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4.1. Introduction

To understand the behavior and attitude of the audience who are watching advertisement is of utmost important for the advertisers (Yaakop et. al., 2012). According to Coulter et. al. (2001), "for more than three decades, research has theorized about and investigated consumers' attitude towards advertising". Behavior of an individual is based on certain factors which influence behavior. Therefore, understanding the individual behavior means to understand the factors which are influencing and developing specific behavior of the individual. There are number of factors which are researched by different researchers from time to time at different locations and mediums. The factors which were studied were have direct influence over the behavior and attitude of the individual resulting into perception of the individual. Coulter et. al. (2001), studied 14 consumers' using the Zaltman Metaphor Elicitation Technique (ZMET), a method that involve semi structured, in depth, personal interviews centered around visual images to understand consumers' impressions of advertising and the meanings that they associate with it. According to Coulter et. al. (2001), "advertising has positive value, in that it relates information (hostess, teacher, counselor, enabler, and magicians), provide entertainment (performer) and stimulate growth in the economy (engine). However, the goodwill derived from these aspects of advertising is countered by several liabilities as epitomized by the omnipresent being nosy neighbor, con-man seducer, and therapist metaphors. In addition, three groups (the ambivalent, the skeptics, and the hostiles) with varying levels of appreciation for the institution of advertising emerge from our cross case analysis".

Sometimes, advertisements develop individual perception and sometimes, past experience and knowledge of the individual creates individual perception towards advertisements in general and products/brands in particular. According to Hirschman (1986), "consumers' associate words with informativeness and utility, the use of text in a printed or broadcast message should act to create a perception of heightened rationality and factualness". In addition to the mentioned factors, many other factors were identified which are responsible in developing perception of the audience towards advertisements. By knowing the factors which are usually influencing audience towards advertisements, enable an advertiser to evaluate the effectiveness of the advertisement. The advertisers able to calculate the return on investment of the advertisement. They can evaluate the effectiveness of mediums in which the advertisements

were shown. At the same time the advertisers can evaluate the effectiveness of advertisements from the point of advertisements as a source in communicating the message effectively. Finally understanding the factors which are influencing the behavior, attitude and perception of the audience will enable to understand the advertisers to get clarity on proportion of revenue gained by advertisements. Advertisers have their specified objectives which they wanted to achieve through advertisements. By understanding the perception of the audience, the advertisers will get an idea about the audience. This will help advertisers to reveal the success and failure of their objectives. The understanding of the factors related to the perception of the audience, will also provide scope to the advertisers to develop an effective advertisement for the future.

According to Gresham and Shimp (1985) research on advertisement and its effect on advertised brand reveals, "Offers titillating if not compelling evidence in favor of the proposition that advertising affect influences attitudes toward advertised brands". Advertisements' effectiveness can be assessed by exploring its viewership, viewers' satisfaction, their interest towards purchasing the product or service which was advertised and the action of the viewers' towards buying advertised brand/product and/or advocating it by spreading positive word of mouth for it. Therefore, to understand the effectiveness of the advertisement, it is necessary for the advertisers to calculate return on investment (Willke and Burrus, 2013), i.e. the value which the advertiser receive on account of advertisement expenditure.

There are different models available in research which attempt to explore and define different factors affecting advertisement's effectiveness. These factors are incorporated in models which are tested and proposed by different researchers in the area of marketing, advertising and psychology to provide tools for the advertisers to produce effective advertisements. In contrast, there are many researchers who advocated the ill effects of the advertisements on viewers' perception and their behaviors. Star (1989), conducted a research in 80's and highlighted viewers' dissatisfaction due to advertisement. According to Star (1989), "if a marketing program satisfies a million people, distract 500,000, and frustrate 300,000". The reason behind this could be increase in number of times an advertiser, insert its advertisements in repetitive manner. However, viewers' probably do not get irritated for some advertisements, which may have some importance. According to Coulter et. al. (2001), "actually people are bombarded constantly with marketing but at least some of it is of some value, because it shows you something new that can make your life may be better". This increases the need of understanding the factors which the viewers' consider value and which are not. Again, as there are many mediums available and used by the advertisers to advertise, it is necessary to understand the factors separately for different mediums of advertisements. According to Rodgers and Thorson

(2000), who advocated traditional advertisements' relevant to the audience and raises the requirement of exploring its relevance in the wake of new mediums and new forms of advertisements. According to Rodgers and Thorson (2000), "the responses that people make to traditional advertising remain relevant to the interactive world, but, again, there are new sets of responses that must be defined and included". Therefore, with the time and increased number of mediums, the factors which are affecting individuals and developing their perception are also increasing. So, it is the need of the hour, to explore the elements which are influencing the audience perception may be or may not be directly related to advertisement alone. According to Kazmi (2012), "there are many variables directly or indirectly effecting consumer perception".

