Chapter 2  Review of Literature

Researcher has gone through various books, periodicals, editorials, articles, research papers, websites so as to gain knowledge in the present research topic. Also Researcher has attended different seminars and workshops related to the subject. However, review of significant books and research papers along with relevance of the same to present research topic is done here, due to space constraint.

1. Television and its Audience – Patric Barwise & Andrew Ehrenberg
   (SAGE Communication)

Book comments advertising as a weak influence on people’s attitude and behavior rather than as strongly persuasive. It says that it can help to create awareness and interest in a new brand, possibly help to lead to a first or trial purchase, & reawaken awareness and help to reinforce feelings of satisfaction after use. Lastly, the book concludes with the important feature of TV advertising that, it provides substantial funds for the media.
The book is divided into five main parts. The first three are concerned with people's viewing behavior: How we use television. The second chapter in part one describes how much & when we watch TV. Part two of the second chapter deals with people's choice of programs. Chapter four talks in general about our viewing of specific TV programs, which is mostly rather erratic; only about half of those who watch a peak-time program this week will have seen last week's episode.

Throughout the book, we get to know the functions & effects of TV advertising in different countries, especially as a source of funds for making and distributing programs. It elaborates on the advertising's role in marketing and how it works, which was useful information for the current research.

2. An exploratory study of viewer's perception of TV advertising

Nirmal K. Gupta, 1994

Here, the objective of the study was –1. To evaluate the viewer's reactions to selected TV commercials belonging to different product categories, creative strategies, appeals and execution styles 2. To analyze the effectiveness of different creative strategies, appeals and execution styles on the basis of favorable response of viewers for given advertisements. 3. To gauge the behavioral implications of selected
advertisements, and their projection on different creative strategies, appeals and execution styles.

Concluding remarks of the study were as follows - Advertising is essentially a technique for creating a persuasive message. The viewer's attitudes to an advertisement reflect only one of the tasks it sets out to accomplish. Advertising may function – as a reminder of a product, as a source of information, as an argument, as a stimulus to create an emotional climate for a product or as a means of establishing an image of a product. Measurement of the viewer's attitude for an advertisement provides no means of gauging the intensity of the qualitative performance in all these functions. There are instances where a negative attitude to an advertisement some time helps the advertisers in generating awareness, curiosity and even trials of their products and services.

It also adds that the creative process requires more than reason. The assessment of the tentative communication in terms of ideas and feelings that they might evoke is the foundation of modern advertising. The statements like 'more research is required at the conceptual level, post-mortem research is useful only if it can help the creative men understand how to make improvements or what to avoid in future' are real practical approaches. The task of the advertiser is more than selecting just the right creative strategy, appeal, or execution style. The totality of the advertisement must project benefit as well as feelings. It requires going
deeper into the consumer's mind, evaluating their attitudes to different communication packages which the companies may use and then blending each component of advertising in the right proportion which will stimulate the consumers and channel their behavior in the manner desired by the advertiser. Consumers are definitely interested in the quality and the value of the product. They want to believe that the objects of their choice do have functional and economic advantages. Nevertheless, the psychological overtones have to be desirable also. Even when people cite logic and hard facts as the reason for their choice, the real buying force may have come from the psychological overtones attached to the product.

Hence, it is clear from the book that advertisers, therefore, must strive for a combination of both approaches. They must blend in varying degree of both logic and emotion, both realism and fantasy to be successful in their communication endeavor.

3. A shift towards the West: A content Analysis of the advertisements telecast before, during, and after the children’s programs on DD1 and Zee TV – Vaishali Patange, 1995

The objective of the research was to analyze the culture reflected through advertisements before, during and after the children’s programs on DD1 and Zee channels on television.
The researcher also studies —

i) Whether advertisements project Westernization;

ii) Whether children are passive audience of TV;

iii) How do the children and their parents perceive the ads;

iv) Whether product is advertised in the cultural milieu.

