# Chapter 2

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## 2.1. Introduction

The chapter, 'review of literature' for the research on the topic "Role of Individual Perception in selection of Commercial Advertisements on National Level Television Channels with special reference to Consumers of Selected Products in and around Kolkata", is basically to explore the available relevant literature and bring the relevant content to develop a background of the study under consideration. Both theoretical and empirical researches and theories developed by different scholars in the area of marketing, advertising, humanities, and psychology were considered for review. The justification towards considering literature in the area of marketing, advertising and humanities is the broad objective of the project undertaken which is aimed at understanding the factors which are influencing audience for television advertisements, with special reference to audience in and around Kolkata for commercial advertisements. At the same time the idea of the project was to understand the effectiveness of the so called paid form of communication i.e. advertisement by an identified sponsor i.e. the advertisers to communicate their message to their target audience. This, in turn is a subject matter of humanities. In addition to the three domains mentioned, relevant literature in the area of psychology was also considered to explore the concept of behavior, attitude and perceptions of individuals. Though most of the literature which was available with respect to the topic under consideration are global in nature. Very few literature were identified, which were researched in the Indian context. Those literature with Indian context were also considered to get a brief understanding about the advertisements in India in addition to the global context. As the study was focused on the audience in and around Kolkata, there is a dearth of literature available which was understanding the perception of audience in and around Kolkata. Therefore, the study will provide an insight to the marketers, advertisers and academicians a valuable piece of information which they can apply, explore further and enrich the focus area of the study. However, the primary focus of this study is on the literature on advertising.

The present literature review will start by exploring the historical past of advertising and its evolution till the present day scenario. From the past till the present, it can be said that today the advertisers have different alternatives i.e. mediums available to communicate their message. The choice of the medium or mediums basically depends upon the objective of

advertisement along with the preference of the target audience and the budget of the advertiser. Many advertisers mix different mediums to communicate their message to their target audience with an objective to create synergy in reaching out to the target audience in achieving the desired purpose. The literature which have studied the alternatives available to the advertisers who are using different mediums to advertise will also be explored and reviewed. Although advertisements in present day scenario is reaching out to their audience through different mediums. However, as the subject matter of the research under consideration was to explore the factors influencing the perception of the audience who are watching advertisement on television, therefore the focus of the literature review was specifically television advertisements. Other mediums like print, radio, and internet advertisement were also explored, to some extent, just to compare their impact over the audience in comparison to the television advertisement.

The objective of conducting the literature review was to explore the factors which were researched and generalized by many researchers in the domain of advertisements in general and television advertisements in particular. These factors were researched to frame a questionnaire. The questionnaire which will be surveyed among the subjects in and around Kolkata and data will be collected. The data which will be further analyzed to find out the factors which are contributing considerably in developing perception of the audience towards watching television advertisements. The idea of the research was also to evaluate gaps in the literature to show way forward for the future researchers in the areas of advertisement, marketing in general and studies which are in the area of understanding perception of audience over the advertisements in particular.

Understanding the factors which are influencing the audience perception are important, as they give insight to the advertisers to develop better and relevant advertisements. These better and relevant advertisements will have higher probability to convey the message the advertisers are intended to communicate to their target audience. At the same time with the changes in the mediums and mindsets of the audience due to the change in generations, exposure, environment etc. it is always relevant to study the influencing factors which can be considered to develop effective advertisement. However, it should be researched time and again to get the changes happened due to the changes in mediums, environments etc. To begin with, the literature review will start by reviewing the literature in the area of advertisement. The objective is to explore a clear picture of the past and present of advertisement as a concept. It will also explore the historical past and evolution of advertisement.

## 2.2. Advertising

As for an individual in the present day, it is easy to know about a company, a product or a brand by following advertisements which are sponsored by the identified sponsors or advertisers to communicate with their audience. Presently, a product launch go hand in hand with advertisements so that the target audience can get the required knowledge about the product. According to Coulter et. al. (2001), "One of the big values of advertising is that it introduce people to new things that they may otherwise not known about". If a bad advertisement influence audience to take a negative action towards the advertised brand, product or company, a good advertisement usually attract an individual to take positive action. According to Hayat et. al. (2013), "Advertising is the most important way to attract the customer and this concept has gone through from classical to modern view". Most of the times, there is a positive chance for the company, product and/or a brand to expect sales to happen as a result of the advertisement along with awareness of the said brand, product and/or company. However, it is not necessary that an individual takes a positive action always in the form of purchasing the product on the basis of advertisement. But, it is for sure that advertisement influence an audience to take a decision towards the company, product and/or brand who have advertised. According to Shrivastava et. al. (2014), "Advertisements play a significant role in consumer decision making related to products/ services".

