

A Current and Future Scenario of Advertising

¹Sanjay Kumar Padhy & ²Dr.R.K.Sawlikar

¹Research Scholar, Department of Management, RTM University, Nagpur (India)

²Assistant Professor, S P College, Chandrapur, Maharashtra (India)

ARTICLE DETAILS

Article History

Published Online: 07 August 2018

Keywords

Newspaper, Magazines, Television,
Radio, Posters

ABSTRACT

This paper provides the current and future scenario of Advertising. Advertising is the methods for educating and impacting the overall population to purchase a product or administrations through visual or oral messages. A product or administration is advertised to make awareness in the brains of potential buyers through different advertising mediums, for example, Newspaper, Magazines, Television, Radio, Posters, Hoardings, Billboard and in ongoing time internet and web advertising. It is a promotional action for marketing a product. In the present day universe of large scale manufacturing and appropriation, advertising fills in as a great instrument in the marketing procedure. Advertising is utilized for conveying business information to the present and forthcoming clients.

1. Introduction

Advertising is the fundamental piece of our everyday life. It is a pervasive strategy for marketing in society which urges individuals to purchase merchandise and enterprises. Advertising adds to realize all round development of the economy by expanding request and by empowering monetary exercises which thus enhances the wage. It roused individuals to expend more material and subsequently enhances their way of life. Compelling advertising produces interest for merchandise and enterprises and calls for more production which requires more physical and HR, subsequently creating employment openings.

The term 'advertising' is gotten from the Latin word 'advertere' which signifies 'to turn' the attention. Each bit of advertising endeavors to turn the attention of the pursuers or the audience members or the viewers towards a product. The most generally acknowledged meaning of advertising is the one which is given by the American Marketing Association, as indicated by which advertising is "any paid type of non-personal introduction and promotion of merchandise, administrations and thoughts by an identified patron". The advertising message is considered as an essential segment in advertising communication process. It is the idea[4], thought, demeanor, picture, or other information that the advertiser wish to pass on to the intended interest group. How an advertising message is introduced is fundamentally essential in deciding its adequacy. A perfect advertising message should command and draw attention, hold the intrigue, stir want for ownership of the product, and evoke activity.

2. History of Advertising

The origin of the word 'advertise' lies in the word 'advertere', a Latin word, which intends to turn towards and observe. Origins of advertising can be seen path back in the history. Its follows have been found in Egypt and ancient

Rome. The specialists trust that the main type of advertisement was seen on blocks (three thousand years previously Christ) which were made by Babylonians. In India as well, advertising has been followed to the seasons of Harrappa and Mohenjodaro in type of motto composing on dividers and additionally engraving stones. The concept of advertising has evolved from that point forward[9]. This marketing action has gotten a considerable measure of consideration. Not exclusively is it being utilized by most organizations, it has likewise turned into an essential subject of study. In India, the concept of advertising was simply publicity. In any case, slowly, advertising was being utilized as a part of India for business purposes moreover.

The establishment of British manage in India brought an ocean change in the way advertising was being finished. The main Indian advertisement showed up in a magazine in Calcutta. Among the pioneers in advertising, B. Dataram and friends was the main advertising agency. Amid the time of 50s the aggregate advertisement expenditure was around \$ 3, 00,000. The estimation of advertisements through print added up to a minor Rs. 35 million. In any case, the 70s recorded a decent 58% development in the quantity of enrolled agencies. Post progression advertising wound up tremendous in India. Did the advertisement expenditure increment, as well as the media of advertisements saw an extraordinary change? This period likewise saw extension in the quantity of agencies with partnerships of multinational agencies. In the 80s, the real occasion which changed the advertising universe of India, was the dispatch of Color TV[6]. The main shading TV advertisement, which would make a lasting impression on the Indian groups of onlookers, was that of Bombay Dyeing. The proportion of advertising expenditure to deals which used to be a 0.64 out of 1976 expanded to 0.74 of every 1984. Amid this period the biggest advertiser was, Hindustan Lever and even Pharmaceuticals organizations were holding a main position.

