

How far advertising can change the minds of the consumer



Dissertation topic on
**“How far advertising can change
the minds of the consumer”**



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Certificate



This is to certified that the Dissertation on
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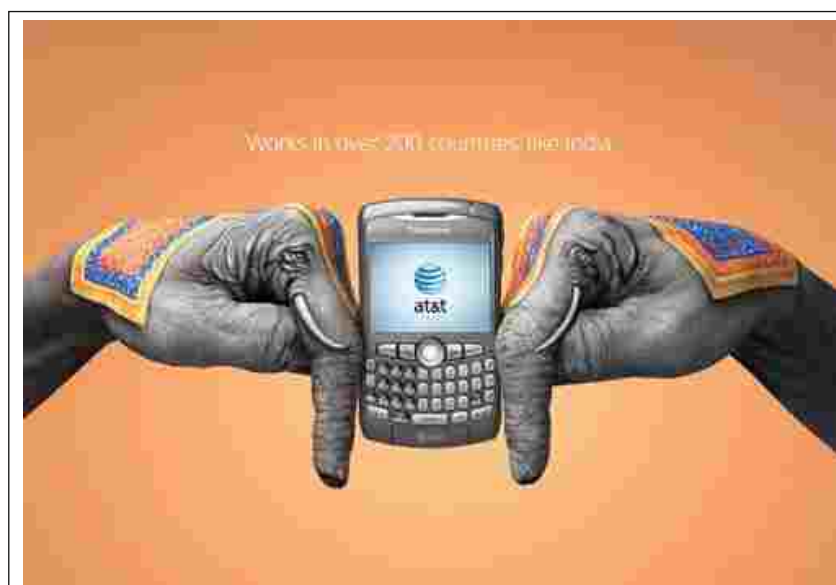
How far advertising can change the minds of the consumer

Advertising can change the minds of the consumers. Advertising is a communication link between the seller and the consumer. Consumer is the most important person. The business revolves around the consumer. Consumer is a person who buys products or services. Advertising persuade consumer to act or buy the product or service. By repetition of advertising, celebrity endorsement advertising, word of mouth advertising can change the minds of the consumers. Great advertising are effective advertising which change the consumers minds. Effective advertising are advertising that deliver the message to the consumer. Advertising convince consumers to change their purchasing behavior and buy the product, which sometimes means switching brands, and then stick with the product and buy it again. For a restaurant or car dealer, the real measure of the advertisement's effectiveness is whether the customers come back again. That depends upon their satisfaction with the product, but it also is a function of the power of the advertising to remind consumers of the brands and their positive feelings about it . In general, an advertising campaign or an ads if it creates an impression for a product or brand, influences consumer to respond in some way, and separates the product or brand from the competition in the minds of the consumers. Advertising change consumer attitude towards a brands. Advertising makes consumer buy products that consumer do not need.

Initially, consumers may be interested in watching an advertising for its entertainment value. If the advertising is sufficiently entertaining, they may remember it. However, they may also learn that the advertising relates to personal need and provides them with relevant information about how to satisfy that need and also changes consumers minds. The advertising may also offer enough incentive for consumers to risk change because it shows how to satisfy their needs without worrying about unexpected consequences, such as dissatisfaction with the product. Advertising reinforce product decisions and remind consumer of how their needs have been satisfied. Advertising is a strong force that firms use to persuade consumer to buy their products. It is difficult to change consumer perceptions. It is even more difficult to persuade consumers to adopt a new opinion, attitude, or behavior. The reason is the selectivity of consumer attention, perception, interpretation and retention.

Why is it so difficult to introspect on advertising and how it influences us? Because we look for major effects, that's why! Too often, we look for the ability of an ad to persuade us. We look for a major effect rather than more subtle, minor effects. Big and immediate effects of advertising do occur when the advertiser has something new to say. Then it is easy for us to introspect on its effect. But most effects of advertising fall well short of persuasion. These minor effects are not obvious but they are more characteristic of the way advertising works. To understand advertising we have to understand and measure these effects. When our kids are growing up we don't notice their physical growth each day but from time to time we become aware that they have grown. Determining how much a child has grown in the last 24 hours is like evaluating the effect of being exposed to a single commercial. In both cases, the changes are too small for us to notice. But even small effects of advertising can influence which brand we choose especially when all other factors are equal and when alternative brands are much the same.

In many low-involvement product categories, the alternative brands are extremely similar and in some cases almost identical. Most consumers don't really care which one they buy and could substitute easily if their brand ceased to exist. It is in these low-involvement categories that the effects of advertising can be greatest and yet hardest to introspect upon. With high-involvement decisions, we are more concerned about the outcome of the weighing-up process, so we think more about how much weight to give to each feature (quality, size or power). When the choice weights equal in our mind, whether it be low-involvement products or high-involvement products, it can take just a feather to swing that balance. When advertising emphasizes points that favor a brand, it does not have to persuade us merely raise our awareness of the positive perspectives. Chances are we will notice confirmatory evidence more easily as a result, which make consumer buy products and services and also change consumer's minds.



History

The dawn of Indian Advertising marked its beginning when hawkers called out their wares right from the days when cities and markets first began. It was then that the signages, the trademarks, the press ads and the likes evolved. Concrete advertising history began with classified advertising. Ads started appearing for the first time in print in Hickey's Bengal Gazette which was India's first newspaper. Studios mark the beginning of advertising created in India as opposed to being imported from England. Studios were set up for bold type, ornate fonts, fancier, larger ads. Newspaper studios trained the first generation of visualizers and illustrators. Major advertisers during that time were retailers like Spencer's, Army & Navy and Whiteaway and Laidlaw. Retailers' catalogues that were used as marketing promotions provided early example. Patent medicines: The first brand as we know them today was a category of advertisers. Horlicks becomes the first 'malted milk' to be patented in 1883.

B Dattaram and Co. claims to be the oldest existing Indian agency in Mumbai which was started in 1902. Later, Indian ad agencies were slowly established and they started entering foreign owned ad agencies. Ogilvy and Mather and Hindustan Thompson Associate agencies were formed in the early 1920s. In 1939, Lever's advertising department launched Dalda – the first major example of a brand and a marketing campaign specifically developed for India. In the 1950s, various advertising associations were set up to safeguard the interests of various advertisers in the industry. In 1967, the first commercial was aired on Vividh Bharati and later in 1978; the first television commercial was seen. Various companies now started advertising on television and sponsoring various shows including Humlog and Yeh Jo Hai Zindagi.

In 1986, Mudra Communications created India's first folk-history TV serial Buniyaad which was aired on Doordarshan; it became the first of the mega soaps in the country. Later in 1991, First India-targetted satellite channel, Zee TV started its broadcast. 1995 saw a great boom in media boom with the growth of cable and satellite and increase of titles in the print medium. This decade also saw the growth of public relations and events and other new promotions that various companies and ad agencies introduced. Advertising specific websites were born, one of them being agencyfaqs now known as afaqs.

There has been a long tradition of advertising in India since the first newspapers published in India in the 19th Century carried advertising. The first advertising agency was established in 1905, B. Dattaram and Company, followed by The India-Advertising Company in 1907, the Calcutta Advertising agency in 1909, S.H. Bensen

in 1928, J. Walter Thompson Associates through its Indian associate, Hindustan Thompson Associates in 1929, Lintas (Lever international Advertising Services) in 1939 and McCann Erikson in 1956. Advertising expenditure in the 1950s was estimated at \$US 300,000. Under the more socialist political environment of the 1960s and 1970s there was little incentive for companies to advertise because advertising was not tax deductible. In the 1970s there was a 58% growth in the number of registered agencies from 106 in 1969 to 168 in 1979, and this included a growth in Indian agencies. The first advertising appeared on state television in 1976.

With the opening of the economy in the 1980s there was a growth in the number of alliances with multinational agencies and an expansion in advertising though foreign network participation in agency ownership was limited. In 1987 Hindustan Thompson was affiliated to J. Walter Thompson. Lintas, the 2nd ranking agency, held only 4% of its subsidiary, as did Ogilvie and Mather. Saatchi and Saatchi/Compton had minority interests in Compton as did Lintas. A study done in 1984 of the largest companies in India found that the ratio of advertising expenditure to sales had risen from .64 in 1976, to .71 in 1980 to .74 in 1984. Foreign controlled corporations had the dominant share of total advertising expenditure, and 80% of these were in the consumer goods sectors. Advertising was very concentrated with the top 50 advertisers accounting for 80% of the advertising spending and the top 10 advertisers made up 40% of that figure, 32% of the total. The largest advertiser throughout the period was Hindustan Lever which was nearly 10% of the advertising budget of the corporate sector companies. Pharmaceutical companies were also significant advertisers at this time.