Significance of the problem:

The problem gains serious contours since children are spending more time glued to the TV. They are the most ineffaceable lot and can be easily gullied by the advertisers into buying their products and forcing them to enter the consumer market prematurely. In the Federal Republic of Germany, a national committee organized for the United Nations Year of the Child Proposed a ban on all television advertising before 8.00 P.M. in order to protect children from becoming “victims of the consumer society”. Also testifying before U.S Federal Trade Commission Hearings on proposed restrictions on TV advertising aimed at children, a child psychologist said that “young children may become skeptical to their parents, school teachers, or any others who disparage sugared food products or a poorly made toy promoted artfully. Mistrust results when legitimate authority figures, such as parents, are implicitly silenced or discredited, as they are if they pit their meager persuasion techniques against the might of television advertising directed at their young children.”

The study was useful in following ways —
It indicates the fallouts of uncontrolled advertising to the government and helps it to redefine advertising policy for media in the changed circumstances.

It helps the advertisers to change their advertising strategy since they are under a misconception that children always do what they are asked to do. And finally, it cautions the parents to take more interest in controlling what messages are being beamed to their children.

Elaborative view on selecting DD1 and Zee TV for study is very informative.

Doordarshan, DD1 commands the highest viewer ship because firstly, it does not need a dish antenna to receive Doordarshan signals. Secondly, 80 percent of Indian population dwells in rural areas where it is difficult to set up new satellite equipments. Lastly, it says the cultural frame has its effect in terms of preference of people to watch Hindi programs than English ones. This is the reason why Doordarshan channel I) rules the roost on Saturdays and Sunday with a number of popular entertainment programs. According to a survey by MRAS/Burke to gauge who's watching what on television, it was found that while time spent watching Star TV is much high on weekdays than that spent watching Doordarshan, the viewership for the latter's prime time programs remains undiminished (INFA, 1992 – 93).

Later it comments on DD1 and other channels. Though channels have started operating in regional languages, they still have to come a big way.
But in any case they will never be able to draw much advertising revenue compared to DD 1 since the latter can reach out to the audience nationwide. Zee was the first Hindi satellite channel to be launched 2\textsuperscript{nd} October, 1992 in response to English satellite channels and it became extremely popular, next only to DD 1 in terms of number of viewers that it attracts. Its advertising cost effectiveness (1995) was also next to that of DD 1 but greater than that of Star TV.

At that time, compared to other satellite channels Doordarshan and Zee reach households for almost the full telecast time. It was be interesting to study advertisements on these two channels as DD 1 is government owned strictly ruled by the AIR/DD code while Zee is a private commercial channel devoted to entertainment.

**Hypothesis :**

The hypothesis was – The television advertisements before, during, and after children’s programs on DD 1 and Zee channels show a definite shift towards Westernization ; and The children respond to it positively.

**Methodology :**

The advertisements before during, and after children’s programs on DD 1 and Zee channels had to be studied over a week only since the advertisements were repeated every week for the successive episodes of the same program. Change in advertisements ( and programs ) in the month of March 1995 had also been included in the study.

The two hypothesis had been tested by two research tools –
Content Analysis of the advertisements before during, and after children’s programs; and Observation Schedule to see how the children perceive the advertisements.

Content Analysis was selected to analyze the advertisements. Observation schedule had to be preferred over interview, mail questionnaire, and other types of schedules (interview schedule, rating schedule, institutional schedule, and document schedule) because it would allow to talk to respondents personally, eliminate the difficulty of children to fill the questionnaire themselves, ask additional questions as required, and fill the schedule in front of the respondent himself.

Conclusions of the study were stated as:

In just about a decades time since television in India started attracting advertising revenue due to the expansion and improvement in its program service, the advertising scene has undergone a sea-change. With every passing year the advertising budget is increasing and the content of advertisements is increasingly getting westernized. The change is not only in superficial matters like dress and environment (which is the result of increased income). But it makes itself felt even in the advertising message and it’s form. The products which use the Westernized approach are the non-durables, which have, lace in the daily life of the consumers e.g. soaps, toothpastes, chocolates candies, ice-crèmes etc. The durables are usually advertised in the cultural framework because of the conscious decision that goes into buying the costly product. This research was indeed good input for the researcher.
4. The Oral-B case study - Globalize or Localize: Challenges in India

This case illustrates the situation many marketing communication managers face: whether or not to use a global or a local approach in their communication program. It provides most of the data and information available to managers when they make the decision. The case study does not provide the solution developed and successfully executed. It states that, it is more important for global marketing communication managers to come to their own conclusions than to be presented with a single solution.