Advertisement as a concept, which is readily found in the literature, is the outcome of the researches conducted by scholars at different places at different point in time. Advertisement as a concept in 21$^{st}$ century is backed by historical evidences researched by scholars from time to time which have revealed its existence in the past. Many historians while excavating for history and probably ancient civilization have explored the ruins of advertisements. They have mentioned the same in their literature while evaluating and presenting the culture and environment of the ancient civilization. In the literature, they have specifically mentioned the application of advertisement in those ancient civilizations. The application of advertisement have been explored by the researchers and archaeologists and their excavation of ruins of papyrus in Egypt (Kazmi & Batra, 2008; Chandrasekar, 2010; Nizamuddin, 2014) which were around 5000 years old (Chandrasekar, 2010; Nizamuddin, 2014) confirms the existence of advertisement in the evolution of human being (Nair, 2013). With the time, when the advertisements explored by the historians and archaeologists are compared with present day advertisements, i.e. the advertisement in the 21$^{st}$ century, a big change can be identified. This change is basically in the process, medium and other factors of advertisements. Therefore, it

can be said that since past, from the time advertisements were in their nascent state to today, advertisements have evolved with the evolution of mankind. With the humans the advertisements were also have ruins of existence in the ancient times (Mathur, 2008. Nair, 2013).

From the time advertisement started, it has played an important role in the lives of human beings and influenced their culture and nature. According to Nair (2013), "advertising is in part of human nature since the ancient times". With the evolution of the mankind and the way technology have entered in the lives of human beings, advertisements too evolved and changed. Advertisement's evolution has paved its way in the human lives with different mediums. With different mediums and increase in competition among advertisers, the expenditure which was made on advertisement has instigated (Majeed, 2011). This increased competition among media and advertising agencies resulting into shaping advertising as an industry. This gave an organized form to the application of advertisement. According to Majeed (2011), "Cost of attracting and retaining customer is also increasing day by day". With the time, the concept of advertisement formed a shape of a separate industry catering to its advertisers in one hand and audience on the other hand. As the competition among advertisement agencies and mediums increased, the audience too get alternatives. This in turn increased the cost of attracting and building loyal customer base for mediums and advertisers. However, with the change in behavior of the audience and advertisers and with the advent of different mediums to advertise, the industry has changed considerably. According to Sharma (2012), "The advertising industry has experienced dynamic changes over the last several decades. The changes have been good in terms of technology advancement, medium and more methods to attract consumers and on creativity". Due to competition and objective to attract more and more people, advertisement industry is working towards quality of advertisements. This advancement can be explored from the history of advertisement.

To explore the history of advertisement, one has to go back in the remote past probably in 3000 BC (Nizamuddin, 2014) to reveal the facts from the relevant literature. Literature is readily available which provide facts of advertisements. The literature starting from the time of Babylonian Clay tablet of about 3000 BC (Nizamuddin, 2014), and first ads in America's Boston Newsletter in 1704 (Kazmi and Batra, 2008) to setting up the first advertising agency in Philadelphia in 1842 (Chandrasekar, 2010; Vos, 2013). In all these literature, advertisement is a subject matter which has been applied and researched by many to explore and capitalize its potential and scope. With the research in the area of advertisement, theorists have defined the concept and its application for different industries. They also researched the behavior of

the audience towards it in general and towards different mediums in particular. Advertisement as a theory has been a subject matter since 20's. According to Batra et. al. (2012), "several books with an economic perceptive, including Roland Vaile's 'Economics of Advertising, were published in the 1920's". Though advertisement theory can be traced back in 20's, presently advertisement is an integral part of any business as it was in the past. Advertisements are instrumental in creating communication between brands, products and/or companies with its target audience using different mediums. According to Nair (2013), "Now a days the fact cannot be exempted that advertisements are omnipresent, it is everywhere in different forms. The intrusion of newer technologies has changed the face of advertisement itself. For ages, advertisements were confined to print media metamorphosed with time and now evolved by adapting itself to all the emerging technologies". Presently, most of the individuals on the earth are exposed to advertisement through different mediums of advertisements (Mathur, 2008). Based on research and applications of advertisement in the society, 'The American Marketing Association' defined advertising as "any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor." (Tyagi and Kumar, 2004)

Advertisement's definition was relevant for all the industries and products/concepts. However, the application and choice of mediums changes from product to product based on the objectives of advertisements. From advertisers' point of view, advertisement's objective is to influence audience (Kumar and Raju, 2013. Mathur, 2008) while it should serve the purpose of communication (Arens, 2008. Nair, 2013. Terkan, 2014) and an attempt to change the audience perception (Sinha, 2018). According to Star (1989), "Individuals often don't perceive any need for particular products until they have been persuasively exposed to the possibility of having them and it is marketing experts who expertly do the persuading". Therefore, an advertisement is a tool in the hands of marketers to inform, persuade and reinforce its audience to change their perception resulting into purchase (Mathur, 2008. Terkan, 2014) of the product/brand being advertise. According to Shrivastava (2014), "Through advertisements the impact can reach wider audience, and hence the main motive is to inform/ convince / persuade/ remind or any two or more of specified motives, about the product/services to the customers".

