

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories  
Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.  
as well as in Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)]

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1500 Cities in 141 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

[www.ijrcm.org.in](http://www.ijrcm.org.in)

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>AN INNOVATIVE MODEL FOR DEVELOPMENTAL ENTREPRENEURSHIP</b> <i>DR. RAM KESAVAN, DR. OSWALD A. J. MASCARENHAS &amp; DR. MICHAEL D. BERNACCHI</i>	1
2.	<b>THE IMPACT OF SERVICE QUALITY AND MARKETING ON CUSTOMER LOYALTY IN BANKING SECTOR, ACEH-INDONESIA</b> <i>FIFI YUSMITA &amp; DR. VIMALASANJEEVKUMAR</i>	8
3.	<b>THE EFFECT OF INFORMATION ALLOTMENT ON THE COMPETITIVE ADVANTAGES OF THE SUPPLY CHAIN (THE CASE OF IRANIAN RAILWAY)</b> <i>DR. YOUNOS VAKIL ALROAIA &amp; MOHAMMED KHAJEH</i>	19
4.	<b>IMPORTANCE OF BEHAVIOR BASED SAFETY: A STUDY ON CHILD LABOR WORKING IN AUTO MOBILE SECTOR</b> <i>MOZUMDAR ARIFA AHMED</i>	24
5.	<b>CULTURE, EMPLOYEE WORK RESULT AND PERFORMANCE: ANALYSIS OF IRANIAN SOFTWARE FIRMS</b> <i>FAKHRADDINMAROOFI, JAMAL MOHAMADI &amp; SAYED MOHAMMAD MOOSAVIJAD</i>	30
6.	<b>IMPACT OF ISLAMIC WORK ETHICS ON JOB SATISFACTION IN THE PRESENCE OF JOB AUTONOMY AS MODERATING</b> <i>KHURRAM ZAFAR AWAN, MUSSAWAR ABBAS &amp; IBN-E-WALEED QURESHI</i>	37
7.	<b>ELECTRONIC AUCTION: A TURN-KEY FACTOR TO RENJUVINATE THE COAL INDUSTRY - A CASE STUDY OF BHARAT COKING COAL LIMITED, DHANBAD</b> <i>ABHINAV KUMAR SHRIVASTAVA &amp; DR. N. C. PAHARIYA</i>	42
8.	<b>A CONCEPT BASED APPROACH OF RARE ASSOCIATION RULE MINING FROM EDUCATION DATA</b> <i>ASTHA PAREEK &amp; DR. MANISH GUPTA</i>	46
9.	<b>LIFE SAVING FROM FIRE USING RFID TECHNOLOGY</b> <i>ARITRA DE &amp; DR. TIRTHANKAR DATTA</i>	48
10.	<b>DIMENSIONS OF HEALTH CARE SERVICES AND THE USERS PERCEPTION ON SERVICE QUALITY IN TAMILNADU</b> <i>DR. G. PAULRAJ, DR. S. RAMESHKUMA, V.SANGEETHA &amp; L. DINESH</i>	51
11.	<b>STRATEGIES FOR SUSTAINABILITY AND QUALITY DEVELOPMENT OF MANAGEMENT INSTITUTES</b> <i>DR. MAHESH U. MANGAONKAR</i>	56
12.	<b>EMPIRICAL ASSESSMENT OF CAUSE RELATED MARKETING AND CONSUMERS PERSPECTIVE: A CASE OF IDEA CELLULAR'S '3 G PE BUSY' CAMPAIGN</b> <i>DR. ALKA SHARMA &amp; SHELEKA GUPTA</i>	60
13.	<b>ROLE OF MOBILE PHONE IN INDIA'S TRANSFORMATION</b> <i>KULWANT SINGH RANA &amp; DR. ASHWANI RANA</i>	66
