

Influence of Advertisement on Rural & Urban Customers

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ABSTRACT

The study aims to investigate and evaluate the impact of advertising on the consumer preferences and loyalty in regards to the product/service promotion of different products among 866 customers in Sangrur District of Punjab. This study is significant in promoting advertising awareness among the future citizens through teachers of tomorrow. Survey method was used for the study which is supported by interview. The study reveals that the level of awareness of the effect of advertisement is comparatively better than expected. Many of them are active listeners of the media for gathering information regarding the new products, trend in the market and make a comparison with the products of other firms.

TV ADVERTISEMENT

Advertising is simply a creative form of communication; a friendly conversation requiring a response, even with emotion from time to time which engage the consumer in the message. It is a message, generally influential in nature, but not intended to be forceful or immediate. Advertising is considered a positive institution, creating awareness about products and services. While at the same time it is considered a key practice in encouraging consumers to spend money on goods, they otherwise would not purchase, if they had not heard the persistent message conveyed in the advertisement. Advertising plays a prominent role in selling goods and services. Consumers sit in front of the television in the hope of catching some of their favorite spots. Television is often called "king" of the advertising media, since a majority of people spend more hours watching TV per day in comparison to any other medium. Television uses the combination of sight, color, sound and motion to create an effect. TV has proved its credible power in influencing human behavior repeatedly. The Television Advertisement is a form of advertising in which goods, services, organizations, ideas, etc. are promoted via the medium of television. Advertising on television can give a product or service instant reliability and reputation.

COMPONENTS OF GOOD TV ADVERTISEMENTS

There are many strategies for creating desire in the customer. An ad usually has about 10-30 seconds to accomplish the goal. The five features that all good advertisements have in common during this time period are:

2.1 Attention Grabbing

Features like music, a beautiful woman, repetition, loud sounds, visual humor appeal to the basic sensory perceptions and if done right, they work the best.

2.2 Trust Development

An advertisement should establish the company offering the product, as deserving of trust. This can often be accomplished

simply by making a well produced advertisement with likable characters.

2.3. Positive Associations

Little babies, cute animals, beautiful women, comedy, celebrities and nostalgia are often found in commercials, because they create positive feelings in people and are the easiest ways to establish positive associations with the products.

2.4. The Desire Hook

All good advertisements tell a story about the product and its utility to the consumer to create a desire for repeated purchasing.

2.5. Action Motivator

Once the story has been told, the advertisement must now prioritize in turning the established "desire" into action. With many products, creating the desire is sufficient to motivate action and the product must be desirable enough to sell itself. But for other products, the customer will probably need a little prodding. Simply ending a commercial with a call to action will often suffice. Calls to action always require to be verbal but also behavior. Humans often act on the basis of imitating others behaviour. Therefore the viewers adds action of his/her role model

IMPACT OF TV COMMERCIALS ON CONSUMERS

Advertising and sponsorship respectively influence the local target group in different ways. They also affect international brand in term of its impact on brand image and brand equity. Moreover, depending on a person's age, consumers view brands differently, and thus have an effect on national and international brands. Together, these factors influence the way in which a brand is perceived, and consequently influence consumer preferences. The consumer in this era is in target of massive media attacks which are effectively planned, and enlightened with glamour and targets

the emotions, needs, wants and demands of the consumers. Marketers and companies are spending billions of dollars on consumer research and to know the important factors involved in consumer decision making. While talking about the marketing mix now a days marketer's main focus is on designing persuasive messages/commercials to attract the target customers. Because advertisements considerably influence the choice of household products among the majority of the populace. So marketers are focusing and trying to attract and influence the consumers by designing ads that are considerably attractive and persuasive enough for their emotional attachment with the product.

TV advertisements are powerful because they penetrate every segment of modern-day society and effectively influence how consumers view themselves, their neighbors, communities and the world. It remains a fact that the TV is the single major and foremost communicator of our times. As the world has become a global village through our electronic media, access to all international channels is also easy. From the point of advertisers or producers, the impact of TV commercials on consumers is positive. „Entertainment“ is the major reason for TV viewing and a small proportion of the respondents view it for „information“.