Table 1 Year Wise Advertisement Expenditure

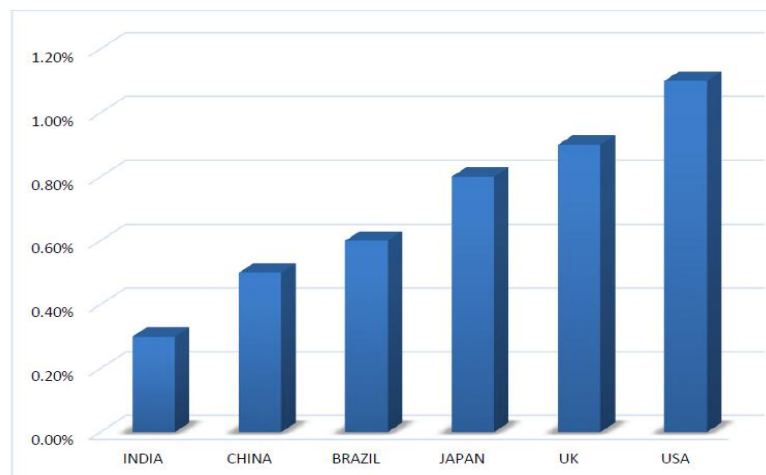
Year	Advertising Expenditure (Rs. In Crore)
1985	580
1995	3,000
1998	6,824
1999	8,437
2000	10,000
2001	12,000
2002	13,500
2003	15,000

3. Present Scenario of Advertising

Advertising is a major and flourishing industry in India. Indian advertising industry has seen prominent globalization. With the inception of different divisions, the advertising business has experienced an ocean change. Indian customer's

deepening pocket and blooming markets for advertisement spends have contacted new statures[3]. Promotion spends in India have significantly expanded. In any case, contrasted with different nations of the world India still has far to go.

Figure 1 India's Global Position in Advertising



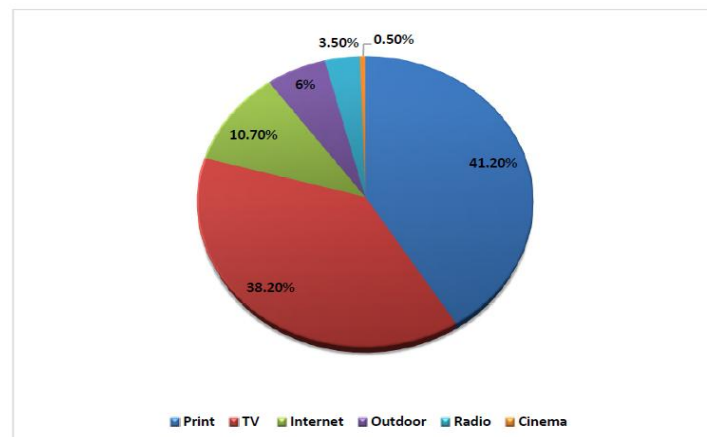
Source: CII and PWC, "India Entertainment and Media Outlook, 2012".

Figure 1 unmistakably demonstrates India's situation when contrasted with different nations. From the aggregate revenues of diversion and media around 35% (279 billion) is attributed to the advertising spends in 2011. In any case, the promotion spend is low, on the off chance that one considers the advertisement spend as a percentage of GDP of different

nations. For instance the percentage of GDP as advertisement spends in UK and US is 0.9% and 1.1%.

In Indian advertising industry the contribution of various media is unique. The media savvy segment features the most contributing media of India.

