

# Impact of TV Advertisement on the “Response Process” of the Private Service Holders of Bangladesh

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## **Abstract**

Advertisements have emerged as the greatest influence on consumers. In a competitive market, advertising can play a significant role in distinguishing a product from competition. This study attempts to find out the impact of television advertisements on a sample of private service holders of Bangladesh. The study is based on both primary and secondary data. Data collected from the survey were analyzed using the Likert scale. The results revealed that consumers accepted more product-related information of TV ads than the emotion-related ones. In addition, Male respondents are more likely to consider TV ads as fun and excitement than

female respondents. The study also found that respondents consider that TV ads provide important insights about life, which can be an encouraging outcome for the marketers. However, driving demands for unnecessary products is considered as the most harmful impact of TV ads. Finally, based on findings a model is developed and proposed.

**Keywords:** Advertisement, Consumer behaviour, Response process.

## 1. Introduction

Advertising presents us all the myriad situations possible in a life of free choice. It provides ideas about style, morality, behavior and so on. Advertising has become a kind of social guide (Peter, Olson, 2005). Many people argue that advertising is a part of life and people must learn to deal with it in the consumer socialization process of acquiring the skills needed to function in the marketplace (Venkataramini, 1995). In this regard, television is an important source of information for people to learn about products. However, not everything is sold on the value of advertising. Moreover, it is true that at times advertising creates social deception (Belch, 2004).

Since the boom of the 1920s, the advertising industry has tried to convince people why they need to purchase the newest product on the market. Even more astounding, the advertising industry has succeeded in changing attitudes towards it (Eric et. al., 1997). In TV ads, people often seek out images of thin models, even when they anticipate that the images will make them feel uncomfortable. Advertising takes place in a public forum in which business interests, creativity, consumer needs, and government regulations meet each other, and its visible social role makes it a target for criticism (Wells et. al., 2006). As a result, today's consumers believe that a great deal of advertising is unethical. These people say that it raises the prices of products, is untruthful, tricks people or targets the vulnerable. Critics argue that most advertising is more propaganda than information; it creates needs and identify faults that consumers never knew they had (Belch, 2004). Ads suggest that children won't succeed without a computer, that our bodies should be leaner, our faces younger, and our houses more decorated. They point to the sultry, poorly dressed bodies used in ads to sell everything from perfume to beer to power tools and argue that advertising promotes materialism, insecurity and greed (Krugman, 2001).

People find themselves as the target of many advertisements. Through research of a variety of investigative journals & books, this reason illustrates the impact of TV ads to the people's response process-the thought process of people with different advertisements and their perceptions about advertising, possible reasons or benefits of watching TV ads, customer expectation from TV advertising & possible harmful impact of TV ads. Advertising has changed the way people consume goods and services. However, advertising also supports brands we like, as well as teaches us how to use new products that make our lives easier and our health better (Wells et. al., 2006).

### *1.1 Related Constructs of the Study*

Marketing, more than any other business function, deals with customers. It is a process by which, companies create value for customers and build strong relationships in order to capture value in return (Kotler and Armstrong, 2009). And building good customer relationship calls for more than just developing a good product, pricing it attractively and making it available to

target customers. Companies must also communicate their value proposition to customers, as it is a crucial element in a company's efforts to build profitable customer relationships (Kotler and Armstrong, 2009).

A company's total promotion mix-also called its marketing communications mix consists of the specific blend of advertising, sales promotion, public relations, personal selling and direct-marketing tools that company uses (Kotler and Armstrong, 2009) to communicate with current and potential consumers (Glowa, 2002). Within this communication mix, advertising is as old as civilization and has been used as the means of communication to buy and sell the goods and services to the society. It is an important tool of promotion that can create wonders with beautiful words to sell product, service and also ideas

### 1.1.1 Advertising: Purpose, Appeal and Message Strategies

Advertising refers to any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Belch, 2004). Advertisers create ads with a variety of objectives in mind from getting people to sample a product, to persuade them to donate money for an environmental cause or vote for a political candidate (Glowa, 2002). Here are six categories of advertising purposes, arranged from most direct to most indirect (Jones 1992 and Bovee et al., 1995):

To prompt action: Direct action advertising is designed to motivate people to act. It involves ads that try to persuade people to make a purchase, call a phone number, or mail/fax/email an order form, and includes many of the common ads consumers see in newspapers, in-store advertising and package advertising.

