

# Consumer Perception and Opinion towards Advertising: An Empirical Study on Consumer Behaviour in South Delhi

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## ABSTRACT

This research paper tries to explore and describe consumer's attitude and perception towards the advertising campaign. The literature review concentrates on key areas of attitude towards ads, the role of perception in communication and the role of different ad-components in advertising. We have used structured questionnaire and focus-groups to obtain and analyse the feedback and observations of people regarding advertisements. Following from these are the results and discussion that focus on key areas: perception towards advertising, attention, and interest. Results indicate that perception towards image of advertisements differed quite significantly among the respondents. The researcher came to the conclusion that these elements are the most effective in capturing attention and interest. The study concludes with a discussion of the main implications of the research and with forwarding of suggestions for further research.

**Keyword:** Perception, Opinion, Recall of Advertisements

## INTRODUCTION

In this era of globalisation where world has become smaller and man has come closer to one another, the need of belongings, desirable things, and goods have gone to disproportionate height in view of increased consumer-ship all over the globe. In this scenario, advertising in general and commercial advertising in particular is of immense importance. It has rendered variable impact on different sections of consumers, in anticipation of its reach to masses. Besides, awareness among consumers has been steadily but surely on the higher side as its importance is evident by the phrase, "when a business is not doing good, it has to advertise but when the business is doing good it pays to advertise".

Although in India history of advertising dates back to ancient times but significance of advertising in India has particularly increased after liberalisation regime, when Indian economy became globalised. It's wrong to say that advertising is limited to only creating awareness about a product, services idea or a company. In fact it acts as

a pull factor, where the idea is to pull the customers to the company and assists specially the people in marketing and sales to generate leads. With the various channels of communications available today like radio, television, Internet, dynamic form more so after liberalisation regime when trade was thrown open to MNCs and due to increasing competition amongst various companies, the role of advertising in India has increased to huge dimensions, Advertising in general has given immense scope of choice between the products of different companies especially in India, with increasing middle class needs. In 2014, media planners estimate television will grow by 15-18 percent, print by 8-10 percent, and digital media by 30 percent.

Some of the characteristics of advertising are stated as under:

- Advertising permits the seller to repeat a message many times. It also allows the buyer to receive and compare the messages of various competitors. Large-scale advertising says something positive about the seller's size, power, and success.

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- Advertising provides opportunities for dramatizing the company and its brands and products through the artful use of print, sound, and colour.

So, In India, advertising growth and potential are immense as India is being seen as the biggest consumer in view of its increasing purchasing power and standard of living.

## OBJECTIVES OF ADVERTISING

Advertising serves many purposes. From the individual who places a small classified advertisement in the local newspaper to the big spender who uses the national TV channel to sell popular brands to the nation, anyone can be an advertiser and advertising touches everyone, irrespective of caste, class, gender, or religion. The objective of small or medium-sized organisation, is to generate awareness in the minds of its target audience with a view to generate demand thereby increase production whereas the objective of the established organisation is to constantly remind the customers of its name or brand, i.e. to increase the brand recall. It includes:

### a) Information

Specifically related to new product launching where the idea is to develop the initial demand of the product or services being offered

Advertising inform about a new product as:

- To suggest new uses of a product
- To inform about a price change
- To provide more product details to the consumer and reduce ambiguity about

Product/service being provided

### b) Persuasion

It is an attempt to increase demand for an existing product, e.g., many shampoo brands have started persuading their consumers to wash their hair every alternate day to have 'healthy and shining' hair-a strategy called 'More Usage.' Way of persuasion, which would eventually result in more consumption and thereby more demand resulting in increase in overall revenue.

- To persuade customers to purchase now – build brand preference.

- To encourage customers to switch to your brands.
- To change customers perception of product attributes.
- To persuade them to use the products frequently.

### c) Recall

It services to reinforce previous promotion by keeping the name of the product before the market, by these advertisers continuously keep the customer's memory afresh so that previous brand loyalty sustains.

- To remind the consumers that the product may be needed in the near future.
- To tell the customers where to buy it from.

So, the sole purpose of advertising is to inform, persuade, and constantly remind the consumer of the product and/or service.