From the viewers' perspective, advertisement serve different purpose. To some extent advertisements gives an opportunity to the viewers to understand the world (Ewen and Ewen, 1992) in addition to getting knowledge about the product, brand, company etc. According to Terkan (2014), "advertising performs the communicative function of informing consumers about a company's product or services. Even though there are other methods of communications available with the businesses with which businesses communicate with their

target audience, advertisement is one of the most effective in terms of reach. According to Sharma (2012), "Advertising allows you to communicate a salient message to a large group of consumers faster than any other form of communication".

It is true, advertisements are being used to communicate the messages of advertisers to their target audience. However, it cannot be ensured that the encoded message is decoded by the audience in the way expected by the advertisers. Audience decode the messages being communicated by the advertisers to them in their own way and according to their knowledge level. Again the decoding of the message is influenced by the context and environment in which the audience watch the advertisements. According to Goldman (1992), "We participate daily, in deciphering advertising images and messages. Our ability to recognize and decipher the advertising images that confront us depends on our photographic literacy and our familiarity with the social logic of advertising and consumerism". In one hand the advertisement message is decoded by the audience using their knowledge and ability, on the other hand advertisements educate the audience. According to Coulter et. al. (2001), "advertisement may serve as a hostess to introduce new offerings, the teacher to educate the public about the product and service attributes and benefits, the counselor to provide comparative information useful in decision making, the enabler to offer pre purchase and post purchase reassurances, and the magician to stimulate creativity and thinking. In addition, our informers viewed advertisements as a performer that can provide laughter and enjoyment".

## 2.3. Advertising and India

Indian advertising is no way behind global advertising. Indian advertising has crossed Rs. 1000 Crore mark (Beri, 2011). However, as the country like India, is diverse in terms of culture, religion, language, race etc. advertising in India is challenging for the advertisers. According to Thiyagarajan et. al. (2012)," Catching the eyeballs and minds of this particular segment is not the easy task. Responsibility of the advertisers goes beyond designing an ad campaign in country like India where conservative mentality and liberal perception prevail simultaneously". As far as Indian advertisement industry is concerned, it is no way behind advertisement industry in different countries. Rather, Indian advertisement industry has grown far beyond than the expectation. It was expected that the Indian advertisement industry will grow at a rate of 8.7% in 2013 (Senthil et. al., 2013). However, the growth of television viewership in India have increased by 19% in the survey conducted in the year 2016 (Malvania, 2017). When television industry is considered, it is found that television growth in Asia estimated to over

six fold (Jensen R. and Oster E. 2009). With the growth in television it gives immense opportunity to the advertisers to consider television as a medium to advertise in India.

## 2.4. Mediums for advertising

From the time advertisement was found to be a tool to communicate (Mathur, 2008) with the audience, advertisers have explored different media and its mediums. Initially, in the year 1704, print (Grass and Wallace, 1974. Kazmi and Batra, 2008) was the medium which was preferred by the advertisers. Newspapers and magazines were the common mediums which was used by the advertisers to communicate their message to their target audience. Later on Radio in the year 1922 was chosen by the advertisers to reach out to their target audience, followed by television in the year 1948 (Batra et. al. 2012) became an alternative with the advertisers to reach out to the target audience. The mediums for advertisements which were applied by the practitioners were matter of research since 20's (Batra et. al., 2012). However, with the increase in the mediums from 20's upto 21$^{st}$ century, all are considered as alternatives to advertise and reach out to the target audience for the businesses (Lee and Lee, 1995, Rodgers and Thorson, 2000, Saxena, 2010, Yaakop et. al. 2012, Pikas and Sorrentino, 2014). According to Malik et. al. (2014), "In today's era advertisement is of great importance. It is the essence of any product or brand. Advertisement can lead it to the epitome of success or to the diminishing layers of its existence. Advertising, when done in a proper way, is a surefire way to attract a large volume of the target audience in one shot. Only those products or brands become popular who put a brave show of their product. Advertisement can be done through different media. Some of majorly used are print medium (newspapers, magazines, and brochures), outdoor medium (billboards, events) and broadcast medium (television, radio. the internet)". As advertisements with its different mediums have proved themselves to the businesses by offering them desired success, when done properly, businesses have shown confidence in spending on advertisements and its research. More and more businesses are leveraging advertisements. This in turn more and more mediums are evolving to cater to these businesses. As newer mediums are evolving, older mediums are losing their clients. As quoted in Entertainment, Media & Advertising Market Research Handbook, 2006 "the advertising industry is confronting some of its most daunting changes since the mid-20th century, when television replaced radio as the mainstream medium of choice. The challenges also offer significant – and lucrative – opportunities". Different mediums like internet, smart phones, interactive televisions in the audio visual media, which are available for the advertisers to advertise and reach out to the target audience are

making the advertising more and more complicated and challenging (Saxena, 2010). According to Senthil et. al. (2013), "Advertising on the Internet started on October 27, 1994. On this date, the online version of Wired Magazine was credited with being the first to bring advertising to the World Wide Web (WWW)". Though the older mediums are losing their clients, however among different target audience these mediums are still relevant. Thus, many mediums which were present in the past like, radio, print or television are still relevant in comparison to internet and smart phones for specific target audience. According to Yaakop et. al. (2012), "When consumers are skeptical of the advertising messages they are receiving, or are skeptical of the media source of the message, they will not be motivated to process the information they are receiving".