Old Indian ads

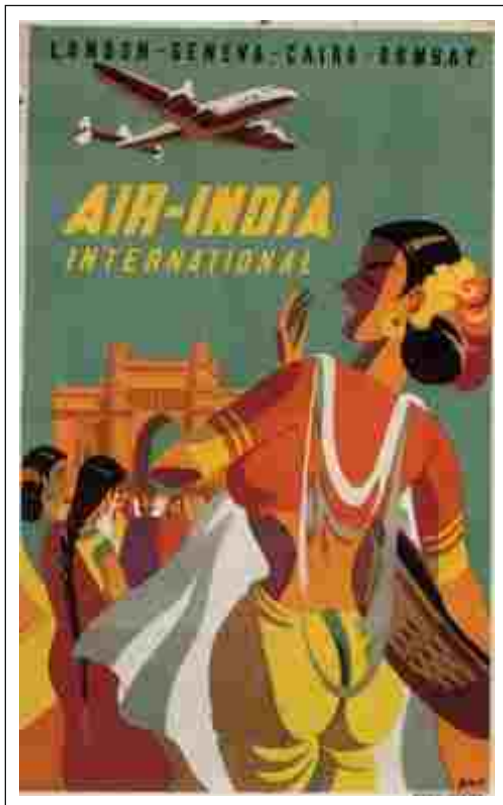


Ad on Brylcreem





Ad on LUX



Ad on Air India



Ad on Jabakusum

Consumer Classification

Consumer is a person, who buys goods and services from the market. Consumer are divided into 2 parts or classification- (classes and masses). Consumer classification depends on consumer income. Consumers can be rich and the poor. Today, the boundary has become increasingly blurred as more and more people are able to afford luxury products from the big names. There are number of consumer in market, they buy products or services from market, some consumer wants to buy luxury products or brands in any cost because of good quality of the product, insurance of the product, word of mouth advertising and most important effective advertising, which changes the minds of the consumers . For example Apple is a luxury brand and has effective advertising. Many Apple consumers show absolute loyalty to Apple and even dislike competing products. Apple fans identify with its trendy brands and love its integrated and smart solutions, sleek design and excellent product quality. These consumers seem to increasingly live in an “Apple World”, where they tightly integrate the use of several Apple products such as their Mac Book, iPod, iPhone and iPad. By advertising, Apple become big brand in the minds of consumers.

Some consumer do not buy luxury product from market because they do not buy high price products because of low income of consumer , then company will advertise or sale there products in small packs like Dove shampoo, cream, Lays, Maaza, Pepsi, Fair and Lovely etc. Consumer are able know about brands small packs from advertising. Advertising makes consumer buy the products from the market. By advertising, consumer will know about the products big or small packs , which changes the consumers minds.

Products small and big packs



Fair & Lovely small and big packs



Dove small and big packs



Coca Cola small and big packs

Word of mouth

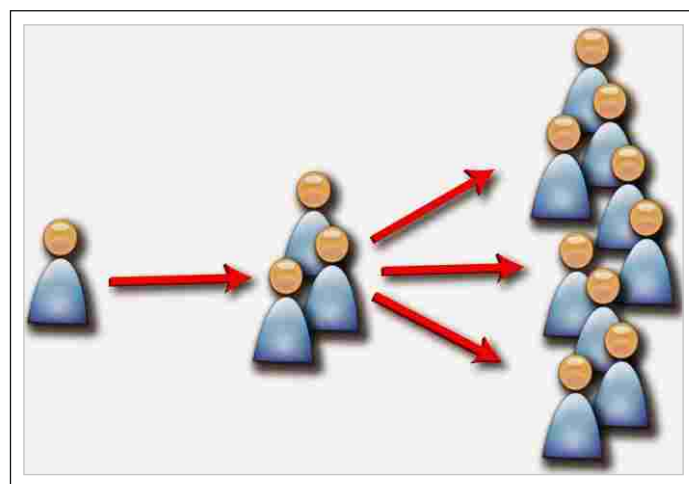


Word of mouth advertising is specific type of promotion. The aim of this technique is to create such attractive and appealing story that will be spread through people and which change the minds of the consumer towards brands. Further more, word of mouth advertising effect serves to create positive awareness of some product. On the other hand, word of mouth advertising is defined as unpaid and personal form of promotion. It is obvious that personal opinion has high credibility. There are some techniques used to evoke word of mouth advertising effect: provide consumers sample to try, provide them space to express consumers opinion and feedback, distribute special coupons providing an advantage, provide extraordinary service or develop website to share ideas and recommendations. Worth of advertising creates positive awareness of the product or service and consumers start to share their experience and which changes the minds of the consumer.

A word of mouth is the primary factor behind 20 to 50 percent of all purchasing decisions. Its influence is greatest when consumers are buying a product for the first time.

Word of mouth, is the passing of information from person to person by oral communication, which could be as simple as telling someone the time of day. Storytelling is a common form of word-of-mouth communication where one person tells others a story about a real event or something made up. Oral tradition

is cultural material and traditions transmitted by word of mouth through successive generations. Storytelling and oral tradition are forms of word of mouth that play important roles in folklore and mythology. Another example of oral communication is oral history—the recording, preservation and interpretation of historical information, based on the personal experiences and opinions of the speaker. Oral history preservation is the field that deals with the care and upkeep of oral history materials collected by word of mouth, whatever format they may be in. In marketing, word-of-mouth communication (WOM) involves the passing of information between a non-commercial communicator (i.e. someone who is not rewarded) and a receiver concerning a brand, a product, or a service. When WOM is mediated through electronic means, the resulting electronic word of mouth (WoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about a product, service, brand, or company.[3] If the sender of word-of-mouth communication is rewarded than this process is referred to as word-of-mouth marketing, which relies on the added credibility of person-to-person communication, a personal recommendation. Using WOM as an opposing force to commercially motivated word-of-mouth marketing has been coined Proconsumer WOM. Researchers have formulated a series of recommendations for how nonprofits and public sector organizations can utilize Proconsumer WOM effectively. WOM has been researched for many years and as a result much is known about what drives WOM (e.g. customer satisfaction, trust and brand commitment) and its far-reaching consequences (e.g. affective/emotional, cognitive, and behavioral) for both consumers and organizations. WOM's effectiveness as an information source for consumers can be broken down into two factors: WOM's reach and WOM's impact. These two factors are in turn explained by 13 other drivers. Despite much research many research questions remain unanswered in the area of WOM and also change the mind of consumer, to buy product and services.



Brand image

Brand is a name, term, sign, symbol or any other feature that identifies one seller's product or service as distinct from those of other sellers. For example- a name, a term: Levi's, Unilever, Nokia. Brand image is a unique set of associations in the minds of consumers concerning what a brand stands for and implied promise the brand makes. Brand image is the image of a product and a brand which is formed by advertising in the minds of the consumers. Image of the product is a function of experiences. Image of the product build through experience and can change the minds of the consumers. Bad experiences always result in bad image. Good Brand image in the minds consumer which is build through advertising - Coca cola, Sony, Nestle, Apple, Mc Donalds etc. Brand image is the overall impression in consumers minds that is formed from all sources. For example- In advertising, Volvo is associated with safety. Toyota is associate with reliability. Brands images can be strengthened using brand communication like advertising, packaging, word of mouth advertising publicity, other promotional tools etc. Brand image has not to be created, but is automatically formed and can change the mind of the consumer.

Marketers believe that image is very important. Some images that have been studied include: store image (think of the images of Sears, Macys, and Bloomingdales), brand image (Marlboro vs. Winston), corporate image (IBM vs. Apple), political image, and self-image. Images can be affected by price, advertising, packaging, etc. If you want people to see your store as a low-price store, you want cheap fixtures, fliers when you walk in, prices on the merchandise that end in 99, etc. What should you do if you want people to see your restaurant as an upscale, elite establishment?

People have a self-image. You may see yourself as being very smart and it may not be true. IQ tests attempt to measure the real self; self-image is the way you see yourself. People tend to buy products that fit their self-image. If you think of yourself as a sexy woman, what brand of perfume will you wear? If you see yourself as a sexy, flashy, kind of guy, what kind of car will you drive? If, on the other hand, you see yourself as thrifty, simple, and frugal, what kind of car do you drive? Self-image affects such things as the wine you drink, the car you drive, the fragrance you use, the publications you read, etc.

Brands with good brand image



Advertising builds brand image in the minds of the consumer: A very important function of advertising is to increase the perceived value of a brand by giving it a symbolic meaning that makes it more valuable to consumers. According to this thinking, a consumer will choose a brand of sports shoe for its ability to communicate fitness, or purchase an expensive car because it symbolizes status and wealth. For example, Lux is the beauty soap of film stars, Aramusk is the soap of virile male and Royal Enfield Bullet is the motorcycle of real strong men. This function has acquired important dimensions because so many brands in almost all the product categories often confuse consumers and lead them to believe that more and more brands are similar. This is especially true in product categories where any meaningful differentiation is becoming increasingly difficult. Advertising is the most effective method of nurturing a brand's image in the minds of the consumer for long run.



Celebrities Endorsement advertising

Advertisers use celebrities as endorsers to breakthrough the advertising clutter. Advertisers believe that celebrities have arresting power and draw attention to advertising messages. For instance, commercials that use Amitabh Bachchan or Shahrukh Khan as the endorsers are more likely to be effective in capturing the attention of the target audience. Marketers think that a popular celebrity not only can influence the audience feelings, attitudes, and purchase behavior positively, but can also enhance the product image or performance in consumers's perception which change the minds of the consumer. Advertisers often use physically attractive persons in their as a passive or decorative model to attract attention. Attractiveness generates positive influence and can lead to favorable evaluations of products as well as ads. The relevance and suitability of the model depends on the nature of the product. For example, Cindy Crawford appears in Revlon ads, Aishwarya Rai has appeared for Lux skin care. Since physical appearance is quite relevant for cosmetics and fashion clothing, attractive female models are more appropriate for such products.

