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A Study On The Impact Of Advertising On The FMCG Industry In India”

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ABSTRACT

India's advertising sector has experienced tremendous change in the last several years due to the nation's economic expansion, technical improvements, and shifting customer preferences. An outline of the major developments and trends in the Indian advertising industry is given in this abstract.

First, it highlights the rapid digitalization and internet penetration in India, which has led to a surge in online advertising. The proliferation of smartphones and affordable data plans has expanded the reach of digital advertising, offering advertisers new avenues to engage with a diverse and tech-savvy audience.

The abstract also discusses the rise of programmatic advertising, data analytics, and artificial intelligence, which are reshaping how advertisers target and personalize their campaigns. Data-driven insights are enabling more precise and effective ad placements, ultimately improving return on investment.

Furthermore, the paper touches upon the growing significance of influencer marketing and the role of social media in shaping consumer preferences. Indian consumers are increasingly seeking authentic and relatable content, making influencer collaborations an integral part of many advertising strategies.

Lastly, the abstract discusses the importance of creative storytelling and cultural sensitivity in Indian advertising. Campaigns that resonate with local cultures and sensibilities tend to connect more effectively with the diverse Indian population, resulting in stronger brand-consumer relationships.

Introduction of the study

The study of advertising in the Fast-Moving Consumer Goods (FMCG) industry offers a comprehensive analysis of the intricate world of advertising strategies, techniques, and their noteworthy effects in a market recognized for its energy and intimate connection to customers' daily lives.

It provides a comprehensive analysis of the FMCG advertising landscape, including well-known brands, emerging trends, and the range of media platforms that these companies employ to promote their products. Consumer behavior, a crucial element of the FMCG industry, is thoroughly examined to discover how consumer preferences and habits affect the advertising efforts of FMCG companies. This necessitates a thorough analysis of the manner in which different advertising tactics influence and appeal to consumer decision.

The paper goes into great detail about how the FMCG advertising sector has been completely transformed by the digital age. This covers the ways in which digital technology has transformed society, focusing on the development of e-commerce, the role of social media, and the use of data-driven marketing strategies.

Literature Review

Bharat N. Anand and Ron Shachar (2011) The phrase "Advertising, the matchmaker" refers to the educational function of advertising in connecting customers with products in situations where customers are unsure of both observable and unobserved programme features. The network television industry, whose products include television shows, is the subject of this study.

The study emphasizes how customers get direct knowledge about product qualities from advertising content. This enhances their fit with items, and as product offerings continue to expand in many marketplaces and consumers find it more difficult to stay informed about product qualities, the matching role of advertising is expected to become more and more significant. The model the authors estimate enables them to differentiate between advertising's direct impact on utility and its effect through the information set.

Dmitri Byzalov and Ron Shachar (2004) "The Risk Reduction Role of Advertising" makes an effort to investigate the theory that exposure to advertisements increases the propensity of customers to buy things that are being marketed. The authors declare that the informative content of advertising has a "risk-reduction" role when it allays some of the concerns of "risk-averse consumers," which lowers the risk attached to the product. The risk-reduction model of advertising effectiveness, according to the authors, is dependent on a number of factors, including the risk preference parameter, the accuracy of the advertising message, the consumer's familiarity with the product, their sensitivity to the attributes of the product and degree of involvement with it, and the variety of products that multiproduct firms offer.

Demetrios Vakratsas & Tim Ambler (1999) The goal of "How Advertising Works: What Do We Really Know?" was to ascertain how advertising functions. To summarise their empirical findings, they came up with a taxonomy of models and talked about the theoretical underpinnings of each class of models. After reviewing over 250 research articles and books, the author argues that the study establishes what is and should be understood about how advertising influences consumers.

The impacts of advertising are categorised in this study into intermediate categories, such as those on consumer behaviour and beliefs and attitudes that are connected to brand preference and purchasing behaviour. The authors suggest that three dimensions—affective, cognitive, and experiential—be used to examine the effects of advertising. The context of advertising should also dictate where it is placed in space.

Sabita Mahapatra (2012) The study "Impact of TV ad Message Using Emotional versus Rational Appeal on Indian Consumers" examined how consumers are affected by advertisements on both an emotional and intellectual level. The study's focus was on determining how Indian customers were affected by television advertisements. The author uses a few FMCG and consumer durable products to gauge the emotional and rational attractiveness of TV advertisements.

A pilot study is also included in the study to see which products' advertisements people remembered the best. Additionally, only goods whose TV commercials combined emotional and intellectual appeals were chosen. The study's findings show a preference for emotional appeal. Emotional appeals are preferred above rational ones, even though they were not equally favoured across all product categories.

Ciddikie, M. D., et al. (2014) The article "Impact of Advertisement on Consumer Buying Behaviour" goes into further detail about how persuasive ads may be. The article emphasises the importance of advertisements as impact-generating tools that inform and assist consumers in making decisions about what to buy. The data displayed could make sense.

Either representational (emotional) or utilitarian. The study looked at how these two informational independent variables related to consumer purchasing behavior, which was a factor that was reliant. 200 replies were gathered for the study in the National Delhi's capital region. The study's conclusions indicate a moderate association between variables, both independent and dependent. The study demonstrates that consumers buy goods. According to how they react to representational elements. A compelling advertising message is essential to drawing in customers. It is makes people associate a brand.

Isabella Soscia, Simona Girolamo and Bruno Busacca (2010) "Is There a Difference or Similarity in the Impact of Comparative Advertising on Consumer Perceptions?" investigates how well comparative and non-comparative advertisements convey a brand's unique selling points. Comparative advertising is a useful tool for conveying the unique

benefits of a brand. Additionally, it can be utilized to get viewers to mistakenly link the promoted brand with the one of the competition mentioned in the commercial. Two hundred and eighty people participated in group experiments where they were shown print advertisements, either comparative or non-comparative.

The study's findings demonstrated that "consumers' perceived differentiation among the brands and consumers' level of involvement with the specific product category depend on comparative advertising's effect." According to the study, customers with high levels of involvement who believe there is no difference between brands should be the target audience for comparative advertising if the goal is to set one brand out from the others. Additionally, this study implies that not all consumers view comparison advertising in the same way. Consequently, an advertising plan can only be effective if it takes the primary target's qualities into account.

Gerald J. Gorn and Charles B. Weinberg (1984) In three product categories—cigarettes, golf balls, and toothpastes—the impact of comparative versus non-comparative advertising is examined in "The Impact of Comparative Advertising on Perception and Attitude: Some Positive Findings." As a set of dependent variables, perception, attitude, and cognitive reaction to the advertisements were selected and examined.