Figure 2 Ad Split Up



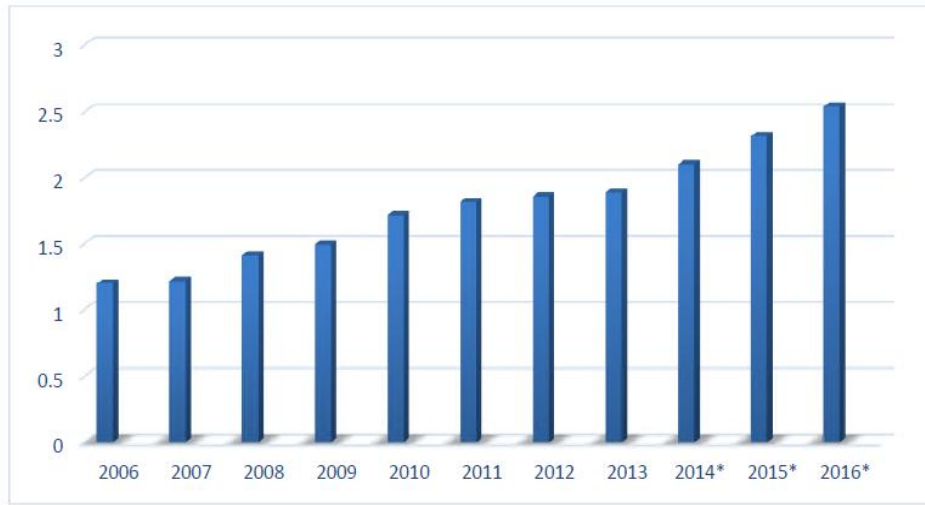
Source: Pitch Madison Media Advertising Outlook 2014.

The figure 2 uncovers the media astute promotion split of the year 2014. It obviously uncovers that print and TV, the two traditional media are driving in the division.

The future situation of advertising, as predicted by the specialists is exceptionally encouraging. The TV advertising spending in India from 2006 to 2016 is graphically exhibited.

4. Future Scenario of Advertising (Projected)

Figure 3 Year Wise Television Ad Spending Of India



Source: www.statista.com

Figure 3 demonstrates that, the TV advertising spending in India from 2006 to 2016. The promotion spending indicated is in billion US dollars.

Revenue 2016: Projected Segment Contribution

The chart shows the projections for 2016.

Figure 4 2016 Ad Revenue Projections

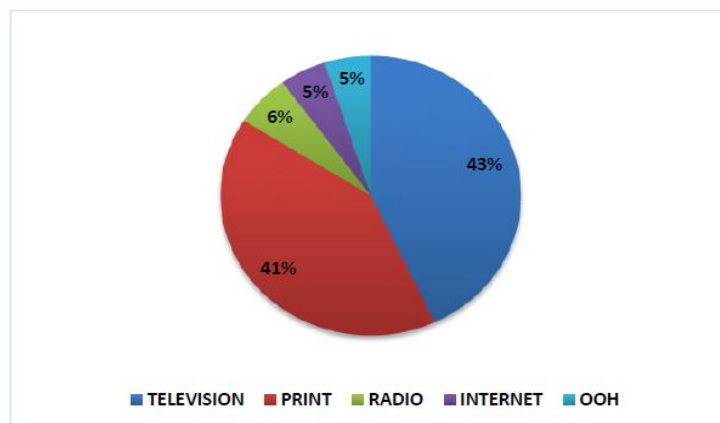


Figure 4 demonstrates that, in future TV will be in the most prevailing position, followed by Print, radio, web and OOH.

Television advertising dominates the entertainment business with 45 percent of the piece of the pie, and is relied upon to achieve 50 percent by 2018. A portion of the

Television Advertising- The Growth Story

Advertising is done through different media. Media is a non-individual channel of communication that conveys the message from the advertisers to the audience. There are distinctive methods for classifying the media of advertising, one such technique demonstrates the following request: (1) TV and print as the traditional media (given their inescapability in media designs) followed by (2) Experimental media as outside and radio, at that point (3) Interactive media (portable and web) which are emerging on the Indian advertising scene.

DTH (Direct to Home) service:

In 2011 India had very nearly 138 million TV households. Approach of DTH has likewise expanded the quantity of TV seeing individuals. The quantity of TV watchers has expanded to 600 million by the beginning of 2015 (TAM).

Television screen are getting bigger and better.

The average home has a bigger and has a superior TV now than in the previous years. This gives a one of a kind affair

to the watchers and the advertisement message achieves all the more viably.

TV is omnipresent: TV moves

One can share TV seeing at home with family and companions. Be it anyplace, one can sit in front of the TV in clubs, shops, centers, air terminals, or eateries. It is said in the marketing scene that nothing moves like TV!

