

# Impact of television advertising on buying behavior of women consumers' with special reference to FMCG Products in PCMC,Pune

Raju Ramdas Ghandas

*Research Scholar,*

*ASM's IBMR Research Centre, Pune, India.*

[ghandas.raju@gmail.com](mailto:ghandas.raju@gmail.com)

Prof. (Dr.) Omprakash Haldar

*Professor,*

*Dr. D Y Patil School of Management,*

*Lohegaon, Pune, India.*

**Abstract** --Awareness of the message to be conveyed is having utmost importance in advertising. Television has an ability to convey the message through visual and audio mediums. Advertising on television allows you to show and tell a wide audience your business, product, or service. It allows you to actually demonstrate the benefits of ownership. You can show how your product or service works and how it's packaged so prospective customers will know what to look for at the point of sale. In advertising, it often takes multiple touch points to effectively influence consumers' purchasing behavior

*Television advertising has been a popular medium for large retailers ever since the TV first began to appear in living rooms. With the arrival of cable television came lowered production costs and the opportunity to reach smaller, more targeted markets, making it a viable option for small to medium-size businesses as well*

*This paper presents the results of a study designed to test the Impact of television advertising and on women consumers' buying behavior in FMCG industry.*

**Keywords:** -Advertising, Awareness, Purchase behavior, Television

## I. INTRODUCTION

### History of Advertising in India

Advertising in India dates back to the Indian civilization. Relics of Harappa, Mohenjodaro indicates names engraved on exquisite earthen, stone or metal works, which is comparable to the present trade mark system. Paintings or writings on wall indicating slogans or stone engravings indicate a form of advertising.

The earliest forms of advertising were mostly used for religious purposes. That is, advertising was in the form of propaganda. To spread the teachings of Budha, the emperor Ashoka of Kalinga set up rock and pillar edicts all over the Indian Territory between 563 and 232 B.C. These rock and pillar edicts can be called the forerunners of poster advertising of today. Thus it was the outdoor advertising that came to light with the point of sale display in marketplaces. The indoor visual communications were the wall paintings in the cave temples of Ajanta, Sanchi and Amraoti. Literally the Indian Advertising

starts with the hawkers calling out their wares right from the days when cities and markets first began.

Till the advent of British rule in India, advertising was not taken for business purposes. The reasons were that India was the unique example of household industrial activities. At the time of British entry, India was in Village Economy stage where the relations between the producers and consumers were direct. The local markets were weekly and the producers displayed their wares by shouting and giving samples for promoting their trade. The skills of Indian artisans in the areas of textiles - silk and cotton and metal works were all accepted and there was no need of any special efforts of advertising.

British settlement and ruling from 1600 onwards brought about certain changes in our country. British needed advertising efforts to popularize their goods, particularly the luxury goods. They made it possible through the print medium. The first printing press was brought by Portuguese in 1556, which was used exclusively for printing Christian literature. It was only in 1780 that the first Indian newspaper was started, namely the 'Bengal Gazette' in Calcutta. By 1786, there were four weekly newspapers and a few monthlies published from Calcutta. It was in the 'Bengal Journal' that all the government advertisements were printed during that period. In 1790, 'The Courier', published from Bombay during that period also contained advertisements in various Indian languages, namely Marathi, Gujarathi, Konkani, Urdu and Kannada. In 1791, the government Gazette was started in which all the Government advertisements in different provincial languages were printed. Though the first newspaper in an Indian language was started in 1833, it took pretty longer time to put advertisements in Indian languages. There were no advertising agencies but the newspapers had provided the services of space selling. The origin of commercial advertising in India is relatively recent. 'B. Dattaram and Co.' was the first advertising agency promoted in the country in 1905.

The growth of Indian advertising too has been slow with the pre-independence era. Only a few companies were engaged in the business of advertising on an unprofessional basis and had

remained almost confined to the media buying services with very little creative work. Until the outbreak of the World War I (1914-1918), most of the advertising was planned and placed by the foreign manufacturers. During the First World War, the newspaper circulation was increased as the people were interested in hot news of war affairs. During the post war period Indian market was flooded with foreign goods that gave a lot of spurt to newspaper advertising so that more and more space had been reserved for advertising.

After the First World War, the Indian agencies failed because of the acute competition, mostly from the British and the American agencies. The Indian agencies had a tough time but could learn the importance of agency business as a rich source of employment and earnings. It made them to try the outdoor advertising media as many of the newspaper media were under the control of foreign agencies.