KEY ISSUES IN TV ADVERTISING

4.1. Puffery

Puffery is defined as an advertising, which praises the item to be sold with subjective opinions, superlatives, or exaggerations, with no statement on specific facts.

4.2. Taste and advertising

Taste differs from person to person and an advertisement may not satisfy every individual.

4.3. Stereotyping in Advertising

Certain category of people from the society is shown in the same characters in advertisements especially the women.

4.4. Women in Advertising

Women in advertisements are portrayed solely in terms of beauty, house hold duties and motherhood.

TOP OF THE MIND AWARENESS

Top-of-mind awareness (TOMA) is a company, brand or specific product coming first in customers when asked about a particular industry. The first recalled brand, product or company name (is said to have the top of the mind awareness) has a distinct competitive advantage in brand space, as it has the first chance of evaluation for purchase. TOMA is a result of various media activities that company undertakes in order to position its products / brands in the mind of the customers. Celebrities in advertisements could result in a better brand recall as customers of today associate with celebrities and even tend to copy them to some extent.

LITERATURE REVIEW

In Jerome D. Scott's (1943) opinion the effects on advertising outlays upon profit and liquidity are important considerations in setting outer limits for advertising. He also

describes that normally a time lag occurs between advertising outlay and sale results. In his opinion the firm's resources set a real limit on advertising outlay. Analyzing the maximum extent up to which a firm can spend on advertising,

Joel Dean (1951), observes that the advertising expenditures for each product should be pushed to the point where the additional outlay equals the profit from the added sales caused by the outlay.

Martin Mayer (1958) puts forward three basic concepts with regard to a good advertisement. In his opinion 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.

It has been documented that TV watching may also contribute to some harmful effects like obesity by increasing sedentary behaviour, increasing snacking while watching television, and exposing children to advertisements for unhealthy food and beverages. In addition to harmful effects on individuals, some advertising may negatively impact society as a whole (Massey 2006).

Selvaraj (2007) observed that 70% population of India constitutes rural sector. Thus, it can be said the marketers and advertisers who are having eyes on this market, must perceive opportunities to target rural consumers of India which is full of young generation. In the recent past rural India has been witnessing a sea change particularly in the standard of living and life styles. With the population of over one billion, India is on the threshold of becoming one of the world's foremost consumer markets. About a quarter of this huge mass of consumers is urbanized and about three-quarter are rural (Sehrawet and Kundu 2007). Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. They observed that television is the most important media of information regarding fashion awareness among rural and urban respondents.

Saksena (1990) found that customers were influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television. North and Kotze (2001) observed that parents can use television advertisements in various ways as a means of communicating and educating their children on consumer matters. According to Liebeck (1998) customers are now more knowledgeable. They are truly the internet generation, and get their news and information primarily from television. Atkin (1978) observed that children or adolescents are most influential when they are primary customers, for example, clothes, toys, snacks, breakfast cereals and school supplies.

Past studies reveal that there is substantial variation in the amount of customers' influence in purchase decision for products for their own use and for their family (Cotte and Wood 2004). The ability of customers to perceive what advertising is and is meant to do depend on such factors as the age, educational attainment level and the amount of influence parents have in mediating and explaining advertising (Hite and Eck 1987).

OBJECTIVE OF THE STUDY

This research is conducted with a view to study the impact of TV advertising on the buying behaviour of rural and urban

customers in Punjab . To achieve this objective, the following hypotheses were framed:-

There is no significant difference in the opinion of rural and urban customers as far as the influence of TV advertising on their buying behaviour is concerned.

There is no significant difference in the perception of male and female customers regarding the influence of TV advertising on their buying behaviour.

There is no interaction between residential background and gender of the customers to affect their buying behaviour with respect to TV advertising.