To encourage information search: In some cases, it is unreasonable to assume that a consumer is ready to make an immediate purchase based solely on advertising. In these cases, consumers need more information – a test drive or a demonstration – before making up their minds. This is often the case for big-ticket items and such ads often include a telephone number or website so the consumer can seek more information.

To relate product to needs: A less direct form of advertising, this category includes those ads that draw a link in the consumers' minds between the product and their needs as a consumer.

To encourage recall of past product satisfaction and prompt a repurchase: Ads of this nature are designed to summon memories of past satisfaction and get customers to purchase a product again.

To modify attitudes: One of the more challenging objectives facing advertisers is to modify attitudes towards a product. This is often appropriate when a firm's product has received a bad reputation for one reason or another or if a firm is attempting to recapture customers they lost to a competitor. Tylenol employed this strategy after its headache medication was sabotaged with cyanide.

To reinforce attitudes: The final category of advertising objectives seeks to reinforce attitudes that customers already have towards a product. Market leaders (such as Coke or McDonald's) often use this to maintain their market share and volume

Advertisements work because they make an effective appeal to some need or desire in the people who view, read or listen to them. The advertising appeal is an attempt to draw a connection between the product and the audience. At the broadest level, there are two main types of appeals: logical and emotional. Logical appeals aim for the buyer's head, while emotional appeals aim for the buyer's heart. Appeals can be either positive or negative (Glowa, 2002). The most common types of appeals are based on price or value; quality; star identification; ego; fear and/or anger; the five senses; sex, love and social acceptance; and novelty (Jones 1992).

Once the advertising objectives and appeals have been decided, the creative advertising team must decide how best to present the product so that the message will have the maximum impact on the target market. Some of the more common message strategies used for creative execution are (Tuckwell, 1998):

**Testimonials:** In a testimonial ad, a typical user of the product presents the message. Since ordinary people are used, (as opposed to models or celebrities), the message is usually perceived as being believable.

**Endorsements:** An endorsement is essentially a celebrity testimonial, where the advertiser attempts to capitalize on the popularity of the celebrity.

**Product demonstration:** The use of a product demonstration is quite common in advertising and centres on product performance. Several executional formats are available including the "before and after", which is often appropriate for diet related products, or a simple demonstration of the product at work, which is regularly used for many household products.

**Product as Hero:** In the case of product-as-hero, the advertiser presents a problem situation (using a negative appeal strategy), which is quickly solved when the product comes to the rescue.

**Torture test:** In a torture test, a product is exposed to exaggerated punishment or abuse in order to substantiate a product claim that is known to be of interest to consumers.

**Product comparisons:** A final message strategy compares one product against another in the same category. To be successful, the attribute singled out must be important to consumers.

### 1.1.2 Communication Models of Advertising

Advertisers are constantly trying to define and model how advertising works, and from models, they often try to pick meaningful communications objectives (Bovee et al. 1995). This section

reviews the current and past literature of advertising models.

### 1.1.3 Hierarchy of Effects Models

One of the earliest influential models was called DAGMAR, an acronym for Defining Advertising Goals for Measured Results, a book that was first published in 1961 (Colley 1984), also commonly known as the AIDA model (Glowa, 2002). The model was built around four stages of communication results: awareness, comprehension, conviction, and action. Colley argued that it is possible to pick the appropriate stage in the communication process and use it to define advertising objectives. Since its first publication, there have been numerous variations published, each was a variation of the hierarchy of effects model since they show several phases of communication, progressing from initial awareness up to the decision to make a purchase (Jones 1986). Lavidge and Steiner (1961) first suggested that consumers respond in terms of a hierarchy of effects, which is a sequence of stages a prospective buyer goes through from initial awareness of a product to eventual action.