## LITERATURE REVIEW

A vast range of literature on advertisement provides a basis for the present study. Danaher Peter and Rossiter John (2011) found that although widely used, the traditional channels of television, radio, newspapers, and direct mail retain their historically favoured attributes of trusts and reliability of information that makes them still preferred by consumer. Joel Rubbinson, Ana Magazine (2005) found that television advertising is important for maintaining the value of a brand in a way we can control, yet marketers are increasingly being required to justify the value gained for spending on TV. M. Sutherland & A. K. Sylvester (2000) Memory measures are essentially diagnostic. They help sort out what's going on underneath purchase behaviour. However with the industry's focus on behavioural measures of response, understanding of memory effects in limited (Vakratsas & Ambler, 1999). The intermediate type of response implies that, consciously or unconsciously, advertising must have some mental effect (i.e., awareness, memory, attitude toward the brand) before it can affect behaviour. Martin Mayer (1958) finds that an advertisement must basically be a believable one. Simple techniques, such as the use of pictures or diagrams, also increase the believability of the advertisement. Repetition is another key concept in the case of advertising. He suggests that it is better to have a long series of small advertisements than one extremely

large advertisement as these act as memory ticklers among the consumers. The third concept in his opinion is that messages should be clear, complete, and attractive. C.V. Marnoria & R.L. Joshi's (1968) concluded that an effective advertisement should be done strictly in the language of the customer and it should be inserted at the right time in the right place and also in the right media. Moreover the advertisement should be communicated to the people on whom it is aimed. I. Sathyasundaram (2001) observes that advertising industry in India concentrates mainly on consumer durables. Because of the current stress on globalisation, liberalisation and privatisation, competition has become severe and advertisements too have become aggressive. He also observes that good advertising stimulates aspirations and wants, which in turn induces mass marketing of products and devices. Ruchi Bhatia (2001) observes that both television and print media have proved to be the suitable for communication objectives in different stages of product life cycle. In her view, India, with 70 million households and cable penetration at over 30 million homes, TV has the most eyeball power. AliefyaVahanvaty (2002) states that road show is a new medium, which reaches the target audience at a lower cost to the advertisers. She observes that the best advantage of this medium is that there is a first-hand product trial, direct consumer interaction and consequent building of relationship with the customers. She also opines that there is an instant customer feedback and above all there will be a total brand recall. Subhash Ghosal (2003) reveals that real truthful information about the product is the most important ingredient and the most persuasive element in its advertising. He also observes that advertising can add a value represented by an increased satisfaction in the use of the product by the consumer and the capability of advertising. R.K. Swamy (1996) observes that advertising helped America to become the world's number one economic power. In his opinion America reached the stage of high consumption in 1920, while Europe did so only after 1945. America was the first to reach the high consumption stage, because advertising had created the mass markets needed for high consumption. Bishwambhar Jha (1997) observed that even the ordinary people of India understand the information contained in advertisements and they even find the same as a sort of entertainment. Advertisements have gained popularity, among both the urban and rural audience of India. Almost all Indian consumers take things and information in the same way in which they view such items through advertisements.

B. Mittal (1994) opines that attitudes of audiences may be improved by improving the perceptions of advertising effects. By improving the quality of elements used in ads, the effectiveness of ads can be improved and make the audience to accept the ads.

## OBJECTIVES OF STUDY

As suggested by the literature, advertising can play an important role, particularly in a diverse society like that of India. However, there is a need to study the impact of advertisement in terms of recall rate and purchase behaviour of consumers. Specifically the objectives of research are stated as:

- (a) To study the recall rate of consumer about advertising.
- (b) To find out perception and opinion of different segments of consumers for advertising.

## RESEARCH METHODOLOGY

The required data for the study were collected from both primary and secondary sources. Primary data were collected personally by means of a self-administered structured questionnaire, a copy of which is enclosed as Annexure 1. Secondary data were collected from various magazines, articles, newspapers, journals, etc. A sample of 100 respondents, comprising of an equal proportion of both male and female groups was chosen from South Delhi. The sample was fairly evenly distributed to represent various age groups of the population. The data generated by the survey were tabulated and analysed. The descriptive analysis was done by computing mean scores and standard deviation.