14.	<b>CONSUMER PERCEPTION TOWARDS TELEVISION ADVERTISEMENTS</b> <i>DR. P. SATHYAPRIYA &amp; DR. S. SAIGANESH</i>	76
15.	<b>BUSINESS BEYOND BOUNDARIES (B3B): E-COMMERCE AND E-BUSINESS CHALLENGES</b> <i>MOHAMMED GHOUSE MOHIUDDIN</i>	80
16.	<b>ANALYTICAL STUDY ON BIOMETRIC SECURITY APPLICATION IN INDUSTRIAL AND MOBILE BANKING SECTOR</b> <i>DR. U. S. PANDEY &amp; GEETANJALI GUPTA</i>	89
17.	<b>IMPACT OF TRAINING ACTIVITIES &amp; LABOUR WELFARE PROVISIONS ON ORGANIZATIONAL PRODUCTIVITY (WITH SPECIAL REFERENCE TO DABUR INDIA LIMITED)</b> <i>SWATI AGARWAL &amp; SHILPI SARNA</i>	97
18.	<b>COMPARATIVE STUDY ON THE FEATURES OF DIFFERENT WEB SERVICES PROTOCOLS</b> <i>DHARA N. DARJI &amp; NITA B. THAKKAR</i>	102
19.	<b>HUMAN CAPITAL – THE MOST IMPORTANT RESOURCE OF MANAGEMENT (WITH SPECIAL REFERENCE TO INDIA IN AN ERA OF GLOBAL UNCERTAINTIES)</b> <i>SUNANDA SHARMA</i>	107
20.	<b>A STUDY ON CUSTOMERS AWARENESS AND PERCEPTIONS TOWARDS GREEN PACKAGING</b> <i>J.JAYA PRADHA</i>	110
21.	<b>A STUDY ON HUMAN RESOURCE DEVELOPMENT CLIMATE WITH SPECIAL REFERENCE TO NATIONAL GEOGRAPHIC RESEARCH CENTRE (NGRI)</b> <i>RAKHEE MAIRAL RENAPURKAR</i>	116
22.	<b>A STUDY ON CUSTOMER PERCEPTION ON MOBILE BANKING</b> <i>H. RADHIKA</i>	122
23.	<b>COMPUTER WORLD: WITHOUT VIRUS</b> <i>GAURAV JINDAL &amp; POONAM JINDAL</i>	131
24.	<b>ASSIMILATION OF FUZZY LOGIC AND REPLACEMENT ALGORITHMS TO BROWSER WEB CACHING</b> <i>K MURALIDHAR &amp; DR. N GEETHANJALI</i>	133
25.	<b>AN APPROACH ON PREPROCESSING OF DATA STREAMS</b> <i>AVINASH L. GOLANDE, RAJESH D. BHARATI, PRASHANT G AHIRE &amp; RAHUL A. PATIL</i>	140
26.	<b>M-MRCA FIGHTER COMPETITION: INDIA'S ROAD IN SELECTING THE BEST IN ITS DEFENCE BUSINESS</b> <i>NISCHITH.S</i>	144
27.	<b>CONSUMER BUYING BEHAVIOR &amp; CUSTOMER SATISFACTION LEVEL TOWARDS HERO MOTOCORP MOTORCYCLE: A CASE STUDY</b> <i>HARISH NAIK &amp; DR. RAMESH.O.OLEKAR</i>	149
28.	<b>ENERGY CONSERVATION IN MANETS USING SCALABLE PROTOCOL</b> <i>SHUBHRATA JAISWAL, VAAMICA MAHAJAN &amp; VIKRANT AGARWAL</i>	154
29.	<b>THE CONCEPT OF EQUALITY: A BRIEF STUDY</b> <i>NAZIM AKBAR, RAIS AHMAD QAZI &amp; MOHD YASIN WANI</i>	158
30.	<b>A REVIEW OF EMPLOYEE TURNOVER OF TELECOM ENGINEERS DEPLOYED IN THE NETWORK OPERATING CENTRE</b> <i>L. R. K. KRISHNAN &amp; SUDHIR WARIER</i>	163
	<b>REQUEST FOR FEEDBACK</b>	174

## CHIEF PATRON

**PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi  
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## FOUNDER PATRON