- **Increasing number of television channels.**

The aggregate number of channels broadcast on TV is persistently expanding. There is a channel for each kind of watcher and the variety of projects disclosed likewise attracts more viewers. The distinctive nature of channels, the variety of projects gives a wide scope to advertisers.

- **Television Delivers a Premium Consumer Experience.**

TV advertising gives an energizing, sound - video encounter that presents products in a dynamic and enticing way. TV programs have a genuine like quality, which makes it all the more speaking to the general audiences. (Katz, 2003) takes note of that TV can be consistent with life and inescapable.

- **Television commands undivided attention.**

TV programs appreciate devoted viewers. Along these lines the advantage of entertainment remainder is delighted in by advertisers.

- **Relative cost efficiency.**

As the scope of TV is high, the cost of advertising per watcher gets spread. In this way, it is generally a cost effective medium. Advertising message achieves a great many viewers with each airing.

- **Television as an entertainment medium.**

TV in India is the most favored entertainment medium with the most astounding impact of advertising on the audiences. The novel experience it offers, affordability, simple availability improves it an entertainment medium.

- **Television has a universal appeal**

Being a visual medium its impact goes past the social and instructive foundation of its viewers; all the more so in a differing nation like India, where TV dominates the media and entertainment scene, as the favored decision of entertainment.

5. History of Television Advertising

The main television advertisement was that of the watchmaker Bulova, it was communicated in USA in 1941. In any case, in India the principal commercial was found in the year 1978. The main ever shading advertisement of the world was in 1951, for General Food's Jello pudding. While, in India the main shading commercial was aired, in the year 1982[4]. Followed by this, there was a remarkable defining moment when Doordarshan (DD) began accepting advertisements. A sweeping increase in advertisements was seen because of increase in promotion spends on 916 brands amid the period 1985 and 1986. The primary utilization of celebrity advertising was improved the situation the brand, Lux. The primary advertisement was Gwalior Suiting's and the principal shading advertisement was of Bombay Dyeing. The advertisers were

acquainted with concepts of marking, inventive interest, strategic planning and so on.

The aggregate endorser base for the Indian television industry is expected to increase to 173 million by 2016 from 95 million out of 2009. The entertainment business is overwhelmed by the television segment with 45 percent of the piece of the pie, which is expected to reach up to 50 percent by 2018.

Current Scenario of TV Advertising

The period of 2013 to 2015 saw the growth story of television as an advertising medium. By 2013, India turned into the third biggest TV showcase (with 161 million television households), with US\$15.7 billion revenue. In 2014, television industry developed at 13.8% owing to the election battle and promotion spends (Rs. 400 crore) by political gatherings and coming of internet business organizations with huge advertising budgets. In 2014, the TV advertising industry remained at Rs. 15,500 crore (which increased by 12% contrasted with 2013). Television developed by 14% and kept up its offer of the aggregate advertising pie at 38% in the year 2014 (Pitch Madison).

Cartoons

A cartoon is a type of two-dimensional showed visual work of art. While the specific definition has changed over circumstances, modern utilization alludes to a typically non-realistic or semi realistic illustration or painting planned for parody and humor. The term originated in the medieval times and first depicted as a preparatory illustration for a bit of workmanship, for example, painting, fresco, embroidered artwork, or stained glass window. In the 19th century, it came to allude to humorous outlines in magazines, and daily paper, and in the mid twentieth century and forward it alluded to funny cartoons and enlivened movies. The word cartoon, from the (Italian "cartone" as Dutch word "Karton" which means strong, overwhelming paper or pasteboard. It is a full size illustration made on durable paper as an examination or models for painting, stained glass and woven artwork. This use dates from 1843, when Punch magazine of London connected the term to satirical illustrations in its pages, especially portrays of John Leech and hence the contemporary sort of satirical cartooning took its shape. From that point forward, the workmanship has seen no discontinuance.