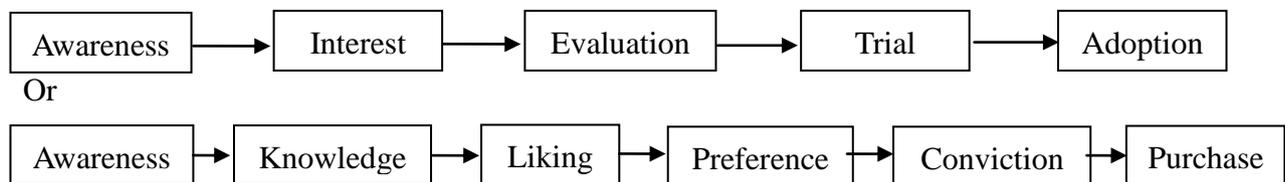


Figure 1. Lavidge and Steiner hierarchy of effects model

Such models present a learning process by which consumer’s progress through a series of predetermined functions to complete the buying process. These models assume that a purchase will only be made when all the steps in the hierarchy of effects have been completed. The model is dynamic in that each single step in the sequence depends upon the preceding step (Glowa, 2002). Hansen (1972) concludes “A major problem with this model is to identify all the single steps in the process, and it is questionable whether the assumption is valid that all consumers pass through all steps.” It is common practice to group these models into the standard AIDA hierarchical model as illustrated below (Glowa, 2002):

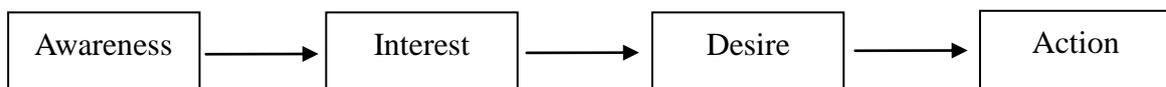


Figure 2. AIDA model

Whatever the variety, a hierarchy-of-effects model is based on the assumption that people first learn something from advertising, then form feelings about the product in question, and finally take action (for example, purchasing a product) (Glowa, 2002). This order of stages is often called the learn-feel-do sequence (Bovee et al. 1995). While accepted because of its simplicity, advertising does not always work in such a clear, straightforward, and logical manner. Therefore, Robertson (1971) modified the traditional hierarchy model and proposed that some consumers, under certain conditions, might follow a sequential path for some products. The dotted lines in the figure below are feedbacks that can alter outcomes. Other decision patterns on the bottom of the illustration track customers as they detour from the formal sequence of the

hierarchy. This suggests that consumers can learn from previous experience and swerve from the awareness to purchase pattern (Glowa, 2002).

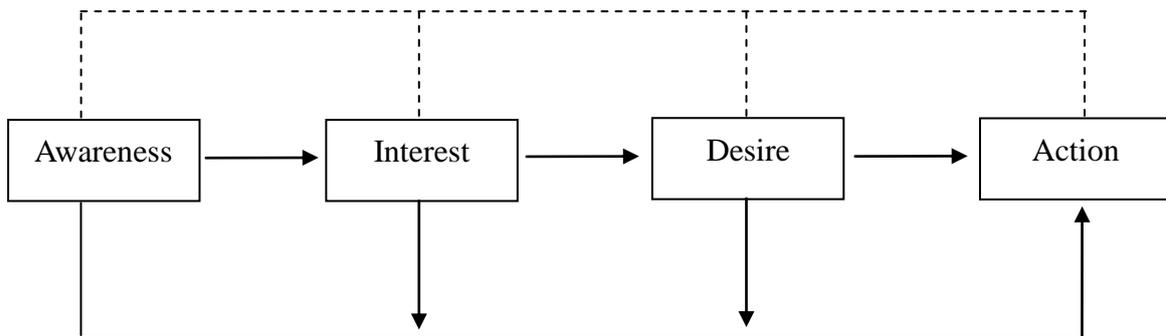


Figure 3. Robertson's modified AIDA model

Robertson's model maintained the learn-feel-do sequence common to the hierarchy of effects class of models, but made it more flexible by recognizing the importance of learning, and he also accounted for non-standard sequences (Glowa, 2002).

#### 1.1.4 The FCB Model

Richard Vaughn (1980, 1986) researched how advertising works, and how best to establish communications objectives. This introduced the Foote, Cone, Belding (FCB) strategy matrix, suggesting that advertising works differently depending on the product involved.