In this study, respondents were first questioned about their perceptions and attitudes, and then their thinking while the advertising was examined. According to the study, a challenger brand that is not the category leader would see an increase in brand resemblance with the leader when they do comparison advertising. There appears to be disagreement among academics [Gorn, 1984; Belch, 1981; Soscia et al., 2010], about the topic of comparative ads. While some academics believe that comparison advertising messages are highly beneficial, others believe that they could have the opposite effect. The impact of commercials is delayed, in contrast to sales promotion. Customers may need to wait a long period to buy the product after seeing the advertisement. Although their influence on sales are dynamic, advertisements' effects are not usually felt right away.

Richard T. Hise and Robert H. Strawser (1976) The long-term or carry-over impacts of advertising are discussed in "Advertising Decisions and the Long Run Effects of Advertising." Marketers who are unaware of this phenomenon should be mindful of these long-term impacts when making advertising decisions, as their implications are significant for advertising decision-making. Because impressions from advertising are made over time and eventually result in purchases, there is a carry-over effect. Furthermore, repeat purchases happen considerably later than the original advertisement that prompted the first purchase. Advertising's lag effects are neatly categorised by Kotler (1971). First, there is the delayed response effect, when a purchase is made after seeing the advertisement. Second, there are customer hold-over effects, which refer to consumers who buy a product after seeing an initial advertisement and keep buying the associated brand. The authors contend that the lag effect provides compelling evidence in favour of treating advertising as an asset and that it is better to think of it as an investment than a cost. However, it is regrettable that marketers are unaware of this occurrence while making decisions about advertising

because the temporal components of advertising are generally disregarded, minimizing the advertising's profitability target and making decisions less effective as a result.

Background of the Study: Advertising Industry

This is undoubtedly a synopsis of the history of advertising in the FMCG (fast-moving consumer goods) sector, including its historical development, significant turning points in the industry's history, shifting consumer trends, economic implications, and rationale for this research.

The FMCG industry's use of advertising has a long and rich history. In print advertisements, it started in the early 1900s and promoted packaged goods and soap in newspapers and periodicals. Jingles and sponsored programmes were introduced to families with the introduction of radio in the 1920s. Nonetheless, the 1950s saw the widespread acceptance of television, which marked a turning point. An important change in the nature of advertising occurred when FMCG businesses started using TV ads as their main form of advertising. The next decades saw the emergence of data-driven marketing, e-commerce integration, and digital advertising, which completely changed the face of the industry.

Problem statement of the Study

Advertising's influence on India's FMCG sector is a complex topic with a number of important potential and concerns. The efficacy of the advertising tactics used by FMCG companies in India is one of the major problem statements. In spite of large expenditures on advertising efforts, a thorough examination of the true effects of these endeavours on consumer behaviour, brand perception, and sales success in the Indian market is lacking. This calls into question how advertising budgets should be optimised and highlights the need for more data-driven methods of determining the return on investment (ROI) of advertising spending.

An additional issue statement concerns the moral implications of advertising tactics in the FMCG sector in India. Concern over the veracity and transparency of advertising content is developing as digital marketing platforms and social media influencers proliferate. This is especially true with regard to claims made about products related to health and wellness, nutrition, and sustainability. This emphasises how crucial industry standards and regulatory monitoring are to guaranteeing that advertising messages are truthful, accurate, and comply with India's consumer protection laws.

Objectives of the study

Analyse Advertising Strategies' Effectiveness: Perform a thorough investigation to determine the success of the marketing campaigns used by FMCG firms that are present in the Indian market. In order to determine the return on investment (ROI) of advertising expenditure, this purpose seeks to quantify the effect of advertising on important performance metrics like brand awareness, consumer engagement, and sales growth.

Analyse Ethical Issues in Marketing Practices: Examine the moral ramifications of the advertising content that FMCG businesses in India distribute, paying particular attention to integrity, openness, and adherence

to rules. This goal looks for possible areas of concern with regard to false statements made, shady marketing strategies used, and how social and environmental issues are portrayed in advertising campaigns.

Recognise the Societal Effects of Advertising: Examine how advertising affects consumer behavior, cultural attitudes, and social conventions in the Indian setting. This goal is to demonstrate how FMCG firms play a significant role in promoting inclusive and responsible advertising messages by examining how advertising shapes attitudes towards gender roles, sustainability practices, health and wellness, and cultural values.

Hypotheses

Null Hypothesis (H0): Ethical advertising practices have no discernible effect on consumer trust and brand loyalty towards FMCG companies in India.

Alternative Hypothesis (H1): Ethical advertising practices positively influence consumer trust and brand loyalty towards FMCG companies in India.

Null Hypothesis (H0): There is no significant impact of advertising on FMCG industry.

Alternative Hypothesis (H1): There is significant impact of advertising on FMCG industry.

Research design

A mixed-methods research methodology will be used to examine the effects of ethical advertising practices on consumer trust and brand loyalty towards FMCG companies in India, as well as the relationship between advertising spend and sales income in the FMCG sector. This strategy will blend qualitative interviews to learn more about the viewpoints and experiences of customers with quantitative surveys to collect numerical data.

Secondary Data

The FMCG industry's sales income and advertising spending will be gathered from secondary data sources. Government publications, market research companies, industry papers, and corporate financial reports are good sources of this information. The FMCG industry's advertising spending and sales performance are extensively covered by sources like Nielsen, Kantar, Euromonitor International, and Statista.

Data collection methods

A variety of quantitative surveys will be used in the data gathering procedure for this study, enabling a thorough examination of the goals and research questions.

Quantitative Surveys

Structured questionnaires covering a range of Indian consumer demographics will be given to a sample of participants for the quantitative phase. To guarantee a broad reach and accessibility for participants, the surveys will be delivered using online venues, such as social media platforms and survey websites. Furthermore, interviews that take place over the phone or in person might be done with people who don't have internet access or who would rather participate in other ways.

To guarantee that the participants are representative of the intended audience, random sampling procedures will be used in their selection. Demographic data, purchase patterns, opinions on advertising ethics, faith in FMCG brands, and brand loyalty are all included in the survey questions. We will quantify responses using Likert-scale questions so that statistical analysis can be done.