In 1918, the first professionally managed modern advertising agency, 'Tats Publicity' was started by Lastromach a British army officer in Bombay, followed by D. Jekey More's operation in 1929 and the 'Thompson. Advertising Agency' which started its operation in India in early 1930's. In fact, 1930's can be considered as the period of consolidation in the history of Indian advertising. The 'Swadeshi' movement made a turning point in the history of advertising in India as this movement had led to the increased appearance of advertisements in the country with a view to popularize Indian goods against the imported stuff. Indian advertising has had many changing faces.

The pre-independence advertisements were mostly about ladies goods, gents' clothes, travelling, restaurants and hotels and entertainments for the British people in India. Motor cars, electricity and lifts in houses were considered to be the items of luxuries in those periods. Many of the early advertisements were about hotels, four wheelers, tea, gramophones, cotton goods, tailoring shops, etc., and their target audiences were the British people in India, the princely families and the people from the upper strata of the society. It is only after independence and the abolition of the princely order that a new-born middle class received attention of advertisers.

As against 14 Advertising agencies in 1914, there were 45 agencies in 1944, indicating over a threefold increase in the number of agencies. However, the gross annual media billing was just Rs. 5 crore. This indicates that the initial stages were marked by a slow growth in advertising agencies in the country. Among the reasons cited for such a sluggish growth were the unfavorable attitudes of companies towards advertising, limited market, slow pace of industrialization and lack of competition. The first full-fledged Indian advertising agency was set up in 1931. The increased competition demanded a thorough improvement in the quality of advertising work and services. To improve the art-work and copy illustration, Indian agencies used to send their employees abroad for special training.

The All India Radio started telecasting various programmes in 1936. In 1939, The Indian and Eastern Newspaper Society was founded to protect and promote the legitimate interests of the newspapers and to deal collectively with the Government, agencies and the advertisers. In 1941, Indian

Languages Newspapers Association was formed to deal with the problems of Indian language newspapers. By the end of World War II, the political and economic scene underwent a sweeping change. Consequently the scarcity conditions prevailing in the Indian economy gave much impetus to the growth and development of light and small industries. In 1945, the Association of Advertising Agencies of India (A.A.A.I) was formed to raise the standard of advertising and regulation of advertising practices through a code of conduct. In 1948 Audit Bureau of Circulations of India (A.B.C.I) was started on the lines of A.B.C of America. In 1952, The Indian Society of Advertisers was formed to promote the interests of advertisers so as to raise the standard of Indian advertising. Until independence, the number of large - scale industries in India were limited.

Though there were some foreign cosmetic industries in major cities, their products were not of any natural popularity. After independence, the Five Year Plans were implemented and several factories and large - scale projects have emerged. Consequently, production and transportation facilities have increased tremendously. These spurts in various activities enabled the distribution of products anywhere in the country and this marked the beginning of the 'Golden Age' of advertising in India.

Advertisements in the Indian print media achieved a considerable importance only from the beginning of the Twentieth century. Educational development and the popularization of media had also contributed much to the expansion in the field of advertising in India. Advertisers' Club of Bombay was started in 1955 and such clubs had emerged later in all the metropolitan cities in

India. The telecasting of programmes through TV had commenced in India on 15th September 1959 at Delhi. Besides these, there are some other forms of publicity used by the advertisers, which include the use of short films, slideshows, messages on the radio and in TV. TV advertising has become popular in India as it is abroad. Film Advertising has also attained popularity among the advertisers and the consumers alike in India to a large extent as these could be exhibited through cinema theatres even in the remotest hamlets in the country by many advertisers.

Radio Advertising has been introduced by the All-India Radio at Bombay from 1st November 1967. This pilot project was started with commercials being put over low power Vividh Bharati transmitters at Bombay, Poona and Nagpur. It has gained a wide popularity among the traders and industrialists. Radio Advertising has also been introduced in Calcutta since September 1968 and later extended to Delhi, Madras, Tiruchirappalli (1969); Chandigarh, Jullundur, Bangalore, Dharwar, Ahmedabad, Rajkot, Kanpur, Lucknow, Allahabad (1970), Hyderabad - Vijayawada (1971), Bhopal, Indore, Cuttack, Jaipur, Jodhpur, Patna, Ranchi, Trivandrum, Calicut and Srinagar (1975). Advertisements have been accepted in many languages as taperecorded 'spot's of various durations. Sponsored programmes have been introduced in radios since May 1970. Now more than 85 percent of the total population in the country is covered by the All India Radio (AIR).