Cartooning in India introduced new comical inclination with the refined works of some the best cartoonists the nation had ever delivered, which had slung the Indian cartooning scene to another measurement of recognition at universal level. Keshava Shankar Pillai, otherwise called Shankar, was an Indian cartoonist who is likewise considered as the 'father of political cartooning in India'. He established Shankar's Weekly, India's first and the main diary of political cartoons in 1948. The diary turned into a preparation ground for some cartoonists of India. Probably the most well known cartoons of the Shankar's Weekly were: The Elephant and the Blind Man: Feeler; Where is the Grandpa at Play (1949), In Tune (1958).

In modern print media, cartoon is a bit of workmanship, generally humorous in plan, found in daily papers and

magazines. Article cartoons are discovered only in news productions with both parody and genuine suggestions, which normally goes about as a visual allegory to represent a perspective on current social and political points. In the mid 20th century, it was once in a while used to allude to funny cartoons. While the word 'activity' assigns any style of outlined images found in quick progression to give the impression of development, the word 'cartoon' is regularly utilized as a part of reference to television projects and short movies for kids highlighting invented characters, superheroes, human creatures and so forth. Yet, before the finish of the 1980s, the word 'cartoon' has abridged with the word 'apparatuses' utilizes only with live activity motion pictures. Much more as of late, there are a few contemporary implications, including creative visual work for electronic media and energized digital media.

Comics

A comic is a visual medium used to express thoughts by means of images, frequently joined with writings or visual information's. A comic habitually takes the compared sequences of panels of images where the printed gadgets, for example, discourse inflatables, inscriptions, and sound effects show exchange, portrayal, and other information. A comic is likewise characterized as pictures organized in a specific grouping keeping in mind the end goal to recount a story. Regular types of comics incorporate comic strips, editorial, gag cartoons, and comic books. Since the late 20th century, bound volumes, for example, realistic books, comics collection have turned out to be increasingly normal and well known in printed design followed by online *web comics have multiplied. Comic strips are by and large short, multi panel comics that traditionally most regularly showed up in daily papers. An editorial cartoon more often than not comprises of a solitary panel, frequently incorporating a subtitle or discourse inflatable's.

Advertising Media

Regardless of how all around designed and suitable a specific advertisement is, its prosperity is continuously relies on whether it is transmitted or imparted through a fitting media or not. An advertising medium is a channel of communication through which the advertising message is passed on to a vast gathering of prospect customers. An insightful selection of media is gone for most extreme compelling coverage at least expenses. Accordingly the decision and selection of advertising media is a basic decision in the region of advertising. Advertising media can be extensively ordered into two noteworthy classifications: Print media and Electronic media. Print media includes mediums, for example, Newspaper, posters, magazine, diaries, packaging and different random media like handbills, brochure, inventory and so forth while electronic media additionally alluded to as broadcast media deals with radio and television specifically. Open air advertising medium or Out of Home (OOH) as blurb, announcement, stands, gantry, hoardings, which are principally printed groups for outside reason. Ongoing advertising mediums incorporates internet, digital, web and web based advertising.

Claim to fame advertising gives low cost articles as blessing novelties for the clients constitutes schedules, ball

pens, dairies, packs and so on which bears the name and logo of the advertisers, imprinted on the articles to construct a brand picture with each purchase. Selection of a correct media is a vital factor in advertising, which must be fit for attracting the consideration of the shoppers and in the meantime should be sparing to achieve a bigger segment of people. The nature of advertising message claim additionally decides the advertising media for an organization.

6. Types of print media

Newspaper

News paper shapes a vital medium of advertising and an essential piece of our everyday life which can be held, perused and re-read when required. It conveys with them an inclination of urgency since it is perused not as a type of entertainment but rather in view of the everyday happenings of neighborhood regional, national, global essentialness. It fulfills the interest of the people to realize what is occurring around him and how straightforwardly or by implication it influences him. A daily paper has an abnormal state of credibility where the peoples depend on daily paper for factual information. The peoples additionally hold abnormal state of enthusiasm for the articles they read. They tend to focus on advertisements too as news stories. The increased audience's advantage allows advertisers to give a ton of duplicate points of interest in their advertisements. Daily paper advertisers additionally get volume rebate for purchasing vast section creeps of advertising space. Numerous neighborhood purchasers depend intensely on daily paper advertising for information about basic supply specials and other value rebates and offers. One order framework in view of the daily paper advertising rates isolates advertising into the classifications of arranged, display, retail, and perusing notes.