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Population

The participants in this study are Indian consumers of fast-moving consumer goods, or FMCG. People who buy and use everyday consumer goods like food and drink, household goods, personal hygiene products, and other products are included in this category. The population exhibits diversity and comprises individuals belonging to different demographic groups, such as age, gender, educational attainment, employment, income bracket, and place of residence.

The research aims to gather insights from a representative sample of consumers in order to make meaningful conclusions about the impact of advertising on consumer behavior and perceptions within the FMCG industry in India, given the wide reach of FMCG products across various segments of the Indian population. The research's conclusions can influence marketing plans, advertising techniques, and legislative choices that support ethical advertising, build consumer confidence, and encourage brand loyalty in the FMCG

industry.

Sampling method

To guarantee a representative sample of customers from the population of FMCG consumers in India, a combination of probability sampling and non-probability sampling techniques might be used for this study.

Probability Sampling

Stratified Random Sampling: In this technique, the population is divided into uniform subgroups, or strata, according to important demographics like age, gender, income level, and geography. Next, proportionate random samples are taken from each stratum to guarantee that all population segments are represented. By ensuring that every subgroup is fairly represented in the sample, this technique contributes to the accuracy of subgroup analysis.

Non-Probability Sampling

Convenience sampling: In this technique, participants are chosen according to their accessibility and availability. Recruiting sites for participants are frequently accessible places like supermarkets, retail centres, and internet portals. Although practical, sampling bias could result from this approach because it might not fully represent the population.

Sampling Frame.

FMCG (fast-moving consumer goods) customers in India make up the sample frame for this study. This covers people who live in different parts of India and who frequently buy and use FMCG goods like food, household goods, personal care products, and other common consumer items. The sample frame reflects the wide range of FMCG customers in the Indian market by encompassing a variety of demographics, such as age, gender, income level, education level, and geographic area.

Target Group

Indian consumers who actively use FMCG products in their everyday lives are the research's target demographic. These customers are the main subject of the study since their attitudes, behaviours, and perceptions of FMCG advertising will shed light on the goals of the investigation.

Criteria

Residents of India who regularly buy and consume FMCG products meet the requirements to be included in the target demographic. This criterion guarantees that the sample comprises people who are acquainted with FMCG brands and have firsthand knowledge of advertising messaging within this sector.

Sample Selection

A non-probability sampling technique known as convenience sampling was used to choose the sample for this study. Participants in convenience sampling are chosen according to their accessibility and availability. In this instance, it will be convenient for participants to be recruited from places like supermarkets, retail centres, residential regions, and internet platforms.

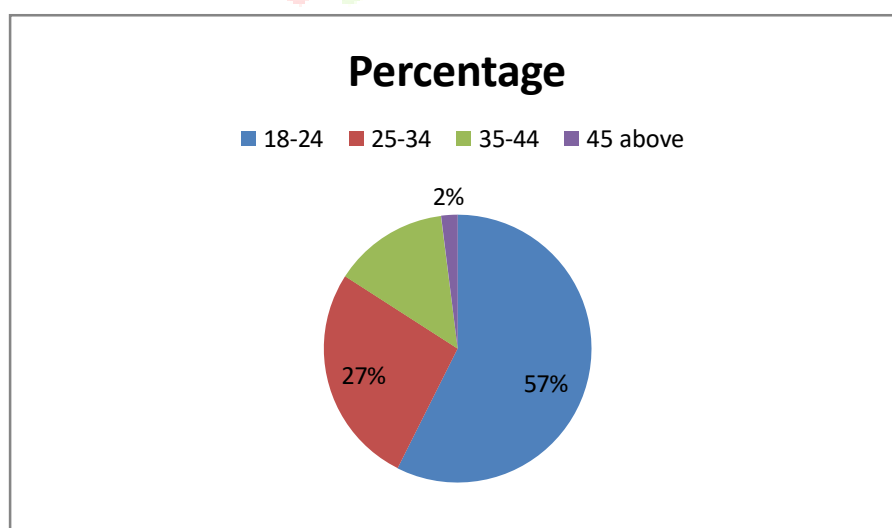
Data collection instrument

A structured questionnaire intended to obtain quantitative data from Indian consumers about their attitudes, behaviours, and perceptions of advertising in the Fast-Moving Consumer Goods (FMCG) industry serves as the data gathering tool for this study. A number of closed-ended questions spanning a range of topics are included in the questionnaire, including demographic data, purchase patterns, exposure to advertising, opinions regarding brand ethics, faith in FMCG companies, and brand loyalty.

6. Data Analysis and Interpretation

1. Age Group Distribution

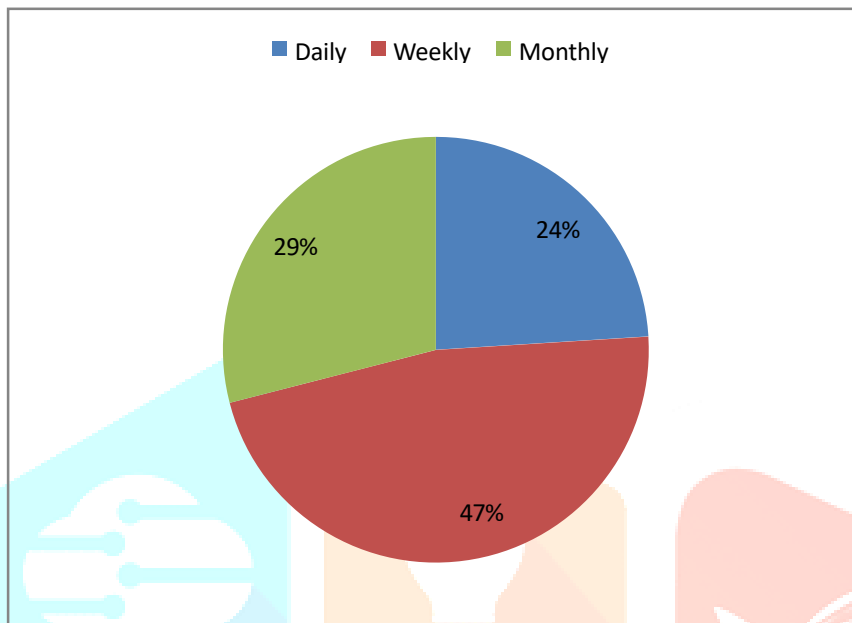
Age Group	Percentage
18-24	58
25-34	26
35-44	14
45 and Above	2



Interpretation; The above table shows the age of the respondents, 58% were from the age group of 18 to

Purchasing Frequency:

Frequency	Percentage
Daily	24
Weekly	47
Monthly	29



Interpretation: The above table shows , 24% were purchasing daily 47% were purchasing weekly 29% were purchasing monthly.