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
Former Vice-President, Dadri Education Society, Charkhi Dadri  
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

## CO-ORDINATOR

**MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadhola, P. O. Gadhola, Yamunanagar

## ADVISORS

**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

## CO-EDITOR

**MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadhola, P. O. Gadhola, Yamunanagar

## EDITORIAL ADVISORY BOARD

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. PARVEEN KUMAR**

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

**PROF. H. R. SHARMA**

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

**PROF. MANOHAR LAL**

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**PROF. R. K. CHOUDHARY**

Director, Asia Pacific Institute of Information Technology, Panipat

**DR. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

**DR. BHARAT BHUSHAN**

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

**DR. VIJAYPAL SINGH DHAKA**

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHINDER CHAND**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P.J.L.N. Government College, Faridabad

**DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**DR. BHAVET**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

***ASSOCIATE EDITORS***

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**ASHISH CHOPRA**

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

**SAKET BHARDWAJ**

Lecturer, Haryana Engineering College, Jagadhri

***TECHNICAL ADVISORS***

**AMITA**

Faculty, Government M. S., Mohali

**MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

***FINANCIAL ADVISORS***

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS***

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT***

**SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled ' \_\_\_\_\_ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

**NAME OF CORRESPONDING AUTHOR:**

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

**NOTES:**

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:  
**New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)**
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:****BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**CONSUMER PERCEPTION TOWARDS TELEVISION ADVERTISEMENTS**

**DR. P. SATHYAPRIYA**  
**ASSOCIATE PROFESSOR**  
**ICFAI SCHOOL OF BUSINESS**  
**HYDERABAD**

**DR. S. SAIGANESH**  
**ASSOCIATE PROFESSOR**  
**DAYANANDA SAGAR BUSINESS SCHOOL**  
**BANGALORE**

**ABSTRACT**

*Television advertisements plays a major role in the bridging the communication gap between the manufacturers and the consumers. The focus of this research is to study the behaviour of audience towards selected television advertisements. Field survey method was employed to collect primary data from the selected 300 respondents with the help of a structured questionnaire. Aided recall with ten television advertisements of regional language was used. The study explores the behaviour of the audience and their preferences in watching television advertisements. Audience perception towards selected television advertisements was studied and positioned with a perceptual map.*

**KEYWORDS**

advertising, television advertisements.

**INTRODUCTION**

Advertising is a cultural form that reflects and moulds our lives. Several media scholars have emphasized advertising's role as one of a major reinforcement because of its presumed power for molding opinions, attitudes and behaviour. Advertisement is an effective tool of marketing and the most vital component of promotional activity. Advertising is used by the marketers to publicize the happenings of the company and their offerings to the customers. In the contemporary era, the influence and impact of advertisement over both the classes and the masses has refined the entire ambience of marketing. So great is the power of advertisements to influence the buyer's decision that it has become mandatory for sellers to allocate higher budgets to advertise of their products. Along with the manufacture of products, the sellers and manufacturers are also entrusted with the responsibility of stimulating a desire for their products in the minds of the customers and advertising is doing a great service.

The advertisement industry is one of the most dynamic industries in the world as the process of buying is a continual action and the choice making of customers is in a state of constant flux. In addition to bridging the consumer awareness gap and disseminating information, the focus of the advertisement industry is also to arouse the curiosity and trust of prospective buyers. The culture of buying has undergone a drastic change in the past two decades and advertisements rule the roost in the present market. This is also due to increased brand awareness. Television advertisements have brought a paradigm shift in the arena of advertising.

Television advertisements have in filtered into the very existence of the Indian consumer. Television advertisements especially those which are telecasted at the prime time are strategic tools of mobilizing potential customers. The study explores the behaviour of consumers towards television advertisements.

**REVIEW OF LITERATURE**

Advertising is created for and targeted at the audience. Consequently the importance of audience reactions to advertisements has been studied at various intensities by researchers across the globe. Ewen (1992) refers advertising as that not only sells products and services, but also indirectly tells us ways to understand the world. Similarly, Goldman (1992) has opined that advertising is a major social and economic institution which strives to maintain cultural hegemony by providing us socially constructed ways of seeing and making sense of our world. "Advertising is a useful source of reflection on representation in consumer research because it is a succinct metaphor for the wider marketing industry" (Chris, 2003).

