Chapter 3
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3.1. Introduction

Television is a source of obtaining information, knowledge, entertainment and many more by people having it. With the advent of technology, television has also improved. From black and white television, people now have interactive, plasma and smart color television at their procession. Penetration of television has increased the number of households who have television. According to Thiyagarajan, et. al. (2012) "TV (television) has emerged as an indispensable medium of entertainment and the growth of TV channels has been immense in the past decades". With the increase in the number of televisions in the households with multiple channels, presenting different contents, advertisers are also exposed to enormous opportunities (Thiyagarajan, et. al. 2012) to reach out maximum audience with their communications. As the channels and televisions increased, advertisers also increased. This created competition among advertisers to occupy maximum time share on television and reach out to multiple people multiple times. This resulted into increased number of advertisements for the audience. Due to increase in the number of television advertisements, viewers got irritated at times. This irritation leads to developing negative perception towards advertisements in general. Advertisements are an important component of marketing as it creates pull for the product, brand and/or concept of the advertisers with an expectation of building favorable attitude of the audience (Gresham and Shimp, 1985). The favorable attitude of the consumers influence them to purchase product/brand which advertised. The attitude change does not happen for individuals, but due to television advertising, at times attitude of entire society changes. According to Malik et. al. (2014), "Advertisement plays an important role in modern era as it shapes the attitudes and perceptions of individuals and society which strikingly influences the customer buying behavior along with advertisement". It has been researched that advertisements change the attitude in the society. According to Coulter et. al. (2001), "in the majority of attitude towards advertising studies, survey research has been used to assess opinions about the institution of advertising systematically (i.e. attitude towards advertising in general), as well as attitudes about specific economic, social and personal functions of advertising". It is in general that the attitude of the society changes due to advertisements. However this attitude change can be positive at times and negative at times.

There could be criticism of the advertisements due to bringing in unwarranted changes in the society by changing attitude of the society people. Therefore, it is the responsibility of the advertisers to produce such advertisements which will bring in positive change in the society while achieving their objectives planned through advertisements.

According to Hayat et. al. (2013), "If the advertising activity is done properly so through this the organization can achieve their goals very easily". In doing so, advertisers have to shell out considerable amount of money. If the advertisements are targeted to masses and this target is achieved by using mass media like television, the expenditure which the advertisers make is huge. According to Willke and Burrus (2013), "advertising industry worth hundreds of billions of dollars". In reaching out to maximum people, the advertisers use multiple mediums of advertisements. This need proper planning in selecting mediums. Communicating through multiple mediums and its planning follows the concept of IMC or Integrated Marketing Communication (Batra et. al. 2009), which is basically considering more than one available mediums to advertise with an objective to create synergy. If the mediums are chosen properly and the communication is done using multiple mediums, advertisers are able to reach out to maximum people, however the expenditure over the advertisement is enhanced. Therefore, it is logical for the advertisers to get an effective advertisements to meet the pre-defined objectives.

Advertisers spend huge amount of money on multiple mediums to advertise with an expectation, that their advertisements will catch the attention of the audience in the clutter and change their attitude towards their brands/products resulting into increased revenue. According to Colman and Brown (1983), "Reiterates the view that commercials should be noticed and communicate in a relevant and persuasive way. It is noted that most of the cost and work involved in advertising tracking studies is devoted to assessing communication and emotional values". Therefore, to produce effective advertisements, researchers are conducting researches to understand the attitude of the audience towards the advertisement (Yaakop, 2012), so that practitioners can design better advertisements. These properly designed advertisements usually considered as advertisements which have the propensity to deliver the message properly to its audience. To some extent the advertisers have made this possible. According to Rodgers and Thorson, (2000), "Traditionally speaking, advertisers have controlled which ads consumers see, when and how. Of course, consumers always have the option of not paying attention to, becoming involved with or ignoring the ad". Not only message delivery, it is also expected from most of the advertisements to increase the business of the advertised brand/product. However, audience attitude towards advertisements and attitude towards advertised brands

have a complex relationship (Gresham and Shimp, 1985). An individual might like an advertisement due to different components of advertisement like, story, music, actors etc. but this might not influence the individual to like the product being advertised.