2. Most Purchased FMCG Products.

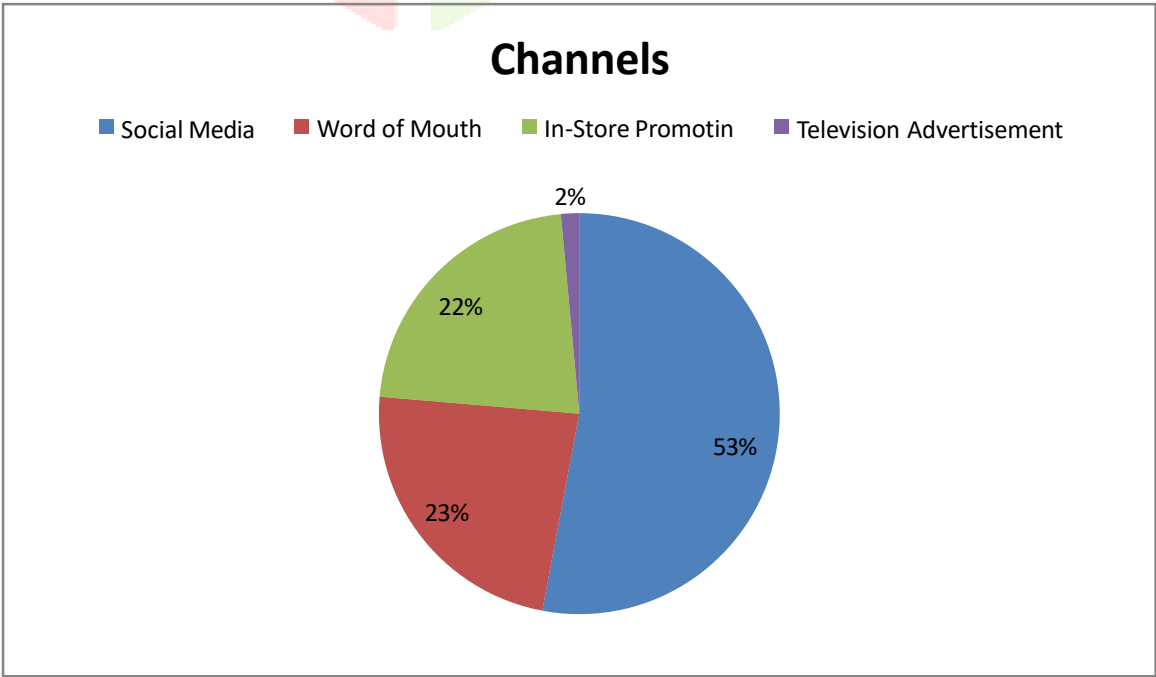
Purchased Product	Frequency
Food items	58
Personal care products	50
Household cleaning products	35
Beverages	34
Other (snacks)	22



Interpretation; The above table shows 15% were purchased fooditem,34% purchased personal care,23%purchased household product,23%purchased beverage and 5% purchased others product.

3. Awareness Channels for New Products?

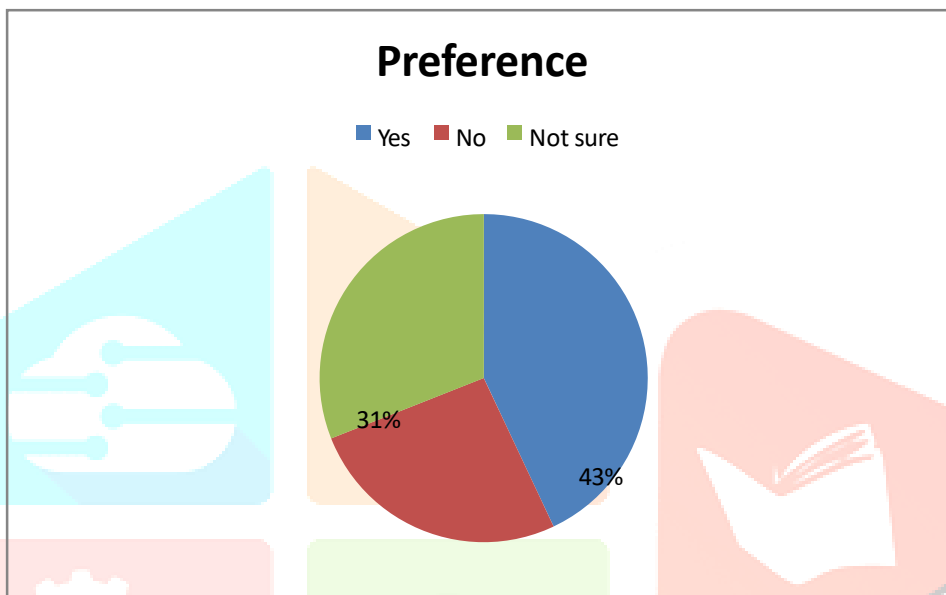
Channels	Frequency
Social Media	43
Word of Mouth	19
In store Promotion	18
Television Advertisement	20



Interpretation; The above table shows that 53 % were using social media, from, 23% were purchased from the word of mouth, 22% purchased from in store promotions 2% were purchased from television advertisement.

4. Preference for Regional/Cultural-Specific Advertisements?

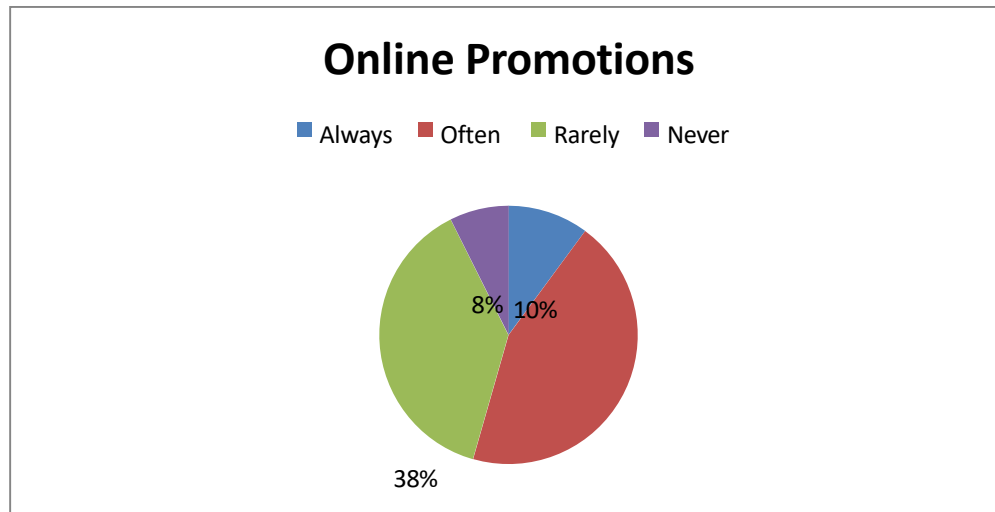
Preference	Percentage
Yes	43
No	26
Not Sure	31



Interpretation; The above table shows, 43 % were yes , 26% were no whereas 31% were not sure.