The television age has now dawned on India. It started in a very humble fashion by way of experimental transmissions at Delhi on 15 September 1959 the early television advertisements were merely stills with voiceovers or short versions of cinema advertisements. Regular TV was first introduced in 1965, and there has been a large scale expansion. The television set up in India was delinked from the All India Radio on 1st April 1976 under its new name 'Doordarshan', a separate department meant for the full development of the medium and specialized skills peculiar to television. Presently there are eight TV stations in the country. The year 1976-77 was a turning point in the history of Indian advertising. It was in this year that the Doordarshan (DD) started accepting advertisements. Commercial advertising on television was introduced in a small way on 1st January 1, 1976 and the revenue from commercial advertising has shot up at an astronomical rate, leading to a flooding of sponsored programmes and the opening of a second channel in Delhi and Bombay.

The first burst of public sector advertising was in the 1980's but what catapulted the industry on to a higher plane was the landmark launch of colour television on August 15, 1982. Colour printing in Newspapers and Magazines also brought about a new hue to their readability. To proclaim the serious role of advertising in competitive scenarios, the Advertising Standards Council of India (ASCI) was born. The 1980's also witnessed the first round of sponsored television programming. From a Rs.100 million industry in 1955, to Rs.1600 million in 1978 and to a Rs. 50,000 million industry in 1999, the advertising industry has traversed a long way. Satellite TV has ushered in epochal changes in entertainment in awareness of trends and lifestyles abroad. It has also dramatically expanded media options and influenced the styles and substances of advertising, which is now richer and stronger in imagery and emotional appeal.

The economic liberalization of the past twelve years has created challenges as well as opportunities for advertising. Indian products and services face fierce competition, both nationally and internationally. International brand wars are now being played out on Indian turf. During the last cricket world cup - 2003, the television image of giant, Coke bottles being wheeled on to the pitch to serve cricketers "the official drink" was obliterated by that of cricket celebrities swilling Pepsi and wise cracking the Pepsi slogan "Nothing official about it". Market researches by various organizations have also been making spectacular strides in India. Hindustan Lever, the biggest marketing conglomerate of consumer goods in India, for instance, has pioneered the market research, particularly in rural India. Hindustan Thompson Associates (HTA) and Lintas perhaps lead the country in market research competence. Specialist market agencies such as MARG and MODE have also come up offering their specialized services to the producers and marketers of both the industrial and consumer goods.

In 1994-95, the total TV Advertising in India came to the tune of Rs.775 crore, in which the DD's share was Rs. 400 crore. Out of these, Rs. 200 crore was advertised on the network and the satellite channels accounted for the remaining Rs.175 crore. Consequent upon the Globalization, the Indian advertising firms have also been entering into the sphere of global tie-ups.

The styles and the ways of presentation of advertisements have also been changing rapidly in India. Advertising on the Internet is also growing rapidly in India. India's online advertising revenues are expected to increase from \$ 2.5 million in 1999 to \$ 150 million in 2003.

Technological advancements have changed even the way of functioning of the advertising agencies in India. Many of the advertising agencies in India are splurging on the latest gizmos (note books, digital studios and media planning software). Computers and computer graphics have brought new power, versatility, speed and value to advertisement production in our country. Video editing is smarter, facile and swifter than ever before due to the use of computerized gadgets from the U.S. by the Indian commercial advertisers.

Advancements in printing technology and colour processing have enabled the Indian advertisers to bring out hi-fidelity advertisements of International standards in various magazines and periodicals. Videotronics and special effects have also enabled the Indian advertisers to improve the production quality of an advertisement. Today there are more than 400 channels, including all regional Malayalam channels, active and vying for a share of the mind and money of the advertisers.

Even the behemoth Doordarshan has woken up to the market reality of fierce competition leading to a tie-up with the CNN for the new channel. Advertisement Researches have indicated that even the rural folk in our country have started watching programmes like Oshin, Santa Barbara, Matrix, Superman, Tom and Jerry and Alias, unlike the traditional programmes filled with Mythological Indian heroes and heroines.