Therefore, with the increasing numbers of mediums available for the advertisers in the present day environment, researchers are conducting researches to get knowledge about the factors influencing the effectiveness of the available mediums. There are researches available, which have conducted researches to explore the factors which are important for the success and failure of these mediums specifically and advertisements in general (Batra et. al., 2012). Marketers are giving considerable effort in choosing the mediums to advertise with the expectation of positive results based on the pre-defined objectives. Even based on the objectives mediums are chosen to advertise by the marketers. According to Malik et. al. (2014), "Marketers with the passage of time are becoming more and more responsive towards the medium of advertisement and making substantial efforts to shape affirmative consumer buying behavior by constructing positive perception in mind of consumers through means of effective advertisement policies". The research conducted towards finding the factors which are responsible for the success and failure of the mediums in terms of reaching out to the audiences and attracting audience to watch the advertisements, are providing inputs to the advertisers to make their choices of the mediums for their advertisements more effective. In the above content, it is mentioned that advertisers are expecting effectiveness of their advertisements. However, there is a need to clarify the idea of effectiveness being considered by the advertisers for their advertisements. The idea of effective advertising is, the advertisements which result into attention of its target audience, recall (Britt et. al., 1972, Bolls and Muehling, 2003), remind (Mathur, 2008), increase brand image, promotion of the concept of the product or the product itself (Gresham and Shimp, 1985), idea of the product (Saxena, 2010) etc. According to Mathur (2008), "the simple job of advertising is to: (1) inform the customers about the product. (2) Focus on the benefits the customer would derive by using the product, in order to motivate them into buying the same. (3) To ensure that the firm's customers stay true to the firm for repeat purchase, advertising is

done to remind the customers".

In one hand the influx of mediums for advertisement gave an opportunity to the advertisers to reach out to maximum number of audience and on the other hand it increased the growth potential of the business of the mediums and people involved in producing advertisements – directly and indirectly. On the other side, technological advancements which is responsible for the influx of mediums, it gave audience different tools to avoid advertisements (Batra et. al. 2012). At the same time, with every passing day, to remain relevant for the audience and with the help of advancements in technology (Lee and Lee, 1995, Saxena R., 2010, Senthil et. al. 2013), newer mediums are evolving. As for audience, they are getting advance benefits from the newer mediums. It is because these mediums are offering variety and advance features to attract their target audience. As soon as the medium become relevant for the audience, by offering them different benefits of their choice, the advertisers start choosing those mediums with an expectation to reach out to the maximum number of audience, who prefer specific medium. In competing with the newer mediums, the conventional mediums are also upgrading themselves to remain relevant to the audience. By using different available technological advancements, the conventional mediums are also offering relevant features to its audience. Hence, these conventional mediums are also preferred by the audience along with the new mediums. It is resulting into increased cost of advertisements for the advertisers as they have to spend on more than one mediums so that they can reach out to their target audience in large numbers with an objective to create awareness of the brand and to increase sales (Simon and Arndt, 1980). Increase in mediums are influencing advertisers to spend on almost all the available mediums for advertisements so that these advertisers can gain maximum reach and exposure (Yaakop et. al. 2012, Senthil et. al. 2013, Pikas and Sorrentino, 2014). With increased expenditure on advertisements, the advertisers are trying to minimize their expenditure and maximize their reach using different mediums of advertisements. They plan judiciously for the mediums and the content to increase their return on investment which they are making on advertisements. Their plans are based on through research on the mediums and the content of the advertisements. This resulted into research on different mediums to explore the factors responsible for their effectiveness (Yaakop et. al. 2012, Willke and Burrus, 2013).

As audience is shifting their time to newer mediums resulting into lack of interest over traditional mediums (Keller, 2013, Senthil et. al. 2013, Willke and Burrus, 2013). Researching different mediums, both new and traditional, are also the need of the hour. According to Keller (2013), "marketers have become disenchanted with traditional advertising media". The researches towards researching mediums effectiveness, at times mentioned their preference for

new mediums over conventional mediums. This perspective influence advertisers to spend less on traditional mediums (Senthil et. al. 2013, Willke and Burrus, 2013) compare to new mediums. Whether the advertisers choose new mediums or traditional mediums to advertise, the advertising industry has been growing considerably. There has been a growth in the advertising industry in the global market. Indian advertising industry, in any way lacking behind. According to Senthil et. al (2013), "The Indian advertising revenue market is projected to grow at 8.7 per cent in 2013 with internet leading the growth at 31.2 per cent, says Magna Global's 'Global Advertising Forecast Report December 2012' report".