Magazines

Magazines are considered as the most concentrated everything being equal, which were perused and saved over a more drawn out period of time when contrasted with daily papers. A daily paper for the most part distributed day by day, every other week, week after week or fortnightly contains current news - political, social or monetary. Notwithstanding, a magazine contains highlights of general intrigue, not really topical just and compensates for relaxed readings. Frequently, peoples wait over an advertisement for a more drawn out period of time, since they read magazines in anticipating circumstances. The climate of a magazine isn't one of urgency just like the temperament of a daily paper. A magazine anyway has more easygoing peoples than normal peoples, contingent on the interest.

Magazines, both exchange and business diaries are a noteworthy medium for advertisements with duplicate issues, giving an incredible level of insight about products. Peoples, if intrigued, set aside opportunity to peruse the information in an advertisement. Magazines have a long advertising life past the immediate issue, in light of the fact that the endorsers read and re-read them. This implies a similar advertisement is regularly perused by in excess of one individual. It isn't surprising for a devoted magazine people to analyze a specific issue a few times and invest extensive measure of energy with each issue.

Outdoor Advertising Media

Outdoor visual media are the most established type of advertising media and stays as the most well-known media even today. Outdoor advertising comprises of a display of advertisement which incorporates printed and painted shop signage's, posters, hoardings, board, transport covers, neon light signs, portable display van, spectaculars, painted release, window displays, purpose of offer material and so forth. They have been given this name, since they are out of home or outdoors, generally in open. Outdoor advertising sheets are situated in occupied spots where it can be seen by the suburbanites who cruises by. It is that publicity which delivers a visual sensation in the wake of coming into contact with the observer's vision that gets the attention of the bystander for a couple of moments just and it is once in a while that individuals stop to peruse the message, except if they are attractive or stir enough intrigue. Dissimilar to different types of media, the outdoor medium has almost no editorial issue or programming. Thus an imaginative plan arrangement turns out to be critical for this medium.

Hoardings

Hoardings are the most well-known outdoor advertising media in India, kept and introduced at certain settled spots, particularly activity focuses where individuals regularly accumulate. They are by and large extensive in organize, made of metallic casings, on which the printed design is mounted and extended. They have indicated tallness and length and convey strong visuals and typefaces. Hoardings in India conveys an exceptional space for reverence with one of the longest running advertising brand called Amul, that node a particular signature in the psyche and soul of the Indian purchasers with multitudinous arrangement of topical advertisement since the season of its inception and as yet growing. Numerous organizations have their own particular accumulating destinations, though some just exchange locales. The sort of impact that an accumulating will give depends the area, as well as its size, its view from the road, its lighting, the attractiveness of the advertising message and so on. Today the advertising adequacy of a storing is enhanced utilizing patterns, moving images and versatile method of displays starting with one point then onto the next.

Transit advertising

As the name recommends, transit media alludes to all media, which is in transit or in movement. Transit advertising comprises of printed paper posters, put inside or on transit vehicles and in transit stations. It is a solid and growing medium under the impact of vitality emergency and the clear requirement for more public transportation. The most widely recognized sorts of transit advertising are-auto cards, outside displays, conveyance vans, transport panels, cable cars and station posters. They are more changeless in contrast with the daily papers and magazines.

Electronic media

Electronic or broadcast media comprises of radio, television, motion pictures, and video and in late time internet and web. The radio is sound in nature, appealing just to the feeling of sound (ears). It is more viable in rustic regions, when contrasted with urban territories. Radio advertising has a more

extensive coverage, which can pass on messages even to remote regions. Radio advertising bears variety of projects including entertainment and training. Distinctive strategies, for example, spot declarations; supported projects and so on are utilized for broadcasting the advertising messages. Be that as it may, broadcasting media are exceptionally costly type of advertising in contrasted with print media. At show internet is the quickest developing advertising medium after television and radio, which offers mind boggling open doors for a extensive variety of business and advertising. Advertisements on the internet can be named sites, banners, catches, sponsorships, and interstitials. Film is likewise a varying media medium of communication under the electronic media additionally offers extensive chances to the advertisers to screen advertisements, commercial movies and slides in theaters and silver screen corridors.