## RESEARCH FINDINGS

### Recall Rate of Advertising

Campaigns of advertising on the soft drink have appeared in the Indian media. The respondents were asked to recall the advertisements aired on these subjects and the percentage of advertisements recalled on the subjects was taken as unaided recall rate of these campaigns. Advertising must have some mental effect (i.e., awareness, memory, attitude toward the brand) before it can affect behaviour (Vakratsas & Ambler, 1999). After administering this question, the respondents were given cues on the advertisements on

**Table 1(a): Age-wise Recall Rates of Advertising**

| Age Group   | Product is Projected in Ad "YehDil Mange more" |    |        | Anchored by famous film Star |    |        |
|-------------|------------------------------------------------|----|--------|------------------------------|----|--------|
|             | Yes                                            | No | %age   | Yes                          | No | %age   |
| <18 years   | 20                                             | 0  | 100%   | 20                           | 0  | 100%   |
| 18-25 years | 29                                             | 1  | 96.67% | 28                           | 2  | 95.00% |
| 25-40 years | 25                                             | 5  | 83.33% | 24                           | 6  | 77.50% |
| >40 years   | 16                                             | 4  | 80.00% | 15                           | 5  | 76.67% |

**Table 1(b): Gender-wise Recall Rates of Advertising**

|                    | Male   | Female | Total  |
|--------------------|--------|--------|--------|
| No recall          | 7      | 8      | 15     |
|                    | 14.0%  | 16.3%  | 15.2%  |
| Only one ad recall | 5      | 4      | 9      |
|                    | 10.0%  | 8.2%   | 9.1%   |
| Only 2Ads recall   | 2      | 1      | 3      |
|                    | 4.0%   | 2.0%   | 3.0%   |
| All Three Ads      | 36     | 36     | 72     |
|                    | 72.0%  | 73.5%  | 72.7%  |
| Total              | 50     | 49     | 99     |
|                    | 100.0% | 100.0% | 100.0% |

these subjects and then asked to recall them. The cues comprised the punch line of these advertisements, or the celebrity model projected in the advertisements. Tables 1(a) and 1(b) show the aggregate aided and unaided recall rates of the advertisement campaigns.

As expected, the unaided recall rate of the advertisements is far below the aided recall rate. It is noteworthy that the aided recall rate is very high, indicating a high degree of awareness of the respondents on these subjects and significance of advertising.

Table 1(a) shows that in all age groups the aided recall rate has been very high. In Less than 18 years age group and 18-25 years age group, the recall rate is even more pronounced, owing to bigger impact of advertising on this age group.

Table 1(b) shows that the female respondents had higher recall rates than their male counterparts and difference between the recall rates in both genders, was more pronounced when recall was measured for higher number of ads.

### Opinion of Respondents About Commercial Advertisement

Advertisement has a lot of positive effects and influences on audience. It gives helpful information to decide upon products. Attention and interest of the audience depend upon the attributes of the advertisements. The respondents perceived that the advertisements watched by them are easily understandable. The advertisements are also entertaining, relevant to the product, informative, persuading, and helpful in economic development.

#### Factor 1

High positive loadings were observed on the variables under opinion, 'Advertising tells me what people with lifestyles similar to mine, are buying and using', 'Advertisements present true picture of the products advertised'. It is concluded that components of factors show association of consumer with product. When they are going to purchase they always associate themselves with product. So, this factor is named as Consumer-Product association.

**Table 2(a): Eigen Value with Cumulative Percentage of Variance of Opinion of Respondents on Different Statements**

| <i>Component</i> | <i>Initial Eigen values</i> |                      |                     | <i>Extraction Sums of Squared Loadings</i> |                      |                     |
|------------------|-----------------------------|----------------------|---------------------|--------------------------------------------|----------------------|---------------------|
|                  | <i>Total</i>                | <i>% of Variance</i> | <i>Cumulative %</i> | <i>Total</i>                               | <i>% of Variance</i> | <i>Cumulative %</i> |
| 1                | 4.963                       | 18.383               | 18.383              | 4.963                                      | 18.383               | 18.383              |
| 2                | 4.667                       | 17.287               | 35.670              | 4.667                                      | 17.287               | 35.670              |
| 3                | 2.867                       | 10.618               | 46.288              | 2.867                                      | 10.618               | 46.288              |
| 4                | 2.161                       | 8.005                | 54.293              | 2.161                                      | 8.005                | 54.293              |
| 5                | 1.924                       | 7.126                | 61.419              | 1.924                                      | 7.126                | 61.419              |
| 6                | 1.634                       | 6.054                | 67.473              | 1.634                                      | 6.054                | 67.473              |
| 7                | 1.262                       | 4.673                | 72.146              | 1.262                                      | 4.673                | 72.146              |
| 8                | 1.187                       | 4.396                | 76.542              | 1.187                                      | 4.396                | 76.542              |