One of the most commonly held belief in advertising is that celebrity endorsement enhances the effectiveness of marketing strategy. It is believed that celebrities are able to connect fast to the viewers, ultimately making the customers more likely to choose the product with a competitive edge. The positive acceptance of celebrity endorsements is quite pervasive and it's not surprising that more than 50% of commercial ads portray them. When a brand or product is promoted by a well-known personality, it helps to increase the volume of sales, creating a mutual benefit to the company and the celebrity. These celebrity endorsements expedite brand recall which influence customer behaviour and purchase.

Companies invest huge amounts to establish their brand image with the help of celebrity endorsers. In this process, companies hire popular individuals who excel in a specific line of work. The promotional features and image of the product is closely integrated with the personality of the celebrity, to convey a message to the customers to fix their choices while purchasing a product. Although this seems to be simple, the success of a celebrity endorsed product depends on the effective framework of the ad campaigning. The company uses the creditability of the celebrity, to make products creating a niche in the market and establish itself as a brand. The celebrity's role is most prominent in personifying the product to his/her image and help it reach the customers.

In Western countries, celebrity endorsements have limited impact on consumers while purchasing a product. However, in India, the scenario is a bit different as celebrities are almost idolized here, resulting in highly impactful and effective celebrity endorsements.

Few examples are:

* Shah Rukh Khan for Hyundai Santro campaigning, Fair 'n' Handsome in Cosmetics

* Sachin Tendulkar for Pepsi in soft drinks, MRF tyres and Boost in Beverages

* Bollywood leading ladies in promotion of Lux beauty soaps (Lux soap was the first and is always among the top three products in India, that have been well received by consumers.)

In past few years, instances of companies opting for celebrity endorsements, to attract the diverse preferences of the customers, is increasing, which make consumer buy the product and services and also change the mind of consumer to buy a product.

Celebrities Endorsement ads

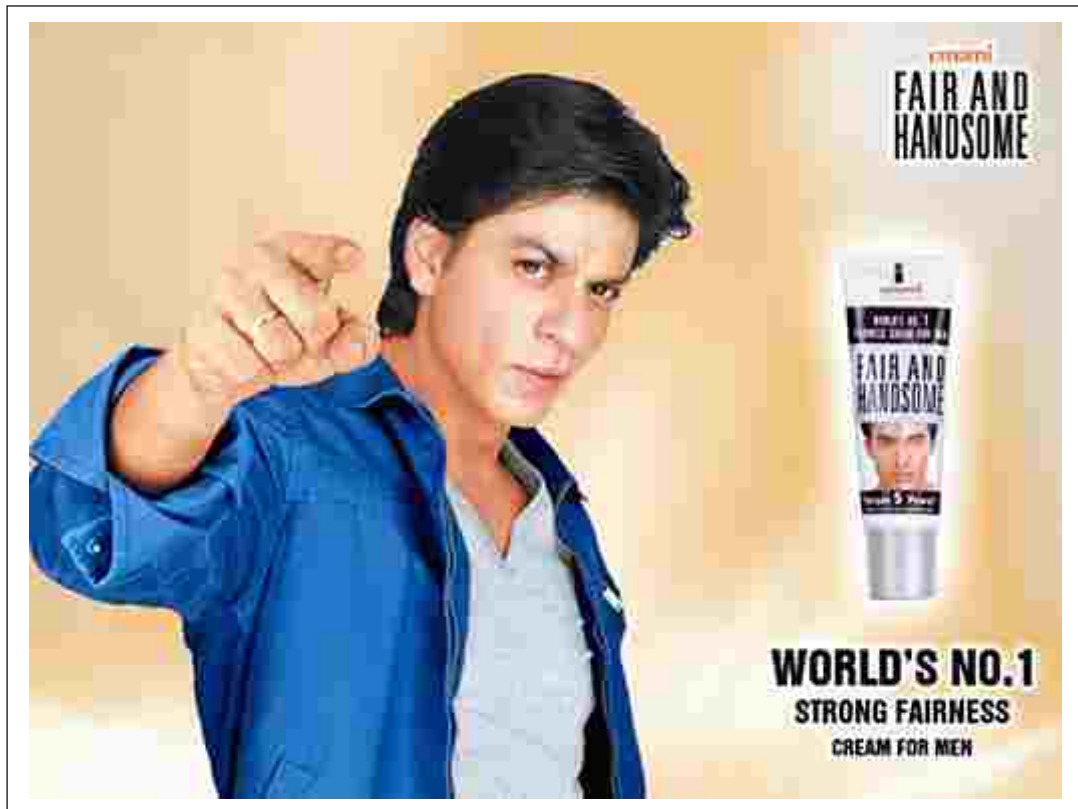


Ad on Pepsi

Celebrities in ads



Ad on Reid & Taylor



Ad on Fair And Handsome

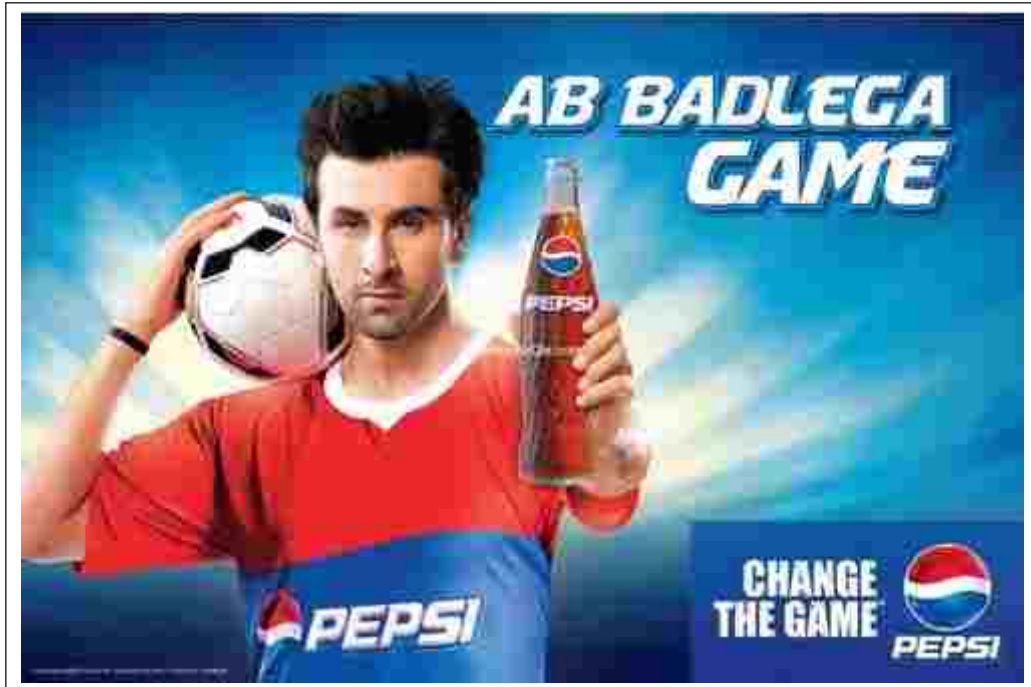


Ad on Zindagi Muskuraye



Ad on LUX

Ads on PEPSI



Repetition of advertising

Repetition is used in advertising as a way to keep a brand or product in the forefront of consumer's minds. Repetition can build brand familiarity. The idea behind repetition is that when the consumer goes to buy a particular product, the name of brand is the first one that comes to mind. There are several different types of advertising repetition. One is simply to repeat the same advertisement, such as a television commercial, over and over. For example, the same commercial may be broadcast at each ad break of a show. Another way to use repetition is to place the product or brand in as many places as possible. For example, print ads in newspapers and magazines, television ads, radio ads and utilize product placement on television shows or in movies. Another type of repetition is to use ads that are produced with similar styles, but have a slightly different final product. For example, television ads that use the same actors, but in different scenarios.

Repetition of an ad allows consumers to become familiar with the brand. In this phase, repetition can overcome consumer reluctance to purchase a new product or brand. Repetition of advertising change the mind of the consumer very fast because of repetition. The effect of repetition can vary based on whether the consumer is already familiar with the brand being advertised. Consumers tend to pay more attention to an ad that is for a completely new product or brand, than to an ad for a product or brand with which they are already familiar. The new ad will be more interesting to consumers, so they will be more likely to take note of it. In this case, repetition may be more effective when it is used to advertise a new brand or product. Once consumers are familiar with a brand or product, the advertiser may be able to decrease the frequency of the ad and still achieve the same effect.

Even though imperceptibly small changes in time add up to significant effects, individual increments are too small for us to notice. They are below the just noticeable difference (JND).