Background- Oral-B is a successful marketer of toothbrushes headquartered in Redwood City, California. After many decades of independent operation the Gillette Company acquired Oral-B in 1990. Oral-B had been highly successful in its base market, the U.S., accounting for over 20 percent share in toothbrush sales. Based on its U.S. success, Oral-B started its global expansion. The brand is now available in more than 70 countries around the world, with manufacturing operations in 10 countries. Oral-B viewed its global expansion as a fundamental business strategy for growth and was keen to establish a strong presence in the emerging markets of Asia. Since this study case was very much supportive for the current research, researcher has elaborated it in more detail.
Asia was particularly interesting to Oral-B because of its huge population base and the relatively lower penetration of toothbrush use on that continent. Oral-B could foresee a future in which its sales in the Asian region could well exceed the sales in its home country. The Oral-B corporate strategic planners estimated this could happen by the year 2010 provided Oral-B was successful in breaking the markets of China and India.

Oral-B was founded by a dentist who believed the concept of a brush that cleaned the teeth only was inadequate. Oral hygiene required that the gums, and indeed the whole mouth, be cleaned as well. Therefore, he came up with the concept of a brush that was a complete “oral brush”, hence the name Oral-B. Oral-B built its business primarily by building relationships with dentists, relying less on mass media and direct consumer contact. The company had a field-based sales force that called on dentists, explained the virtues of the product, and carried out extensive sampling. Ideally the dentists would then recommend Oral-B to their patients, which over time, would result in more and more people converting to the brand and forming a very loyal base of users.

Oral-B was proud of this rich dental heritage and implemented this professional relationship strategy in new markets as it expanded. This strategy, over time also gave the firm its international advertising
Oral-B proposition; “Oral-B is the brand used by more dentists themselves around the world”.

Oral-B was then planning a market entry into India. A Country Manager (CM) and a core marketing team, all based in New Delhi had been employed to carry out this task. The team had already made arrangements for contract manufacturing of toothbrushes to Oral-B specifications. The product would be ready for the market in 4 months.

The Indian team had also done its homework on the distribution front. Being a part the Gillette company was a major advantage. The CM had arranged for the Gillette sales force and distribution network to carry and sell the toothbrush line to the wholesalers and retail trade. Gillette had already set up a nationwide sales and distribution network for its blades and razors. That coverage included all of urban India and spanned 2,00,000 retail outlets in the country.


Research Background – Selected research and background material that was available to Oral-B’s Indian marketing team was –
1. Objective: For the toothbrush -
   - estimate penetration of toothbrushes and dentifrices
   - brand awareness
   - advt. awareness
   - usage details
   - issues relating to purchase
   - details relating to incidence of visiting dentist

Steve Perry, Global marketing Director of the firm knew India could not be classified as a small market by any stretch of the imagination. Still, he had a simple philosophy. He preferred to invest all available funds in media rather than spend any part of it in producing additional commercials. He was also concerned that Oral-B's media investments always seemed to be significantly less than those of the competition. He was naturally concerned about diverting any media money into production. In addition, he had another concern. He was not sure of the quality of television production Oral-B could obtain in India if they developed a local commercial. He knew the top management would simply not have a shoddy commercial representing its brand to the consumers in any part of the world.

Country manager of India Mr. Sanjay stated that they could produce a good commercial in India with local talent for around $40,000. He argued that was affordable given the overall Indian advertising budget of more than $600,000. Still Global marketing director was not sure. Mr. Sanjay's
view of quality, impact of TV advertisements has not been disclosed in the study.


Until a couple of years ago, the idea was, "if I want to see ads, I will switch on the TV". With the internet being opened up to more and more people, people with a commercial frame of mind began to meet in unlikely places, and a synergy developed. As companies started paying for larger chunks of the internet, they began to explore more tangible routes to investigate recovery access and employee satisfaction rather than routine information. Advertising began on what was once strictly nerd territory. The advertisers quickly snapped up the introduction of graphical user interface (GUI) with text as a more effective communication medium. The popularity of the web both as an interface to all resources on the internet, and as an advertising medium, has been increasing rapidly.