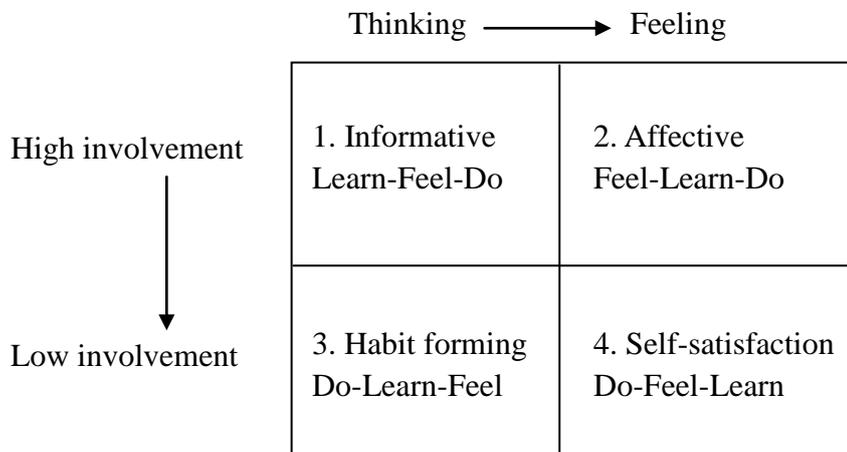


Figure 4. Vaughn's FCB model

Vaughn's work allows advertisers to select the communication method based on the type of product they are advertising, and the attitudes that consumers are likely to have towards the product (Glowa, 2002).

The matrix divides advertising strategy into two dimensions based on thinking versus feeling, and low involvement versus high involvement. The model is powerful because it accommodates different versions of the learn-feel-do sequence and suggests different advertising strategies for each of the four quadrants (Glowa, 2002).

This grid (figure 4) delineates four primary advertising strategies – “informative”, “affective”,

“habitual” and “satisfaction” – with their most appropriate traditional and variant hierarchy-of-effects models (Glowa, 2002). Vaughn (1986, also Rossiter et al. 1991) identified 250 product categories for recently purchased products on the basis of involvement and the think – feel dimensionality.

### 1.1.5 The Cognitive Response Model

A cognitive response is the attitude a consumer depicts after watching an advertisement. The consumer will either agree or disagree with the message and may transmit the message to previous beliefs about the particular product. Consumers’ everyday environment contains a great deal of information, large parts of which are created through marketing strategies (Peter & Olson, 2007).