RESEARCH METHODOLOGY

The present study is focused on the school/college going customers of both urban and rural areas to find out the impact of television advertising on them as they make purchase for themselves and also influence the family purchase decisions. For this purpose, a comprehensive questionnaire was constructed covering 31 statements related to the impact of TV advertising. Besides general information about the respondents, different issues related to the impact of TV advertisements were addressed. Out of these only one issue related to consumer behaviour was considered. Therefore, only 12 statements relating to this study out of the total 31 statements were selected and analysed. The responses on the statements were obtained on a 5-point scale (from point 5 for strongly agreeing with the statement to point 1 for strongly disagreeing).

The interview schedule was used for the purpose of data collection. The purposive sampling was used to select the respondents. Sangrur district was divided in four divisions namely Sangrur, sunam, Malerkotla & Lehragaga.

The scale consisting of 12 statements was also put to reliability test. The results show Cronbach's alpha value as 0.710, which is considered satisfactory.

RESULTS AND DISCUSSIONS

The results are based on primary data collected from 866 respondents of the rural and urban residential backgrounds. The means, grand means and analysis of variance (ANOVA) were used for bringing out the results. Table 1 describes the characteristics of the sample, Table 2 depicts the means and the grand means indicating the direction and extent of the difference between means and Table 3 explains the results of ANOVA indicating the significant differences between the means. Various demographic variables like gender, age, residential background, educational qualifications, economic background, etc. have been considered while selecting the sample, the details of the same may be seen through Table 1.

It can be observed from table 3 that rural and urban customers do have significant variations ($P \leq 0.03$) on the parameter that they like TV advertisement. Mean scores (Table 2) of urban ($\bar{x} = 3.81$) and rural ($\bar{x} = 3.93$) respondents also support this variation. But when it comes to genders, they do not provide discriminatory views.

As far as influence of advertising on purchase is concerned, the rural and urban respondents' views vary significantly ($P \leq 0.00$). Though mean scores suggest that both the group have positive inclination regarding this parameter, yet the rural

respondents ($\bar{x} = 3.61$) are more influenced by the advertisements than their urban ($\bar{x} = 3.33$) counterparts. However, male and female customers do not have different opinions on this aspect.

Rural customers ($\bar{x} = 3.58$) feel strongly towards the opinion that TV ad exposure has enhanced their involvement in purchase decision making as compared to their urban ($\bar{x} = 3.33$) friends. The p-value ($P \leq 0.00$) suggests that the level of agreement is significantly different on this issue. Male customers' involvement has enhanced more as a result of TV ad exposure in comparison to females. Albeit both the gender feel positive on this particular issue.

In general customers ($\bar{x} = 3.84$) irrespective of their gender and residential background perceive that exposure to TV advertisements have made their products' purchase easier.

However, rural ($\bar{x} = 3.95$) and male ($\bar{x} = 3.94$) respondents have higher degree of acceptance on this parameter than that of their respective counterparts i.e. urban ($\bar{x} = 3.73$) and female ($\bar{x} = 3.75$).

TV ad induces the rural customers ($\bar{x} = 3.54$) more for experimentation in their purchase than the urbanites ($\bar{x} = 3.16$). P-values depict the significant variations between the customers of different residential background ($P \leq 0.00$) and gender groups ($P \leq 0.02$). TV ads influence on buying new products is more on males ($\bar{x} = 3.44$) than the females

($\bar{x} = 3.27$).

On the whole, it can be inferred that TV ad exposure enhances the involvement of customers while making purchase decisions (statement 4) and consequently this has resulted into their engagement into buying the products advertised on TV. This scenario is more visible in case of rural and male respondents whereas urban and female customers do not opine in the favour of this parameter. The significance of variations and extent may be seen through table 2 and 3.

Customers of rural and urban areas do have different degree of agreement ($P \leq 0.04$) when it comes to influence of TV advertisements on the demand of the products as rural respondents are more inclined towards this aspect. However, male and female customers do not provide any kind of divergent views on this variable.

The residential background effect ($P \leq 0.00$) highlights that rural and urban customers do have varying opinions regarding the parameter that how do they feel when they see the advertisement of a product which they have already been using. In such a situation ruralites ($\bar{x} = 3.92$) feel happier than their urban ($\bar{x} = 3.63$) friends. But in case of male and female customers, the population of both the genders is similar though positive.