The growth of advertising industry can be interpreted as, more advertisements are getting produced and more advertisers are coming forward to advertise. However, growth in advertising industry does not represent the growth in the success rate of the advertisements. To ensure success of the advertisements, the advertisers have to make judicious decisions in medium selection and production of the advertisement. The choice of mediums and production of advertisements are mostly depends on the choice and preference of the audience. According to Mathur (2008), "unless the right audience gets to see the advertisement the entire effort and money goes waste". Therefore, the choice and preference of the target audience for different products and concepts are needed to be researched. However, it might also seems fit to do a research on other areas which are influencing audience to stay glued to different mediums, let it be new or traditional mediums (Rodgers and Thorson 2000). Research for the new mediums should accompany research for the traditional mediums as still there are audience who spend considerable time on traditional mediums. There are audience who find these traditional mediums still relevant and are spending quality time, energy and money on traditional mediums. Therefore, these traditional mediums and looking out for the changes in the audience preferences to remain relevant in the changing and challenging scenario (Batra et. al.2012, Pikas and Sorrentino, 2014).

The outcome of researches in the area of advertisement resulted into different advertising models. These advertising models were developed with an anticipation that applying these models will ensure success of advertisements on different mediums. From time to time different models were derived in the area of advertisements to guide practitioners to produce and show effective advertisements to the audience (Aaker and Stayman, 1990, Vakratsas, 2005). These advertising models are the outcome of different researches, which studied different factors to test results of advertisements among its audience. Later, the factors which were found influencing, were incorporated into these advertising models. As these models have the factors which increase the probability of success for the advertisements, these models

claimed to be efficient in increasing the effectiveness of advertisements and mediums (Tellis et. al., 2005, Vakratsas, 2005, Jones, 2007), given the condition, that these are applied properly. Another group of researchers compared different mediums to understand the effectiveness of the mediums in showing the advertisements to the audience. Among the researches, the research conducted by Grass and Wallace (1974), compared television with print advertisements and commented, that the advertisement shown on television are twice effective in communicating the message to its target audience. In another research, conducted by Simon and Arndt (1980), the size of print advertisement and time of advertisement shown on televisions was studied to compare the print and television advertisement. In the comparison done by Simon and Arndt (1980), the focus was the expenditure which an advertiser incur to produce the advertisement and based on this cost compete with its competitors. Again the cost, which the advertisers incur towards producing the advertisements is based on its objective and target audience along with the limitation of bearing the cost in choosing the medium. Based on the research, Simon and Arndt (1980), concluded that brands/advertisers compete over advertisement cost and derive the effectiveness of advertisement based on the cost by proposing a specific advertising model known as, 'advertising response function'.

From comparing print advertisements with television advertisements as mediums, Hirschman, (1986) studied verbal and visual content of advertisement to evaluate the effectiveness of an advertisement in both print and television mediums. According to Hirschman (1986), "Print advertisements and television commercials which visually depict the product are likely — given the present findings — to provide the consumer with a perception of greater familiarity with the product than if s/he were confronted with the same information in a printed format". Considering another approach, Basu and Batra (1988), advocated the budget allocation by different brands for advertisements and studied the effectiveness of advertisements. The research conducted by Aaker and Stayman (1990), was based on the perception of audience towards the content, visuals and scripts of the advertisement. Kellaris et. al. (1993), emphasized music as an important factor of success of advertisement. Rodgers and Thorson (2000), researched internet based advertisements and proposed 'information processing model'. Bolls and Muehling (2003), proposed 'limited capacity model' which emphasized information processing and retrieval of information of the advertised content by the audience. In 'advertisement response model' proposed by Vakratas (2005), the focus was on the state of markets and duration of advertisement using different mediums and their combined effect over stability of the brand performance due to advertisement. Martin et. al. (2009), studied the nature or future orientation of consumers in paying attention to the advertisements. Tellis et. al. (2005)

defined two different models, one analyzing response of an ad due to the ad itself, media, day part, repetition, duration, wear in and wear out and the other estimated the variation of ad response due to creative cues, market age, and cues market age.

Given the models available in the literature which are claiming to be effective, if applied properly, the choice of model from a business's perceptive is the model which increase sales of the product/brand as a result (Batra et. al., 2012). Therefore, many models in the area of advertisement is derived from the researches which emphasized budget allocation for the advertisement expenses and the profitability out of it (Basu and Batra, 1988). However, as and when an advertisement become nuisance for the audience, spending on it become waste for the advertiser (Willke and Burrus, 2013). Though it is also true and researched that all the advertisements cannot increase sales (Simon and Arndt, 1980), but still advertisements should be shown repeatedly to its viewers for the future performance of the brand/product. Again, many advertisers increase the budget to increase in number of advertisements to be shown to its audience in an anticipation of increase in sales. According to Vakratsas D. (2005), "a temporary increase in advertising expenditures can lead to a permanent increase in market performance (sales)". On the contrary, it was researched and tested that more advertising do not fetch more sales, rather uncontrolled spending on advertising shows diminishing returns on sales for the organization (Simon and Arndt, 1980).