In summary, the reasons we are unable to introspect on advertising's effects, especially in low-involvement situations, are:

1. the effect of each single ad exposure is small
2. with repetition, even imperceptibly small effects can build into larger perceived differences between brands.
3. if something gets repeated constantly without challenge, our minds seem to regard this as a *prima facie* evidence that maybe, just maybe, it is true (the truth effect)
4. often it is no big deal to us which of the alternatives brands we choose, anyway

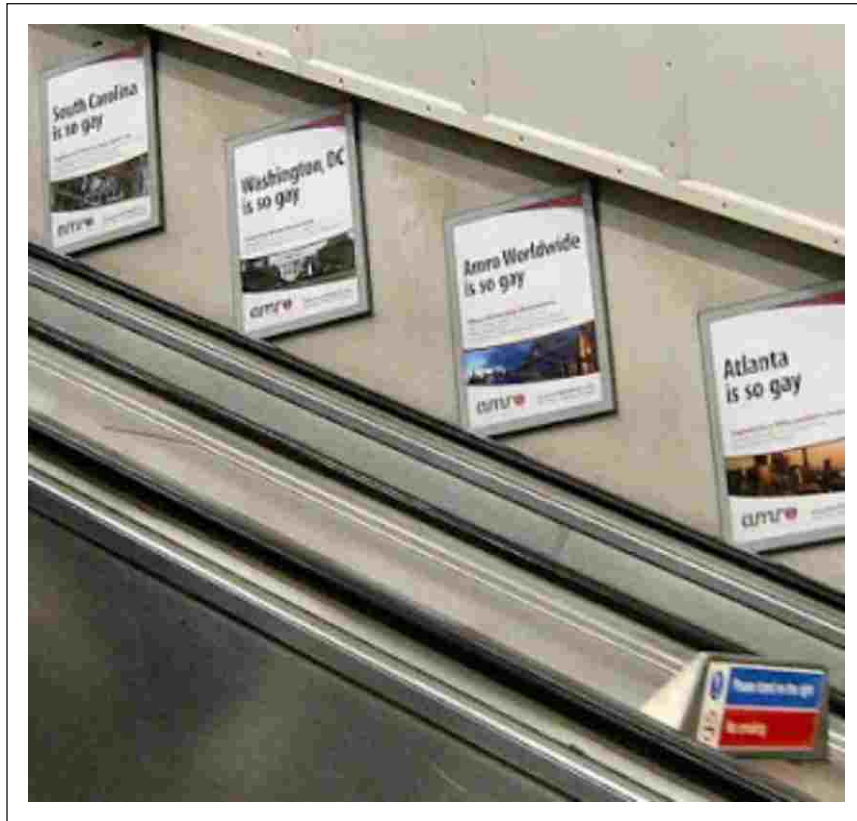
Repetition ads



Ad on Apple iPod



Ad on Zara



Ad on Clnro



Ad on Sweet Smile

Advertising makes consumer buy products, consumer do not need!

Advertising manipulates consumer to buy products that consumer don't actually need. In other words, advertising manipulates only several groups of people that are vulnerable to be manipulated. Man can argue that the behaviour of the people depends on the individual personality, economic condition and the way a company advertises their product and the discount offers given to the product. The point is that there are various advertising techniques with various targets. Another big question is how can consumer judge what kind of products and services are necessary, and which product is bought only to show-off among friends and relatives? What is a need, and what is just a will? Advertiser create advertisements, that touches consumer minds, consumer senses and feelings that push consumer to buy things. Advertising makes consumer buy products that consumer do not actually need, by offering sale, buy one get one free, discounts, and other offers giving to the consumer. By which consumer buy the product which consumer do not need to buy.

Motivation

First of all, each consumer has his own motives to buy. These motives arises from consumer's needs and wants which are based on factors such as wealthy, sex or religion of the person. According to this fact, defining consumer's needs is a huge stake for companies to elaborate a good advertising campaign. We can imagine how companies can manipulate consumer through advertising. Consumer needs can be divided into essentials to survive and wishes that are connected with consumer desire. When psychological and safety needs are satisfied, consumers seek for the other wishes. As Maslow described, following need could not be satisfied if the previous is not satisfied. As companies are aware of this effect, they try to exploit consumers perceptions and offer them products and services according to their needs. Also, using special techniques can create essential needs from basic want. However, Maslow hierarchy could not be used for all consumers while each consumer thinks differently and has own scheme of his needs and wants. Therefore, consumers are exposed to offers that are more and more designed for individual wants. Moreover, not only individuals play important role in various needs. Cultural and national changes across the whole world must be taken into the account. What is considered as need in one country could not be reflected as need in another country.

As an example could be used Face book. Many years ago, nobody needed social networks, however the situation has changed in past years and people desire to use them every day. Thus, changes from wants to needs are driven by companies. They use special techniques to manipulate with consumers minds and change the way of thinking.

Advertiser's Techniques

Limited time offer

It is the technique in advertisement that make customers purchase of particular product due to limited time for purchase. The task is to frighten people, if the product is not bought before the end of the limited time offer, there is no other opportunity to purchase the product for lower price. However it's not common that the product in the camping is the cheapest on the market. To be more specific and give some example of buying certain product according to special offer, even that it is not needed: there are many people who study newsletters - instead of newspapers - to find any special offer and consequently buy more than they really need. Usually it's under pretense that now it is cheap and they are worry about future prices. This is also about „best before" food, which unfortunately in many cases evokes ineffectiveness in consumption.



Buy one get one free

The offer that is called BOGOF can be time limited or permanent. Buy one get one free creates the opportunity to sell something despite there is no need for it. For retailers and producers it's amazing occasion to spread products across the market widely. When the market is saturated it creates disadvantage for competitors. It also cause ineffectiveness in consumption and increase revenues for sellers. The psychology influence is used in this sales promotion technique as well - for many consumers it is interesting and catchy if there is something free, they have feeling that this occasion will never happen again.

By these techniques consumer buy products that consumer do not actually need.



BonChon

BUY 1 GET 1 FREE!

Beli 1 menu baru BonChon dapatkan **Gratis** 1 menu baru BonChon *

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michelindo

Ad on Michelindo

Dreams and wishes of consumer

Companies are using consumer's dreams and wishes to manipulate consumer to buy goods and services. Consumers are buying the feeling to be members of some social or cultural group by using advertised goods. So Consumer are spending money for something that consumer already have, i.e. consumer dreams, ideas and feelings.

From the psychology perspective, people want to be a members of any society or cultural groups. This sense have been inherited from the past. Advertising companies are using that so in the advertising, they are picturing groups of either rich, famous, beautiful or talented people to enhance consumer need for social belongings.



Ad on Travel Fair



Ad on ebay

Advertising change consumer attitude towards a brand

The main aim of advertising is to bring attitudinal changes in the minds of the consumer. It is done by imparting knowledge to the consumer, his emotions are touched and played with the feeling of likes and dislikes towards objects, are handled in a manner that leads to action/ purchase, which changes the minds of the consumer. An attitude is a learned predisposition or a tendency to consistently respond in a favorable or unfavorable way towards an object, person, idea, or situation. Thus, you may have a negative attitude towards smoking and a positive attitude towards Brooklyn College. Attitudes have three components: the cognitive deals with beliefs and knowledge; the affective deals with emotion, i.e., likes and dislikes; and the conative, which is more behavioral, deals with actions, motives, and intent. The teacher evaluation scale completed by students every semester measures your attitude towards a particular instructor (it is an attitude scale). It includes items dealing with the professor's knowledge of the subject matter, whether s/he is fair, and whether you would recommend him or her. Attitudes are organized and have consistency. Consumers have beliefs about products and services. For instance, you might believe that Ivory Soap is very mild. Brand Beliefs are perceptions or of how a brand or product performs on various attributes. You have beliefs regarding how your professor performs on attributes such as teaching ability, fairness of grading, friendliness, general intelligence, expertise in subject, etc.



Ad on Pizza Hut

Attractive Advertisements

Attractive Advertisements are those advertisement which attract consumer, change consumer's decision making and make consumer buy the product or service. These types of advertisements can change minds of the consumer very far because advertisements of the product and service is very attractive and consumer immediately changes his mind and wants to buy the product or service which is in attractive advertising. In this type of advertisement, advertiser use attractive colors, attractive models, attractive effects and main thing is creativity in advertisements, that changes consumer's mind and consumer's decision making.



Ad on Look



Ad on Mc donald



Ad on Formula



Ad on Dairy Milk



Ad on Child Care



Ad on Boomar



Ad on DHL



Ad on Coca Cola

Television advertising is most effective media which change the consumer's mind faster

In the modern era the main purpose of marketing is not finding and persuading people to buy what a company produces, but satisfying the consumer, which is the quintessence of consumer orientation. Identifying the communication pathways which influence consumer behaviour is an essential marketing communications activity, the ultimate goal being the creation of marketing messages to reach target audiences through the most appropriate channels. With an increase in global competition, technological advances, and fast informed customers, it is important for businesses to make a powerful impact on target audiences and markets. An advertisement plays an imperative role in the marketing of products as it provides a buying power for various product operations by affecting the behaviour of consumers. The influence of media on consumer behaviour is profound where billions of dollars are spent in advertising each year indicate to the impact of media on consumer purchasing and buying preferences. Media use in advertising is purposely designed to elicit a change in consumer action, belief and perception and is a part of our daily lives that we don't even realize it's influencing us in many ways. Media unabashedly woos us to purchase products we don't need and trust wholly with product claims that are exaggerated. Television advertising offers the advantage of reaching large numbers in a single exposure and even today has its relevance in consumer decision making which make consumer buy the product.

Television is a main medium of advertising in india

Advertising was originated from a Latin word –advertire which means to turn to. Advertising is an impersonal communication of messages on the subject of ideas, products and services from manufacturers, wholesalers and retailers to a targeted group of existing and potential customers, with a view to educate and influence them to take action in a manner desired by the sponsor of the message. Advertising has been promising great importance as the powerful tool on the marketing of goods and services by both the industrial and non- industrialized nations.