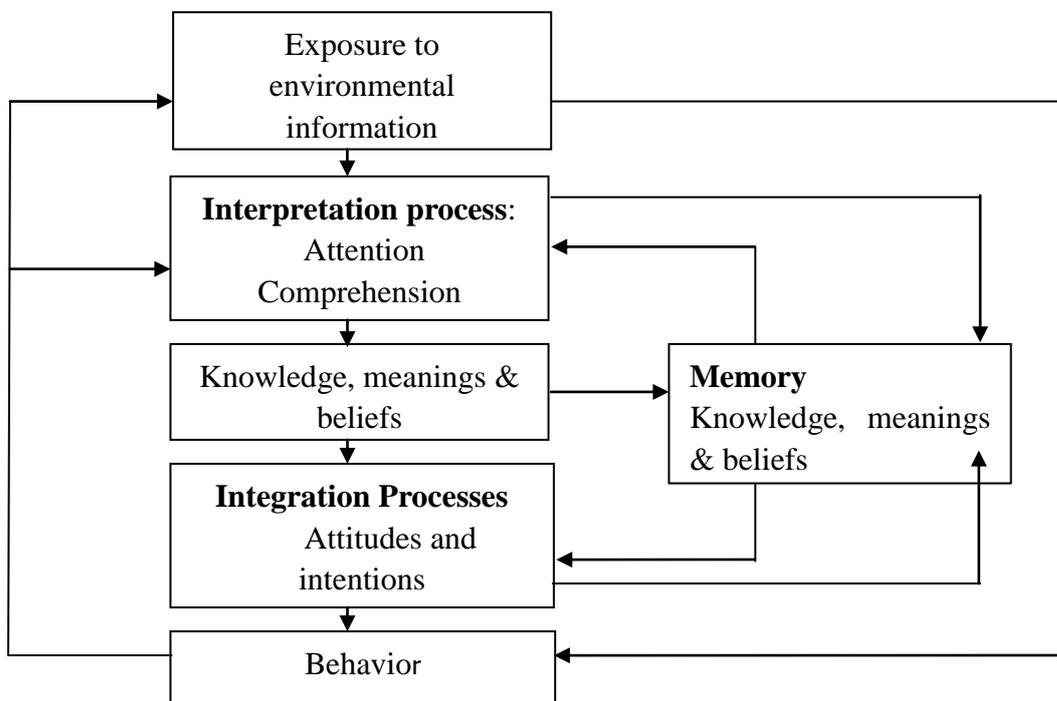


Figure 5. Consumers’ Cognitive Processes model ((Peter & Olson, 2007).

For example, marketers modify consumers’ environment by creating advertisements and placing them on TV. For the advertisement to be effective, consumers must encounter them. Exposure often occurs through consumers’ own behavior. They turn on the TV and switch to the favorite show. Once, exposed, they must attend to and comprehend the advertisements (Wells et. al., 2006).

This study will conceptualize the cognitive response model shown above exhibiting how consumers attend to the marketing information that they are exposed to. The study would also explore how consumers comprehend this information by constructing meanings into knowledge structures. Finally, based on the findings this paper would propose a model incorporating the other communication processes.

## 2. Objectives of the Study

The broad objective of the research is to identify and measure the impact of TV ads on the response process among private service holders. In pursuit of achieving the broad objective, the research will also address the following objectives:

- a) To identify the reasons or benefits behind watching TV advertisements, taking into consideration peoples' beliefs.
- b) To identify the harmful impact of TV advertisements on the audience.

## 3. Research Methodology

The relevant data of the study were collected from both primary and secondary sources. Secondary data were collected from different journals, books and websites to provide theoretical background to the research problem. On the other hand, primary data were collected through questionnaire. Out of 100 questionnaires, 70 were administered to the private service holders of Dhaka city and the rest were administered to the same kind of respondents of Jamalpur city. As a technique non-probability, judgmental sampling was applied as it is useful to obtain information from a very specific group of people. The questionnaire was divided into four parts. Parts two, three and four included the questions specific to the research problem. Questions in part one were associated to the demographic profile of the respondents. Five-point Likert scale (1 for strongly disagree to 5 for strongly agree) was used to measure consumer response regarding TV advertisements. Finally, the gathered data from the survey were analyzed using statistical techniques. The general information were analyzed using simple tabular presentation. Rest of the questions were analyzed using weighted average, tabular presentation & cross tabulation.

## 4. Analysis and Discussion

### 4.1 Demographic Profile

#### 4.1.1 Gender

The numbers of male and female respondents of this research were 70 and 30 respectively.

Table 1: Respondents (Gender based)

Gender	Responses	
	Frequency	Percent
Male	70	70
Female	30	30
Total	100	100

#### 4.1.2 Age

Among the seven age groups of respondents, 12 (6+6) percent respondents of Male & female were within the below 25 years age group. The largest age group of was 26-30 years, which constituted 30 (20+10) percent of respondents. 23 (17+6) percent of the respondents were in the age group 31-35 years. The third large age group of respondents was 36-40 that represented 21 (16+5) percent of total respondents.

Table 2: Respondents (Age based)

Age	Male		Female	
	Frequency	Percent	Frequency	Percent
Below 25 Years	6	6%	6	6%
26-30	20	20%	10	10%
31-35	17	17%	6	6%
36-40	16	16%	5	5%
41-45	5	5%	3	3%
46-50	6	6%		0%
Total	70	70%	30	30%

#### 4.2 Reasons/Benefits behind Watching TV Advertisements

First, the study tried to explore the major reasons or benefits of watching TV ads from the respondents' perspectives. They (respondents) were asked to express their opinion by rating prescribed factors of benefits on a scale from 1 to 5 (5 being the most important and 1 being the least important). The weighted average score for each criterion is shown in the table 3. It can be noted from the table that relevant information about the product as a reason to watch TV ads was scored high by the respondents (weighted average 4.15, table 3). However, excitement as a factor ranked lowest (weighted average 2.61, table 3). Apart from these, it was also revealed that respondents watch ads in order to get important message, take help to search best product to buy, made judgment between products and some respondents believe that ads teach them how to respect others.