This wild growth has special significance for countries like India, where international advertising in more traditional is simply unaffordable for any but the largest companies. Yet, a few smaller companies may have something to offer to the international market that has huge export potential. At a relatively lower cost than magazine advertising, companies can use the web as their billboard, and reach an international audience of over 80 million.
The article further adds several aspects to this international exposure. It further tells the simplest way to advertise on web. To take regular advertising brochures, convert them to the www document format, put in some graphics, audio or some other media content and pay someone to plug the result into a web server they operate. However, this is not enough to get additional business. In order to get people to visit Web pages, these pages must show up in a key word search of web databases maintained at several websites, i.e. http://www.yahoo.com, http://webcrawler.com, and so on. For that to happen, the web advertisement, must in itself be, in effect, advertised to these search engines. One can do it manually or retain a service that specially advertises web pages to all major search engines.

The article compares web media to other traditional media in elaborate way. Point wise it is summarized this way.

Over traditional marketing, Web offers-

1. High global visibility, in a split second.

2. A rich medium for diverse multimedia content.

3. A chance to compete against much bigger players in an even bigger field.

4. Precise targeting of clientele – Visitors come to page only if they are looking for something that is offered. Advertisement should be specific so that the visitors know exactly what is being offered to them. If advertisement is vague, no one will bother to go through it.
5. Exact count of viewer ship – Magazine circulation figures are very illusionary and often inflated. Estimating what percentage of readers spend time on advertisement is impossible. On the web, one can obtain detailed statistics, down to the time of visit, visitors internet (IP)address, and even what software platform the visitor uses.

6. Easy to use feedback forms – The user merely clicks on some buttons and types out a few words. No cutting out a tear-out, filling and mailing it.

7. Instant reaction capability – E-mail conversation can be initiated immediately after the potential customer fills a form on the Web itself and clicks on the submit button.

8. Interactivity – Web sites can contain photographic product or service documentation, or even virtual reality walk through (using VRML), where the user can interact with advertisement.

9. Flexibility – Advertisement on the Web can be changed everyday, even though usually pay for an advertisement to be carried out for the entire year. In fact, web sites do not change often and as a result, do not get many visitors or responses since visitors are always looking for the new.

10. On-line billing, and in the case of products like software, on-line delivery - Credit card billing facility can be built into website if server and bank both support it. Some banks even offer direct debit service to use from own web pages.
6. Internet Marketing and Promotion - Education and Training

This article was having different approach to Internet. For the television industry, the development of web sites intended to market and promote TV programs was a significant milestone. The first of these was the creation of the Blair Witch Project site www.blairwitch.com. It went a step beyond the promotion of the movie, biographies of stars, to create an arresting experience. Getting attention is only part of the message: marketing the product is the other part. In the case of broadcast and cable television, the primary marketing goal is still to get web users to tune in to the television programs. In the case of dot-coms, the goal is to build continuing traffic.

For those studying broadcast and cable marketing/promotion, how the programmer for networks and stations use the web to build audience and brand identity has been given in detail in the article. Media companies use two basic approaches in marketing via the web: One is to enhance and
promote their own programming; the other is to try to simultaneously construct a profit-making Internet service.

The purely promotional site obviously has limited objectives. It can create excitement through contests, star chats, and program promotion that may boost ratings. The over-the-air viewing experience can be enhanced with web-provided program guides, biographies, chat opportunities, news, sports, weather reports, detailed financial news, additional program information, and direct promotion via e-mail.

Taking advantage of a hot show's popularity can generate significant traffic on a network site and its links to stars and program sites, and result in enrichment of the over-the-air viewing experience. ABC (abc.com), for example, offers television viewers the chance to win prizes as contestants on a home version of Who Wants to Be a Millionaire? Reality shows such as Survivor (cbs.com) have boosted excitement by taking applications for future shows, offering feature stories, and providing club newsletters.