On the whole, the teenager's view that the TV advertisements provide help them to select the best alternate. But this scenario is more vibrant in case of rural respondents as compared to urban customers as highlighted by the p-values i.e. ($P \leq 0.00$). Gender groups ($P \leq 0.03$) also differ significantly in their views on this parameter as male respondents ($\bar{x} = 3.75$) have stronger opinion than their female ($\bar{x} = 3.60$) counterparts.

Customers ($\bar{x} = 2.65$) do not believe that TV ads induce them to buy the products only for enjoyment. However, the

urban male teens ($\bar{x} = 3.01$) like to buy the products for enjoyment, without its requirement. The other groups rural male ($\bar{x} = 2.70$), rural female ($\bar{x} = 2.53$) and urban female ($\bar{x} = 2.40$) do not have such influence of TV ads. All these groups are having varying views which is statistically significant ($P \leq 0.01$). Rural ($\bar{x} = 2.46$) and urban ($\bar{x} = 2.85$), both the groups disagree on this parameter.

Rural customers ($\bar{x} = 3.26$) view that collective decision making in product purchase has enhanced due to TV ad exposure whereas urbanites ($\bar{x} = 2.95$) have opposite opinion. P-Value ($P \leq 0.00$) also reflects the significant contradiction between the gender groups. The same behaviour is replicated on the issue that the products are as good as expected from TV ads. Urban customers ($\bar{x} = 2.51$) firmly disagree on this parameter whereas rural teens ($\bar{x} = 3.26$) feel that products meet their expectations raised after viewing their TV ads.

POLICY IMPLICATIONS

With urban market getting saturated, technologies facilitating more production at lesser cost and economic boundaries shedding, marketers are almost forced to look for new markets. Rural India with 700 million people offers a huge opportunity. A significant feature of the Indian rural class is its rapid growth in terms of volume and value. This provides a potentially huge untapped market. Today, rural consumers are less passive than they were in the past and are more like their urban counterparts with the increasing awareness and education. So, the marketers and advertisers will perceive opportunities to target rural consumers with their urban counterparts. The attitudes of rural and urban customers differ in some respects. The attitudes of male and female customers is not much different, though female customers have more

positive overall perception about TV advertising; male consumers perceive the institution of TV advertising more meaningful as compared to females.

Therefore, advertisers and advertising agencies should develop advertisements which are informative, entertaining and honest, presenting the true picture of the product advertised. At the same time, they should endeavor to boost the image of the institution of TV advertising; so that the predisposition of the consumers towards TV advertising in general becomes more positive. In future, the prospects of advertising will depend upon how quickly and effectively they incorporate these dimensions and how accurately they understand the perceptions of customers of different gender groups and residential background i.e. urban and rural.

CONCLUSION

The study suggests that rural customers like television advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase, they prefer to buy TV advertised products and it is helpful in buying the new products, getting the best product and also supports collective decision making. The urban customers also want advertised products seen though they do not require them. They also like the advertisements of the products they are already using and believe that products are as good as expected from TV advertisements. Though there is significant difference in the perception of both rural and urban customers that demand for product purchase is influenced by TV advertisements still the rural customers are more under the influence of TV advertisements. Male customers' buying behavior is more influenced by television advertisements than their female counterparts.

Annexure

Table 1: Characteristics of the sample

Demographic Variables	Categories	Residential Background		Total
		Rural	Urban	
Gender	Male	221(51.2)	210(48.8)	431(49.7)
	Female	219(50.4)	216(49.6)	435(50.3)
Age (in years)	13—15	135(44.8)	166(55.2)	301(34.8)
	15—17	157(49.2)	162(50.8)	319(36.8)
	17—19	148(60.2)	98(39.8)	246(28.4)
Education (standard)	7—9	143(45.2)	174(54.8)	317(36.6)
	10—11	178(57.2)	133(42.8)	311(35.9)
	12& above	119(50.0)	119(50.0)	238(27.5)
Annual Household Income (Rupees)	<1,00,000	285(90.2)	31(9.8)	316(36.8)
	1,00,000—3,00,000	127(39.3)	196(60.7)	323(37.0)
	>3,00,000	28(12.3)	199(87.7)	227(26.2)
		440(50.8)	426(49.2)	866(100)