5. Engagement with Online Promotions?

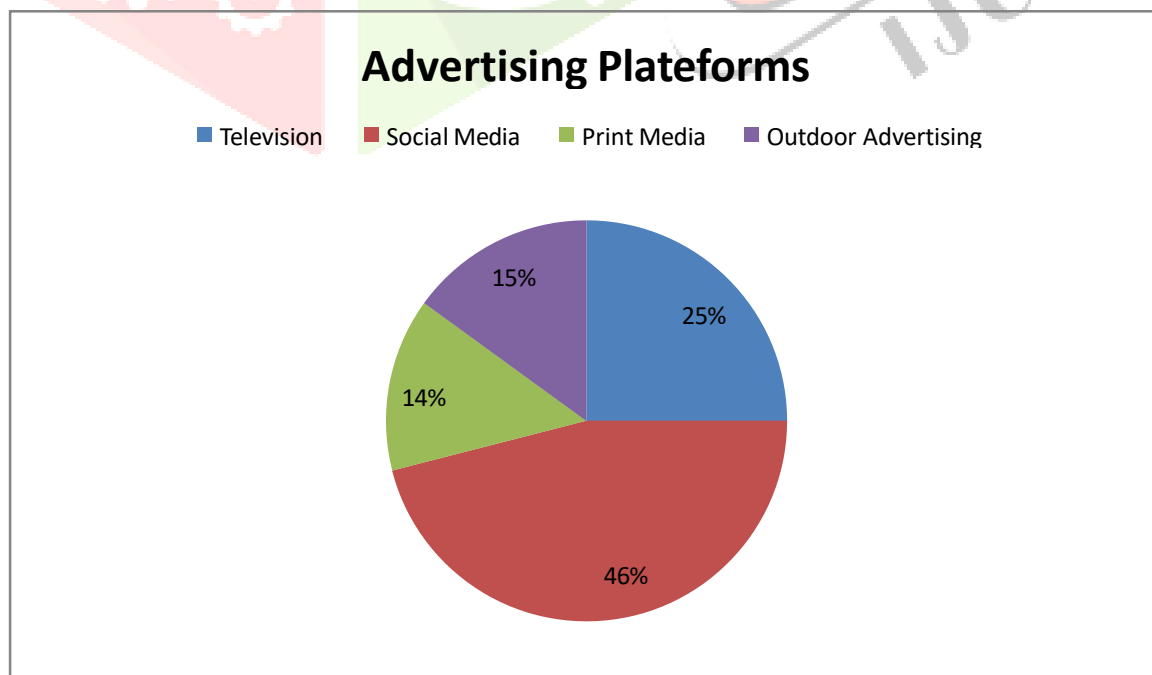
Online Promotions	Frequency
Always	27
Often	36
Rarely	31
Never	6



Interpretation; The above table shows ,27 % were always purchasing through online promotions,36% were oftenly purchased, 31% were rarely, 6% were never use online promotions.

6. Perceived Effective Advertising Platform?

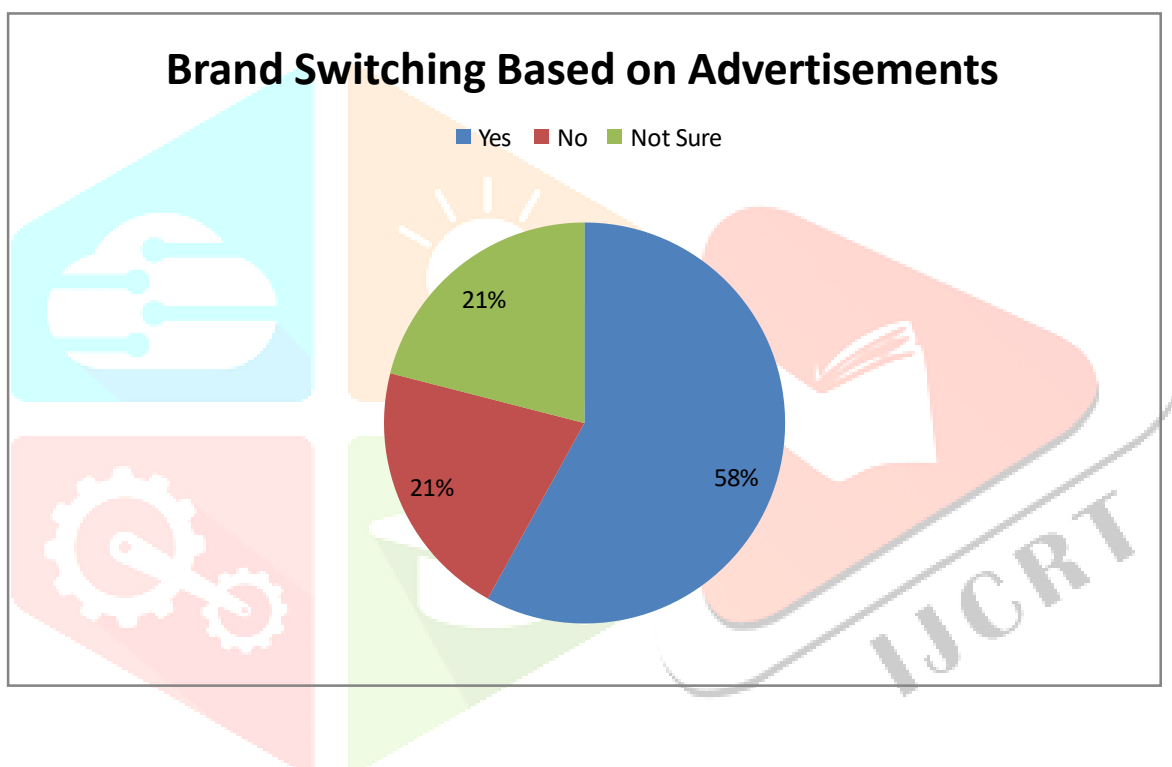
Platform	Percentage
Television	25
Social Media	46
Print Media	14
Outdoor Advertising	15



Interpretation; The above table shows 25% were using the television for advertising, 46% were using social media, 14% were using print media platform, 15% were using outdoor advertising.