7. Advertising Effects, Attitude Change, British Advertising

Brown, G. Journal of advertising research 25(1): 52-64 March '85

From a methodological point of view, the author argues for systematically monitoring all the brands in the market continuously, using a
comprehensive questionnaire which includes the types of questions about advertising that are normally included in pretests. A number of points based on the systematic collection of tracking data in a wide variety of markets, are proposed: 1. if different commercials seem to change attitudes than less well recalled commercials. 2. When commercials which are doing different jobs are compared however, whether attitudes changes has much more to do with the attitudes than with the forcefulness of the advertising. 3. In most instances, therefore conclusions about advertisements have to be reached via questions about it i.e. advertising recall for a particular brand is mathematically modeled (once the base level & rate decay are available) it is possible to determine the awareness index for a new advt. quickly

8. Global TV - Schneider C. & Walls B., 1999

SAATCHI & SATCHI, world’s largest advertising agency has been vocal about its support for the concept of global advertising. In 1985 as part a major policy shift Saatchi & Saatchi used the identical advertisement – of a prize winning, 90 seconds spot for British Air entitled “Manhattan Landing” in 46 different countries with a voiceover in 34 languages. This approach countered the reigning philosophy of advertising, that products are sold to specific target audiences, but conformed to international
money flows & to the apparently broad market for T.V. After all Dallas was universally popular so why not British Air?

An Advertising executive ‘Jay Chiat’ notes in his conversation with ‘Carol Squiers’, however, the concept of global advertising was ultimately not very successful. Local Television audiences, have specific needs, specific customs & specific expectations.


Objectives of the study were -

1. To find out relationship between televised commercials & indication of consumer preferences of children between the age group 4 to 14 years.

2. To find out recall of comparative media from within media.

3. To find out “age” at which a child starts understanding the purpose of T.V. commercials.

4. To find out viewing habits of children.

   (a) To find out when children watch TV & time spent watching the same.

   (b) Purpose behind their viewing & viewing preferences.

   (c) What children like most in Television?
5. To find out parental influence on the viewing habits of the children.

- What children talk about TV & to whom?

Research methodology of the study was-

If the credibility of an advertisement increases in the eyes of children by showing them young children & cartoons, then children are more likely to be more influenced by such advertisements. To find out the same, study was carried out systematically.

Sample design -

For survey type study, ideally random sampling & stratified sampling should be used. But seems the sample number was less, stratified purposive & available sample was used here.

This research required two types of samplings.

1. Sample for instrument &
2. Sample for research

Sample for instrument:- Televised commercials were selected randomly but according to frequencies of transmitted advertisements over a period of 2 weeks.

For instruments advertisements following types were selected :-

a. Eatable advts. (food, chocolates, biscuits, soft drinks, oils)

b. Toys & Games advts.

c. Vehicle advts.
d. Cosmetic advertisements. (Toothpaste, soaps, shampoos, hair oils)
e. Equipment, appliances advertisements (machines, bulbs, cooker)
f. Cloths material
g. Detergents
h. Medicines

At that period, more than 250 advertisements of above categories were advertised on TV. So by taking frequencies of two weeks transmitted advertisements sample of 43 advertisements were selected.

The total sample collection was 100 children between the age group of 4 to 14 years, which is considered as the impressionable age group. The sample was collected from different localities of Pune.

Tools used for Data Collection & Instruments were as follows -

1. Specially designed questionnaire
2. Edited advertisements
3. Discussion with parents.

1. Specially designed questionnaire was administered. The questionnaires contained both open ended & close ended questions which gave qualitative as well as quantitative data.
2. Edited advertisements for recall testing :-
This sample was manipulated to the particular exposure of televised advts. So that viewer doesn’t get direct clue.

All 43 advertisements were edited sequentially & perpetually into following categories.

1. Advertisements with Visual plus Jingle
2. Confusing advertisements
3. Advertisements with only visuals.
4. Advertisements with only audio.