However in present scenario, the pertinent question for the advertisers is, with the advent of technology (Lee and Lee, 1995, Saxena R., 2010, Senthil et. al. 2013) and increased numbers of available mediums, how much and where to spend to get maximum visibility at least possible cost. Again due to the changing individual perception towards advertisement is changing the audience behavior (Simon and Arndt, 1980, Senthil et. al. 2013, Willke and Burrus, 2013). This change in behavior is resulting into changing patterns of audience in selecting different mediums. It is also possible that the reasons for choosing particular advertisements from different mediums are also changing.

In this changing scenario, television being a traditional medium and incur high cost for producing the advertisements for the advertisers, it is needed to be studied to understand the factors which are relevant presently for the effectiveness of advertisement shown on television. According to Mathur (2008), "Advertisement needs to be seen. The phrase opportunity to see (OTS) is important in as much that unless the right audience gets to see the advertisement the entire effort and money goes waste". With the time, the popularity of the traditional mediums of advertisement is reducing due to the shift in choice of mediums by the audience. According to Keller (2013) "Another important change in the marketing environment is the erosion or

fragmentation of traditional advertising media and the emergence of interactive and nontraditional media, promotion, and other communication alternatives. For several reasons related to media cost, clutter, and fragmentation marketers have become disenchanted with traditional advertising media, especially network television". The popularity for the traditional mediums have reduced in comparison to the new mediums which have evolved in the recent time, but the existence of these traditional mediums did not finished. Still there are audience who prefer traditional medium over the new medium. At the same time, audience, in present day, has the access of different mediums and use different mediums. They have preference for different mediums and they do not stick to one single medium. Therefore, it is a challenge for the advertisers to choose specific mediums to advertise. According to Mathur (2008), "severe competition, recession makes it imperative that the sellers choose the right media". Thus, to get an effective advertisements, the advertisers need to choose the right medium.

## 2.5. Television advertisements

Around the world television has occupied an important place among the households. From western world to developing countries in Asia, the television ownership is growing manifold. According to Jensen and Oster (2009) "The growth of television in the developing world over the last two decades has been extraordinary. Estimates suggest that the number of television sets in Asia has increased more than six-fold." Among other Asian countries, India is no way behind. Presently, majority of households in urban and rural cities of India, holds television sets at their homes. With the increase in ownership of television, viewership is also increasing. As mentioned in one of the articles published by Business Standard published on 3rd March 2017 by Malvania (2017), "According to BI-2016 survey, which was undertaken to ascertain the TV universe and viewing habits in India, the number of TV homes in the country has gone up by 19 per cent to 183 million from 154 million. While the urban-rural split of TV homes was 50:50 earlier, rural India has 17 per cent more TV homes now. Urban India currently has 84 million TV households, while TV-owning homes in rural India stand at 99 million, it said. The survey also shows an 18 per cent jump in TV penetration — from 54 per cent previously to 64 per cent. The total TV viewing universe in terms of viewers also saw a 16 per cent jump; India today has 780 million TV- viewing individuals. As a result of this update in the TV universe, the latest ratings have seen a significant jump in impressions (viewership), especially for niche genres like infotainment and music and youth".

As the number of television sets are increasing, the advertisers too have scope of reaching out

to maximum number of people who are using television for various purposes like entertainment (Thiyagarajan. et. al., 2012), information (Jensen et. al. 2009) etc. According to Mathur (2008) "With the wide spread of TV, it has become the most commonly used media. Visual impact of the media is so powerful the advertisers use it for even just maintaining the top of the mind recall for their products." As the number of television sets in the households are increasing, the advertisers too have capitalized on this medium. They consider television as one of the effective medium to advertise. According to Majeed (2011), "Advertisement is the most important source to promote the brand. TV is the most attractive source to attract customer attention".

With the increase in the number of television sets in households, the advertisers have increased showing advertisements using this medium, with an expectation to reach out to maximum number of people. This rush of advertisers to increase impressions of advertisements using television as a medium, created negative side for the television advertising. According to Thiyagarajan et. al. (2012), "TV (television) has emerged as an indispensable medium of entertainment and the growth of TV channels have been immense in the past decades. This has not only widened the opportunities for the advertisers to stay connected with the target audience, but also intensified the noise in the cluttered media environment". An individual usually watches television for entertainment. While watching something of interest, if anything else create disturbance, it basically creates irritation among the individuals. According to Lee and Lee (1995), "an analysis of viewing motivations shows that one of the factors highly important to viewers is "mood elevation"—a desire to relieve stress, relax, and escape from everyday worries and cares—TV as a kind of Valium". At the time when an individual is watching television with the objective of relaxation and chooses a program which offers him relaxation. Suddenly an unsought advertisement start playing in between the program. In this situation, that individual might perceive advertisement as disturbance and mostly gets irritated from the advertisement. At the same time advertisers with the objective of reaching out to maximum people for the maximum time, builds a clutter on televisions which irritate (Star, 1989) viewers at times. If an individual watches the advertisement willfully, the chances of positive action towards brand increase. On the contrary, if an individual has to watch the advertisement forcefully, the chances of negative action towards brands appears. According to Majeed (2011), "sometime repetition of ads put positive impact on customer and sometime it leads to negative response".