Advertisers take the responsibility of communicating the commercial messages and it is an important element in Integrated Marketing Communication (IMC) strategy. It supports the advertisers in various stages of the decision making process. The need is felt in all the stages of consumer decision making and advertisements fills the 'communication gap'. A planned communication process acts as a door opener in the decision making process in buying. Therefore, advertisers, admen and academic researchers give importance to test the communication and message strategies used in ads.

Thomas (1996) studied the aspects of advertising and hype created by ads and highlighted the effects of it. Advertising can create awareness on products as well as brands. Brand awareness in customers a) creates the possibility of purchase b) helps them to see a brand in the store c) biases people in favour of the known brand. Advertisements can communicate unknown facts of the products and services and can suggest a better brand to the prospective customers.

Aaker et al. (1997) suggested that the proficient advertising man must understand the psychology of advertising. One must learn that certain effects lead to certain reactions, and increase the results by avoiding mistakes. Weilbacher (1984) opined that advertising is a form of communication that provides useful and relevant information to the audience to act immediately or to use it at the time of purchase. He also states that advertising is a fraction of the incoming messages seeks to attract attention of the audiences and to convert the loyalty to products, services and institutions. Relevance of information is vital in approaching the audience and converting them to go for the products and services.

In fact, advertising is communication that provides generally useful, relevant and pertinent information upon which the consumer either acts immediately or stores for later reference, application and use. Creative ability in advertising is to solve problem in unique way that is different from any solution ever before devised (Richard, 1982). To succeed in marketing, the advertisers need to understand what makes people behave the way they do.

Haley and Bal Dinger (1991) explains that likeable advertising has an impact on persuasion and it affects the emotional component of audience's attitude towards the brand. Extensive research has accumulated over three decades that indicates both disliked and liked advertisements are memorable and result in recall. Schoham and Aviv (1996) selected a set of three ads and conducted their research on the effectiveness of standardized and adapted TV advertising, and presented the findings from the perspective of target market and assessed the set of outcome measures in the same perspective. The commercials represented varied levels of standardization, recognition, recall, believability and purchase levels in the outcome measures.

Eva et al. (2007) conducted a study on the effects of television ads in brand placement on brand image. Results of the study confirm the applicability of learning and human associative memories to brand placement. The major findings of the research include brand placement and its effects, brand image and image components that were not associated with the program were not affected and neither was brand attitude. Finally it is suggested that placing a brand in television program can result in very specific image change and advertisers should make a well-defined choice for a program that conveys the desired image before they decide to get involved.

Ahbilasha (2000) studied the relationship between the attitude of audiences towards advertisement and its effectiveness. The study aimed to identify that consumers with more favourable attitude toward advertising in general would recall more ads and tend to get persuaded by them. The results of the study indicated favourable attitude towards ads persuades the audiences and also ads which can create a favorable attitude have a positive impact in them.

The present study is of great significance as it directly relates to the most dynamic channel of promotion on which the modern market and even the economy depends. The broad concern of this study directly relates to the behaviour of audience in relation to the TV commercials.

Most of the studies conducted in India had taken the "unaided - recall" method of measuring the effectiveness of the ads. The respondents involved in these research processes give responses based on the memory power they have i.e. the ads watched by them was assessed after a long period. These responses may not reveal the real impact, as the recall is made after a long interval. The period of the ads watched by them and the responses provided by them as input for research is longer to be reliable. In this research the gap is eliminated by using the aided recall method. Ten selective regional ads were chosen and the impact and factors preferred in those advertisements were assessed in this research.

The studies relating to advertising highlights the importance and need for higher level of influencing elements for the success of advertising. The focus of this research is on the audience perception towards television advertisements, the traits liked and disliked by the audience and the consumers positioning of the advertisements.