**Table 2(b): Rotated Component Matrix of Opinion on Different Statements**

| <i>Variables</i>                                                                                          | <i>Component</i> |           |           |           |           |           |           |           |
|-----------------------------------------------------------------------------------------------------------|------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                                                                                                           | <i>F1</i>        | <i>F2</i> | <i>F3</i> | <i>F4</i> | <i>F5</i> | <i>F6</i> | <i>F7</i> | <i>F8</i> |
| Advertising is essential                                                                                  | -.014            | .070      | .046      | .238      | .131      | -.345     | .549      | .382      |
| Advertising is valuable source of product information                                                     | .138             | -.198     | .026      | -.084     | -.012     | -.016     | .811      | -.127     |
| In general, advertising is misleading                                                                     | .166             | .181      | -.151     | .070      | -.770     | .151      | -.371     | .162      |
| Quite often, advertising is amusing and entertaining                                                      | -.100            | -.060     | -.176     | .040      | .124      | -.008     | -.132     | .882      |
| Advertising persuades people to buy certain things which they should not buy                              | -.225            | .014      | .032      | -.319     | .285      | .035      | .722      | -.128     |
| Most advertising undermine the intelligence of the average consumer                                       | .438             | .136      | .313      | .066      | .622      | .048      | .262      | .108      |
| Advertising helps to raise our standards of living                                                        | .382             | -.011     | .373      | -.268     | .054      | .033      | .222      | .561      |
| Advertising results in better products purchase by the public                                             | .043             | .670      | .097      | .334      | -.089     | .002      | -.081     | .027      |
| Advertising tells me what people with life styles similar to mine, are buying and using.                  | .802             | .244      | .016      | -.061     | .044      | .232      | -.069     | -.013     |
| Advertising is making us a materialistic society, which is merely interested in buying and owing things.  | -.061            | .840      | -.086     | .092      | .079      | .197      | .063      | .140      |
| Advertising tells me which brands have the features I am looking for.                                     | -.264            | .489      | .120      | .016      | -.325     | -.106     | -.273     | .600      |
| Sometimes, I take pleasure in thinking about what I saw or heard or read in advertisement.                | .155             | .164      | -.014     | -.026     | .043      | .839      | -.195     | -.131     |
| Advertising makes people buy unaffordable products just to show off.                                      | -.070            | .149      | .711      | .283      | .031      | .410      | -.052     | .077      |
| In general, advertising results in lower prices.                                                          | .279             | -.129     | .596      | .204      | .025      | .053      | .368      | .086      |
| Advertising helps me know which products will or will not reflect the sort of person I am.                | -.213            | .590      | .218      | .576      | .129      | .102      | -.031     | -.252     |
| In general, advertisements present a true picture of the products advertised.                             | .739             | -.208     | .185      | -.284     | .143      | .062      | .081      | .038      |
| Sometimes, advertisements are even more enjoyable than other media contents.                              | .164             | .717      | .297      | -.041     | .112      | -.196     | -.250     | -.129     |
| In general, advertising helps our nation's economy.                                                       | .429             | -.184     | .080      | -.174     | .087      | .651      | .185      | .147      |
| Mostly, advertising is wasteful of our economic resources.                                                | .092             | .115      | .009      | .924      | .091      | -.070     | -.053     | .031      |
| Because of advertising, people buy a lot of things they do not really need.                               | -.208            | .116      | .605      | .589      | -.033     | .039      | -.292     | .099      |
| In general, advertising promotes competition, which benefits the consumer.                                | .096             | .145      | .787      | -.029     | .304      | .047      | .031      | -.193     |
| Some products/ services promoted in advertising are bad for our society                                   | -.197            | .163      | .387      | .634      | -.209     | .065      | -.041     | -.040     |
| Advertising helps me to keep up to date information about product/services available in the market place. | .018             | .094      | .175      | .043      | -.252     | .563      | -.319     | .278      |
| Mostly advertising distorts the value of our youth.                                                       | .285             | -.446     | .263      | .314      | .431      | -.038     | .046      | -.003     |