4.2. Individual Perception

According to Coulter et. al. (2001), "a preponderance of the research on attitudes towards marketing and its inherent value have focused on the advertising component". Advertisers invest huge amount of energy, time and other resources to develop an advertisement for its audience. All of them usually expect that the advertisement will be accepted by the audience and they will get the expected result. According to Malik et. al. (2014), "A persuasive advertisement and positive consumer perception, tempts the customer, and all this momentously influence the buying behavior of customer". Therefore, for advertisers, it is of utmost important to produce advertisements, and show it on a specific medium. According to Coulter et. al. (2001), "research has documented both positive and negative perceptions about the various functions and effects of advertising. The positives are related to the information and entertainment that advertising offers, as well as to its contribution to a healthy economy. The negative perception include the belief that advertising fosters materialism, corrupts personal and societal value, and portrays unrealistic images and lifestyles". However, audience have full liberty to select or reject an advertisement i.e. they have the liberty to watch or not to watch as advertisement. At the same time the advertisers also expect that the audience who are watching the advertisement must get the message as per the brands/product's conveying to the audience. As from an audiences' point of view, a message which they receive is according to their understanding, knowledge and level of understanding. Again, as the advertisers' do not carry the message, rather it is the medium (Yaakop et. al. 2012) which is carrying the message in the form of advertisement, medium too has some influence over conveying the message.

Another aspect is that, audience is surrounded by different environment. This environment of the audience also play a vital role in decoding the message the audience receive from the advertisement. All these perspectives which create a particular mindset towards the advertisements can be considered as individual perception.

According to Kazmi (2012), "Perception is basically an organism which describes an individual's perceived image which he expect from any product or service. Observation can be changed or influenced by numerous factors". Based on the perception, an individual develops an understanding towards a brand, product and/or company. This perception varies from person to person, at different demography, in different location etc. As the perception of an individual is dependent upon different stimuli. Individuals select, organize and interpret the stimuli (Arens, 2008, Brosch et. al., 2010, Almeida et. al., 2012) and the information which develop their perception (Hanna et. al. 2013). Based on the perception of the individuals, they sometimes criticize an advertisements (Star, 1989) or sometime get persuaded (Senthil, 2013) and behave positively towards an advertisement. According to Kazmi (2012), "Consumer usage and buying of any product largely depend upon their perception about the product. Perception develops through how effectively product has been marketed". Therefore, individual perception is an utmost important aspect for the advertisers and they try to imbibe different elements in the advertisements which stimulate the audience to develop positive perception. According to Shrivastava et. al. (2014), "the customer perception gets influenced in different ways in varying degree in response to advertising stimuli presented by marketers, especially in the context of multitude of advertising tools and techniques applied". Thus, it is not improper to say that, advertisements shape consumer perception by being a driving force (Liligeto et. al. 2014)

4.3. Issues responsible for effectiveness of the advertisement

According to Malik et. al. (2014), "The process of building perception starts with stimuli. Pleasant, unpleasant, surprise and contrast (to surroundings) are some of the marketing stimuli to build consumer perception". Researchers at different point in time derived different factors and issues to provide insight to academicians and scholars to produce effective advertisements. As for example, according to Majeed (2011), "Repetition of ad means when an ad exposes more than one time in a day. The repetition of ads, use of celebrity in ads and product perceived quality that is the judgment of consumer about the product superiority and excellence,

influences consumer to purchase that brand". There was a limitation in the research conducted by Majeed (2011). The research of Majeed (2011), was conducted in the market of Karachi, Pakistan for the detergent powder among the women. However, it changes with the change in demography of the sample, market and/or change in the life cycle of the market for the product (Vakratas, 2005). According to Vakratas, (2005), "duration of advertising effects in mature markets and short-term advertising elasticity to issues such as combined effects of ad content and weight and effectiveness in evolving markets". Advertisement's effectiveness does not only changes in the changed markets, it also changes even when the audience changes. According to Martin et. al. (2009), "future-oriented consumers react most favorably to ads that feature a product to be released in the distant future and that highlight primary product attributes. In contrast, present-oriented consumers prefer near-future ads that highlight secondary product attributes".

Again different people react towards same stimuli differently. Their different reaction to stimuli resulting into different perception towards advertisements. According to Shrivastava et. al. (2014), "Same stimulus can be perceived by customers in different forms depending on their selective attention, distortion and retention. Selective attention means that the customers filter information according to their understanding. Selective distortion means that customers change the meaning according to their personal connotation. Further in selective retention, customers remember those thoughts and feelings which they have rehearsed well in the past". The difference in perception due to different reaction to the stimuli, which influence in developing perception, does not be controlled fully by the advertisers. However, advertisers have researched different attention, distortion and retention factors of the audience to understand the perception of the individuals. Grass and Wallace, (1974), advocated for print medium of advertisement in comparison to television keeping audience and advertisement constant by exploring factors related to attention characteristics associated with the mediums in research i.e. print and television. Researchers also evaluated retrieval/information processing of advertisement by the viewer as a measure of effectiveness of advertisement (Bolls and Muehling, 2003), which is due to pace of advertisements. According to Majeed (2011), "Sometime one exposure is enough to make purchase decision but sometime after many exposure consumers decide to buy the product".

Another area of research, towards exploring the factors which influence the effectiveness of the advertisement, was the cost of producing advertisements by an advertiser in comparison to the cost of producing the advertisements by the competitors in addition to the conventional researched factors of perception for advertisements. Simon and Arndt (1980), explored issues

such as, size of print advertisement and time of advertisement and proposed advertising response function. In addition Simon and Arndt (1980), emphasized on the expenditure in producing an advertisement, certain cost associated with the cost incurred on production of the product advertised or on the transportation of the product or the competitors product cost concentration and limitation of brand competition (Basu and Batra, 1988), with each other due to advertisement cost and derived the effectiveness of advertisement. According Basu and Batra (1988), "The model uses the estimated or input /functions to compute the optimal budget allocation for the brands, given an upper bound for the total promotional expenditures and upper - and lower - budget bounds for every brand, using nonlinear optimization heuristics. Optimal prices for the brands are also computed."