However, an advertiser always look for attention of the individual in the first place followed by his/her action towards the product/brand. According to Gresham and Shimp, (1985) "It has been described as an attempt to influence consumer choice through creating a favorable attitude toward the advertisement that may transfer to the advertised brand and influence choice behavior". To get attention of the audience towards the advertisements, the advertisers are producing advertisements which have the power to touch the lives of the audience using emotions, hedonism etc. To produce such advertisements which have emotional appeal, the advertisers need to have information on the aspects which stimulate the feelings of emotions among the audience. Therefore, the need is to conduct the research to understand the emotionally oriented and affectively valence advertising. In the study conducted by Gresham and Shimp (1985) emotion and valence were the two factors which were primarily studied. However, it is imperative to conduct research on the behavioral aspects of the target audience and apply the important factors which come out of the research as influencing factors while producing the advertisements to increase the probability of the the success of advertisements and make it effective. There could be many factors which can be applied. According to Bolls and Muehling (2003), "as viewers 'involuntarily' attend to the advertisement, the opportunity for an association to be made between the peripheral cues (visuals, background and spokespersons) of the advertisement and the advertised brand is enhanced".

Many a times, an individual has to watch the advertisement unintentionally, due to many reasons. In this case, the advertisers have the opportunity to grab the attention of the individual and influence him/her to build a perception towards the product/brand. This influence should be such that the individual will watch the advertisement again, spread positive word of mouth for the advertisement and finally purchase the product being advertised. Every advertisement which is watched by the individual creates reaction in the minds and behavior of the viewer. This require the advertisers to understand the elements (Batra. et. al. 2009) which create reaction among the audience. According to the research conducted by Liligeto, et. al. (2014), considering the basic theories i.e. cognitive theory and affective theory of the past in the area of advertisement and consumer perception claims that, if the viewer gets affectionate with the advertisements, it result into positive action toward the advertised brand/product and vice versa. According Liligeto, et. al. (2014), "These theories collectively demonstrate that when consumers are exposed to advertising – in this case TV and newspaper, they cognitively

conceptualize or think about what they see, and if they are affectionate about it because they identify themselves with the ad, the probability for a positive reaction is high. Reversibly, negative cognition or perception of the ad will cause disinterest and negative self-identity and so the chances of a negative consumer reaction towards the ad are high".

The factors are not only limited to the advertisement alone, it is also related to the activities of the audience during the advertisement. According to Batra. et. al. (2009), "The consumer is the controlling force, mainly through a whole range of behavioral possibilities, such as viewing or not viewing, buying or not buying, voting or not voting, and so on. It is the consumer in this broader sense, to whom advertising campaigns are directed. For whom media are used and advertising agencies create copy, and on whom advertising research is done". Therefore, it is pertinent for a researchers and marketer who are in the area of advertising to understand the issues, factors which are influencing the audience to develop a specific attitude (Gresham and Shimp, 1985) due to the advertisement along with the environmental and other behavioral factors, for the effectiveness of the advertisement and return on investment on the advertisement expenditure. As the sales happening due to perception created by the advertisement (Liligito, et. al. 2014), advertisers have the understanding of the perception of the audience. According to Lee and Lee (1995), "People have different intensity levels of viewing which vary with the content of what they are watching, what else they are doing, their motivation for viewing, etc." There is no surety for the advertisers to get effectiveness for their advertisements just by understanding behavior of the audience towards advertisements. There is a difference between the perception created due to advertisements and perception created not because of the advertisements. Audience might develop perception even before watching the advertisement, due to different factors like word of mouth or others. If an advertisers get to know the perception of the audience before producing the advertisements, then the advertisers can produce the advertisement which can address the perception. According to Tellis et. al. (2005), "the effects of TV advertising on sales, which simultaneously separates the effects of the ad itself from that of the time, placement, length of usage, repetition, creative cues of the ad, and type of market in which it is shown. It also captures ad decay by hour to avoid problems of data aggregation".