**Table 2(c): Factor Interpretation**

|          | Factor Name                       | Constituent Variable                                                                                                                   | Factor Loading                       |
|----------|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Factor 1 | Consumer – Product association    | Tells me lifestyle similar to mine<br>Presents true picture of product advertise                                                       | .802<br>.739                         |
| Factor 2 | Need fulfillment                  | Materialistic society<br>More enjoyable<br>Better product purchase<br>Helps me to know which product is suitable<br>Value of our youth | .840<br>.717<br>.670<br>.590<br>.446 |
| Factor 3 | Societal Advantage                | Promotes competition which benefits consumer<br>Buy unaffordable products<br>Lower prices                                              | .787<br>.711<br>.596                 |
| Factor 4 | Illusionary                       | Wasteful of our economic resources<br>Bad for our society products promotes<br>Buy lots of things they do not need                     | .924<br>.634<br>.589                 |
| Factor 5 | Self-imposing                     | Misleading<br>Undermine the intelligence of average consumer                                                                           | .770<br>.622                         |
| Factor 6 | Economic Development Contribution | Take pleasure in thinking about ads<br>Helps our nation's economy<br>Up to date information                                            | .839<br>.651<br>.563                 |
| Factor 7 | Informative cum Persuading        | Valuable source of information<br>Buy things, they should not buy<br>Advertising is essential                                          | .811<br>.722<br>.549                 |
| Factor 8 | Enrichment                        | Advertising is amusing and entertaining<br>Which brands have features, I am looking for<br>Raise standard of living                    | .882<br>.600<br>.561                 |

**Factor 2**

The factor consists of five variables i.e. 'Advertising is making us a materialistic society, which is merely interested in buying and owing things', 'Advertising results in better product purchase by public', 'Helps me know which product will reflect the sort of person I am', 'Advertisements are more enjoyable than other media contents', 'Advertising distorts the value of our youth'. So, respondents while taking buying decision see their own needs. Hence, this factor is named as Need Fulfillment.

**Factor 3**

High positive loadings are observed that in the variables of 'Advertising promotes competition, which benefits the consumer', 'Advertising makes people buy unaffordable products just to show off', 'Advertising results in lower prices'. Respondents' decisions are influenced by benefits they get through product and by society welfare. So, this

factor is named as Societal Advantage.

**Factor 4**

The fourth factor consists of three variables that is 'Advertising wasteful of our economic resources', 'Products promoted are bad for our society', 'People buy a lot of things they do not really need'. It may be inferred that advertisement shows a picture of unreal world and they play with the fantasies of consumer thereby affecting consumers buying behaviour. So, this factor is named as Illusionary.

**Factor 5**

High positive loadings are observed in the variables 'Advertising is misleading', 'Advertising underlines the intelligence of the average consumer'. It is concluded that advertisement impose itself, sometimes against the wishes of consumer. So, this factor names as Self-imposing.