There are other researchers whose research area was verbal and visual content (Hirschman 1986, Aaker and Stayman 1990, Tellis 2005), including music in advertisements (Kellaris et. al. 1993), in print and audio visual advertisements. According to Hirschman (1986), "Print advertisements and television commercials which visually depict the product are likely — given the present findings — to provide the consumer with a perception of greater familiarity with the product than if s/he were confronted with the same information in a printed format. Hence, rather than giving the consumer a written presentation of how to operate the product and highlighting its new features, a visual demonstration would likely be more cognitively comfortable and enhance the probability of adoption". Watching an advertisement in audio visual format with music liked by the audience and are more effective then advertisements in comparison to the advertisement in print format. Again, if an individual is not attentive towards the television for some or the other reason and suddenly the individual listen to music, which is different from the content which was showing on the television, the individual get attracted towards the advertisement. Therefore, music is effective in catching attention of the audience and at times develop interest of the individual in watching the advertisement. According to Kellaris et. al (1993), "it (music) should be pretested for its ability to generate attention and for congruency of music - and message - generated thoughts, images, and feelings".

In addition to the content of the advertisements like print or audio or visuals, the audiences' attention, distortion or retention of the audience and stimuli and their effects on the perception of the audience, different mediums too have their impact over the perception of the audience. There are researchers who compared mediums like internet (Rodgers and Thorson, 2000) and other mediums which are emerging (Vakratas, 2005) for the advertisement in exploring effectiveness of the advertisements.

Table 4.1. Summary of researches conducted to explore the issues important for the effectiveness of an advertisement and develop perception

Author (year)	Title of the paper	Methodology	Findings	Journal
Gresham and Shimp (1985)	Attitude Toward the Advertisement and Brand Attitudes: A Classical Conditioning Perspective	Fifteen commercials were selected based on their manifest ability to elicit varying levels of affect. Standardizing raw Ad scores was considered for all the fifteen advertisement in three groups to remove the effect of attitudes toward different products from influencing attitudes toward advertisements. Undergraduate student volunteers were assigned randomly to five experimental groups (n=24 each) or to a control group (n=48). Each experimental group was exposed to three commercials from the pool of 15. While viewing commercials, subjects were attached either to a portable galvanic skin response indicator or to a heart rate machine. Series of multi-item measures of their affect-based attitudes toward the attitudes toward the advertised brands (i.e., AQ), and their cognitive structures related to the advertised brands.	Affect generated by TV commercials does influence attitudes toward advertised brands. Advertising affect accounted for approximately 50 percent of the variance in brand attitudes across all 15 test commercials. The overall implication is that negative affect ads may operate more in accord with the classical conditioning hypothesis than do positive affect ads. In particular, whereas there was a limited potential for positive affect ads to augment subjects' attitudes toward the advertised brands (and thus support the classical conditioning hypothesis), there was virtually unlimited potential for negative affect ads to diminish subjects' attitudes (and thus support the classical conditioning hypothesis)	Journal of Advertising, 14 (1)

Hirschman (1986)	The Effect Of Verbal and Pictorial Advertising Stimuli On Aesthetic, Utilitarian And Familiarity Perceptions	The present research used one perceptual dimension directly derived from this previous research — utilitarian/rational. A second dimension was derived from, but extended beyond, prior research — aesthetic/emotional — and included a third dimension which does not seem to have been previously investigated within this context — familiarity. These three dimensions were all measured using self-report, semantically anchored scales. The adjective pairs composing the three criterion dimensions were used as anchor points on seven point rating scales and presented in randomized order. "Was used to indicate the positive end of each adjective pair", and "to indicate the negative end of the pair. Each subject responded to each of the three sets of dimensional scales for fourteen advertising stimuli. To extend the research to a cross-section of product categories, a set of fourteen products was developed. The advertisements were divided into their pictorial and text components. The	It was proposed that all-verbal advertising stimuli would be viewed by consumers as more utilitarian and rational than all-visual versions of those same stimuli, because consumers in this culture are conditioned to associate words with factualness and decision utility. Neutral, or negative influences upon consumers' affective judgments. Because visual images require less cognitive effort to process than do equivalent verbal stimuli, they would be perceived as more familiar.	Journal Of Advertising, 15(2), 27-34

		pilot study used several covariates — overall imagery ability, emotional involvement, cognitive and sensory stimulation seeking, holistic-projective orientation and instrumental/ analytical orientation; Covariate and experimental stimuli were administered to 154 social science students in partial fulfillment of course requirements.		
Auken, Rittenburg, Doran and Hsieh (1994)	An Empirical Analysis of Advertising by Women Entrepreneurs	Sample of 400 women owned businesses was selected from the Directory of Women Entrepreneurs (1990). Questionnaires were sent to women-owned businesses in 45 states and the District of Columbia. A total of 121 usable questionnaires were returned from 36 states. Respondents were asked to indicate which of various alternative advertising media were used during the first and current years of operation and to rank those advertising media in order of perceived effectiveness. The advertising media examined include: television, newspapers, radio, telephone directories, fliers, word-of-	Referrals were found to be perceived as both the most utilized and most effective advertising medium by the largest percentage of women-owned businesses. During the firm's first year in operation, referrals, community events, direct mail, and telephone directories were commonly used by all firms.	Journal of Small Business Management, 10