Television and television advertisements are two separate identities. It is not necessary that if an individual gets irritated with the television advertisement, will get irritated with the television. Viewers are getting attracted towards televisions day by day as they are getting

exposed to national and international events and programs. Today, the audience is exposed to entertainment and information from the nation and beyond. According to Jensen et. al. (2009), "Beyond providing entertainment, television vastly increases both the availability of information about the outside world and exposure to other ways of life". Therefore, the question is to understand that those who have television at their homes and watch it for entertainment, information etc. are they also watching television advertisements as expected by the advertisers or are they feeling it nuisance (Arens, 2008, Thiyagarajan. et. al., 2012)? And if they are not watching the advertisements, which are being produced by the advertisers by spending huge cost, what should the advertisers do, to attract the audience to watch their advertisements on television? According to Batra et. al. (2004), "With this increasing amount of clutter, and with more households zapping ads through their TV remote controls, it is becoming increasing difficult for ads to gain the attention of consumers. And because channel switching and ad avoidance means consumers are viewing fewer seconds of ever smaller commercials with ever reducing attention, even ads that do get watched communicate less of the intended information. Studies have found that ads are fully or partly miscomprehended between 20 to 30% of the time".

More and more television sets at household level with more and more television channels allowing advertisers to advertise at more number of channels. At the same time, as the channels are providing content to its audience throughout the day and night with no holiday in the year, advertisers are considering it as an opportunity to reach out the audience 365 days and 24 hours a day. It is true from the advertisers' part that they want to be visible to its audience, more than their competitors. This in return result into increased number of advertisements for the audience. In this scenario, the audience are forced in watching hundreds and thousands of advertisements on a daily basis. A study conducted by Britt et. al. (1972) in the 60's in America researched the exposure of advertisement for an ordinary American. It is found out in the research that an ordinary American is exposed to advertisement through major media of that time. Among major media television was one of the important media and during the period of study, it was found that an ordinary individual is exposed to 117 to 484 ads per day. According to Britt et. al. (1972), "of the 76 advertisements a day of which a person might be aware, only 12 "make any kind of an impression on him. And, incredibly, three of these twelve make a negative impression".

At the same time, with a common perception of the audience towards marketers which creates an impression of marketers that, with different types of marketing communications using all sorts of communication mediums among which advertisements is one, they overpromise which

they do not deliver (Star, 1989. Arens, 2008). Therefore, advertisements in general are considered misleading by the audience. As quoted by Nair (2013), "Advertising is essentially a thing to induce consumption to make people buy things they do not want. (Jawaharlal Nehru quoted in Kyon Na Azmayen? A Brief History of Indian Advertising [para 2], Vikram Doctor and Anvar Alikhan, Indian Magazine, Vol.XVIII (January 1997)". According to Desai (2018) in his article mentioned advertisement as "artful illusion". According to Star (1989), "It is widely suspected of trying, with all the intelligence and technology and cunning it can command, to get people to want what they don't need, of overpromising exaggerating what can be delivered, and, worst, of exploiting people's vulnerabilities to get them to value, want, and expect the unattainable and undesirable". This at times create clutter and at time irritation for the audience (Britt et. al. 1972, Star, 1989, Bolls and Meuhling, 2003, Thiyagarajan et. al. 2012) resulting into advertisement ineffectiveness, as they are unable to grab attention of their audience and not viewed. According to Star (1989), "if a marketing program satisfies a million people, distract 500,000, and frustrate 300,000".

With all criticisms, advertisement plays an important role in today's competitive environment (Terkan, 2014). As the competition to occupy the television time share is increasing, in one hand the cost to advertise on television is increasing for the brands and on the other hand advertisers are constantly working towards making their advertisements more and more effective. By effective advertisement, it means that, the advertisements which have the factors to influence its audience and take positive actions towards the brands/products being advertised. To address the issue and showing advertisement to its audience, advertisements are trying to focus on areas which will allow them to get audience attention. The successful advertisement expects that the public at large will have top of the mind awareness and thus remember the brand when they take decision to purchase the product. In this respect, time (Bolls et. al. 2003), message or content (Batra et. al. 2004, Vakratsas 2005, Thiyagarajan et. al. 2012), music (Kellaris et. al. 1993) etc. are considered as important factors and thus researched by researchers. There are other factors too, which were researched in combination with individual factors to offer synergy (Vakratsas 2005) in developing effective advertisements for scholars and the industry. According to Thiyagarajan et. al. (2012), "Positioning the brands in the target minds is no longer an easy task, and thus, prompted marketers to look for strong executional cues which will stand out in the bombarded advertising environment". However, there are other factors too which from audience perception (Batra et. al. 2004) and a requisite for the advertisers to research them. These factors which form individual perception are needed to produce advertisements. This may result into an effective advertisement after incorporating