Television plays a foremost role in the flow of information and is equipped with the command to persuade people, their opinions and their beliefs. Being a medium that is visual , its impact transcends the social and educational background of its audience; more so, in a country like India, which is very diverse television still dominates the Media & Entertainment landscape as the favoured choice of entertainment. Television has now become an important source of entertainment, news and views to public both literate and illiterate, living in cities and villages and young and old. Due to its greater flexibility in designing the advertising copy, wide



The TVC opens in a house, the lady serves the breakfast and speaks to husband, "Tum soch rahe honge naa, aaj breakfast me Kheer kaise?"



She continues as she serves, "Mai apna naya dining table celebrate kar rahi hun. Kya tumne notice kiya hai, ki ghar ka look thoda badal gaya hai."



She says, "Naya furniture, curtains! Is naye look ke sath deewaron pe kaunse rang lagaun, soojh hi nahi raha. Light shades lagaye?"



She continues, "Dekho furniture dark wood ka hai, uske saath acha lagega naa. Aajkal na violet ka bahut trend chal raha hai kaisa lagega?"



The lady gets annoyed as gets no response from her husband she says, "Hmm Hmm, yeh kya hota hai? Mr. Husband kuch to advice do."



Sitting in front of her is a small wall of bricks, that replies, "Hmm haan kheer... achi bani hai!" The lady gets disappointed.



VO: Kaha tha naa, Husbands are Useless. The lady hears a sound of burp. VO: See See! Isiliye Log on to www.asianpaints.com.



The voice over explains the process. VO: Visualise your beautiful home before you create it.



The TVC opens in a College Library. A girl while reading a book gets distracted and pulls up her spectacles.



A boy sitting next to her is busy eating his Cadburys Dairy Milk Silk. He licks the chocolate melted on his hand.



The girl gets tempted and gives a desperate look. He offers her the chocolate but she smiles and refuses.



The boy starts eating the chocolate again. She gets tempted and taps the table to get his attention and asks for chocolate.



The boy shows her the empty packet. She gets disappointed and starts studying again but gets distracted again.



She sees that the boy is still eating the chocolate. Annoyed she again taps the table and questions the boy.



The boy offers the chocolate again and she snatches it quickly. They both laugh and enjoy the chocolate.



Cadburys Dairy Milk Silk is displayed on screen. VO: Discover the Joy! Cadbury Dairy Milk Silk. Have you felt the Silk



Salman Khan walks in a green room to get ready to walk the ramp. A lady greets him inside the room and shows him his seat.



A stylist starts styling his hair. She holds all her styling brushes in her mouth to get easy access to them. An assistant helps him wear his attire and another brings two pair of shoes for him to choose from.



Salman refuses and leaves from the green room wearing slippers with a business suit.



He reaches to the ramp wearing his Relaxo Hawai slippers. He shoes them off on the ramp.



All the ladies in the audience stare at him and appreciate. All the photographers click his pictures.



Salman removes his blazer and says, "Relaxo hai fashion. Chalna hi hai to style se chalo yaar, ma qasam me bhi pehnta hun."



All the beautiful designs of Relaxo Hawai slippers appear on screen with Relaxo's logo.

coverage and appeal to the customers, television has become a significant media of advertising. Television is used extensively by manufacturers of consumer products to advertise their products & services offering extra benefit of greater flexibility in designing and reaching consumers over newspapers. Being mainly a source of entertainment, television is watched by literate as well

illiterate people and hence has a wider reach than other media forms. It is more flexible as the advertisement can make use of more features than newspapers and radio. Time of advertising can also be decided in such a way that the advertisement is watched by the utmost number of people. Television like newspaper is not appropriate for advertising industrial products or products used by special categories of people such as doctors, players, and lawyers' etc. The boom in electronic media commenced with the introduction of colour transmission of television in the year 1984 to coincide with the Asian games hosted by India.

Television is often called "king" of the advertising media, since a majority of people spend more hours watching TV per day than any other medium as it combines the use of sight, color, sound and motion which works in arousing interest among viewers. TV has proven its influential power in influencing human behavior time and time again along with being the "king" of advertising costs. The Internet may snatch all of the attention these days, but Television is still the media king. For small businesses, however, the barriers to using TV ads can be discouraging; airtime can be very costly, and good commercials are difficult and pricey to create.

pros and cons of television advertising

When you advertise on TV, your commercial is not only competing with other commercials, but is also in competition with the other elements in the viewer's environment as well. The viewer may choose to get a snack during the commercial break, go to the washroom or have a conversation about what they just saw on the show they were watching. Even if your commercial is being aired, viewers may never notice it unless it is creative enough to capture their attention. This is the reason why it becomes extremely important to consider the kind of commercial you are going to create and how you want your audience to be affected.

With proper research, you can tailor your ad campaigns to reach a targeted audiences, or even new audiences. Though television advertising can prove extremely effective, much depends on the quality, frequency and airing time of advertisements Consumers, especially younger ones like teens, seem to turn more to substitute sources of entertainment, such as MP3 players or watching shows online. With people watching traditional television less often, fewer people will view your Television ad and thus there is a growing need for making television ad

campaigns more creative and engaging as compared to other Medias. Advertisers should spend money on a good commercial in the beginning so that it will pay dividends in the end. Television reaches very large and has the following consequences:

* Advertising on television can give a product or service instant validity and prominence as compared to other media vehicles.

* Television ads can be targeted upon a varied customer base as per program timings. Children can be reached during cartoon programming; working class can be targeted during later hours of the day once they are back from their work place and on weekends, housewives during the afternoon soap operas and farmers during the morning agricultural reports.

* TV offers the greatest possibility for creative advertising. With a camera, you can take your audience anywhere and show them almost anything they want to visualize. With the features of both audibility and visibility Television ads create a very strong impression in the viewers.

*The "Show and Tell" Effect: Advertisements aired on small screen allows you to show and tell a broad audience about your business, product, or service being offered. While both online and print media offer some of the same advantages, TV advertising still offers the best way to tell your brand story in an engaging, consumer-friendly manner. In advertising, it often takes multiple touch points to influence consumers' purchasing behavior and through Television ads it is easier to accomplish that quickly, converting more potential buyers into paying customers

* TV Reaches a Bigger Audience: TV reaches a much larger audience than local newspapers and radio stations, during a short span of time. The increasing number of cable TV channels offers a chance to purchase lower-cost ads that still reach specific demographic groups. Whether your business needs to reach young people, children, senior citizens, women that can be working of housewives, or even minority communities, chances are there are channels that are a good fit for your advertisements.

* TV Adds Instant Credibility: TV commercials allow you to convey your message with picture, resonance, and movement, all of which can combine to provide your business a big dose of instant credibility. It is the fact that a Television ad that has been cleverly copyrighted can actually take on a life of its own, particularly when combined with social media tools such as Twitter, Face book and YouTube.

* TV Adds Personality: If your brand wants to get a strong connect with your

customers Television ads give you an opportunity to be creative and to give your business a real sense of personality which in turn builds a loyal consumers that keeps coming back for more.

An introduction to consumer behaviour

In the marketing context, the term 'consumer' along with the act of purchase itself also refers to the patterns of aggregate buying which include pre-purchase and post-purchase actions. Growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it consists of pre-purchase activity. Post-purchase activities include the assessment of the purchased item in use and the diminution of any anxiety which accompanies the purchase of high-priced and infrequently-bought items.

Consumer behaviour involves the psychosomatic processes that consumers go through in recognizing their needs, finding ways to solve those needs, deciding whether to purchase a product or not, understand and gathering information, and lastly leading to a purchase decision. Consumer behaviour can be defined as "the behaviour of consumers in deciding to buy or not to buy a product, to dispose it or not those products which satisfy their needs" (Schiffman and Kanuk, 1995, Chunawalla, 2000,). Understanding consumer Behaviour and "knowing customers" are never simple as they may state their needs and wants but act otherwise. They may not be in touch with their deeper motivations and may respond to influences that change their mind at the last minute. Nevertheless, marketers must study their target customers' wants, perceptions, preferences, and buying behaviour. Studying consumers provides clues for developing new products, product features, prices, channels, messages, and other marketing-mix elements.

Literature review

Of all marketing weapons, due to its immense exposure advertising has leading impact on viewers mind (Katke, 2007). Marketing mix is all about understanding the 4 P's i.e. product, price, place and promotion; where advertising is a component of promotional mix, which creates awareness about product and services. In modern time, no company can become a market leader unless they do lot of investment in promotional purposes (Hussainy et al., 2008). An advertiser aims to reach potential customers and creates impact on their buying behaviour (Ayanwale et al., 2005 and Adelaar et al., 2003). Advertising is a non-personal paid form of communication by an identified sponsor to persuade or influence behaviour where ideas, concepts, products or services, and information, are promoted through media that has features of having visual, verbal as well as text to persuade people to buy (Ayanwale et al., 2005 and Bovee, et al. 1995). Adelaar et al.

(2003) explained that behaviour is shaped by an emotional response, which is formed by pleasure, arousal and dominance.