The sampling for research was carried out by going home-to-home & administering questionnaire to children of 10 to 14 years of age and scheduling was done for young children. There was discussion with their mothers also. Firstly, edited video & audio cassette was used to find out recall. Due to time constraint, a group of ten children was gathered & their recall was tested. The questionnaires were filled up & their mothers were interviewed. For credibility of recall, children were asked to write name of advt. on paper. Responses of small children were taken down. The findings and conclusion were not supported with the research study, however entire process of research handled was useful information.
10. Real-time response measures redefine advertising wear out


The goals of this study were to see if real-time response measures could test existing theories of advertising wear out, to develop and then test an integrate theory of wear out, to make the traditional qualitative copy test procedures of focus groups more definitive, and to provide links between focus group and survey research methods. Laboratory data indicated that subjects can distinguish between the affective and cognitive components of an attitude toward an ad while responding with a real time response instrument. The data further revealed that new product advertisements produce a positive cognitive slop for that part of the commercial that has new information. There was clear evidence of wear out in the affective but not the cognitive dimension of the attitude. The literature review and the laboratory experiment data lead to a definition of advertising wear out:

Wear out occurs during subsequent exposures when the advertisement creates a negative shift in the affect on the cognitive response curve or when the advertisement does not trigger the recall of a positive attitude from long-term memory. A reduction in processing during attitude recall does not complete inattention, only a reduction in processing during a familiar event that does not promise new entertainment or information.
11. Personality of TV Ads – Research done by a student

It was a study conducted through quantitative analysis, by means of a questionnaire, which had asked questions with choices like - If the personality of TV advertisement is to be related to an Animal, Bird or Human being, Which bird/animal/human being?, Sport that can be associated with TV ads, The type of music that can be associated, magazine whose personality can be associated with, an occupation that can suit TV ads personality, The color that is predominantly associated with, It's physical feature, What fabric will suit TV ads personality.

And above all the personality of TV ads to be categorized as Elegant / Reliable / Modern / Gentle / Intelligent / Mature / Friendly / Glamorous / Warm / Mysterious / Adventures. It was a good exercise to know the impact of TV advertisements in terms of personality treats though it was not having any specific conclusion.

12. Advertisements on Vivid Bharati, Pune- A content analysis

- S. C. Mohanty, 1995

The research was aimed at a critical analysis of commercial advertising on Vivid Bharati channel of All India Radio, Pune. The main objective of the study was to conduct a content analysis of the advertisements in the following -
1. Types of ads being broadcast

2. The programmes, the tie category that are attracting advertisers

3. The category and duration of the spots that are becoming popular

4. The language and area coverage of the spots

5. The format and the ad appeal being used in radio ads

6. The no. of times the brand name is hammered in the listeners mind.

Besides, in the light of above points of the study also aims at a critical analysis of the sponsored programmes and sponsorship programmes.

13. Effectiveness of the ZIPFone screen as an advertising media

   - Research study by ORG-MARG, 2000

The objective of the study was to assess the effectiveness of the LCD Screen of the ZIPFone instrument as a medium for advertising. The methodology involved the following –

1. An observation exercise conducted at the sample franchise outlets of ZTL.

2. A face to face interviews conducted with the users of the ZIPFone.
The study was carried out across a sample of 71 ZTL franchise outlets in Mumbai. A total of 5953 visitors were observed across the 71 booths. 55 percent of them had used a telephone in these outlets. 44 percent of all those who had used a telephone had used the ZIPFone.

By extrapolating the data from the observations, it was estimated that a total of 39,323 visitors visit the 469 ZIPFone outlets across Mumbai on a normal day. 96 % of respondents having recalled seeing the LCD screen were able to recall at least one advertisement displayed on them. Almost all respondent having noticed the LCD lied it. Nearly 78 percent of the total respondents interviewed had spontaneously recalled more than 12 ads shown out of a total of 16 ads displayed on the LCD screen. A very high brand recall was observed, average of 74 % across all brands. It was different media of advertising at that period and hence the research.

14. A Seminar on “Global Marketing “Challenges and Opportunities
Organized by Sinhgad Institute of Management , 2002

The gist of the seminar was as follows – International Marketing is both a challenge and an opportunity for India .It should rise to the occasion, and utilize its vast population and resources to make an indelible mark in the international business scenario. There was no different opinion on that fact that, it is high time that India should wake up end grapple with issues such as product quality, competitive pricing and improvement in the
infrastructure to take its place amongst the economic super powers. Sessions in seminar conducted were on - Innovative Products & Services, Innovative Products & Services in Emerging Markets, International Trade & Logistics, Impact of W.T.O. agreements on India’s Foreign Trade.