Figures in parentheses show row-wise percentages

Table 2: Summary of mean and grand mean scores

Sr. No.	Variables	Residential Background	Means		GM
			Male	Female	
1	I like TV advertisements.	Rural	3.97	3.89	3.93
		Urban	3.81	3.81	3.81
		GM	3.89	3.85	3.87
2	I feel that our purchase is mostly influenced by TV advertisements.	Rural	3.60	3.63	3.61
		Urban	3.27	3.39	3.33
		GM	3.44	3.51	3.47
3	I feel that exposure to TV ads has enhanced	Rural	3.66	3.50	3.58

	My involvement in purchasing.	Urban	3.49	3.17	3.33
		GM	3.58	3.34	3.46
4	I feel TV ads make the purchase of the products easier.	Rural	4.04	3.86	3.95
		Urban	3.83	3.63	3.73
		GM	3.94	3.75	3.84
5	I buy the new products I watch on TV ads.	Rural	3.57	3.51	3.54
		Urban	3.30	3.02	3.16
		GM	3.44	3.27	3.35
6	I engage in the process of buying TV advertised products.	Rural	3.03	3.03	3.03
		Urban	3.05	2.66	2.85
		GM	3.04	2.85	2.94
7	I feel my demand for products purchase is influenced by TV ads.	Rural	3.74	3.61	3.68
		Urban	3.52	3.53	3.51
		GM	3.63	3.57	3.60
8	I feel good when I watch the ads of the products I am already using.	Rural	3.90	3.95	3.92
		Urban	3.70	3.57	3.63
		GM	3.80	3.76	3.78
9	TV ads help me to find the best products.	Rural	3.94	3.78	3.86
		Urban	3.56	3.41	3.48
		GM	3.75	3.60	3.67
10	TV ads induce me to buy the products For enjoyment even though I do not require them.	Rural	2.40	2.53	2.46
		Urban	3.01	2.70	2.85
		GM	2.70	2.61	2.65
11	Due to TV ad exposure, my family members collectively decide products to be purchased.	Rural	3.29	3.22	3.26
		Urban	3.00	2.91	2.95
		GM	3.15	3.07	3.11
12	Products are as good as expected from TV ads.	Rural	3.29	3.22	3.26
		Urban	2.63	2.40	2.51
		GM	2.97	2.81	2.89

GM = Grand Mean

Table 3: Summary of two-way analysis of variance

Sr. No.	Statements	Residential	Gender	Interaction
		background	effect,	effect ,
		effect , F-value	F-value	F-value
1	I like TV advertisements.	4.57(0.03)	0.41(0.52)	0.42(0.52)
2	I feel that our purchase is mostly influenced by TV advertisements.	15.90(0.00)	1.13(0.29)	0.38(0.54)
3	I feel that exposure to TV ads has enhanced my involvement in purchasing.	11.00(0.00)	9.41(0.00)	1.15(0.28)
4	I feel TV ads make the purchase of the products easier.	11.12(0.00)	7.92(0.01)	0.04(0.85)
5	I buy the new products I watch on TV ads.	28.25(0.00)	5.60(0.02)	2.02(0.16)
6	I engage in the process of buying TV advertised products.	6.03(0.01)	7.50(0.01)	7.52(0.01)
7	I feel my demand for products purchase is influenced by TV ads.	4.30(0.04)	0.72(0.40)	0.94(0.33)
8	I feel good when I watch the ads of the products I am already using.	16.51(0.00)	0.40(0.53)	1.59(0.21)
9	TV ads help me to find the best products.	29.61(0.00)	4.96(0.03)	0.01(0.94)
10	TV ads induce me to buy products for enjoyment even though I do not require them.	23.61(0.00)	1.26(0.26)	7.16(0.01)
11	Due to TV ad exposure, my family members collectively decide products to be purchased.	14.37(0.00)	0.97(0.32)	0.04(0.84)

Figures in the parentheses show level of significance (P-value).

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