Some brilliant examples of timing and relevance of the history of Indian advertising in the recent past have been Ankhita Jhaveri, the child model, who made 'Rasna' a household name in the 1980's; Penny Vaz and Remo Fernandes as they echoed 'Yehi hai right choice' for 'Pepsi'; Circus artists modeling for 'Action Shoes', which was broadcasted just before the tele-serial 'Circus'; 'Britannia biscuits' advertising Amjad Khan just before the immortal lines of 'Sholay' film. The styles and ways of presentation of advertisements by various advertisers have changed drastically during the recent years. Sachin Tendulkar voraciously grabbing a 'Britannia Tiger biscuit' from an impish child, Mohammed Kaif sharing 'Lays potato chips' with film star Saif Ali Khan, and guys like Harbhajan Singh, Rahul Dravid and Sourav Ganguly playing jungle games with a lion in a 'Pepsi' advertisement have become the style of the day.

The number of advertisers on TV has grown quickly from just over 2000 in 1994 to a close of 5000 in 2002. At the same time, the number of companies generating 80 per cent of the TV revenues had fallen from 223 companies in 1994 to 173 in 2002. In other words, the number of advertisers has almost doubled during the last 8 years, while the percentage of companies accounting for 80 per cent of the total of Rs. 3900 crore of revenues has fallen from 11 per cent to 3.5 per cent during the same time.

On analyzing the history of the growth in the media advertisement expenditure in India from 1985 to 2003, it can be seen that the media advertising in our country has shown a

steadily increasing trend from Rs.580 crore in 1985 to Rs. 15000 crore in 2003. The Media-wise advertisement expenditure in India from 1997 to 2001 reveals that the Advertising Expenditure in Print media is the highest when compared to that of the other media followed by Television. The Advertising Expenditure in Print media as well as on other media showing declining trend, while that in TV has been showing an increasing trend.

The Advertising Expenditure in Print media in India during the year 1997 was Rs.3,258 crore which come to 57.25 per cent of the total. But during the year 2001, it was Rs. 6,216 crore which constitute only 51.8 of the total expenditure. The Advertising Expenditure in TV in India has shot up to 40.46 per cent during the year 2001, which was only 34.60 per cent of the total during 1997.

In India advertisements of an array of items have been appearing in the mini screen. Among these items, Toilet Soaps, Tooth pastes and detergents are the predominating items advertised in the TV. This indicates the increased importance assumed by them during recent years in our economy.

## II. LITERATURE REVIEW

Extensive academic research has been conducted on the psychology of emotion (e.g., Lazarus 1984) and the ways in which ad-evoked feelings may influence consumer response to marketing communication (e.g., Batra and Ray 1986; Holbrook and Batra 1987). Scholars have also observed that advertising may evoke both positive and negative emotions when seeking to persuade.

Indeed, Brown, Homer and Inman (1998, p.115), suggest that from a practical perspective, "the relative strength of positive and negative feeling effects potentially could guide advertisers' decisions regarding executional strategies."

According to the Morden (1991) advertising gives the knowledge about the product and create the idea in mind about it. Rosaldo (1989) cited in Monaghan and just (2000) found that culture influences all human activity is about culture. New technology give the different product to the consumers, it enhance the product quality and change the style of product (Stantone and Futrell(1987). Geert Hofstede (1984) has been more studied about culture on work values; he says that change in culture can be easily understand but the evaluation of the culture in the human nature is difficult. Perception is the mental process, the information is got by the individual from the environment after organizing it, and individual draws meaning from it. Park and Lessing (1981)

proposed that a better understanding of consumer decision making process by the subjective knowledge because the objective knowledge is independently related to the consumer perception and their decision making behavior.

Mass media and advertising also make available information about consumption and the value of material goods (Abideen et al., 2011). O'Guinn and Faber (1989) explained that once buying behavior is developed, the individual face great difficulty in

controlling buying even after its detrimental effects are recognized.

Adelaar et al. (2003) conducted study on online compact discs (CDs) shopping behavior of consumer through emotional advertising. Advertising is a non-personal and paid form where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior (Ayanwale et al. 2005, and Bovee et al. 1995). Television advertising is a form of advertising in which goods, services, organizations, ideas, etc., are promoted via the medium of television. Through television, advertisers can reach a wide variety of consumers (Abideen et al., 2011).