		mouth/referrals, participation in community events, and direct mail.		
Rodgers and Thorson (2000)	The Interactive Advertising Model: How Users Perceive And Process Online Ads	Extended the past research i.e. the past 50 years of advertising research, by taking a systematic look at what research on traditional ad features has taught.	The responses that people make to traditional advertising remain relevant to the interactive world. The information processing model suggests a basic set of responses. Recalling and recognizing ads or ad cues are most commonly used measures for indicating attention and perception of the ad has occurred. All of the response measures used for traditional advertising can be applied to interactive advertising. But there are also some important new types of measures, including: hits, click-through, time spent at websites, exploration patterns and the pattern of online purchasing. Clearly, a processing model must account for these new responses in order to better understand and predict consumer behavior in an interactive environment.	Journal of Interactive Advertising, 1(1)

Coulter. Zaltman. and Coulter (2001)	Interpreting Consumer Perception of Advertising: An Application of The Zaltman Metaphor Elicitation Technique	In this study, 14 consumers' were interviewed using the Zaltman Metaphor Elicitation Technique, a method that involve semi structured, in depth, personal interviews centered around visual images. Our metaphor and cross case analysis further contribute to an understanding of consumers' impressions of advertising and the meanings that they associate with it. Each informant participated in a two hour, one to one audiotaped interview (which took place ten days to two weeks after they were recruited) and was paid $ 75. 4 interviewers well trained in ZMET, conducted the interviews.	The metaphor attributed to advertising reveal that advertising has positive value, in that it relates information (hostess, teacher, counselor, enabler, and magicians), provide entertainment (performer) and stimulate growth in the economy (engine). However, the goodwill derived from these aspects of advertising is countered by several liabilities as epitomized by the omnipresent being nosy neighbor, con-man seducer, and therapist metaphors. In addition, three groups (the ambivalent, the skeptics, and the hostiles) with varying levels of appreciation for the institution of advertising emerge from our cross case analysis.	Journal of Advertising . 30 (4), 1-21
Martin. Gnoth. and Strong (2009)	Temporal Construal in Advertising The Moderating Role Of Temporal Orientation And Attribute Importance in Consumer Evaluations	In two experiments, we study how the temporal orientation of consumers (i.e., future-oriented or present oriented), temporal construal (distant future, near future), and product attribute importance (primary, secondary)	Data suggest that future-oriented consumers react most favorably to ads that feature a product to be released in the distant future and that highlight primary product attributes. In	Journal of Advertising , 38 (3), 5–19.

		influence advertisement evaluations. A total of 534 undergraduate students from two courses on introductory marketing participated in the study. 348 undergraduate students were exposed to one of the four advertisements on an individual basis. Experimental sessions were conducted among groups of up to 100 students. Participants filled a questionnaire. The perception was studied by handing over a booklet containing advertisement.	contrast, present-oriented consumers prefer near-future ads that highlight secondary product attributes. Study shows that consumer attitudes are mediated by perceptions of attribute diagnosticity (i.e., the perceived usefulness of the attribute information). Together these experiments shed light on how individual differences, such as temporal orientation, offer valuable insights into temporal construal effects in advertising.	
Majeed and Razzak (2011)	The Impact of Television Advertisement Repetition, Celebrity Endorsement and Perceived Quality on Consumer Purchase Decision	The purpose of this study is to find out the impact of advertisement repetition, Celebrity endorsement and perceived quality on purchase decision. Data were collected from 150 female respondents of Karachi through questionnaire. Multiple regression analysis was applied to find out the impact of all three independent variables on dependent variables. The independent variables of this research are advertisement	Result of this study shows that, advertisement repetition and perceived quality has a significant impact on purchase decision of detergent powder but celebrity endorsement did not play important role in purchase decision of consumer. Celebrity endorsement has an insignificant impact on purchase decision	Australian Journal of Basic and Applied Sciences, 5(12), 3044-3051

		repetition, celebrity endorsement and perceived quality whereas purchase decision has been taken as the dependent variable.		
Yaakop. Anuar. Omar. and Liung (2012)	Consumers' perceptions and Attitudes Towards Advertising on Facebook in Malaysia	Paper aims to examine the online factors that influence consumers' perceptions and attitudes towards advertising on Facebook. A total of 350 respondents participated in the study.	The results suggest that there are three online factors that significantly influence consumers' attitudes towards advertising on Facebook. The factors are perceived interactivity, advertising avoidance and privacy. Surprisingly, credibility was not a significant factor predicting consumer' attitudes towards advertising on Facebook. From the findings of this research, the marketers and advertising designers can also understand and pay more attention on how the users of Facebook perceive the advertisement when making advertising decisions.	World Business and Economics Research Conference, Auckland New Zealand
Kazmi (2012)	Consumer Perception and Buying Decisions (The Pasta Study)	Research is totally based on qualitative method. Quota sampling technique was used and data was collected by interviewing house wives resides in	Awareness about different cooking method is largely effect on the sale of the product and so popularity of product is also effecting. Whereas	International Journal of Advancements in Research & Technology 1(6)