**Table 2 (d): Opinion of Respondents Regarding Commercial Advertisement**

| <i>Item Statistics</i>                                                                                   | <i>Mean</i> | <i>Std. Deviation</i> |
|----------------------------------------------------------------------------------------------------------|-------------|-----------------------|
| Advertising is essential                                                                                 | 2.32        | 1.166                 |
| Advertising is valuable source of product information                                                    | 1.90        | .607                  |
| In general, advertising is misleading                                                                    | 2.49        | .898                  |
| Quite often, advertising is amusing and entertaining                                                     | 1.98        | .900                  |
| Advertising persuades people to buy certain things which they should not buy                             | 2.19        | 1.252                 |
| Most advertising undermine the intelligence of the average consumer                                      | 2.12        | .745                  |
| From advertising, I learn about fashions and about what to buy to impress others                         | 2.68        | .880                  |
| Advertising helps to raise our standards of living                                                       | 2.54        | .953                  |
| Advertising results in better products purchase by the public                                            | 2.69        | .815                  |
| Advertising tells me what people with life styles similar to mine, are buying and using.                 | 2.92        | 1.005                 |
| Advertising is making us a materialistic society, which is merely interested in buying and owing things  | 2.63        | 1.113                 |
| Advertising tells me which brands have the features. I am looking for.                                   | 2.15        | .906                  |
| Advertising promotes undesirable value in our society.                                                   | 2.68        | 1.008                 |
| Sometimes, I take pleasure in thinking about what I saw or heard or read in advertisement.               | 2.24        | .878                  |
| Advertising makes people buy unaffordable products just to show off                                      | 2.68        | 1.008                 |
| In general, advertising results in lower prices                                                          | 2.83        | 1.132                 |
| Advertising helps me know which products will or will not reflect the sort of person I am.               | 2.92        | 1.103                 |
| In general, advertisements present a true picture of the products advertised                             | 2.58        | .969                  |
| Sometimes, advertisements are even more enjoyable than other media contents                              | 2.73        | .997                  |
| In general, advertising helps our nation's economy                                                       | 2.68        | 1.008                 |
| Mostly, advertising is wasteful of our economic resources                                                | 3.12        | 1.340                 |
| Advertising makes people live in world of fantasy                                                        | 2.25        | 1.123                 |
| Because of advertising, people buy a lot of things they do not really need                               | 2.90        | 1.227                 |
| In general, advertising promotes competition, which benefits the consumer                                | 2.61        | .965                  |
| Some products/ services promoted in advertising are bad for our society                                  | 2.25        | 1.321                 |
| Advertising helps me to keep up to date information about product/services available in the market place | 2.29        | .872                  |
| Mostly advertising distorts the value of our youth.                                                      | 2.97        | 1.144                 |

**Factor 6**

In this factor, high factor loadings are observed on the variables 'I take pleasure in thinking about what I saw or heard in ads', 'Advertising helps our nation's economy', 'Advertising helps me to keep up to date information about product available in the market place'. We can observe that advertisements make the consumer aware about new products available in market, enhance the turn increase the purchase of consumer goods thereby helping in nation's economy. So, this factor is named as Economic-development Contribution.

**Factor 7**

High positive loading are observed that in the variables of 'Valuable source of product information', 'Advertising

persuades to buy certain things which they should not buy', 'Advertising is essential'. It may be inferred that advertising makes people aware by disseminating information which has persuasive power to make consumer convinced to buy the product. So, this factor is named as Informative cum Persuading.

**Factor 8**

The last factor consists of three variables i.e. 'Advertising is amusing and entertaining', 'It helps to raise our standard of living', 'Advertising tells me which brands have the features I am looking for'. So, it shows that buyers get enriched by the entertaining, convincing, and wish fulfilling aspects of advertisements. Due to these features, this factor has been named as Enrichment.

**Table 3(a): Eigen Value with Cumulative percentage of Variance of Perception of Respondents on different Statements**

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % |
| 1.        | 2.941               | 42.013        | 42.013       | 2.941                               | 42.013        | 42.013       |
| 2.        | 1.907               | 27.243        | 69.256       | 1.907                               | 27.243        | 69.256       |

**Table 3(b): Rotated Component Matrix of Perception on Different Statements**

| <i>Variables</i>                                                                     | <i>Component</i> |           |
|--------------------------------------------------------------------------------------|------------------|-----------|
|                                                                                      | <i>F1</i>        | <i>F2</i> |
| Advertising widens your range of choice in a particular market                       | .934             | -.057     |
| You look upon advertisement as a source of entertainment                             | .934             | -.057     |
| You look upon advertisement as a source of information                               | .042             | .970      |
| Advertisement involving the role played by celebrities/ children, always impress you | .672             | .302      |
| TV commercials can easily convince you to buy certain products                       | .042             | .970      |
| You always try for those products whose commercials you saw on TV                    | .534             | .298      |
| A product with a good advertisement, but with poor quality, even disappointed you    | .350             | .416      |

**Table 3(c): Factor Interpretation**

| <i>Sr. No.</i> | <i>Factor Name</i>        | <i>Constituent Variable</i>                         | <i>Factor Loading</i> |
|----------------|---------------------------|-----------------------------------------------------|-----------------------|
| Factor 1       | Advertisement Affiliation | Widens range of choice                              | .934                  |
|                |                           | Source of entertainment                             | .934                  |
|                |                           | Role of played by celebrity always impress          | .672                  |
|                |                           | Always try products after ads.                      | .534                  |
| Factor 2       | Significant Source        | Source of information                               | .970                  |
|                |                           | Easily convince you                                 | .970                  |
|                |                           | Good ad, but poor quality product disappointed you. | .416                  |
|                |                           |                                                     |                       |

Table 2(d) shows that there are several statements which are helpful to find out the respondents' opinion about advertisement. It was indicated that respondents have no positive response regarding advertisement i.e. 'Advertising is wasteful of our economic resources' (3.12). 'Advertising distorts the value of our youth' (2.97). The above results indicate that the 'rational set' of variables seems to dominate consumer behaviour rather than emotions.