## III. OBJECTIVES OF THE RESEARCH STUDY:-

### 3.1 Main Objective –

1. To study the impact of T.V. Advertising on women consumers buying behavior
2. To study the marketing of FMCG products of PCMC, Pune.
3. To examine women consumers buying behavior with respect to selected FMCG products in PCMC, Pune.
4. To study women customer purchasing power towards FMCG products i.e., monthly expenditure
5. To study advertising strategy of FMCG products

## IV. RESEARCH METHODOLOGY OF THE STUDY:-

**4.1 Research Design - Empirical Research –** This study will be based on experiences, observation and data collected & analysis thereafter and the area of the study is PCMC, Pune.

**4.2. Population –** PCMC population – 17.29 Lakhs (2011 census) ; Male population – 9.45 lakhs and Female population – 7.83 Lakhs

### 4.3 Sample Design-

- Sample Size – 30 Nos.
- Target Area – PCMC, Pune.
- Sampling Technique - Convenience sampling & Simple Random Sampling

### 4.4 Data Collection Methods –

- Primary data-Interviews & Questionnaire, Survey
- Secondary data-Journals, Magazines, Periodicals, Annual reports, Television and websites

### 4.5 Limitations:-

1. The geographical area i.e. , PCMC, Pune only
2. The research is completely focused on selected FMCG products
3. Specified sample unit is selected women customers only

## 1. Analysis and Findings:-

<b>Q.1. Do you watch T.V. Advertisements?</b>		
Particulars	No. of Respondents	% of Respondents
Yes	30	100%
No	0	0%
Total	30	100%

Out of total 30 respondents, 100% are watching TV advt. related to FMCG

<b>Q.2. How much time you spend on watching TV per day?</b>		
Particulars	No. of Respondents	% of Respondents
0 Hr	1	3%
1 Hr	5	17%
2 Hr	12	40%
3 Hr	8	27%
4 Hr	3	10%
5 Hr	1	3%
6Hrs or above	0	0%
Total	30	100%

40% of the women are watching the TV for 2 Hrs, 27% of the women are watching Tv for 3 Hrs, 17% of the women are watching TV for 1 Hr. Only 3% of the women are watching TV for 1Hr and 5 Hr.

<b>Q.3. During what portions of the day do you most often watch TV?</b>		
Particulars	No. of Respondents	% of Respondents
Morning	4	13%
Afternoon	15	50%
Evening	9	30%
Night	2	7%
Constantly	0	0%
Total	30	100%

50% of the respondents watch TV in the Afternoon, 30% of the respondents watch Tv in the evening, Morning respondents don't watch TV that much whereas the percentage at night is negligible

<b>Q.4. Has a TV commercial ever influenced you into buying a new product?</b>		
Particulars	No. of Respondents	% of Respondents
Yes	27	90%
No	3	10%
Total	30	100%

90% of the women respondents believe that TV commercials influence their buying decision

<b>Q.5. Does having a certain celebrity advertising a product influence your decision on buying the product?</b>		
Particulars	No. of Respondents	% of Respondents
Yes	23	77%
No	7	23%
Total	30	100%

77% of the total respondents get influenced by the celebrity advt. whereas 23% women believes that celebrity presence doesn't impact their buying decisions

<b>Q.6. Have you ever searched for a good TV commercial on the internet to either watch again or share with your friends?</b>		
Particulars	No. of Respondents	% of Respondents
Yes	2	7%
No	28	93%
Total	30	100%

Out of total respondents 93% of the women don't watch and share the advt. on internet. Whereas remaining 7% do share and watch advt. on internet

<b>Q.7. Are you satisfied with the Television advertising of FMCG Products?</b>		
Particulars	No. of Respondents	% of Respondents
Yes	26	87%
No	4	13%
Total	30	100%

87% of the respondents are satisfied with FMCG products advt, whereas remaining 13% are not satisfied with advt. of FMCG products.

<b>Q.8. Which channel you like most?</b>		
Particulars	No. of Respondents	% of Respondents
Star Plus	7	23%
Z Tv	9	30%
Colors	3	10%
Z Marathi	9	30%
News	1	3%
Others	1	3%
Total	30	100%

30% of the women are watching Z TV, 30% are watching Z Marathi, Star Plus watched by 23% women, 10% women are watching Colors.

<b>Q.9. Have you ever changed your mind on a product after watching a certain TV advertisement?</b>		
Particulars	No. of Respondents	% of Respondents
Yes	26	87%
No	4	13%
Total	30	100%

87% of the respondents change their mind after watching the TV advt.