Table 3: Reasons behind watching TV ads

Reasons/Benefits	Mean rank
Relevant information about product	4.15
Provide important message about product	3.99
Help me to search for the best product	3.93
Help me to take purchase decision	3.86
Help to Judge between products	3.81
Educate to respect others	3.51
It speaks of my expectations	3.19
Fun & enjoyment	3.17
Excitement	2.61

##### 4.2.1 Demographic Significance

50% respondents from the age group 26-30 and 74% respondents belonging to the age group below 25 watch TV ads as a form of pleasure. However, almost 68% respondents of 36-40 age group does not consider TV ad as fun and enjoyment. Moreover, 60% respondents of 36-40 age group & 44% respondents of 41-45 age group believe that ads teach people to respect each other. Uniformity has been displayed by people of all ages regarding the fact that ads provide relevant information about product & help to take wiser purchase decisions. In terms of gender, male respondents are more likely to consider TV ad as fun and excitement than female respondents are.

### 4.3 Impact of TV Ads

Respondents were asked to indicate their level of agreement on a 5 point Likert scale (1=strongly agree to 5=strongly disagree) with a series of statements regarding the impacts of TV ads (table 4).

Table 4: Impacts of TV ads

Statement	SA%	A%	N%	SD%	D%	WA	Description
TV advertisement_____							
violate public standard of good taste	1	5	20	47	27	2.06	74% respondents disagree on this statement.
create insecurities	0	6	14	35	45	1.18	Only 6% respondents think TV ad creates insecurity.
create false want & hope	8	47	27	14	4	3.41	55% respondents agree on this but 27% respondents remain inconclusive.
market dangerous product	1	15	25	38	21	2.37	59% respondents do not think in the same way. Only 1 respondent strongly agree.
target vulnerable groups	2	10	21	40	27	2.20	12% respondents agree where as 67% disagree on this issue.
use ideas, words or images that are distasteful.	0	23	38	32	7	2.77	None of the respondents strongly believe on this statement.
use inappropriate message about product.	2	27	40	25	6	2.94	Majority (40%) of the respondents are not sure about this issue.
use ideas, words or pictures that are sensitive	7	23	48	18	4	3.11	48% respondents remain inconclusive regarding the statement.
make false, deceptive or misleading claims about product	14	42	34	9	1	3.59	Only 10% respondents opposed on this concern.
use unfair comparison between products	5	38	46	10	1	3.36	43% respondents agree but a majority (46%) is not sure.
creates endorsement or display that lie.	7	35	37	18	3	3.25	Most of the respondents (42%) have the same opinion.
use panic or shock tactics to attract	17	33	42	5	3	3.56	Only 8% respondents differ with this statement.
plays a major role in influencing & transmitting social values.	10	43	37	10	0	3.53	53% respondents agree. None of them strongly opposes and 37% remain indecisive.
provides ideas about life style	17	42	30	9	2	3.63	Majorities (59%) have the same opinion.
provides ideas of morality	4	34	47	11	4	3.23	Most of the respondents (47%) remain indecisive on this agenda.
contribute to cultural pollution	2	28	37	25	8	2.91	Only 2% strongly agree. Majority (37%) remain inconclusive.

Notes: SA=strongly agree, A=agree, N=neutral, DA=strongly disagree, D=disagree, WA=weighted average

It can be an encouragement for the marketers that respondents think TV ads depict the ideas about life, which scored top (3.63, table 4). This is further strengthened by the fact that 59% of the respondents agreed upon this. However, 56% respondents agreed that TV ads make false, deceptive or misleading claims about product, demonstrated by the score of 3.59 (table 4). Moreover, it can be noted from the table that most of the respondents do not consider that TV

ads violate public standard of good taste, create insecurities, target vulnerable groups, market dangerous products and use inappropriate messages.