There are available researches conducted from time to time by different researches to reveal the factors related to advertisements or not related to advertisements, however it affects the advertisements. Some of these research findings and methodology conducted in the past towards understanding the factors which are responsible for the effectiveness of the advertisements are mentioned below for the reference.

Table 3.1. Summary of researches conducted to explore the factors influencing audience

Author (year)	Title of the paper	Methodology	Findings	Journal
Britt, S.H. Adams, S. C. and Miller, A. S. (1972)	How many advertising exposures per day?	This study attempts to present a technique for accurately estimating advertising exposure per day for any individual living anywhere in the U.S. Survey was made of 121 books, periodicals, pamphlets, and other informational sources dealing specifically with advertising. Of the total interviewed as to attitudes about advertising, 1,536 also participated in a special study that involved the counting of ads noted during the greater portion of one day, followed by a second interview. Half the persons in the sample were assigned the period from rising to 5:00 P.M. and the other half the period from 5:00 P.M. to bedtime. The system was designed around the four major media: television, radio, newspapers, and magazines.	The average American adult is aware of 76 advertisements a day in the major media, only 12 make any kind of an impression on him. And, incredibly, three of these twelve make a negative impression! The greater number of advertising exposures for females was especially apparent for housewives, who are likely to spend more time at home watching television, listening to the radio, and reading newspapers and magazines than their husbands.	Journal of Advertising Research. 12 (6), 3-9
Grass, C. R. and Wallace, H. (1974)	Advertising Communication: Print vs TV	84 housewives in Philadelphia was exposed to 6 advertisement in a motivated condition (non-natural condition or they were asked to watch the advertisement), both print and television to understand the verbal recall of ad.	TV commercial always taught more information than print information. TV commercial is twice effective than print commercial. Exposure for exposure, TV appear to do a better communication job than print regardless of use/purchase probability, this difference must be	Journal of Advertising Research, 14(5), 19-23

			traded off against cost per thousand exposure figures appropriate to the particular media buy contemplated.	
Simon, J. L. and Arndt, J. (1980)	The shape of the advertising response function	Literature review on advertising response function followed by experiments conducted in realistic conditions to find advertising sales relationship with mail order sales. Split run test was conducted on advertising sales data.	Effects of size, repetition, and quantity of advertising show no conclusive evidence of increasing returns in the physical advertising response function. There are no increasing returns in the physical advertising response function. "There is no more difficult, complex, or controversial problem in marketing than measuring the influence of advertising on sales."	Journal of Advertising Research, 20(4)
Basu, K. A. and Batra, R. (1988)	ADSPLIT: A Multi-Brand Advertising Budget Allocation Model	This paper presents a computer-based, interactive, advertising model (ADSPLIT) which allocates a specified corporate promotional budget among individual brands, competing for limited corporate promotional resources, to maximize total corporate contribution. To do this, the model requires sales response and profitability data by brand, estimates response functions for	It shows that the ADSPLIT method outscores all others. The corporate contribution of the ADSPLIT solution for any one occasion was as high as 57 percent (with an average value of 23 percent) over the first naive ("Gramm-Rudman") method, 30 percent (average: 3.6 percent) over the second naive method, and 30 percent	Journal of Advertising, 17(1), 44-51