## OBJECTIVES OF THE STUDY

The study understands the behaviour of the audience and their preferences in watching television advertisements. The following are the objectives studied in specific:

1. To understand the perception of audiences towards selected television advertisements;
2. To examine the features of television advertisements that influence the audiences;
3. To position the selected television advertisements based on the respondent's perception of the attributes measured.

## RESEARCH METHODOLOGY

### SAMPLE DESIGN

The study was descriptive in nature and conducted in Tamilnadu, India. Sample was selected at convenience in the states of Krishnagiri and Dharmapuri of Tamilnadu. The population above 18 years of age in these two districts was considered as sample for the study. Majority of the population are agricultural labourers and they were not ready to spend time to respond to the questionnaire. This made the researcher to adopt the convenience sampling method that gives flexibility to approach, with only those who are ready to spend time and respond to the questionnaire. Sample size is determined using the "Sample size determination for the means method". The formula for computing "n", the sample size used in the study.

$$N = (Z\sigma / Dx)^2$$

The 'z' value represents the 'z' score from the standard normal distribution for the confidence level desired by the research. At 95% confidence level, the associated value of z score is 1.96. 'σ' represents the standard deviation of the population and 'x' represents the mean of the population. The standard deviation of the population is estimated by conducting pilot study. The interval scale is used in the pilot study. With the mean of 4.3 and the standard deviation of 1.89, the estimated sample size is 296. To round the figures, a sample of 300 was considered for the study. Equal number of samples, 150 from Dharmapuri and Krishnagiri districts was considered.

### METHODS OF DATA COLLECTION

The focus of this research is to study the behaviour of audience towards television advertisements. Field survey method was employed to collect the primary data from the selected 300 respondents with the help of a structured questionnaire. Ten television advertisements of the regional language (i.e. Tamil) were shown to the respondents and their opinion on those advertisements were drawn. The advertisements selected were of Ashirvad, Fair & Lovely, Fevicol, Hamam, Lakme, Mentos, Parachute, Power soap, Sugar Free, Surf Excel. The advertisements were selected after pilot study. In the pilot study, 20 popular regional ads were shown to the respondents participated and were asked to rank them. Top ten ranking ads were considered for the research. Care was taken in wording the questions in the questionnaire because poorly worded questions can cause respondents to report miscomprehension even though they actually comprehend the message (Lynn et.al. 1992). In case of respondents who were not having formal education, the researcher read and briefed about the questions and recorded their response. Respondents with varying background were selected based on the important demographic aspects like age, gender, educational qualification, marital status, occupation and income level for this study.

### PROFILE OF DHARMAPURI DISTRICT

Dharmapuri is one of the 30 administrative districts of Tamilnadu situated in the north-western corner of the state and the district's economy depends on agriculture. Dharmapuri district came into existence since the year 1965. The total geographical area of this district is 4497.77 square kilometers i.e. 3.46% of Tamilnadu, India. According to 2001 census, the total population of the district is 12, 95,182 consisting of 6, 70,520 males and 6, 24,662 females. The literacy rate of this district is 63.5%.

### PROFILE OF KRISHNAGIRI DISTRICT

Krishnagiri district has been bifurcated from Dharmapuri district as the thirtieth district of Tamilnadu, India. It has 2 municipalities, 10 panchayat unions, 7 town panchayats, 352 village panchayats and 636 revenue villages. The total geographical area of this district is 5143 square kilometers. According to 2001 census, the total population of the district is 15, 46,700 consisting of 7, 95,718 males and 7, 50,982 females. The literacy rate of this district is 58.11%. Three languages namely Tamil, Telugu, and Kannada are predominantly spoken in this district.

### STATISTICAL TOOLS USED FOR ANALYSIS

The data collected was checked for its validity and reliability. Statistical package SPSS 15.0 was used to analyze the data collected. To study the perception of audience towards selected television advertisements, respondents were asked to rate them from best to worst. Weighted average scores were calculated to understand the perception of the audiences on television commercials, and the ads were ranked.

Weighted average score =  $\sum (\text{No of Respondents preferred the ads} \times \text{weights assigned}) / \text{total no. of respondents}$ .