the factors and advertisers get best results on showing the advertisements to the target audience. According to Vakratsas (2005), "recent research has shifted attention from topics such as duration of advertising effects in mature markets and short-term advertising elasticities to issues such as combined effects of ad content and weight and effectiveness in evolving markets". Research in the area of advertisements is an ongoing process. Researchers also have an opinion that effectiveness of advertisement is not restricted to the factors related to the content of the advertisements and/or the mediums. It also include behavioral aspects of the audience which may include money, ambience, mood, frequency etc.

It is already mentioned that increasing frequency of advertisement on television does not necessarily increase the effectiveness of advertisement, resulting into increased sales of the products/brands being advertised (Simon and Arndt 1980, Tellis et. al. 2005). In addition to it, Tellis et. al. (2005), advocated the need of understanding behavioral aspects to have an effective advertisements. According to Tellis et. al. (2005), the response of an ad should also be measured taking various behavioral aspects of the advertising content and not only the frequency or the budget etc. Therefore, there is a need to study the behavioral factors which develop perception of the individuals, which in turn influence them to react in a particular manner towards advertisements.

## 2.6. Overview of perception

The concept of perception can be explored by observing different people. In a particular environment, one object can be perceived differently by different people with same demography. It is based on many psychological factors. The senses of individuals get stimulated by different stimuli and develop individual perception. This perception make the individuals perceive things differently from others, in spite of the fact that the thing remain constant for all. According to Hanna et. al. (2013), "Perception is the process of selecting, organizing, and interpreting sensations into a meaningful whole." There is no dearth of literature on perception, however perception or individual perception in selecting commercial advertisement on television need to be studied.

From marketing's point of view, perception is a part and parcel of consumer behavior. According to Kazmi (2012), "Perception is basically an organism which describes an individual's perceived image which he expect from any product or service". An individual often criticize advertisements when deceptive or objectionable advertising (Star, 1989) is shown. On the contrary, due to the expertness of the marketers advertisements persuade the

individuals to take a positive action based on the shown advertisements resulting into product purchase (Senthil et. al., 2013). Individual perception usually based on certain stimuli (Arens, 2008, Brosch et. al., 2010, Almeida e Silva et. al., 2012, Malik et. al. 2014). It is equally holds good when an individual select particular advertisement to watch. Here the advertisement act as stimuli which influences to develop individual perception forcing the individual to build negative or positive image of the brand/product being advertised. At the same time, there are stimuli present in the environment which develop individual perception in general and this perception result into liking or disliking an event and this event can be an advertisement. These stimuli can be emotions (Brosch et. al., 2010), basic sensory stimuli (Almeida e Silva et. al. 2012), verbal and pictorial stimuli (Hirschman, 1986).

The impact of the stimuli on individual perception varies with the mediums (Yaakop et. al. 2012). These mediums are used by the advertisers to catch the attention of the audience by their advertisements. According to Malik et. al. (2014), "Through different advertising tools and by developing positive perception the customers are made to believe that product belongs to them which builds their confidence towards the product and significantly improves the buying behavior". With the time and technological advancements, the tools and ways to build positive perception are changing and there are additions in the number of factors crating audience or consumer perception. According to Rodgers and Thorson (2000), "there are new sets of responses that must be defined and included".

To get inputs towards producing a television advertisement which will be effective. To understand stimuli influencing audience perception resulting in decision of watching advertisement. These are the basic areas which need to be studied. The study should be broadly based on two areas i.e. television advertisement as one and perception as another. As for television advertisement is concerned, literature is available discussing different areas of television advertisements since 1920s' (Batra et. al., 2012). With advancement of technology, television advertisements has also changed to its present form (Lee and Lee 1995, Saxena 2010, Senthil et. al. 2013). Due to the changes in individual perceptions consumer behavior have also changed. The changed behavior, has changed the way audience was perceiving advertisement on black and white television to present day when they watch advertisements on interactive and network televisions (Lee and Lee. 1995, Keller. 2013, Saxena, 2010). Again due to emergence of internet and its reach to the audience through mobile phones, it has an impact in building audience perception over the advertisements in general. According to Senthil et. al. (2013), "these new media appear to have a more visible impact on opinions of advertising than mature, perhaps more accepted, advertising media". However, on conducting research on the

secondary data, it was revealed that, in general the audience is positive towards advertisements they are watching on different mediums and when it comes to watching advertisements online they feel negative (Senthil et. al, 2013). This gives an impression that, in spite of entry of internet and advertisers showing their advertisements on different internet enabled digital platforms, television advertising still has scope in the future. Therefore, it is a need of the hour to have an exhaustive list of aspects which are influencing audience perception to watch television advertisement.