Advertising, in all its forms, plays an imperative role in informing people's choices of products and services (Sachiko, 2004). New media, largely the internet, has apparently become a very important source of information today. Earlier researches have proved that television advertisement is the significant tool of diffusing the communication and has an important role in the development of young people's consumer behaviour. (Peter & Olson 1994). A television ad chiefly focuses on creating brand awareness, giving a sense of necessity to own a product, to build recognition for the product and to remind customers to come back. Hoffman and Karuk (2004) clarified the meaning of "consumer behaviour" as the behaviour that consumer behave in the form of acquiring, buying, using, evaluating, or product/service consuming so as to fulfil his/her own need. It is also considered to be the study of the decision making of a consumer in spending both monetary and non monetary resources, for consuming products and services that include what, why, when, where and how often to buy. The terminology for 'actual buying behaviour' is that consumer in reality purchases the product or services (Adelaar et al., 2003). To determine the factors that have an influence on consumer to act in a particular way but in different situation is the basic objective of consumer buying behaviour is (Ayanwale et al., 2005). Television advertising is a highly economical media and the best selling ever invented having a very strong potential advertising impact unparalleled by any other media (Saxena, 2005). As it is perceived as a combination of audio and video features; provides products with instant validity along with offering greatest possibility for creative advertising television has an advantage over other mediums (Kavitha, 2006). Over a longer period of time, the Television set has turn out to be a permanent fixture in all upper and middle class households, and it is also commonly seen even in the poorer society of urban areas and rural households (Shah & D'Souza, 2008). Partly due to low literacy rate the advertisers find it more useful to use television rather than print media to reach their consumers (Ciochetto, 2004). TV advertising not only impacts and changes emotions but give significant message that exerts a far reaching influence on the daily livelihood of people (Kotwal et al, 2008). Advertisers through television can reach a whole gamut of consumers in a less time duration.

The introduction and diffusion of television for many scholars (McLuhan, 1964), has been one of the more socially significant events of the 20th century. Television has ceaselessly changed our families and the way we elect our leaders, set social policy and view ourselves in relation to others. This is perhaps because television has supplemented reading and interpersonal narrative as our prime means of story-telling and myth-delivery (Silverstone 1991) and has thus necessarily changed our culture (McLuhan, 1964). Across diverse theoretical formulations,

television is extensively acknowledged as a powerful agent of socialization. In India, televisions being the most powerful advertising medium with the highest reach where it reaches an audience that constitutes 54% of the population. Television, as a medium, with its vividly demonstrating product attributes and persuasively explaining their corresponding consumer benefits can be an extremely effective medium. Furthermore, it can dramatically portray user and usage imagery, brand personality and other intangibles.

Attention concentration by commercials

Like in the visual arts, advertising tries to focus and direct viewers' attention with an aim to point attention at certain parts of the depicted scene, and direct it across scenes in an orchestrated approach to let the projected narrative unfold (Solso 1994). Consumers can be better retained behaviourally if commercials are able to catch hold of their attention which will ultimately prevent ad commercial avoidance. This is consistent with art theory's (Arnheim 1988) which gives an emphasis on "centers of gravity" that contemplate the viewer's eyes on the essentials in paintings, statues or buildings, and with speculations in advertising (Heeter and Greenberg 1985, Perse 1998) that audience who have less focused attention towards the advertisement do not enthusiastically follow the ad script and may come to a decision to zap away.

Berlyne (1971) in aesthetic psychology, distinguished two types of visual attention termed specific and diversive exploration, that an individual watcher can express when he/she perceives artful stimuli, and speculated that each would be reflected in divergent patterns of eye fixations. To seek out detailed information specific exploration would lead to concentrated eye fixations on specific locations of the visual scene depicted in an advertisement. Diverse exploration would lead to distributed eye-fixations across larger regions of the scene to look for new stimulation. A desirable bottom-up control of consumers' focal attention by stimulus characteristics (Itti 2005) is reflected by a dense pattern of eye-fixations which leads to concentrated attention and with all consumers held together by the commercial the chances of commercial avoidance will be low.

To engage and to prevent viewers from channel switching television, film and advertising producers tailor the visual complexity of commercials and other video stimuli (Lang et al. 2005). The amount of visual material in separate scenes (momentary) (Donderi 2006), and the pacing of scenes across the commercial (dynamic) (Germeys and d'Ydewalle 2007) jointly determines the overall visual complexity of commercials at any point in time. All non-representational perceptual information, such as colors, lines, contrasts refer to visual complexity

(Itti 2005). Pacing indicates the speed at which different scenes are presented in dynamic stimuli (Lang 2000) which is reflected in discontinuities in the video stream and accomplished by cuts and edits (Bolls et al. 2003, Germeys and d'Ydewalle 2007, Lang 2000). It was observed that younger compared to older consumers and males compared to females generally zap more when gender and age are considered as demographic factors (Cronin 1995, Heeter and Greenberg 1985). Thus branding activity in commercials and attention concentration of consumers mutually have an influence on the moment-to-moment commercial avoidance decisions of consumers.

Drama and communication in television advertising

Human existence depends on the ability to inform others or convince them to take some action which usually they will not do. As we develop and grow, we also learn to pay attention and respond to messages conveyed by others (Arens, 2004:8). In today's business world, it would

undeniably be a miracle to go through a day without coming in contact with advertising be it directly or indirectly (Mackay, 2005). Advertising becomes a meaningless profession if it is devoid of words and images. Messages then, are the juice of advertising and communication is its bottom line and its very essence (Mitchell, N. Moriarty, S. & Wells, W., 2009). Television advertising makes use of drama to communicate to its audiences and to create awareness regarding the brand because of its ability to affect the thought process of the viewers by bringing reality on screen. After the idea/theme has been established in the creation of a television advertisement, a script writer is necessary and the casting depends on the director whose accountability is to creatively realise the script. Sometimes the television advertisement may just be an expression of dance instead of containing dialogues; depending on the kind of picture director has in his mind as he works with other members of the production team.

Brecht (1977) the great theoretician was the first to emphasize the need for drama to be "quotable" and to convey messages which can be easily remembered and reproduced phrases, gestures, and images Television as a medium of promotion is of considerable power and significance which plays a crucial role in most people's daily lives. Even though a generation has fully grown with it, however television is still a moderately new technology. Advertisers see television as an imperative and impactful medium which takes products right into the homes where it will be seen by prospective buyers and other their family members who have an influence on purchase. Advertising can be understood as an ideological system that not only

Types of Advertisement can also change the mind of consumer's faster

Advertisement may be of various types based on functions, appeal, purpose, media of advertising, etc. Mainly advertising are following types:

Descriptive Advertising: In this type of ads, detailed information about product, its features, qualities, price, method of using, place of availability, need satisfying capacity of product, etc are given. It usually gives lengthy informative message to target audience. Generally, mail order advertising is of descriptive nature. In some cases, copy for print media is also descriptive in nature and can change the mind of consumers faster.



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Age suspended and time interrupted.

Clinique's new youth-extending science visibly helps defeat lines and wrinkles.

The scientists at Clinique believe we can virtually slow the signs of aging. Give skin cells a long, happy life. Starting with new Youth Surge Night moisturizer. We wonder: can we give skin a great night's rest—the deeply restorative kind that delivers an energized look come morning? The answer was inspired by Sirtuin technology. Our patent-pending science intensifies the nightly cycle of natural repair, plumping skin with natural collagen.

By day, Youth Surge SPF 15 takes over. Skin gains strength over environmental agers and you look younger, longer. More Youth Surge benefits at clinique.com

CLINIQUE
Allergy Tested. 100% Fragrance Free.

Red more magic here at www.magicred.com

Descriptive Advertising

Questioning Advertising : This is starts with raising questions from the target customers. Headline of such advertising is in the form of question. Through this question, efforts are made to arouse the need for the product and to make them realize that advertiser's product can satisfy the need realized in the question. Question arouses the curiosity in the minds of readers and make them think about it. The answer of question lies in the use of advertised product. For example, advertisement of household insurance in the mind of audience.

Har din badhta POLLUTION. Kya oxygen mask HI HAI SOLUTION?

superhits **RED** FM 93.5
Bajaate Raho!

Red Mike par khul ke batao. SAB KO SUNAO.

SUN GROUP

Delhi Times

WAS IT MAGIC IN YOUR MOUTH?

THE CHATPATI DILLI COMPETITION IS ON. THIS WEEK WE'RE LOOKING FOR DELHI'S BEST **GULAB JAMUNS**! GOT A PLACE IN MIND? SMS US TODAY!

Delhi Times
Chatpati Dilli

IDEA POTLU
SIMPLY SMS MISH <SPACE> A <SPACE> SHOP NAME <SPACE> LOCATION TO 58888
YOU CAN ALSO LOG ON TO WWW.TIMESCITY.COM/HOLKATA AND SHARE YOUR FAVOURITES

Questioning Advertising

Comparative Advertising: In such ads, product of advertiser is compared with competitive products to show the superiority, special features of advertiser's product. The consumers is made to feel that advertised product is better than other brands. Such ads are usually design by companies for selling electronic items like A.C., T.V., fridge; automobiles, washing powder, etc; such ads help the buyers to select advertiser's product as he will feel that he is purchasing the best among available products and also change the consumer mind.



Comparative Advertising

Announcement Advertising: This is informative in nature. In this advertising, some special announcements are made like festival offer, exchange offer, off-season discount, free gift schemes, improvements made in the products, etc. Such ads are issued through fast media like newspapers, posters, pamphlets, etc. Such ads are issued for a short period of time and change the consumer's mind faster.

Upto
20% off^{**}
on
Diamond Jewellery

TANISHQ
A TATA PRODUCT

Shrey Automotives **PIAGGIO**

FESTIVE BONANZA
BENEFIT
₹10,000/- ^{*}
Approx

Free Life Tax
Free Insurance
Free Other Benefits

Vespa
fashion unchanged

Limited period offer. ^{**}Conditions apply.