Perceptual mapping is used to visually display the perceptions of consumers. It is a marketing research technique in which consumer's views about a product are traced or plotted (mapped) on a chart. In SPSS, discriminant analysis is performed considering the brands as the decision variable and the opinion in a scale as the independent variables. A combined group plot is activated to have the perceptual map. The strength of the variables is understood from the coefficient matrix. Perceptual mapping is done to position the advertisements based on the attributes measured as opined by the respondents.

### VALIDITY AND RELIABILITY

The validity of the instrument, questionnaire was ensured at the time of pilot study. Content Validity was established by enquiring the sample considered for pilot study. Focus was given on whether or not they are able to understand the concept that is targeted in the questionnaire. The respondents who said that television ads influence their decisions in purchasing a product had different levels of influence on the attributes of television ads than those who said that television ads do not influence their decision in purchasing a product. This ensures construct validity of the questionnaire.

The reliability of the questions was empirically examined in order to understand the coherence in the responses made. Reliability of the scales was ensured with Cronbach's alpha coefficient. The coefficient varies between the values 0 to 1. If the score is closer to the value '1', the internal consistency in the questionnaire is perfect and if the score is closer to '0' there is poor internal consistency among the questions in the scale constructed. Cronbach's alpha measures how well a set of items (or variables) measures a single unidimensional latent construct.

Cronbach's alpha can be written as a function of the number of test items and the average inter-correlation among the items. Cronbach's  $\alpha$  is defined as



$$\alpha = \frac{N}{N - 1} \left( 1 - \frac{\sum_{i=1}^N \sigma_{Y_i}^2}{\sigma_X^2} \right)$$

where N is the number of components (items or testlets),  $\sigma_X^2$  is the variance of the observed total test scores, and  $\sigma_{Y_i}^2$  is the variance of component i. The Chronbach alpha score for the attributes that influences the television ads was calculated to be 0.748 which is greater than 0.5. Thus, the internal consistency of the questionnaire is good enough to proceed with the research.

**PERCEPTION OF AUDIENCE TOWARDS SELECTED TELEVISION ADVERTISEMENTS**

Respondents were asked to reveal their opinion towards the ads selected for the study based on the attributes of the advertisements. Ten television advertisements selected were shown to the respondents and they were asked to rate the ads comprised in it. The rating was done on a five point scale (where 1 – perceive the best, 2 – perceive to be good, 3 – neither good nor bad, 4 – perceive bad and 5 – perceive to be worst) and the results are presented in Table 1 and ranked with weighted average scores.

**TABLE 1: PERCEPTION TOWARDS TELEVISION ADVERTISEMENTS**

Advertisements	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)	Mean Score	Rank
Ashirvaad	27	172	145	26	0	3.5	6
Fair & Lovely	107	170	80	13	0	4.0	3
Fevicol	211	93	53	0	13	4.3	1
Hamam	13	106	212	39	0	3.3	9
Lakme	52	130	136	52	0	3.5	6
Mentos	183	80	80	14	13	4.1	2
Parachute	67	171	119	13	0	3.8	5
Power soap	26	79	186	26	53	3.0	10
Sugar free	14	184	133	26	13	3.4	8
Surf Excel	79	211	54	26	0	3.9	4

Note: Figures given in brackets are the weights assigned

Mean Score =  $\sum$  (Number of Responses \* Weights assigned) / Total number of Respondents

Out of the ten selected television advertisements, the advertisement for Fevicol was perceived to be the best advertisement among all the ten advertisements. The ad for the brand Fevicol is a humorous advertisement. Fevicol is followed by Mentos again an advertisement with humour appeal in it, Fair and lovely, Surf excel and Parachute. These ads were perceived to be good for their unique qualities like humorous appeal, celebrity endorsement, and attractiveness as revealed by the respondents. Informative ads of the brands Ashirvad and Lakme were ranked equally as sixth and Sugar Free ad was ranked as eighth by the respondents. The advertisements of the brands Hamam and Power soap are ranked as ninth and tenth respectively by the audience.