<b>Q.10. Which factor influences on buying behavior of FMCG products?</b>		
Particulars	No. of Respondents	% of Respondents
Social	10	33%
Personal	10	33%
Psychological	6	20%
Cultural	4	13%
Total	30	100%

Social and cultural factors influence buying behaviour by 33% each and 20% psychological factors are get influenced the buying behaviour

<b>Q. 11. Are you satisfied with the awareness of FMCG Products in PCMC, Pune?</b>		
Particulars	No. of Respondents	% of Respondents
a.Yes	22	73%
b.No	8	27%
Total	30	100%

73% of respondents feel that there is adequate awareness of FMCG products in PCMC, Pune

<b>Q.12. How much your monthly expenditure to purchase FMCG products?</b>		
Particulars	No. of Respondents	% of Respondents
500 - 1000	2	7%
1001 - 1500	6	20%
1501 - 2000	8	27%
more than 2000	14	47%
Total	30	100%

47% women spend more than Rs. 2000 on FMCG products, 27% women spend from Rs. 1501 to Rs. 2000 and 20% women spend from Rs. 1001 to Rs. 1500

<b>Q.13. On which media of advertising do you influenced most.</b>		
Particulars	No. of Respondents	% of Respondents
Television	14	47%
Radio	6	20%
Newspaper	4	13%
Magazine	4	13%
Other	2	7%
Total	30	100%

47% of the respondents watch television. 20% women influenced by advt on radio, magazine and newspaper also contribute 13% each.

<b>Q.14. Do you get influenced through word of mouth</b>		
Particulars	No. of Respondents	% of Respondents
a.Yes	16	53%
b.No	14	47%
Total	30	100%

In buying of FMCG products word of mouth contributes 53% and whereas 47% women get influenced by word of mouth

Q.15. What age group you are in ?		
Particulars	No. of Respondents	% of Respondents
under 18	3	10%
18-25	4	13%
26-35	12	40%
46-55	9	30%
55 & above	2	7%
Total	30	100%

40% of the women respondents are from age group from 26-35, 30% from 46-55 and 13% from age 18 years to 25 years

#### V. CONCLUSION

TV advertising has great impact on the buying behavior of women as they are spending considerable time in watching advt. and same influence their personal and social characteristics. Manufacturers should give emphasis on afternoon time period for FMCG products Advt. which are related to women. Celebrities in advt certainly help to position the product in the minds of the women customers. Advt. to be give preference to Television media more than other medias therefore Advt. should be floated in local cable TV channels too to get the significant advantage in PCMC, Pune.

#### VI. REFERENCES:-

1. Dinu, G.; Dinu L.(2012) Trends of electoral behavior in Caras-Severin, "Zilele academice aradene", ISSN 1582-5442, Arad, Arad Hansen, F.; Christensen, S. R. (2007).

Emotins, advertising and consumer choice, Copenhagen Business School Press, ISBN 978-87-630-0198-4, Copenhagen, Denmark

2. Hoyer, D. H; Macinnis D. J., (2010). Consumer behavior, South-Western, ISBN 1-800-354-9706, USA
3. Zinkhan, G. (2011). Advertising research: the Internet, consumer behavior and strategy, Marketing Classic Press, ISBN 978-1-6131-1271-7, Decatur, USA
4. Berthon, P.L., Pitt, F. and Watson, R.T.,(1996), The World Wide Web as an advertising medium: Toward an understanding of conversion efficiency. Journal of Advertising Research, 36: 43-54.
5. Bhat, S., Bevans, M. and Sengupta, S., (2002), Measuring users' web activity to evaluate and enhance advertising effectiveness. Journal of Advertising, 31: 97-106.
6. Bloch, P.H., Sherrell, D.L. and Ridgway, N.M., (1986), Consumer search: An extended framework. Journal of Consumer Research, 13: 119-126.
7. Danaher, P.J. and Mullarkey, G.W., (2003), Factors affecting online advertising recall: A study of students. Journal of Advertising Research, 43: 252-267.
8. Ducoffe, R.H. (1996), Advertising value and advertising on the web. Journal of Advertising Research, 36: 21-35.
9. Edwards, J., (2005), Pharma formulates plans to move marketing from TV. Brandweek, 46: 5. Faber, R.J., Lee, M. and Nan, X., (2004), Advertising and the consumer information environment online. American Behavioral Scientist, 48: 447-466.