7. Brand Switching Based on Advertisements?

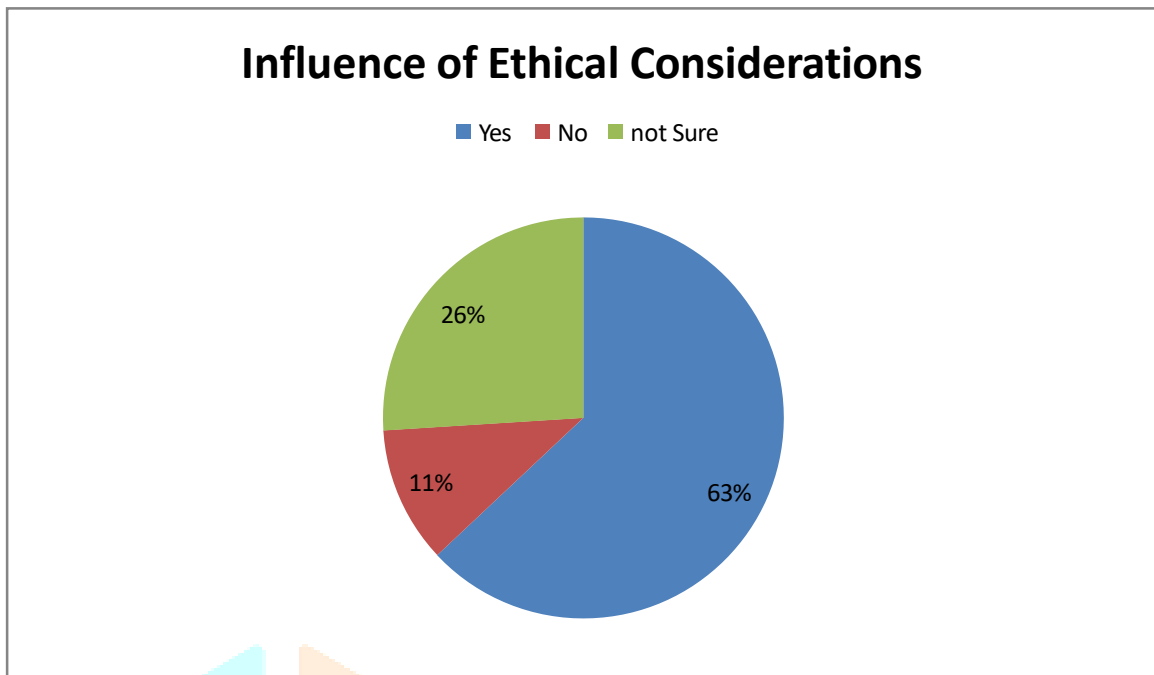
Brand Switching Based on Advertisements	Percentage
Yes	58
No	21
Not Sure	21



Interpretation; The above table shows 58% were based on advertising, 21% were not based on it whereas 21 were not sure.

8. Influence of Ethical Considerations?

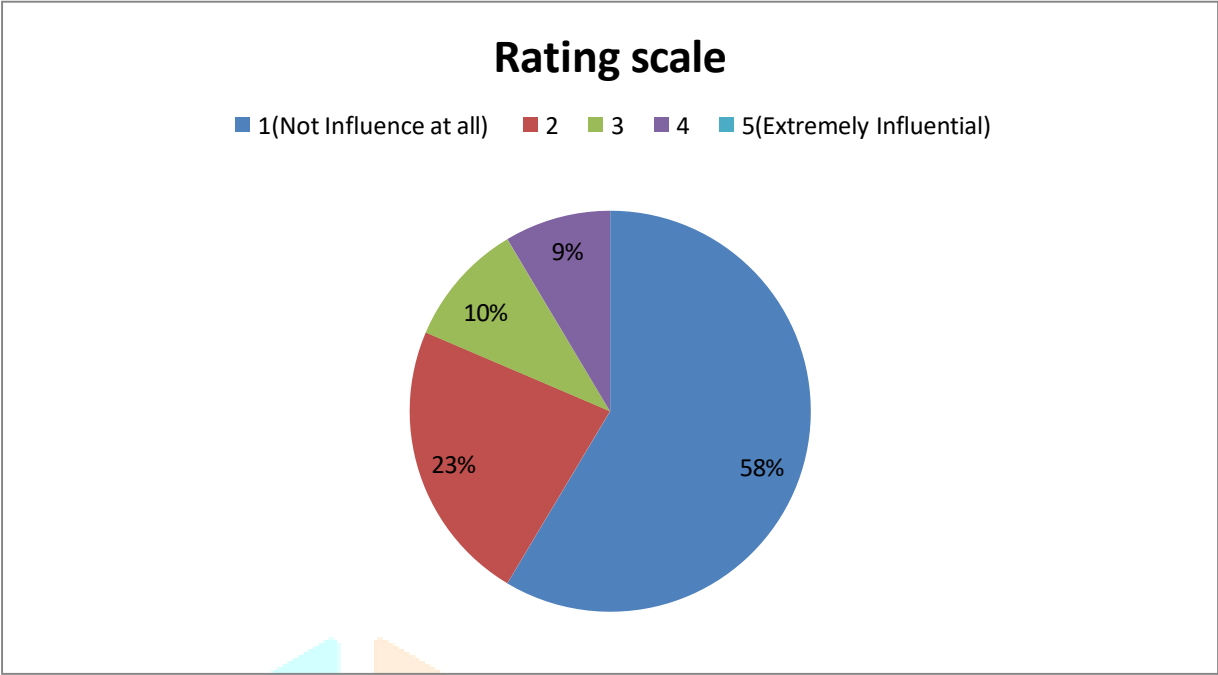
Influence of Ethical Considerations	Percentage
Yes	63
No	11
Not Sure	26



Interpretation; The above table shows the 63% were based on ethical consideration , 11% were not based whereas 26% were not sure either they need to influence on it or not.