**FEATURES OF TELEVISION ADVERTISEMENT THAT INFLUENCES AUDIENCE BEHAVIOUR**

From the ten advertisements of the brands Ashirvad, Fair & Lovely, Fevicol, Hamam, Lakme, Mentos, Parachute, Power soap, Sugar free, Surf Excel were considered for the study, top five advertisements that influence respondents to a greater extent were selected. It includes the advertisements of Fevicol, Mentos, Fair & Lovely, Surf Excel and Parachute. Perceptual mapping was executed with these top five ads preferred by the respondents in the study. Positioning of the advertisements was done with discriminant analysis using SPSS. The variables considered for positioning the advertisements include: persuasive, relevance, informative, recall, simple, surprising, precise, likeable, credible and unique. The four discriminate functions represent the dimensions. The dimensions are determined based on the standardized discriminant coefficients given in the table 2.

**TABLE 2: STANDARDIZED DISCRIMINANT COEFFICIENT FUNCTIONS**

Variables	Functions			
	1	2	3	4
Persuasive	.050	-.640	-.006	-.094
Relevant	.410	.013	.261	-.456
Informative	-.526	.400	-.288	.432
Recallable	.055	.470	-.051	-.041
Simple	.006	-.088	-.247	.256
Surprising	.606	.438	-.353	-.326
Precise	-.072	.286	.156	-.335
Likeable	-.153	-.587	-.370	-.326
Credible	-.105	.132	1.148	.151
Unique	.499	-.254	-.233	.740

The highest score in first dimension is for the feature surprising (with standardized coefficient 0.606); second dimension is recall (with standard coefficient 0.470); third dimension is credibility (with standardized coefficient 1.148); and fourth dimension is uniqueness (with standardized coefficient 0.740). These are the four important dimensions considered by the respondents in watching the selected advertisements.

**POSITIONING OF TELEVISION ADVERTISEMENT**

The advertisements that are positioned based on the strength of the dimensions are decided from the scores of group centroid functions. The results of the data collected are given in the table 3.

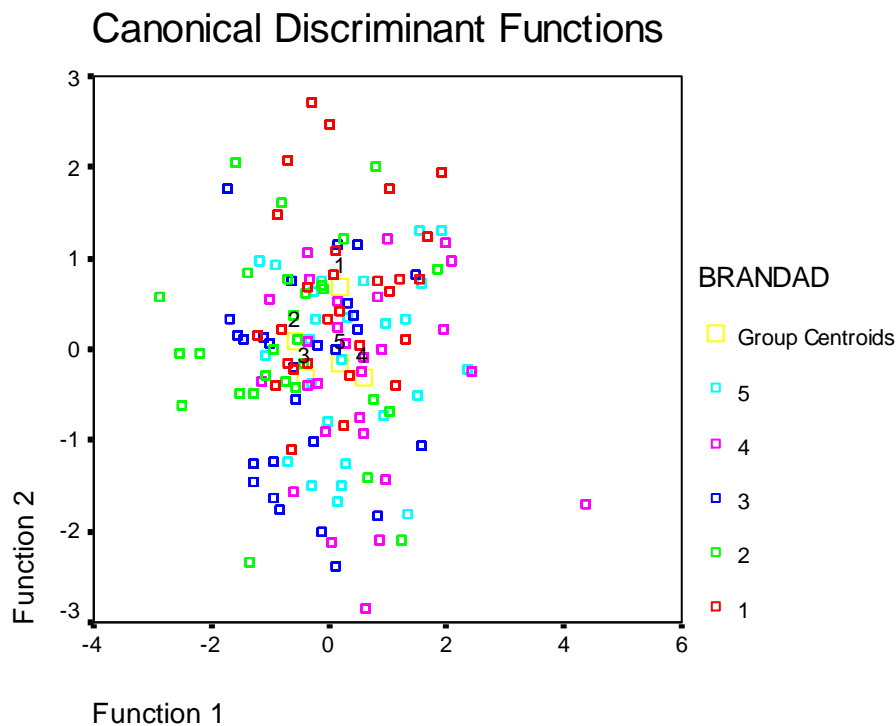
**TABLE 3: FUNCTIONS AT GROUP CENTROIDS**

BRAND/ Function	1	2	3	4
Fair & Lovely	.189	.689	.130	-5.908E-02
Fevicol	-.576	8.028E-02	-.452	6.852E-02
Mentos	-.396	-.314	.356	-.138
Parachute	.590	-.305	-.346	-7.235E-02
Surf Excel	.192	-.150	.312	.201