#### *4.4 Most Harmful Impact of TV Ads*

Here respondents were asked to rate the most harmful impact of TV ads on a scale from 1 to 5 (5 being the most important and 1 being the least important). The weighted average score for each criterion is shown in the table 5. Driving demand for unnecessary products was considered the most harmful impact of TV ads by the respondents (4.05, table 5). Unfair price claims and confusing guarantees & warranties are other two important impacts perceived negatively by the respondents.

Table 5: Harmful impacts of TV ads

Probable harmful impact	Mean rank
Drive demand for unnecessary products	4.05
Unfair price claims	3.77
Unclear guarantees & warranties condition	3.57
Sexual appeal	3.34
Manipulate emotion unnecessarily	3.28
Lack of authentication	2.84
Untrue information about product	2.81

##### *4.4.1 Demographic Significance*

Respondents of all ages agreed that TV ads drive demand for unnecessary products. This is further strengthened by the fact that 80% respondents of 26-30 & 31-35 age group, 65% respondents of 36-40 age group, 66% respondents of 41-45 age group, 75% respondents of below 25 age group have showed homogeneity regarding this harmful impact. Besides, Most of respondents disagreed that TV ads provide untrue information that is supported by the fact that 50% respondents of 31-35 age group & 83% respondents of 46-50 age group disagreed with this statement. Moreover, 50% respondents of 26-30 age groups disagreed with TV ads lack authentication of product, whereas 57% respondents of below 25 age's group agreed with this statement.

#### *4.5 Conceptualizing the Cognitive Response Model*

The cognitive response model has been conceptualized, integrated with the FCB model and proposed in this study. It can be noticed from the model in figure 6 that TV ads are interpreted as worthy to make a right purchase decision as well as pleasing.