		different areas of Karachi. Focus group discussions have been conducted to extract findings. 30 house wives have been interviewed and their responses have been analyzed.	availability of product does not have strong effect on the popularity of product as well as sale is not effecting	
Thiyagar ajan. Shanthi. and Naresh. (2012)	Viewers' Perception of TV Ads: The Role of Sex Appeal	This study attempted to look at the influence of perception towards the use of sexual appeal in ads in general on ad effectiveness incorporating sexy female models in varying degree of clothing as stimuli to fill up the gap found in literature. Perception towards usage of sex appeal in ads was measured on a 5-point Likert scale using statements relating to attractiveness, acceptance level, reachability, receptiveness, and persuasion (impulsive/boycott brands) of sex appeal. Perception towards usage of sex appeal in ads was measured on a 5-point Likert scale using statements relating to attractiveness, acceptance level, reachability, receptiveness, and persuasion (impulsive/boycott brands) of sex appeal.	Majority of the young respondents are liberals towards these types of ads, there will be less resistance for sex appeal ads and advertisers can effectively use sexual stimuli to promote their products. All these results indicate that effectiveness of the sex appeal (regardless of the degree of sex appeal) as a message strategy primarily depends upon the perception of the viewers. If the viewers are liberal and have an open mind towards sex appeal ads, these ads can be more effective and successful. Furthermore, when looking at the univariate level, perception has an influence on wild sex appeal but not on mild sex appeal.	Psychology Research, 2(8), 452-460
Willke. and	Making advertising more	Critically examine the role of neuroscience in	With highlights and lowlights	Nielsen, An uncommon

Burrus. (2013)	of a science than an art	understanding the responses of the advertisements among the viewers	identified, a rough edit of between 10 and 14 seconds can be created (assuming the goal is a 15-second spot). Clients work with the scientists to ensure that key messages are not lost and that the storyline remains intact. The result is then returned to the creative team for coherence and smoothing as needed. The end product is a 15-second "scientifically compressed" ad that testing has shown to be as or more effective – at about 50% of the cost.	sense of consumer. 1(2)
Senthil. Prabhu. and Bhuvanes wari. (2013)	Customer's Perceptions towards Advertising in the Online Shopping and Social Networking Websites Among Internet Users in India	This paper investigates the implication of this shift for consumers and industry & the how, where and why of innovations in this felid. Exploratory study used research method like focus group and in depth interview to gain insight from the internet users. Physical and online questionnaire was also administered among the internet users in India. Interviews for 86 respondents were conducted in the month of December 2012. Respondents	The main finding from this study is that customers have high levels of advertising avoidance and are skeptical towards advertising on online shopping and social networking sites. Respondents felt that advertising was generally neither a good nor a bad thing, but were more willing and passionate when they expressed their frustrations. They seemed to give positive statements	AMET Internation al Journal of Manageme nt, 51-59

| | | were also shown screen shot of online advertisements at a specific locations on a page. The respondents were asked their reasons for thinking positively and negatively towards advertisement. | later as a way to balance their frustrations. The primary reasons they gave for their annoyance with advertising were its seemingly ubiquitous nature and its increasingly intrusive nature. Responses suggest that the participants' opinions of advertising do not necessarily have an impact on their perceptions of online advertising in online shopping sites and social network sites, but it may actually be the opposite. Respondents indicated that their opinion of advertising in general is somewhat positive, but their opinion of online advertising is somewhat negative. Additionally, participants suggest that more reputable and well-known companies may be more likely to meet these expectations, and may help to lend credibility to the medium. | |
| **Hayat. Ghayyur. and Siddique. (2013)** | The Impact of Consumer Perception Based Advertisement | This paper is an effort to analyze the impact of consumer perception based advertisement and | It was proven in this research paper that consumers find celebrity endorsed advertising is very | Journal of Managerial Sciences, 7(1), 145-157 |

	and Celebrity Advertisement on Brand Acceptance: A Case Study of the Peshawar Market	celebrity endorsements on brand acceptance. A quantitative method is used for this research paper to examine the perceptions of the consumer, attributes and its following impact on purchase intention brand acceptance. The data is collected through a questionnaire and later analyzed using the data analysis software program SPSS. The findings have been presented with the help of various tables and figures and of course with the help of statistical tools.	much eye-catching and influential as compared to non-celebrity endorsements. Moreover, the tested attributes show positive relationship with purchase intention. In other terms, celebrity endorsed advertising attributes do impact the purchase intention of consumers. Finally, the results of the study prove that consumer perception based advertisement & celebrity endorsed advertising positively impact the purchase intention of the consumers.	
Pikas. and Sorrentin o. (2014)	The Effectiveness of Online Advertising: Consumer's Perceptions of Ads on Facebook, Twitter and YouTube	Structured questionnaire was designed and sample of 388 useable responses were completed of which 64.4% were female and 36.6% were male. Respondents were asked "In a typical day, how much time do you spend on the Internet?"	Consumers of all ages and demographics are spending a significant amount of their time on the Internet. Due to this trend, businesses have expanded their marketing campaigns to reach consumers through online platforms. As Facebook, Twitter and YouTube have become more popular, businesses are paying to advertise on these popular social	Journal of Applied Business and Economics, 16(4)