7. Definition of Created Animated Character

In American culture, advertising character made their introduction in 1800s as enrolled trademarks, an imperative power in advertising strategy. In a 1950 advertising handbook, Rogers expounds on this point, defining the trademark as any gadget that empowers a purchaser to pick the merchandise he lean towards from among competing articles, and to discriminate against those he abhorrence's or remains unaware of. In addition, it has unique personality and characteristics of its own, with the ability to walk, act, and talk used to draw in attention from consumers.

Technical Evolution

In the late 1840s, the utilization of pine for woodcut engraving made bigger reproductions conceivable, and the utilization of human-intrigue illustrations evolved in outdoor advertising. The presence of illustration in advertising was uncommon until the approach of outdoor advertising posters in 1867, when crafted by actual specialists was "joined with advertising sense" in Europe. The presentation of the halftone technique for photographic reproduction in 1892 gave human-intrigue characters more "instinctive nature and more prominent emotiveness" than previous line drawings and woodcut engravings could. The utilization of Created Spoke character for Indian brands may start from 1946. On one fine day in 1946, S.K. (Bobby) Kooka, (formally Air India's Commercial Director and Advertising man) summoned Mr. Umesh Rao, Art Director, of then J. Walter Thomson advertising agency. Kooka needed to draw a profile of mascot to symbolize Air India's personalize administration and India's famous neighborliness. He needed to put it on letter head. Second day Rao accompanied a mascot that end up known as Air India's Maharaja. Around in 1957 R.K. Laxman made Gattu for Asian Paints. At first it was exceptionally focused to the rustic market where literacy level is low. Asian products were identified as 'ladkewalla brand'. This is the time when print was a prominent media. In mid-sixties ASP Kolkata's Eustace Fernandez and others have made Amul young lady to make the product famous among the youngsters.

Advances in photography, cinematography and animation significantly affected the way spokes-characters showed up in advertising. Characters were likewise displayed by means of increasingly various strategies for animation, including puppetry, cell animation, stop-motion photography, rotoscope,

claymation, 2-D animation, 3-D animation and most as of late, PC animation.

8. Animation

The estimation of Indian animation industry evaluated at 39.7 million INR in 2013 is expected to reach 66 billion INR constantly 2016 at a CAGR of 18.5 for every penny. The industry has a few segments in particular e – training, animation entertainment films (2D, 3D), visual impact (VFX), TV, broadcast, direct to DVD, and so on. An intriguing pattern that is seen in the animation space is that remote organizations which were outsourcing their ventures to India have set up backups in the nation enthused by the brilliant ability and the low cost of production. For instance, Sony has set up Image works in Chennai and the organization takes a shot at visual effects and character animation. NASSCOM think about uncovers that the rate of production of thirty minutes TV animation program is around US\$250,000-400,000 in US and Canada, US\$120,000 - \$150,000 in Korea and Taiwan, US\$90,000 - \$100,000 in The Philippines while it is just \$ 60,000 in India.

In Indian animation industry, promotion films having generally littler base developed at a rate higher than 300 for each penny. The Indian Entertainment and Media Outlook in 2012 assessed that more than 75 for each percent of the advertisements made today utilize VFX in various ways and extents. VFX is helpful to decrease the budget of the advertisement. The extent of the household VFX showcase for both element and promotion films was 1,000 million INR in 2010.

9. Television & Television Advertising

On July 1, 1941 world's first television advertisement of 10 second spot by watchmaker Bulova was broadcasted, who paid \$4 for a placement on New York station WNBT before a

ball game between the Brooklyn Dodgers and Philadelphia Phillies. However, television was presented in India as a test instructive administration in Delhi in 1959; with customary every day broadcasts starting in 1965. In the vicinity of 1972 and 1975, television transmitters started broadcasting in Bombay, Srinagar, Amritsar, Pune, Calcutta, Madras and Lucknow. Later on, the primary Indian national satellite was launched in 1982 by NASA, yet because of specialized troubles it must be deactivated following five months. Be that as it may, in late 1982, the dark and white television was changed to shading amid the Asian Games in India.