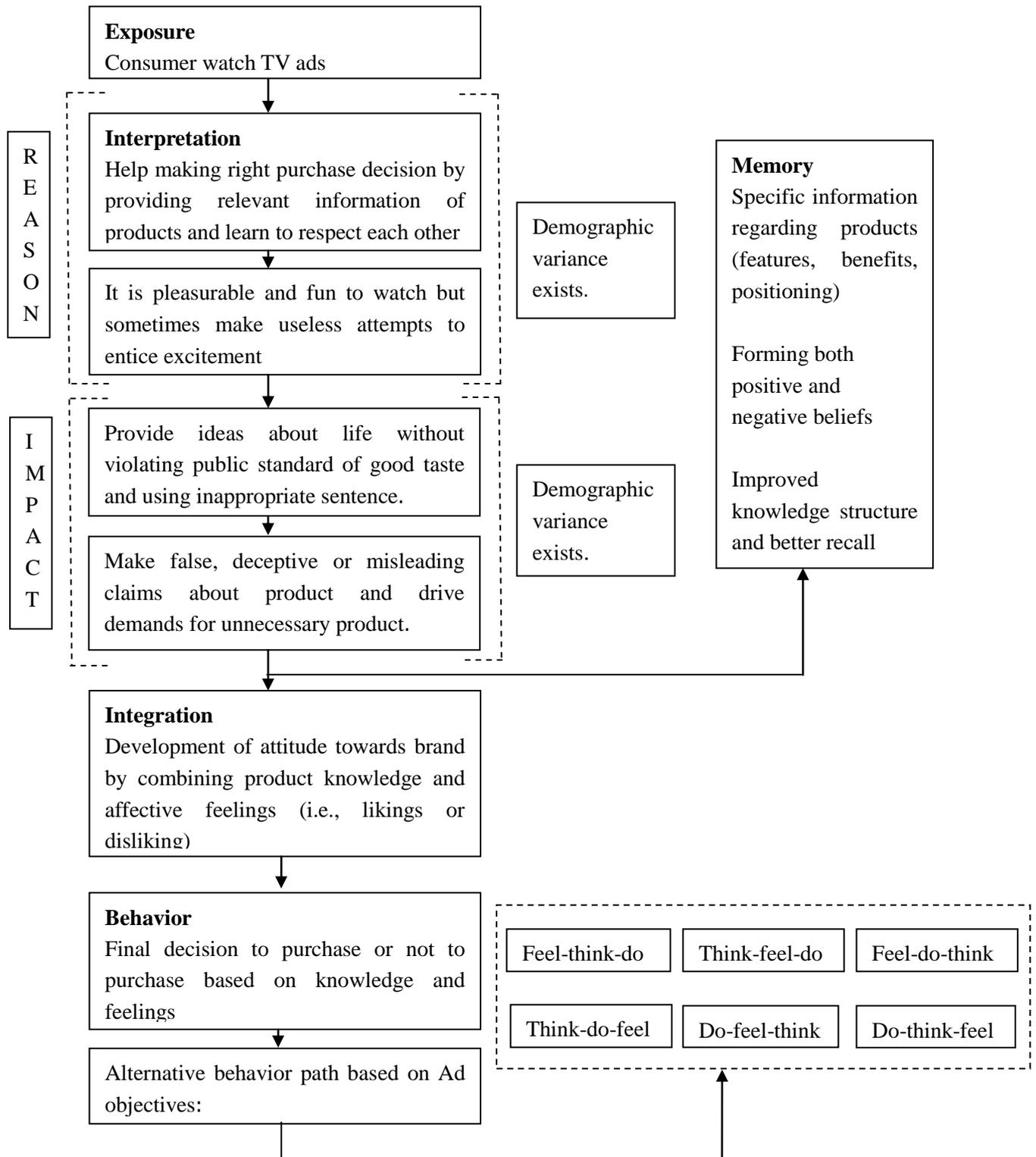


Figure 6. Proposed model from the study

Respondents create personal knowledge and belief on one hand that TV ads provide insights about life and on the other hand, make deceptive claims. However, demographic variance is observed in interpretation process. The model also depicts that consumers develop favorable

and unfavorable attitude towards the advertised brand, which finally decides the purchase behavior. Moreover, the final behavior path varies by the objectives of the advertiser.

## **5. Limitations & Scope for Further Research**

The major limitation of the research is that the sample size is small as there were only 100 respondents, which seem to be too small to represent the whole population of television viewers in Dhaka city. Moreover, unequal distribution of respondents across different survey areas is another limitation. More insight could be realized if the respondents were distributed equally in all the survey areas. Despite these limitations, this study can be a starting point for more similar research. Studies may be carried out with respondent from diverse demographic profiles to get a more in depth understanding of their purchase behavior. In addition, future studies can explore the impact of ads in other media like print, radio, internet etc in order to find out which one is the most effective.

## **6. Conclusion & Recommendations**

### *6.1 Conclusion*

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 adult consumers but also the adolescents. Young people are manipulated by advertisement promise that the product will do something special for them, which will transform their lives. The results of the study revealed that the young people viewed TV advertisements with interest and found them entertaining and informative. The research reveals that TV ads provide helpful information about product to the customer. However, advertising also supports brands we like, as well as teaches us how to use new products that make our lives easier and our health better. The manufacturers should, therefore, take care to provide all the information, which would help the consumers in decision making process.

### *6.2 Recommendations*

Several recommendations are drawn based on the findings of the research. Firstly, relevant information about the product is the important one for viewing advertisements. Respondents not only view advertisements as a form of enjoyment, excitement but also seek to find something in ads that is facilitating to purchase best or better product. So, in this sense advertiser must consider this issue while making ads. Secondly, though advertisements have lots of reimbursement, but it has some unenthusiastic impact. A number of ads generate redundant demand of a product i.e. after watching advertisements; viewers feel the demand for that product, although he or she does not need that. On the other hand, unfair price claims, untrue information, sexual appeal are the foremost issues that generate harmful impact in the response process. One of the most significant issues in today's ads is to manipulate emotion unnecessarily towards the brand. This issue creates positive behavior in the short term, but after realized consumer memory store pessimistic beliefs about that brand. Therefore, marketers should think about the careful use of emotion to promote a brand. Thirdly, this study shows that advertising plays a major role in influencing & transmitting social values, sometimes provide ideas about life style, morality etc. Advertising can really be effective if they can blend the

product message with the social message.

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