			networking sites. The majority of respondents are not receptive to advertising on their favorite social networking sites. In fact, most are annoyed by online advertisements in general.	
Shrivasta va. Saini. and Pinto. (2014)	Customer Perception towards Effectiveness of Floor Advertisements in Organized Retail	This study is perhaps a maiden attempt in Oman's organized retail sector and attempts to investigate/ examine customer perception towards effectiveness of floor ads used in organized retail outlets. For the said purpose, primary data was collected by administering structured undisguised questionnaire amongst 100 respondents in Oman. The impact of select factors which are expected to contribute significantly to floor-ad effectiveness, viz.; floor-ad recall, floor-ad persuasiveness, attitude towards floor-ad, and floor-ad attractiveness has been examined. Further, the impact of floor-ad effectiveness on customers' purchase intention as well as on his/ her word of mouth intention has also been examined. Structural equation modeling based on partial least	This study aimed at understanding customer perception towards effectiveness of floor ads in organized retail in Oman. WOM intent are the different factors making up floor Ad effectiveness. And it has been observed that they make a significant contribution to floor Ad effectiveness. From the findings of this study, it can interpreted that three factors, viz.; floor ad persuasiveness, attitude towards floor ad and floor ad attractiveness contribute significantly to floor Ad effectiveness, and floor ad persuasiveness has a largest contribution to floor Ad effectiveness. On the other hand floor Ad effectiveness	Internation al Journal of Business and Manageme nt Invention, 3(1), 11-19.

		square method was used to determine path coefficients in the proposed structural model.	contributes significantly to purchase intention and moderately to WOM intent. Based on the findings, it could be concluded that all relationships examined as per proposed structural model were found to be significant at 95% confidence level, except the relationship indicating impact of floor-ad recall on floor-ad effectiveness.	
Liligito. Singh. and Naz. (2014)	Factors Influencing Consumer Perception (CP) towards TV and Newspaper Advertising	This research study is quantitative in nature and has employed a survey questionnaire. Prior to full administration of the questionnaire, a pilot test was conducted using the questionnaire on 10 students at the University of the South Pacific. The sample size was 500 but 394 responses were received. This study identifies three factors namely: advertising media; economic and social factors and personal characteristics; that impact customer perception (CP) towards TV and newspaper advertising.	The results of the study are not conclusive and the variables investigated presented a poor fit of the model. The result testifies that variables influencing consumer perception and affecting their behavior in numerous studies conducted globally is not always applicable to every country and situation and most especially to consumers of the study area. The findings of this research study provide useful insights for marketers and advertisers of businesses in Fiji	The Journal of Pacific Studies, 34 (2), 63-86

			who too often think that as long as an ad is placed in the media, it works wonders in compelling consumers to purchase their product. In marked contrast to this, the research findings present the significance, that it is consumer perception towards advertising that influence their reaction or behavior to buy or not to buy. The age variable is a green light for marketers and advertisers in Fiji to try and differentiate advertising according to age categories rather than generalizing the ads. The importance of TV and newspaper in the advertising industry today implies that the two mediums will continue to captivate academic interest and attention globally. This study has been an effort to demonstrate the extent to which TV and newspaper influence consumers perception. While the result acquired in this study is	

			different from other research findings, it does not mean that the mediums have lost their relevancy and importance in the advertising industry as the test result is only compounded to Fiji but could change with time.	

4.4. Different mediums and advertising

Since 20's (Batra et. al. 2012) to the present time in 21st century, numerous mediums (Lee and Lee 1995, Rodgers and Thorson 2000, Saxena 2010, Yaakop et. al. 2012, Pikas and Sorrentino 2014) under different media allowing advertisements to reach out to the maximum number of audience on the earth. According to Mathur (2008), "Advertising has become an all pervasive form of communication which is affecting and touching lives of practically the entire population of the planet. It can be defined and classified by the media being used, target audience, its purpose or the area it is covering geographically. Historically, advertising has been there since the ancient times, but its significance has multiplied many folds in the wake of mass production techniques and severe competition in the market". With the increase in competition among brands/products, the need of advertisements also increased. It is because every brand/product wanted to reach out to the mass audience to gain more market awareness than the competitors. To cater to the demand of advertisers and increasing mediums of communication in the society with better technological facilities to reach out to maximum people in the globe, mediums and advertisers are working together with the same objective to reach out to maximum number of people. According to Shrivastava (2014)," Through advertisements the impact can reach wider audience, and hence the main motive is to inform/ convince / persuade/ remind or any two or more of specified motives, about the product/services to the customers".

As advertisements are reaching out to masses through different traditional and new mediums. The revenue which the mediums are getting from advertisers to enable them to reach out to maximum people is also increasing. It is allowing advertising industry to grow leaps and

bounds. According to Saxena (2010), "advertising industry has radically changed since 1990s. Explosion in media and emergence of new media like internet, mobile and interactive television has made the task of advertising planning and management more challenging and demanding". As newer mediums are evolving day by day and reaching out to its target audience, traditional mediums and their effectiveness has to be explored. With the explored factors it is imperative for the traditional mediums to incorporate newer aspects to add value to advertisements and to sustain its relevance for the advertising industry. A statement from The Wall Street Journal 5/23/05, as quoted in Entertainment, Media & Advertising Market Research Handbook, 2006 "There's no question: Traditional media businesses are struggling. Newspaper publishers, book publishers, movie studios, music companies, ad agencies, television networks – they're all trying to figure out how they fit into a new-media world. Their old way of doing business isn't as profitable as it used to be, but they haven't found a new way that's as profitable, either." The traditional mediums which are struggling in one hand to retain its advertisers, are and have to invest time, energy and money in looking out the changes in the viewers' choices and preferences to improve and remain relevant in the changing and challenging scenario (Batra et. al.2012, Pikas and Sorrentino, 2014). Another challenge for the traditional mediums is that, they have to compete among each other in addition to competing with the contemporary and new mediums. As the traditional mediums like newspaper, radio or television are trying to make themselves relevant in today's context and reaching out to the audience along with the modern mediums the advertisers task is becoming more challenging. The advertisers are spending on both traditional and modern mediums, to reach maximum audience (Yaakop et. al. 2012, Senthil et. al. 2013, Pikas and Sorrentino, 2014).