### Perception of Respondents towards Advertisements

General perception of the respondents on ads includes that advertisements are the good source of information

and entertainment, widen the range of choice, significant source to assist buying decision. Influence level of ads are also discussed and presented in Tables 3(c), (d), and (e).

#### Factor 1

High positive loadings were observed on the variables 'Advertising widens your range of choice in a particular market', 'You look upon advertisement as a source of entertainment', 'Advertising involving the role played by celebrities/children, always impress you'. It is concluded that components of factors show emotional and rational association of consumer with product. So, this factor is named as Advertisement Affiliation.

**Table 3(d): Perceptions on Advertisements**

| <i>Sr. No.</i> | <i>Variables</i>                                                                                | <i>Mean</i> | <i>S.D.</i> |
|----------------|-------------------------------------------------------------------------------------------------|-------------|-------------|
| 1.             | You show strong responses to premium/ gifts/descents/ offers in TV advertising directed to you. | 3.10        | 1.176       |
| 2.             | A product with a good advertisement, but with poor quality, even disappointed you.              | 3.07        | 1.130       |
| 3.             | You always try for those products whose commercials you saw on TV.                              | 2.67        | 1.035       |
| 4.             | TV Commercials can easily convince you to buy certain products.                                 | 2.42        | 1.093       |
| 5.             | You look upon advertisement as a source of information.                                         | 2.42        | 1.093       |
| 6.             | Advertisement involving the role played by celebrities/ children always impress you.            | 2.41        | 1.349       |
| 7.             | You look upon advertisement as a source of entertainment.                                       | 2.17        | .900        |
| 8.             | Advertising widens your range of choice in a particular market.                                 | 2.17        | .900        |

## Factor 2

In this factor, high factor loadings are observed on the variables ‘You look upon advertisement as a source of information’, ‘TV commercials can easily convince you to buy certain products’, ‘A product with a good advertisement, but with poor quality, even disappointed you’. When the consumers go to purchase, they always associate themselves with product. So, this factor named as Significant Source.

Table 3(d) shows that respondents have awareness of advertisements, but there is little commitment towards these ads (B. Mittal, 1994). The assertion that product promotions influence buying intention, is not supported empirically i.e. ‘You show strong responses to premium/ gifts/descents/ offers in TV advertising directed to you’ (3.10). Therefore, it may be inferred that while purchasing a product, the product characteristics and the functional advantages that accrue to the consumer emerge as the prime factors. Product benefits do not accrue to an individual directly. Therefore, there seems to be little interest to take buying decisions on their basis.

## CONCLUSION

Advertising is being viewed with interest. Advertisements have gained popularity, among both the urban and rural audience of India. Almost all Indian consumers take things and information in the same way in which they view such items through advertisements (Bishwambhar Jha, 1997). The use of celebrity endorsement, branding of products and punch line, jingles, etc. contribute to improving the recall rate of advertising (Panwar & Milan

Agnihotri, 2006). The people rely upon advertisements for cognitive reinforcement of their purchase decisions and show a fair degree of involvement in the products shown in the advertisements. Memory measures are essentially diagnostic. They help sort out what’s going on underneath purchase behaviour (Dr. Max Sutherland & Alice K Sylvester, 2000). However, at the time of purchasing, the consumers might give more weight to direct functional benefits. As higher mean deviation in variables like advertisement and words of mouth, shows that generally people comply with others which is called “Modelling behaviour”. Alongside they reinforce their decisions through the effects of advertising complying with others which gives them less dissonance and regrets in their buying intentions.

## FURTHER RESEARCH

The behavioural intentions and purchase variables needs to be further developed and tested in diverse market segments. The future studies can be wider scope in terms of sample size. The study has been conducted in South Delhi. Naturally, opinion of people of other may be different.

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