		each brand and applies optimization heuristics to these functions.	(average: 3.3 percent) over the ADBUDG-based cutting method.	
Aaker, A. David, A. and Stayman, D. M. (1990)	Measuring audience perceptions of commercials and relating them to ad impact	80 commercials shown during a 1-week sweep which were tested using the BRC mail questionnaire method with an augmented adjective list and included ad liking and ad effectiveness scales.	Nine dimensions. These nine factors were then used in regressions to assess their impact on two measures: ad liking and ad effectiveness. Emerged from an individual level factor analysis: amusing/clever, informative/effective, irritating/ silly, dull, warm, lively, familiar, believable, and confusing.	Journal of advertising research 7-18
Kellaris, J. J. Cox, D. A. and Cox, D. (1993)	The Effect of Background Music on Ad Processing: A Contingency Explanation	Research examines ad recall. Audience representing 54 metropolitan districts. 231 young adults from upper-level urban university ages ranged from 20 to 40 years, and gender was about evenly divided. The stimuli were 30-second radio ads designed by the authors of two sets of musical selections that differed in attention-	Study suggests that music-message congruency. Therefore, we predict (and our data seem. However, one of the most striking findings is that the no-music ads performed about as well as (and in some cases better than) the musical ads in terms of recall and recognition.	Journal of Marketing, 57, 114-125

		gaining value but did not differ in appeal or familiarity. Toward this end, we selected 40 pieces of unfamiliar instrumental music, and asked 110 college students to rate them on attention-gaining value, appeal, and familiarity scales	To confirm that when background music is both attention gaining and message-incongruent, it will pull listeners' attention away from the message, thereby harming recall. It can moderate the influence of music's attention-gaining value on at least some aspects of ad recall and recognition. When congruency is high, attention-gaining music seems to contribute positively to these outcomes. When congruency is low, attention-gaining music seems to serve more as a distraction from ad processing.	
Duncan, T. and Ramapr asad, J. (1995)	Standardize d Multination al Advertising: The Influencing Factors	The study used two research methods - an agency survey conducted by mail and in depth personal interviews with advertising agency executives - to obtain both quantitative and qualitative answers to the research questions. The questionnaire was mailed	The smaller use of standardization in executives is necessitated by cultural preference and taboos while the smaller use of standardization by non-western region agencies may be due to the fact that	Journal of Advertisi ng 24 (3), 55 - 68

| | | to randomly selected (every nth) names from International Advertising Association (IAA) list of member agencies and those agencies (outside US) which has corresponded with IAA requesting information. 400 questionnaire were sent and 100 usable questionnaires were ultimately returned for a response rate of 25%. For qualitative part of the study, a quasi-convenient sample of 13 agency executive was personally interviewed Members of this sample were executives of multinational advertising agencies handling multinational clients and were based in Japan, Hong Kong, Malaysia, Greece, or England. They were selected using the following criteria: a vice president or higher who managed one or more multinational clients. Each of the personal interview was lasted at least an hour. | standardization is largely a western concept. Local agencies feel they know their markets best and, when forced to use advertising produced elsewhere, argue that they could do better work. Saving money is one of the least important reason for standardization. Survey respondents rated client pressure 8 out of 11 reasons for standardizing some elements of an advertising campaigns. Non-western agencies see a smaller increase in standardization in the future and less client pressure than do the western region agencies. Although most of the respondents indicated they do some (mostly qualitative) copy research, the personal interviews suggested that good intentions are not always carried out because of client dictates, cost, lack of research suppliers and time, and workload in many of the smaller offices. | |
| **Lee, B. and Lee, R. S. (1995)** | How and why people watch TV: Implications for the future of | 18 focus groups were served as a basis for a national probability sample quantitative survey of 1,872 viewers. This study, conducted in 1988 | Interactivity could fit into but not displace the functions television serves well. People have different intensity levels of | Journal of Advertising Research, 9-18 |

	interactive television	and commissioned by CBS. A response rate of 60 percent was obtained. To get at motivations, uses, and gratifications, each respondent performed a 52-item card sort on a randomly selected program watched during the previous 24 hours as well as on the viewer's favorite program as determined in a separate question.	viewing which vary with the content of what they are watching, what else they are doing, their motivation for viewing, etc. The findings of this study suggest that television, even without interactivity, has some important strengths working for it in this competition. People enjoy low-involvement as well as high-involvement viewing and many have a need for low engagement uses of television. Routinization is an important aspect of existing ways of viewing and may be an obstacle to viewers exploring new types of programs that require interactivity. Relaxation and mood lift are critically important benefits that may be best delivered	