By capitalizing the reach of both classical and new mediums, the advertisers are reaching out to maximum number of audience. However, reaching out to audience is not necessarily ensure effectiveness for the advertisements. Hence the advertisers keep looking for ways and means to understand the areas where they can maximize return on investments made on advertisements (Yaakop et. al. 2012, Willke and Burrus, 2013). According to Yaakop et. al. (2012), "When consumers are skeptical of the advertising messages they are receiving, or are skeptical of the media source of the message, they will not be motivated to process the information they are receiving".

To fulfill the demand of advertisers of understanding the responsible factors from consumers or audience researchers are working towards it. There are researches which have made an attempt to explore factors for effectiveness of advertisements. Researchers explored different features of mediums of advertisements (Rodgers and Thorson, 2000) followed by factors

influencing behavioral aspects of the audience towards advertisements i.e. content of the advertisement and frequency (Tellis et. al., 2005). These explored factors can be considered while producing advertisements to increase the chances of getting an effective advertisement. This effective advertisement will attract the attention of the audience and help them in developing a perception resulting into positive action from the viewers'. In the research conducted by Rodgers and Thorson (2000), based on the advertising model developed by Levitt in the year 1986, showcase different features important for different media. The model is depicted below;

(Source: Rodgers, S. and Thorson, E., The interactive advertising model: How users perceive and process online ads. Journal of Interactive Advertising. 2000 Pg. 51.)

4.5.Television as a medium of advertising

With the technological advances, new mediums of communications have emerged along with the advancements in the traditional mediums resulting into competition among all traditional and new mediums for advertisements. As for example, traditional television which incepted in 40's (Batra et. al., 2012) has evolved as an interactive television (Lee and Lee, 1995) and competing with other traditional and new mediums of advertisements. With the increased competition, medium's effectiveness (Yaakop et. al. 2012, Senthil et. al. 2013, Pikas and Sorrentino, 2014) is also a concern for advertisers. As for television it is observed that it is losing its viewership over other available mediums like internet. Internet is being used by the

people in the form of online shopping, accessing social media or surfing and networking using different websites (Senthil et. al. 2013, Pikas and Sorrentino, 2014). The masses in the world are mostly using internet in rejuvenating themselves and getting updated with the world wide information. With this medium like internet is becoming a relevant mediums for advertisers. To remain relevant with the audience, television companies have also upgraded their television to smart television and interactive television. These smart television and interactive televisions are made compatible to use internet and provide better experience of using internet than personal computers, laptops, tablets and mobile phones which are using internet as their source of operations. It's not only technological up gradation, television industry is working towards becoming a medium to be known as a mood elevator (Lee and Lee, 1995).

With the efforts television industry is making towards remaining relevant for the audience, they are getting positive results. In spite of being traditional medium, television in its new avatar is still accepted by many in the world. For many television is not only accepted as a sought after medium for advertisers, they prefer television over other traditional and new mediums. According to Lee and Lee (1995), "an analysis of viewing motivations shows that one of the factors highly important to viewers is "mood elevation"—a desire to relieve stress, relax, and escape from everyday worries and cares—TV as a kind of Valium".

Again it is a fact that many people have shifted their interest towards new and advanced mediums resulting into reduction in the number of people watching television. This influenced in reduction in television viewership. The reduction in viewership posing challenge to the overall television industry. As quoted in Entertainment, Media & Advertising Market Research Handbook, 2006, "As traditional media struggles, the advertising industry struggles along with it". As for advertisers who are putting their advertisements money in television advertisements have an additional concern. One concern is that television viewership is reducing and another concern is that with the technological advancements television companies are making in remaining relevant among the viewers, it is giving opportunity to its viewers to watch what they like to watch and zap the advertisements if they do not want to watch it. According to Batra et. al. (2012), "with the increasing amount of clutter, and with more households zapping ads through their TV remote controls, it is becoming increasingly difficult for ads to gain the attention of consumers". Therefore, presently for the television advertisers, it is not only necessary to select channels to advertise, it is also important for advertisers to understand the factors which are relevant to gain attention of the audience so that they can achieve their objective of attention followed by retention.