* 3 valve 125cc V-automatic • Superior Mileage • Single piece monocoque steel body

Visit Vespa store:
Shrey Automotives Hyderabad Pvt Ltd
2-11-30/6, S.P. Road, Begumpet, Adjacent to Anand Theatre,
Secunderabad - 3., Hyd, t: 040-668 13 777, 9848025895, 966655185, 9848025965
email: sales.shrey@vespastore.co.in url: www.shreyvespa.com

Vespa Colours

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facebook.com/vespaindia

Announcement Advertising

Topical Advertising: In such ads, advertisement theme is linked with some current event. Such ads easily attract the interest of audience because of that current event which is fresh in the minds of audience. For example, in election days, some advertisers link their advertisement theme with elections. Similarly, if there is any event of national pride or achievement in sports, then some advertisers link their ad with such events while designing their ad copies. In the same way, linking the advertisements with current festivals like Diwali, Holi are also examples of topical ads e.g. “give your house a new look on Diwali”- Asian Paints.



Topical Advertising

Institutional Advertising: This advertising aims at developing and maintaining goodwill of advertiser. This ads makes the potential buyers feel that advertised product is from a reputed and reliable company. Generally, such advertisements are developed by leading and big industrial houses which are managing various industrial units for change consumer's mind. For example, advertisement issued for any product of Reliance-group highlights the name of institution 'Reliance' in its advertisement to develop goodwill of advertiser. Similarly in the ad for products of Tata group of industries the word TATA's is highlighted.



Institutional Advertising

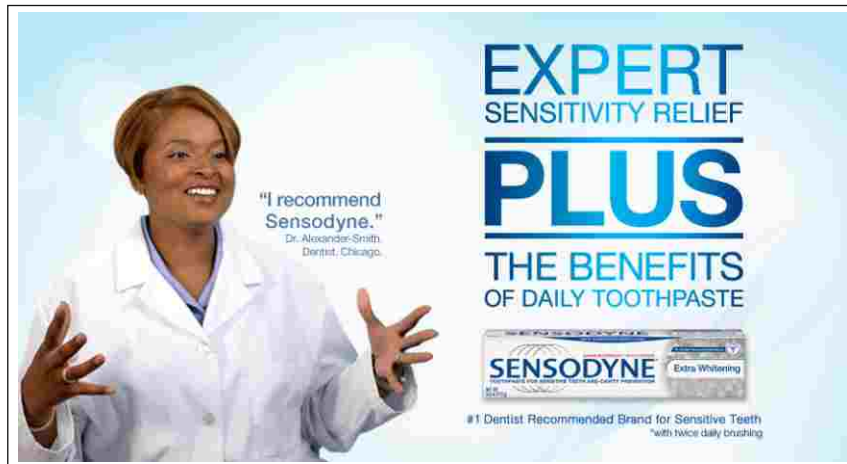
Personality Advertising: In such ads, endorsement of product is done by reputed personalities, sport stars, film stars, etc. Such reputed personalities act as message source to convey the message of advertiser to target audience. Such ads easily attract the attention of audience, are more believable and are easy to memorize. Such ads are very popular on television and change consumer mind more faster.



An advertisement for Pantene Pro-Vitamins Shampoo. It features a woman with long, dark, flowing hair, smiling. Her hair is styled as if it were a zipper, with a zipper pull visible. Below the image, there are two bottles of Pantene Pro-Vitamins Shampoo. The text reads: "When performance comes from within, you shine." - Katrina Kaif. Below this, it says: "Time for acting. Time for healthy hair. Which is why I trust, Pantene's New Nourished Shine shampoo. It has twice the portion of pro-vitamins which nourishes hair from within and helps strengthen it. When the world's a stage, you need to shine every moment you are on it." The Pantene Pro-Vitamins logo is at the bottom right.

Personality Advertising

Technical Advertising: Such ads are of technical nature. These ads, results of laboratory tests, endorsement by professional bodies, doctors, dental associations, are shown to support the advertiser's claims. Such ads are more believable and authentic, and change consumer's mind. Such ads are generally issued for drugs, pharmaceutical products, engineering products, toothpaste, health drinks, etc.



Technical Advertising

Prestige Advertising: In this ads, the audience are made to feel that they will feel pride by sing advertiser’s product. Such ads are designed for luxurious and costly products. Target audience of such products are high income group persons. For example, ads issued for luxury cars, expensive watches, expensive shoes usually highlight that buyer will feel pride after using the advertised product.

SONY
make.believe

Sony recommends Windows® 7 Professional

VAIO

More Colour. More Style.

VPCYB 15/25	VPCEL 15	VPCEG 15	VPCEG 18	VPCCB 15	VPCCA 15	VPCSB 25	VPCSB 26	VPCSA 25
MAP Pr. 24,990/-	MAP Pr. 27,990/-	MAP Pr. 28,990/-	MAP Pr. 42,990/-	MAP Pr. 54,990/-	MAP Pr. 55,990/-	MAP Pr. 47,990/-	MAP Pr. 55,990/-	MAP Pr. 78,990/-
• 15.5" LED LCD screen • 1.86GHz Intel Core i3 processor • 4GB DDR3 memory • DVD RW drive • 2x USB 3.0 ports • 2x USB 2.0 ports • FireWire™ 800 • 1x eSATA	• 15.5" LED LCD screen • 1.86GHz Intel Core i3 processor • 4GB DDR3 memory • DVD RW drive • 2x USB 3.0 ports • 2x USB 2.0 ports • FireWire™ 800 • 1x eSATA	• 15.5" LED LCD screen • 1.86GHz Intel Core i3 processor • 4GB DDR3 memory • DVD RW drive • 2x USB 3.0 ports • 2x USB 2.0 ports • FireWire™ 800 • 1x eSATA	• 18.5" LED LCD screen • 1.86GHz Intel Core i3 processor • 4GB DDR3 memory • DVD RW drive • 2x USB 3.0 ports • 2x USB 2.0 ports • FireWire™ 800 • 1x eSATA	• 15.5" LED LCD screen • 1.86GHz Intel Core i3 processor • 4GB DDR3 memory • DVD RW drive • 2x USB 3.0 ports • 2x USB 2.0 ports • FireWire™ 800 • 1x eSATA	• 15.5" LED LCD screen • 1.86GHz Intel Core i3 processor • 4GB DDR3 memory • DVD RW drive • 2x USB 3.0 ports • 2x USB 2.0 ports • FireWire™ 800 • 1x eSATA	• 25.5" LED LCD screen • 1.86GHz Intel Core i3 processor • 4GB DDR3 memory • DVD RW drive • 2x USB 3.0 ports • 2x USB 2.0 ports • FireWire™ 800 • 1x eSATA	• 26" LED LCD screen • 1.86GHz Intel Core i3 processor • 4GB DDR3 memory • DVD RW drive • 2x USB 3.0 ports • 2x USB 2.0 ports • FireWire™ 800 • 1x eSATA	• 25.5" LED LCD screen • 1.86GHz Intel Core i3 processor • 4GB DDR3 memory • DVD RW drive • 2x USB 3.0 ports • 2x USB 2.0 ports • FireWire™ 800 • 1x eSATA

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THE AUTOMATIC RANGE FROM TITAN.
Featured Watch: ACCORD 9150K.M01
21 Jewels | Automatic caliber | Sapphire crystal glass | Offset second hand | Solid link strap

TOLL FREE HELP LINE: 1800-296-0122 | www.facebook.com/titanbeMore

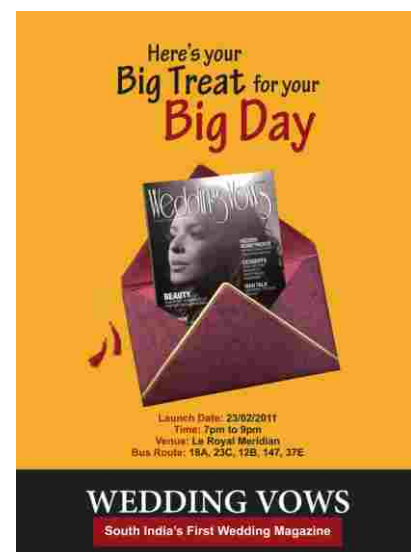
Prestige Advertising

Reminder Advertising: These ads are shown in continuation of original detailed ad copy. When original detailed ad copy has already been shown in any TV program, then the same ad copy is repeated in a cut short form which shows only the brand name and slogan of product. Such cut short ad copies are known as reminder ads. Its objective is to remind brand name in the mind of consumer and to exercise control over advertising expenses. Such ads are very common in TV programs to change consumer mind.