			without demands for interaction with the set. Television also is exceptionally successful as an engrossing storytelling medium and interaction may have little to offer here. Finally, people enjoy talking about shared TV experiences of a kind not easily delivered by highly interactive individualized programming.	
Bolls, D. P. and Muehling, D. D. (2003)	The effects of television commercial pacing on viewers' attention and memory	In order to investigate the effects of advertising pacing on attention and advertisement recall, a 2×3 (production pace × tape order), within-subjects factorial design was employed. The stimulus messages were six fast-paced and six slow-paced television advertisements of 30s selected from a group of 60 pre-recorded advertisements. The subjects (n = 36) were	The preliminary findings of the study suggested that fast-paced television advertisements may be relatively more effective at obtaining viewers' involuntary attention, in that the fast-paced advertisements used in this investigation elicited significantly more skin conductance responses than did the slow-	Journal of Marketing Communications, 9, 17–28

		seated in a reclining chair positioned approximately 5 feet from a 19-inch color television and connected to several physiological monitoring devices.	paced advertisements. The downstream effect of advertisement pacing on memory/recall provided further support for this notion. The subjects in this study recalled more advertisement-related bits of information when exposed to fast-paced advertisements than when exposed to slow-paced advertisements. No significant difference in voluntary attention (heart rate during exposure to fast-versus slow-paced advertisements) was observed.	
Vakrats as, D. (2005)	Advertising response models with managerial impact: an agenda for the future	Given the focus of the paper on advertising response models, the discussion mainly concerns empirical econometric studies that use market-based performance measures (e.g. sales, share).	Results demonstrate advertising effectiveness through different ways (weight, content, synergies) even in mature markets. The advertising weight was frequency (ads	Applied stochastic models in business and industry 21, 351–361

		Academic research in advertising response has placed considerable emphasis on combining advertising weight and copy content effects, long-run advertising effects and media scheduling and synergies. In this section recent advances in these areas are discussed including their main empirical findings and managerial relevance	per hour) and the content of each ad was evaluated across several appeal dimensions (source, frame, prominence, etc.) by coders. The performance measure was referrals that are directly linked to the revenues of the service.	
Tellis, G. J. Chandy, R. K. Maclnnis, D. and Thaivanich, P. (2005)	Modeling the Micro effects of Television Advertising: Which Ad Works, When, Where, for How Long, and Why?	We describe our approach in four sections: Data Preparation, Model, Analysis, and Analysis. First obtain the telephone logs for the number and identify the time of each call and the area codes associated with each call. This process resulted in a count of the number of calls and referrals made in each hour for each market. The data on the level of usage of each creative, vehicle, and media type were available from the billing invoices from each	The estimation of the first-stage model led to the following key results. First, advertising carryover decays rapidly and mostly dissipates within eight hours. Additional analysis reveals that the peak of the carryover effect generally occurs in the current hour for daytime advertising but in subsequent hours for morning advertising. Thus, daytime advertising decay generally	Marketing Science, 24(3)

		vehicle. It was also necessary to match each vehicle with its DMA, so that ads on the vehicle could be linked to the referrals received from that DMA.	follows an exponential pattern, whereas morning advertising decay follows an inverted U-shaped pattern. Ads differ substantially in effectiveness due primarily to variation in an ad's creative cues. Importantly, the effectiveness of creative cues is moderated by market age. Argument-based appeals, expert sources, and negatively framed messages are particularly effective in newer markets. In contrast, emotion-based appeals and positively framed messages are more effective in older markets.	