4.6. Print vs television as mediums of advertising

As television is upgrading itself to remain relevant in the market, other traditional mediums are working towards the same, i.e. to upgrade and remain relevant among their audience. Being traditional mediums, print and television both are competing with each other. Again both are studying and exploring the factors to remain superior. The superiority of one medium over other in terms of reach and advertisement effectiveness. In line with finding the superiority among television and print mediums, relevant research works are available. Researches have compared television and print, as mediums for advertisements, on the basis of factors of their effectiveness. The factors are from advertisement production perspective, medium perspective and from viewers' perspective. According to Grass and Wallace, (1974), television was considered more effective over print. However, over the cost of advertisement, print is considered effective over television. According to Van et. al. (1994), "most small firms continue to place their advertising dollars primarily in newspaper ads, with occasional budgets allocated to radio and television advertisements". However, with the advent of radio in 1922 and television in 1948, many advertisers have shifted from print media, in spite of its mediums like newspapers and magazines (Batra et. al., 2012). According to Catanescu and Tom (2001) television is superior that print in communicating humor in advertisement's message. As for Indian market is concerned, television ranked first followed by print and internet for advertisers (Senthil et. al. 2013). Although television is considered more by Indian masses, the growth of television is too low in compare to other mediums. According to Senthil et. al. (2013), Indian advertising revenue grew by 2.6 per cent to a total of Rs 334 billion in 2012. The growth was led by Internet which saw a 68.1 per cent growth and Television that saw growth of 4.53 per cent.

4.7. Radio vs television as mediums of advertising

Though radio since 1922 took considerable position for advertisers and it was along with television which started from 1948 reduced the preference for print to advertisers (Batra et. al., 2012), television overtook from radio due to its advantage of audio visuals content. As quoted in Entertainment, Media & Advertising Market Research Handbook, 2006, "the advertising industry is confronting some of its most daunting changes since the mid-20th century, when television replaced radio as the mainstream medium of choice". Even though television

advertising is expensive than radio advertising, advertisers choose television over radio for advertisements. It may be because, television covers more stimuli than radio which increases the possibility of advertisements getting more attention of the viewers'. Where advertisers can show audio visuals advertisements using television, they can only have audio to be incorporated in the advertisements when placed in radio. According to Van et. al. (1994), "Although television is an expensive advertising medium, the percentage of firms ranking it as effective increased from the first to the current year. Radio, which was used by less than 5 percent, was generally not ranked as one of the most effective advertising media by the respondents for all types of firms". As television seems more close to the audience in comparison to radio, over the content including music (Kellaris et. al. 1993) and other visuals, radio started losing its audience resulting getting less advertisers then what television is getting. According to Kellaris et. al. (1993), "Musical ads made a graceful transition to television in the 1950s, and they continue to play an important role in broadcast advertising today".

4.8.Internet as medium of advertisement

Internet since 1994 (Senthil et. al. 2013) as a medium is taking over many mediums like post, print, telephone, radio and television (Lee and Lee, 1995). Internet, with every passing day making masses addicted towards it and a considerable time is being spent on it (Lee and Lee 1995, Pikas and Sorrentino, 2014), resulting into advertisers shifting towards it as a medium of advertisement (Yaakop et. al. 2012). The advertisers are shifting towards internet as their medium for advertisement, because the number of viewers' are increasing day by day spending more time on it and the possibility which internet is providing to advertisers in terms of developing and delivering high quality advertisement content using technology (Rodgers and Thorson, 2000). These advance advertisement content is effective in terms of catching the attention of the viewers' and hence considered effective. According to Rodgers and Thorson (2000), "the Internet has the capacity to support a number of additional ad formats, some of which we do not find in traditional media".

Apart from reach and capability of developing better advertisement, different other factors, were researched and explored the effectiveness of internet as an advertisement medium. As quoted in Entertainment, Media & Advertising Market Research Handbook, 2006, "The headlines for the newspaper industry have been somber for some time. The Internet and other electronic-media platforms are drawing ad dollars away, and daily U.S. newspaper circulation

recently took its biggest tumble in nearly a decade, falling 1.9% in the six-month period ended March 31, 2005"

In one research, it was explored that, even if audience love to spent time on internet, advertisement as a content on internet is not accepted by the audience and advertisements on internet develops irritation for the audience towards advertisements (Pikas and Sorrentino, 2014), Again, internet is being used in different devices like computers, tablets and/or smart phones. All of these devices have the options to switch or stop certain content which an individual do not want to see. At the same time the platforms which are being used by the advertisers to advertise using internet are showing content at the wish of the viewers'. These platforms are doing so to ensure time share in the market among competitors who are into similar platforms available for the viewers'. If they show something which is not preferred by the viewer, there is a chance that the viewer will switch to other platform or medium. This will decrease their time share. With the decrease in the time share they cannot demand premium amount from the advertisers. This in turn decrease their revenue and challenge their existence. Therefore, to exist in the market, these platforms are finding different ways to show the advertisements and remain relevant in terms of content for the viewers'. According to Pikas and Sorrentino (2014), "The majority of respondents are not receptive to advertising on their favorite social networking sites. In fact, most are annoyed by online advertisements in general". Due to technology and its high pace advancement, internet is posing challenge towards the advertisers as it is becoming complex day by day in comparison to other mediums of advertising (Rodgers and Thorson, 2000). In addition, social media is not trusted for information passed on through it and hence internet, particularly social media is not trusted for its credibility (Yaakop et. al., 2012).

Another perspective is that internet is not only used by computers, tablets and/or smart phones, even televisions with its advanced versions like smart television or interactive television allowing its audience to use internet through televisions. This initiative was probably done by television companies to retain their audience who was shifting towards other mediums (devices) which are using internet. Hence, in spite of reach and technology in producing quality content for advertisements, traditional mediums are still a choice of many advertisers. However, internet is used to develop content for advertisements and are being used for television advertisements. These content is also being used for advertisements on other mediums of advertisements. This is to build integration of mediums and build synergy for the effectiveness of communication through advertisements.