9. On a scale of 1 to 5, how influential are advertisements in your decision to purchase FMCG products?

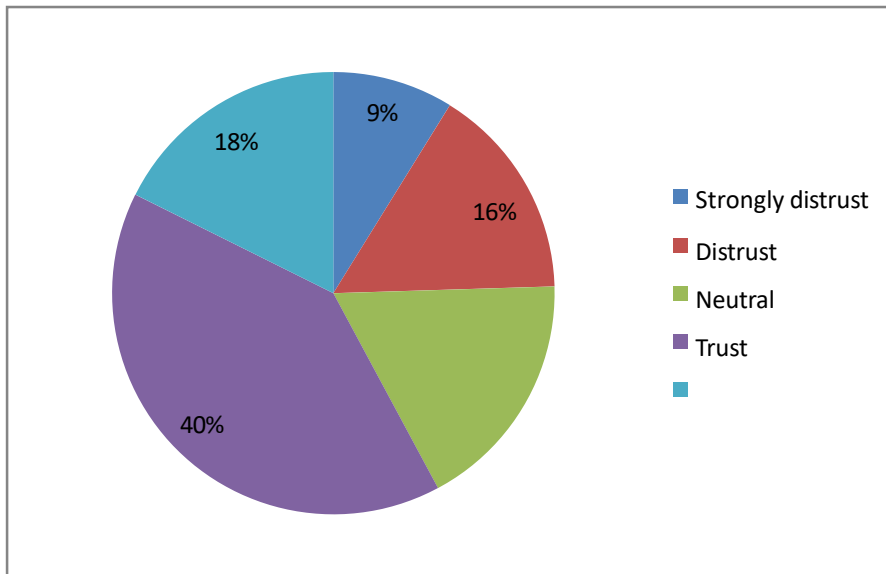
Rating Scale	Frequency
1(Not influence at all)	6
2	2.8
3	3.24
4	4.51
5(Extremely Influence)	11



Interpretation; The above table shows the rating scale of 1 to 5. 6%is not influence on it whereas 11% were extremely influence on it.

10. Trust in Transparent Advertising?

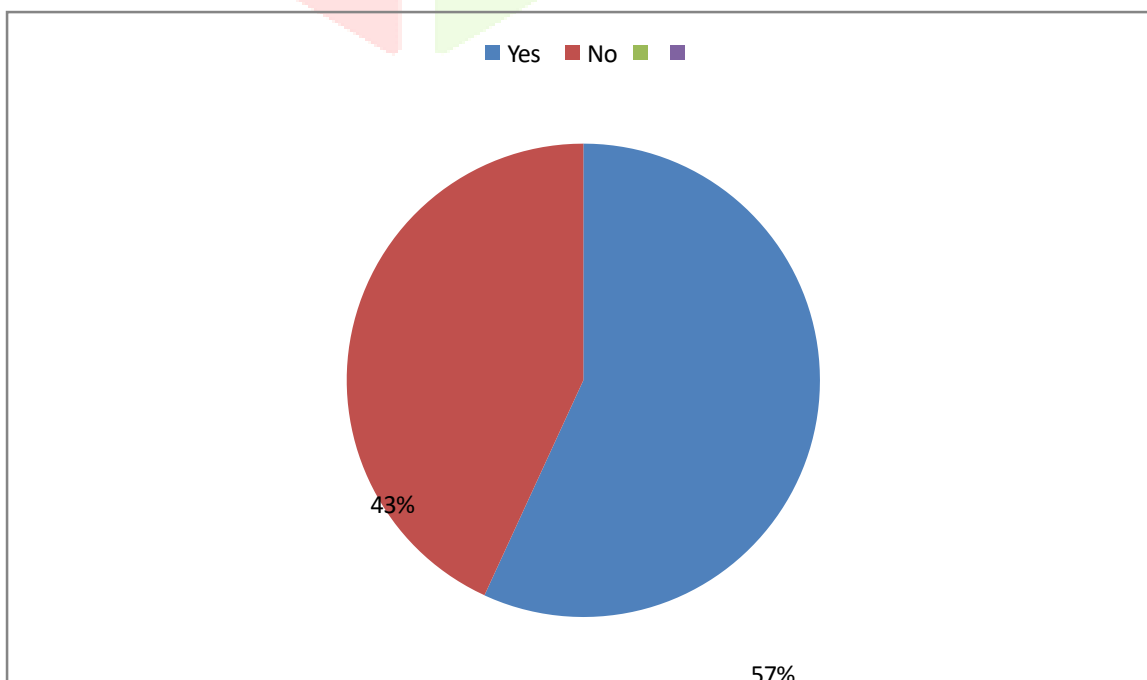
Transparent Advertising	Percentage
Strongly distrust	9
Distrust	16
Neutral	17
Trust	40
Strongly trust	18



Interpretation; The above table shows that 9% have have strongly distrust on transparent advertising, 16% have distrust, 17% of them were neutral, 40% of them have trust, 18% of them have strongly distrust on transparent advertising.