3.2. Content of the advertisements and aspects influencing audience to watch television advertisement

There are researches available which explore factors, which are important to understand effectiveness of an advertisement, and some of these researches with its methodology and

findings are mentioned above in the table 3.1. Researchers emphasized message (Tellis et. al., 2005) excitement creation by advertisement (Aaker and Stayman, 1990), humor (Catanescu and Tom, 2001), impact of visual and script etc. to build a list of factors which affect the effectiveness of advertisements. According to Tellis et. al. (2005) "Ads differ substantially in effectiveness due primarily to variation in an ad's creative cues. Importantly, the effectiveness of creative cues is moderated by market age. Argument-based appeals, expert sources, and negatively framed messages are particularly effective in newer markets. In contrast, emotion-based appeals and positively framed messages are more effective in older markets". From an another research, according to Catanescu and Tom, 2001, humor in its different types like, exaggeration, pun, put-down, silliness and surprise along with two more categories like, comparison and personification were considered to analyze the role of humor in advertisements. The findings of the research revealed that television as a medium is more effective in advertisements with humor. Silliness was the most important humor which was found out from the research which was considered for television advertisements. Data in the conclusion shows as;

EXHIBIT 3. TYPE OF HUMOR BY MEDIA FREQUENCY OF OCCURRENCE			
Type of Humor	Magazine	Television	Total
Comparison	29	9	38
Exaggeration	17	12	29
Personification	26	25	51
Pun	37	25	62
Sarcasm	47	21	68
Silliness	29	48	77
Surprise	16	26	42
Total	201	166	367

(Source: Catanescu, C. and Tom, G., Types of Humour in television and Magazine advertising. Review of Business. 2001, 92-95)

Another research conducted by Kellaris et. al. (1993), explored the impact of music in the

advertisement to attract audience attention and reception of the advertisement. It also increase brand and message retention due to music in the advertisement. According to Kellaris et. al. (1993), "Music-message congruency refers to the congruency of meanings communicated nonverbally by music and verbally by ad copy". Based on their research they advocated spending on music in the advertisement is justified.

Aaker and Stayman (1990), in their research conducted a test for 80 commercials and also conducted factor along with cluster analysis, Aaker and Stayman (1990), conducted a regression analysis to develop a model with nine independent variables. The independent variables which were considered were, entertaining, informative, irritating, boring, warm, lively, familiar, believable, confusing, based on which the advertisement effectiveness was explained in the research. From the factor analysis nine dimensions were emerged, amusing/clever, informative/effective, irritating/silly, dull, warm, lively, familiar, believable, and confusing. Some of the factors proposed by Aaker and Stayman (1990) are;

Comparing Ad Perception Factors across Studies

Wells, Leavitt, and McConville (1970)	Schlinger (1979)	Aaker and Bruzzone (1981)	Moldovan (1985)	Aaker and Stayman (1990)
Humorous	Entertaining	Entertaining		Amusing/clever
Relevant	Relevant	Relevant	Clear	Informative/ effective
Irritating	Alienating	Irritating	Tasteless	Irritating/ silly
Sensual	Empathetic	Warm	Empathetic/self-involving	Warm
	Familiar			Familiar
			Credible	Believable
	Confusing			Confusing
				Dull
Vigorous				Lively
Unique				
	Brand reinforcing		Clayts	

(Source: Aaker, A. D. and Stayman M. D, Measuring audience perceptions of commercials and relating them to ad impact. Journal of advertising research.1990. 7-18)

According to Bolls and Muehling (2003), "effects of advertising pacing (i.e. the number of visual cuts in an advertisement) on viewers' voluntary and involuntary attention to an advertisement, as well as its effects on the recall of claim-related and non-claim-related components of the advertisement". They researched variables like, content, information level, message tone and scenic beauty. They also researched factors influencing production oriented advertisements like pacing of the advertisement which have effect on audience attention, memory and attitude. According to Bolls and Muehling (2003), pacing is defined as, "the speed at which information is visually presented to the viewer for cognitive processing".

