr D.P.S Verma, Neeru Kapoor (2002). *TV advertising: Influence of endorsing celebrities and premium offer on children's purchase request*. *Review of commerce studies*, Vol. 20-21 No 1
- Dr F.R. Alexander, Pravin Durai (2005). *Impact of effective Advertisement on consumer attitude*. *Indian Journal of Marketing*, New Delhi, Vol. XXXV, 2005, 11-14
- Dr Harbhajan Bansal and Mr. Ajay Dhaka (2006). *Adverse effect of Body – Image Advertising on women*. *Indian Journal of Marketing*, Vol. xxxvi, 2006, 19-22.
- Dr Mukesh Dhunna, Dr Ajay Rajan, Dr Satpal (1996). *Cultural dimension and Nudity in advertisements*. *The Indian Journal of Commerce*, Vol. XLIX No 189, pp 112-116
- Dr S. C. Sahoo, S. Zishan Ali (1996). *Advertising directed at Children: A Peep in to mothers mind set*. *The Journal of Commerce*, Vol. XLIX, No 189, pp 112-116
- Dr. A.V. Shukla (2004), *"Effect of TV commercials on Children: A study"*, *Journal of Marketing*, pp 7- 9.
- Dr. K. Muruthamuthu, K. Krishnakumar and M. Vasan (2006). *Consumer behavior and Brand preference of Britannia Biscuits- An empirical study with reference to salem , Tamil Nadu*. *Indian Journal of Marketing* , August 2006, pp 17-21.
- Dr. M. Dhanabhakym, S. Geetha (2006). *Ethics in advertisements and its Impact*. *Indian Journal of Marketing*, Vol. XXXVI, No 8, pp 22-39.
- Dr. N. Panchnatham (2005). *Beyond creating awareness- Advertising to solve .consumer problem*. *Journal of Marketing*, pp 21-23.
- Gerald J Gorn, Mervin E Goldberg (1977). *The impact of Television advertising on children from Low income families*. *Journal of consumer research*, vol. 14, no 2, (Sept 1977), pp 86-88
- H.A. Tammoo Bijmolt, Wilma lassen and Britta Brus (1998). *Children's Understanding of TV advertising: Effects of age, Gender, and parental influences*. *Journal of consumer Policy*, vol. 21, pp 171-194

- Howard G Schutz and Marianne Casey (1981). *Consumer perception of advertising as Misleading*. Journal of consumer affairs, Vol. 15 (2) pp 340 (www.blackwellsynergy.com)
- J.J.Boddewyn (1982). *Advertising Regulations in 1980,: The underlying Global forces*. Journal of Marketing , Vol.46,No 1, pp 27-35
- J.R. Rodge (2001) .*Influence of advertisements on consumer of different age group and areas*. Journal of Marketing, pp 9-11
- James R Wills Jr, John K Ryans Jr (1982). *Attitude towards advertising : A multi lingual study*. Journal of International Business studies, Vol. 13, No 3, (1982 Opp 121-129.
- Joel J. Davis (1994). *Ethics in advertising decision making: Implication for reducing the incidence of deceptive advertising*. Journal of consumer affairs, Vol. 28(2) pp 380-402 (www.blackwellsynergy.com).
- John Sherry, Bradley Greenberg, Hiroshi Tokinoya (1999). *Orientation to TV advertising among adolescents and Children in the US and Japan*. International Journal of advertising, Vol. 18, pp 233-250.
- Jon P.Nelson (2003). *Youth smoking prevalence in developing countries: Effect of advertising bans*. Applied Economics Letters, Vol. 10, No. 13, pp. 805-811, 2003, Social science research network, Tomorrows Research today.
- Joseph H Miller and Jr Paul Busch (1979). *Host Selling vs Premium TV commercials: An experimental Evaluation of their influences on children*. Journal of Marketing Research, Vol. 12, pp323-32.
- K.C. Raut, M.K.Nabi (1994). *Buying Behavior of consumers durables in India*. Indian publishers, New Delhi.
- Karachand and James U. Macneal (2004). *Chinese children's attitudes towards television advertising: Truthfulness and liking*. International Journal of Advertising, Vol. 23 (3), World advertising research center, UK, 2004, 337- 359.
- Kathrya A. Braun (2004). *Post experience advertising effects on consumer memory*. Journal of consumer Research, pp 319-333.
- Malanie Wakefield, Brian Flay, Mark Nichter and Others (2003). *Role of media in influencing trajectories of youth smoking*. Addiction, Vol. 98 (S1), pp 79-103 (www.blackwellsynergy.com.)
- N.V.Sri Ranga Prasad and V. Sudahker Reddy (2004). *Use of celebrities in advertising and their impact on the consumer behavior*. Indian Journal of Marketing, pp 11-13.
- Naveen Mathur (1986). *Advertising and Consumer reaction in India. A case study*.
- Panchali Das (2002). *A conceptual review of advertising regulation and Standards: Case study in Indian scenario*. International Marketing Conference on Marketing and society (8-10 April, 2007 , IIMK.
- Phyllis L. Ellickson, Rebecca L.Collins, Kathryn and others (2005). *Does alcohol advertising promote adolescent drinking? Result from longitudinal assessment*", Addiction, Vol. 100(2) pp 235. (www.blackwellsynergy.com.)
- Pollay, Richard W. and Mittal, Bewari. (1993). *Here' the beef: factors , determinants and segments in consumer criticism of advertising*. Journal of Marketing, Vol. 57 (7),99-114
- Robert E Hite and ECK Randy, (1987). *Advertising to children: Attitudes of Business vs. consumers*. Journal of Advertising research, Vol. 12, pp 40-53
- Robert L. Steiner (1973). *Does advertising Lower consumer price?*.Journal of Marketing, Vol. 37, No 4, pp 19-26.
- Robertson and Rossiter (1974).*Children and commercial persuasion: An attribution theory analyses*.Journal of Consumer Research, Vol. 1 pp 13-22

- Ron Shachar, Bhatat N.Anand (1998). *The effectiveness and targeting of television advertising*. Journal of Economics and Management strategy, Vol. 7(3) pp 363.
- Ronald S Rubin, (1974). *The effect of cognitive Development on children's responses to TV advertising*. Journal of Business research, Vol. 4, pp 409- 419
- Sonia Livingstone (2005). *Assessing the Research base for the policy debate over the effects of food advertising to children*. International Journal of advertising. Vol. 24(3), pp 273-296.
- Subir Bandyopadhyay, Gurupreet Kindra, Lavinia Sharp (2001). *Is Television Advertising good for children? Areas of concern and policy implications*. International Journal of advertising, Vol. 20 (1), World advertising research centre, UK, 2001, 89-116
- Subrat Sahu and S. C. Sahoo (1999). *Comparative advertising: An Emerging promotional strategy*. The Journal of Consumer Research, Vol. 52, No 4, pp 11-16.
- The Hindu,(2003). *Action soon against cable operators not transmitting DD programme*. 29-12-2003