11. Count of Purchased due to Advertisement?

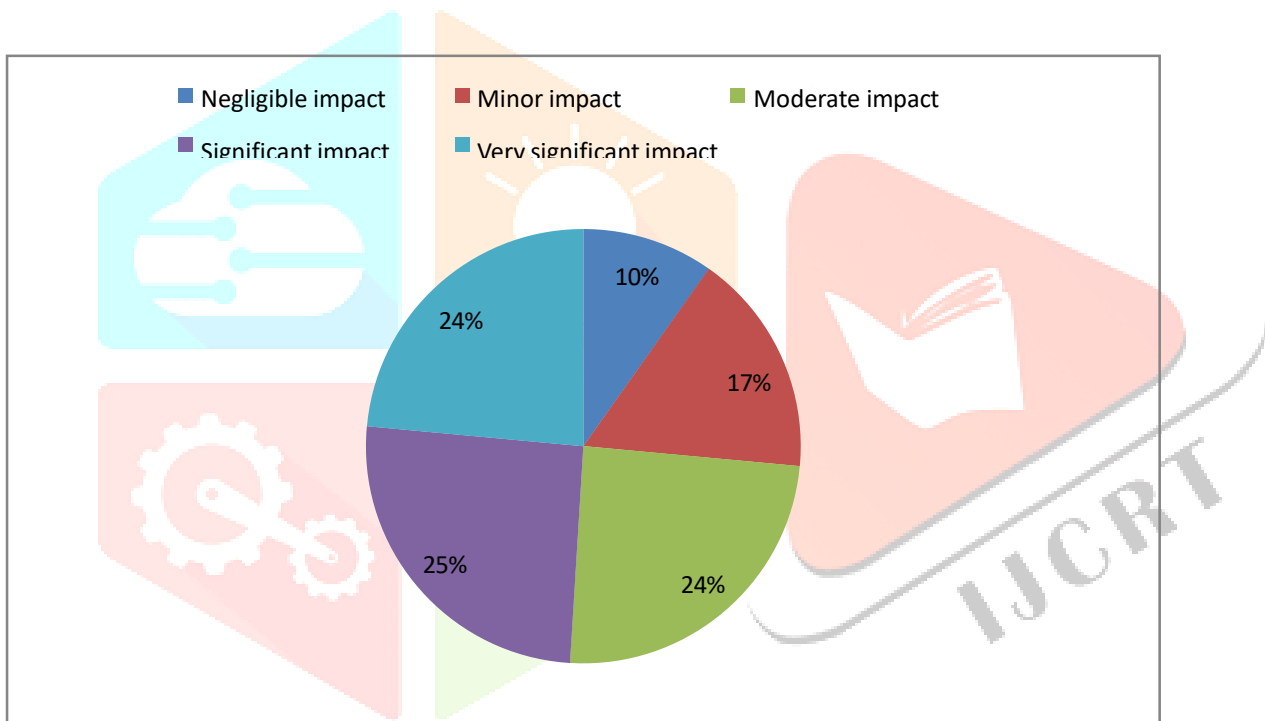
Purchased due to Advertisement	Percentage
Yes	57
No	43



Interpretation; The above table shows that 57% of respondent purchased due to advertisement whereas 43% didnot.

12. Count of Overall Impact Perception?

Overall Impact Perception	Percentage
Negligible impact	10
Minor impact	17
Moderate impact	24
Significant impact	25
Very significant impact	24



Interpretation; The above table shows that 10% have negligible impact on perception, 17% people have minor impact on perception, 24% of them have moderate impact, 25% of them have significant impact and 24% have them very significant impact.

7. Limitations of the study

Notwithstanding the all-encompassing methodology employed in this study, it is imperative to recognise a few limits. First off, sample bias may be introduced and the findings' capacity to be broadly applied may be restricted by the use of convenience sampling, a non-probability sampling technique. Convenience sampling may result in participants that are not entirely representative of the larger Indian population that purchases fast-moving consumer goods (FMCG), which could bias the results in favour of particular consumer behaviours or demographic groups. In addition, participants may give socially acceptable answers or misremember their encounters with advertising and FMCG products, which could lead to response bias given the questionnaire's dependence on self-reported data.

Moreover, the study design's cross-sectional character limits the capacity to determine the causal links among the variables. Although statistical analysis can be used to find correlations and relationships, causality cannot be conclusively determined. A more comprehensive understanding of the effect of advertising on FMCG consumers in India will come from longitudinal studies that monitor changes in consumer attitudes and behaviours over time.

Furthermore, the research's primary focus is on quantitative data gathered by standardised questionnaires, which restricts the breadth of knowledge that may be attained. Although open-ended questions yield qualitative insights, there may be limitations to how well these insights reflect the wide diversity of customer viewpoints. In-depth qualitative interviews with a wider range of participants may yield more insightful information about the complicated relationships between consumer attitudes and advertising practices in the FMCG industry.

Furthermore, time and resource constraints may place restrictions on the research's scope. The study mainly concentrates on how consumers view and respond to advertising in the FMCG sector, ignoring more general contextual elements that shape advertising practices in India, such as cultural influences, legal frameworks, and technical breakthroughs. To give a more thorough grasp of the dynamics at work, future research could delve deeper into these contextual elements.

In conclusion, even though this study offers insightful information about how advertising affects FMCG product consumers in India, in order to assure the validity and reliability of the results, it is critical to acknowledge and resolve any limitations related to the research design, sampling techniques, data collection tools, and scope of the study.

8. Results and Findings:

The conclusions drawn from the table interpretation offer insightful information on how consumers behave and how different circumstances affect their decisions to buy.

First off, it is clear that a sizable percentage of the respondents—58%—come from the 18 to 24 age range, suggesting that a younger population was questioned. This group of people might be more receptive to specific marketing platforms, such social media and internet ads.

The bulk of respondents—47%—reported making purchases on a weekly basis, with 29% making purchases on a monthly basis. This implies that the majority of consumers go shopping on a frequent basis, which may

have an impact on marketing plans that prioritise sustaining steady brand awareness.

In terms of product preferences, the data shows that, according to 34% of respondents, personal care goods are the category that is most frequently purchased. This demonstrates how important personal care products are to customer purchasing decisions, which may persuade businesses to invest more in product development and marketing in this industry.

With 46% of respondents indicating they use social media, it is evident that social media has a major impact on the influence of advertising outlets. This emphasises how crucial digital marketing techniques are for successfully reaching consumers, particularly in light of the waning power of conventional media like television.

Consumer behaviour is also influenced by ethical considerations, as indicated by the 63% of respondents who said that ethical issues had an impact on their purchase decisions. This implies that consumers are becoming more conscious of sustainable and ethical sourcing methods, which may have an impact on brand loyalty and perceptions.

Furthermore, the research indicates a level of scepticism regarding the transparency of advertising, with 18% of respondents expressing severe mistrust. This emphasises how crucial it is to develop honesty and trust in marketing communications in order to cultivate fruitful customer relationships.

Overall, the results highlight how complex consumer behaviour is and how crucial it is to comprehend the range of variables that affect consumers' decisions to buy. Through the utilisation of these insights, companies may customise their marketing tactics to successfully interact with their target market and increase revenue.

9. Conclusion

The study's result highlights the dynamic nature of consumer preferences and highlights a move towards scheduled, less frequent FMCG purchases. Continuous expenditures in digital strategies are required due to the dominating force of the digital evolution, especially in social media. The balance between switching and brand loyalty highlights how crucial it is to preserve a strong brand identity while accommodating shifting consumer preferences. Transparent and moral marketing strategies are necessary since ethical issues have a big influence on consumer decisions. Possibilities include using customer feedback for iterative changes, fostering cross- platform synergy, and encouraging online interaction. It is important for brands to navigate the competitive landscape while acknowledging the variations in regional tastes. Sustained success in the dynamic FMCG industry requires long-term relationship building and a planned advertising mix that takes emotional appeal, product characteristics, and ethical considerations into account.

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