Since 1976, when the primary commercial television spot were aired, and in 1980, when the main advertising supports were allowed, Doordarshan changed from being revenue guzzler, to revenue maker. *Murmur Log (We People)*, the primary TV cleanser musical show on Doordarshan's national network in 1984, helped dispatch commercially supported projects, advanced another consumer product in India – Maggi Noodles. Public acknowledged the new product recommending the intensity of television commercials. Advertisers started to purchase television time and the commercialization of Doordarshan was therefore in progress. From a public administration medium, television was steadily turning into a commercial mass medium.

10. Conclusion

With the inception of different divisions, the advertising business has experienced an ocean change. Indian customer's deepening pocket and blooming markets for advertisement spends have contacted new statures. The future situation of advertising, as predicted by the specialists is exceptionally encouraging. A product or administration is advertised to make awareness in the brains of potential buyers through different advertising mediums. This paper portrays the current and future scenario of Advertising.

References

1. Latif Abdul & Abideen, Zain UI (2011), " Effects of Television Advertising on children". A Pakistani perspective .European Journal of Economics, Finance & Administrative Sciences, Issue 30 pp 38 – 49
2. Fathi All Share et al (2010), "The effects of Television Advertisement on the Behaviour of caned food consumer in Small Industries", - European Journal of Social Science – Vol. 16, No. 3 (2010).
3. Kwek Choon Ling, Tan Hoi Piew and Lau Tteck chai (2010) " The determinants of consumers attitude towards advertising ", Canadian social science, Vol.6 No.4 pp 114 – 126.
4. Jamshed Khattak (2009), "Understanding Female College Students' Mind-set towards Television Advertising in Pakistan" - *suvremene TEME*, (2009.) God. 1, Br. 1. Contemporary issues, (2009) Vol. 2, No. 1.
5. Cheung, I., Harker, M. & Harker, D. (2008), "Consumer attitude towards advertising in general".
6. Louisa Ha (2008), "An Integrated model of advertising clutter in offline and online media" – International Journal of Advertising, Vol. 27 (4), pp 569 – 592.
7. Louise Kelly, B Bus (2008), "Teenagers perception of Advertising in the online social networking environment".
8. Soo Juan Tan and Lily Chia (2007), "Are we measuring the same attitude? Understanding media effects on attitude towards advertising", *Marketing Theory* 2007; 7; 353 DOI: 10.1177/1470593107083162.
9. Suresh Babu, M. et al (2007), "Attitude towards Internet advertising in Chennai city", *Osmania Journal of Management*, Pp 1 – 9.
10. Ping Zhang (2011), "What consumers think, feel, and do toward digital ads: A multi-phase study", proceedings of the European conference on Information systems, Helsinki, Finland.
11. Veronica Olsson et al (2006), "Humor in Advertising" 205 : 186 SHU
12. Hazel Ruth Colaco (2004), "Customers' Attitude Towards Advertisement in Goa: An Analytical Study" - A Refereed Quarterly Journal Vol. 4, Issue 1, Udaipur (Raj.)
13. Salvador Ruiz, Maria Sicilia (2004) "The Impact of cognitive and / or affectiveprocessing styles on consumer response to advertising appeals", *Journal of Business Research*, 57, pp 657 – 664.
14. Sharon Shavitt, Patrick Vargas, and Pamela Lowrey (2004), "Exploring the Role of Memory for Self-selected Ad Experiences: Are Some Advertising Media Better Liked Than Others?". – *Journal of Psychology & Marketing*, Vol, 21(12):

1011-1032 (December,2004). Published online in Wiley InterScience (www.interscience.wiley.com)@2004 Wiley Periodicals, Inc.DOI: 10.1002/ mar.20035.

15. Josephine Previte and Ed forest (1998) "Internet advertising

: An assessment of consumer attitude to advertising on the internet". Australia – New Zealand Marketing Academy Conference, pp 2040 – 2052)