Unstandardized canonical discriminant functions evaluated at group means

The advertisement that has the advantages of first dimension (i.e. Surprising) is of Parachute. The advertisement that has the strength over the second dimension (i.e. recall) is for the brand Fair & Lovely. The ad that has the inclination towards third dimension (i.e. credibility) is Mentos and the ad that inclines towards fourth dimension (i.e. uniqueness) is Surf Excel. The advertisement for the brand Fevicol does not have the strength of any of these dimensions. But still it is one among the top 5 preferred advertisements. This may be because it is inclined to the dimension that is not considered. The positioning map of the advertisements of five brands is given in figure 1.

FIGURE 1: PERCEPTUAL MAP



The advertisements are positioned based on the group centroid function generated from discriminant function. Thus the ad of five top brands as per the perception of the respondents is positioned.

## CONCLUSION

The research work focused on the audience perception towards television advertisements, with the traits liked and disliked by them. From the ten advertisements considered for the study, perceptual mapping was executed with the top five ads preferred by the respondents. Positioning of the advertisements done with discriminant analysis revealed Parachute advertisement is preferred for its surprising features, Fair & Lovely for recall features, Mentos for its credibility and Surf Excel for its uniqueness. It is important for the marketers to consider these dimensions that are opined by the customers. This will help them to position the ads in the minds of the customers and break the existing clutter.

## REFERENCES

1. Aaker, David A; Myer. John G and Batra Rajeev, *Advertising Management*, Prentice Hall of India (Pvt. ) Ltd; 1997 p3.
2. Abhilasha Mehta (2000), *Advertising Attitudes and Advertising Effectiveness*, *Journal of Advertising Research*, May-June, pp 67-72
3. Chris Hackley, (2003), "Divergent Representational Practices in Advertising and Consumer Research: Some thoughts on Integration", *Qualitative Market Research – An International Journal*, Vol 6, No.3, pp 175-183.
4. Eva A Van Reijmersdal, Peter C Neijens and Edith G Smit (2007) , "Effects of Television Brand Placement on Brand Image", *Psychology & Marketing*, 24 (5) May, pp 403-420
5. Ewen S. & Ewen, E. (1992), *Channels of Desire: Mass Images and the Shaping of American Consciousness*. Minneapolis: University of Minnesota Press.
6. Goldman, R. (1992), *Reading Ads Socially*. London: Routledge.
7. Harley, R.I. and Baldinger, A.L. (1991), "The ARF Copy Research Validity Project", *Journal of Advertising Research*, Vol. 31 No. 2, pp. 11-32
8. Lynn J Jafee, Jamieson, Linda F and Paul D Berger, "Impact of Comprehension, Positioning and Segmentation on Advertising Response", *Journal of Advertising Research*, May/June 1992, pp 24-33
9. Richard H Stansfield, *Advertising Manager's Handbook*, New Delhi: UBS Publications 1982, pp 681 – 683
10. Scoham and Aviv (1996), "Effectiveness of Standardized and Adapted TV advertising": An International Field Study Approach, *Journal of International Consumer Marketing*, 9(1), pp 5-23
11. Snedecor, George W. and Cochran, William G. (1989), *Statistical Methods*, Eighth Edition, Iowa State University Press
12. Thomas, Jerry W. "To Succeed in Advertising, Believe the Hype", *Nation's Restaurant News* 30, 43 1996, p 30
13. Weilbacher, William, *Advertising*, Macmillan Publishing Co; 1984: p13, 195

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