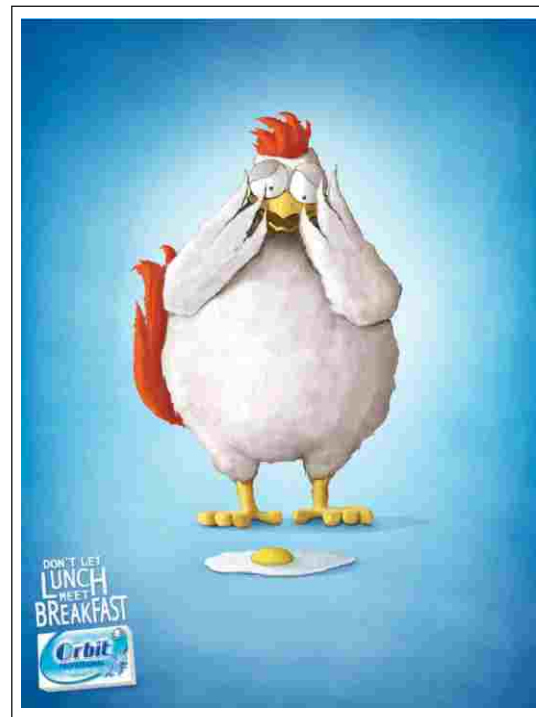
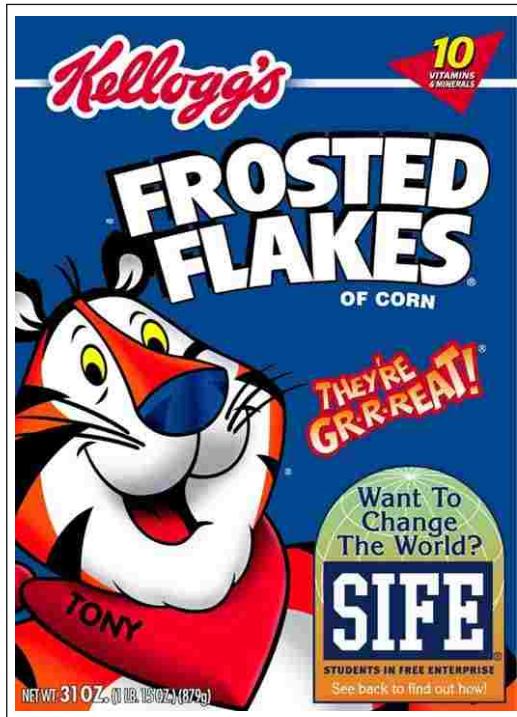
Reminder ads

Teaser Advertising: Teaser Ads are usually with reference to newspaper media. In case of teaser ads, full advertisement is not released in first edition. In first edition, only a part of ad appears in print media. On next day, some further portion of ad is shown along with first portion. On third or fourth edition, full ad copy is released. The purpose of such ad is to build curiosity and excitement in the minds of readers. But this is a costly method and can be understood only by such readers who have read all the editions of advertisement (regular readers of newspapers). This type of advertising is effective and makes consumer buy product and services and also change consumer mind.



Teaser Ad

Animation Advertising: In this type of advertising, cartoons, fictitious characters created through computer are shown in ads. These are popular for products targeted to children e. g. ads for chewing gums are generally of animation type and change consumer's mind faster.



Animation Ads

Introductory Advertising: In this ads, a new product/service is introduced to the audience.

HYUNDAI
Drive your way

The all new Verna Transform.
Dynamic by DNA.

STYLISH. SPORTY. POWERFUL.
Where passion, power and design perfection come together, that's how Hyundai Verna Transform is born. With its sleek body and athletic looks, it's truly Dynamic by DNA. Test drive it today and experience its charms.

- 16" Steel & Body Cling
- 18" LED Day-Running Light
- Blue LED Headlight

Starts at Rs. 8.55 L*
For a Test Drive: 888 "MyVerna" (Space) "Verna" is 63466 or ring us on www.hyundai.co.in

LIFE BEGINS WITH A HUMAN TOUCH.

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Drive simpler. Live better.

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BOOK YOUR NEW NISSAN MICRA AT THE NEAREST SHOWROOM.

MICRA

SHIFT, the way you move **NISSAN**

TRUCK NISSAN (INDIA) PRIVATE LIMITED

Introductory ads

Emotional Advertising: In such ads, emotional appeals is made to arouse the need and desire for advertised product. In such ads, some feelings are emphasized like security,, affection, status, comfort, pleasure, recognition, love, etc.



Emotional Ads

Typography Advertising: Typography forms the verbal communication of a design. Particularly in print advertisement, typography is the core component that aids in communicating the ad's message to the target audience. Typography ads are now more effective than other ads and change consumer mind more faster.

To the **100 million Indians** who chose Idea,
WHAT AN IDEA, SIRJI!

We thank you for helping us reach the milestone of 100 million customers.

Mobile Services * High Speed 3G Data Services * Idea 3G Smartphones * Idea Netsetter * Idea App Store * Idea TV
'Best Brand Campaign' at the World Communication Awards, 2011 | No. 1 'Telecom Employer of Choice' by Great Place to Work, 2011.

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ADITYA BIRLA GROUP

An idea can change your life

HUAWEI

FINGER fun
It's right up there with
swearing in Sign

Smart Things for Smart Goals
THE IDEOS X1
www.huawei.com/india
Available exclusively at Reliance Digital

Drink as much
as you want.
It grows on
trees.

SUN-RIPE
pomegranate
juice

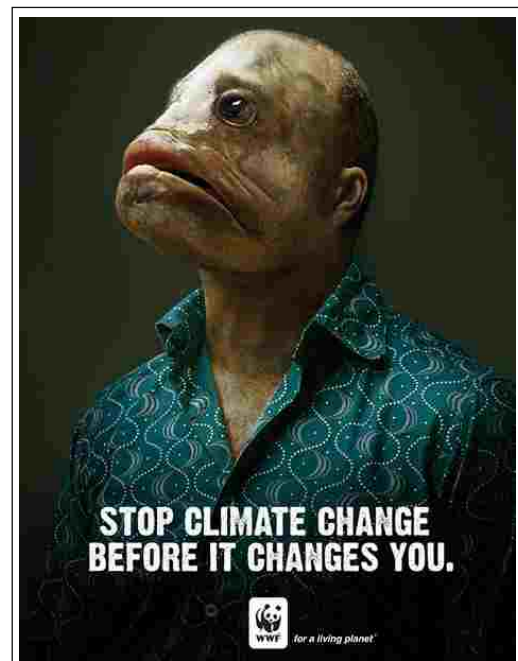
Made with real fruit goodness

Humorous Advertising: This type of advertising attracts the attention of audience through humorous appeal. Such ads are best remembered. Although these copies attract the attention, but sometimes such copies distract the audience from main theme of advertising. These ads are short lived and it is very difficult to design humorous ads, connected with main advertising theme and very effective advertising which change the consumer mind.



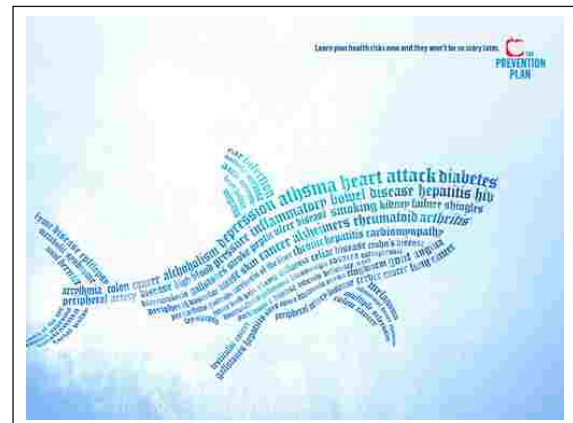
Humorous Ads

Fear Advertising: In such ads, fear appeal is made, Fear is created by realising the feeling of insecurity in the minds of readers/viewers. These ads arouse the need of product by creating the fear/risk/threat that the person may be expose to, by not using the advertised product. General insurance companies, life insurance companies, manufacturers of mouth wash, anti dandruff shampoo, water purifier, mosquito repellent make such ads.



Fear Advertising





Conclusion

According to this research, it has found out that consumer notice advertisements and the awareness levels of the brand is good only because of advertisements. Based on this research, I would say television advertisements and print advertisements has more reach to the people and change the minds of the consumers. Consumer of the age group of 20-25 are more interested in advertisements an brands. The consumer like branded product because of the quality it possesses. For an advertisement to be effective the price, the Jingle and the tag line should be highlighted. These three aspects create a great impact in brand preference. Hoardings and banners also create brand awareness of the product and are important to increase brand preference. The consumers also spread word of mouth after they use a product. The consumer especially of the younger generation refer internet before they purchase and they search for the product features shown in the internet advertisements. Advertising persuading consumers to buy product and services they do not need.

One reason we find it difficult to analyze advertising's effects introspectively and why advertising has remained a mystery for so long is that these effects are often so simple and so small that they fall short of outright persuasion. Advertising influences the order in which we evoke or notice the alternatives we consider. This does not feel like persuasion and it is not. It is nevertheless effective. Instead of persuasion and other major effects we should look for 'feathers', or minor effects. These can tip the balance when alternative brands are otherwise equal and, through repetition, can grow imperceptibly by small increments over time.

Television advertising, once viewed as the mainstay of advertising media outlets, is facing several challenges from alternative media, one being Internet and the invasion of technology devices, such as digital video recorders, that have empowered customers to be more choosy on the advertisements they view. Yet because it is a mass medium capable of being seen by almost anyone, television lacks the ability to deliver an advertisement to extremely targeted clientele compared to other media outlets. In an attempt to improve their targeted efforts Television networks working in the pay-to-access arena, such as those with channels on cable and satellite television, are introducing more narrowly themed programming gearing to address the needs of specific interest groups to appeal to selective audiences. As long as TV is viewed as the main driver of brand awareness, TV will grow its revenue base. Television truly attracts the attention of the people due to its multimedia and interactive nature integrating visual, motion and sound.

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