There are other researches in the area of advertising which were focused towards exploring factors influencing audience perception over advertisements and proposed models. The research conducted by Tellis et. al. (2005) proposed a model, wherein the effect of television advertisement was measured with sales as a factor. Factors which were explored in the previous researches, to describe the effect of advertisement with time, channel, creative cues, repetition, age of the advertisement, and age of the market, ad decay by hour were considered. According to Tellis et. al. (2005), "In particular, managers today need to know which particular ad works, in which medium or vehicle, at what time of day for broadcast media, at what level of repetition, for how long, and in which market". The limitation of the model developed was, only advertisements of packaged goods were focused and their sale through phone only.

According to Simon and Arndt (1980), "there is no difficult, complex or controversial problem in marketing than measuring the influence of advertising on sales". In their research Simon and Arndt (1980), researched to find out the number or quantity of unit sale on quantum of advertisement. In doing so they researched that by differentiating the size of newspaper advertisement and/or the time of advertisement shown in television. Conducting this research they tried to understand difference in the sales due to advertisements based on size in the newspaper and time of television newspaper. The findings interpreted by the researchers was that, the advertising spends shows diminishing returns. More spending on advertisements will not necessarily increase the sales in the same proportion. Though the budget or expenditure is not necessarily true for individual perception, however in the context of making more expenditure over advertisement, advertisers keep innovating with the advertisements resulting into building individual perception towards advertisement.

Evaluating the effectiveness of advertising on television in an isolated way, could not give the real picture. With the advent of different mediums of advertisements, researchers like Vakratas (2005), emphasized on four aspects, new mediums and the forms of advertisement (product placement), media synergies, advertising productivity, and advertising effect on performance

stability to evaluate the effectiveness of advertisement. According to Vakratas (2005), "advertising response models has shifted attention from issues such as short-term advertising elasticities and duration of advertising effects in mature markets to the examination of combined effects of content and weight, media synergies and effectiveness in evolving markets". Therefore, component of different mediums are also important to understand the effectiveness of advertisement on television as there could be synergies.

3.3. Attraction and attention for the medium and aspects influencing audience to watch television advertisement

It's not only content of the advertisement which influence audience to watch advertisement. Even the mediums (Grass and Wallace, 1974), where audience is watching advertisement, environment at the time of watching advertisement and individual mood (Lee and Lee, 1995) influence audience to watch it. As for example watching an advertisement in print format and in audio visual format build attention for the advertisement differently (Grass and Wallace, 1974). According to Rodgers and Thorson (2000), "Traditionally speaking, advertisers have controlled which ads consumers see, when and how. Of course, consumers always have the option of not paying attention to, becoming involved with or ignoring the ad".

Viewers' independence is also an important factor in choosing specific medium to watch advertisement. A newspaper or print medium gives independence to the viewer to go through the content according to their will and time. However, television content is forced on the viewers as they have to watch television content at the time slot occupied by the content on a particular channel. Although with the advancement of technology, viewers can download or record the content on television for future viewing. Print is considered as medium which gives liberty to the viewer to access. According to Grass and Wallace (1974), print advertisement and television advertisement for consumer products is dependent on advertisement's self-selection characteristic. It emphasize the aspect of self-selection, like for print advertisement a viewer decide watching of advertisement, which is not in television advertisement. In contrary, the specific product advertisement which has purchase intention among the audience, get more attention of the audience and they watch television advertisement of specific product. Otherwise it was concluded in the study conducted by Grass and Wallace (1974), that with no or less purchase intention, television advertisement is more effective than print. In addition to medium's influence in attracting audience to watch advertisement, there are other factors too

which increases the chance of advertisement getting viewed. According to Lee and Lee (1995), "People have different intensity levels of viewing which vary with the content of what they are watching, what else they are doing, their motivation for viewing, etc." Factors like, routinizing of watching television, relaxation and mood lift, watching as storytelling medium, and viewers enjoyment in talking shared television experience are instrumental in retaining television viewership (Lee and Lee, 1995)

3.4. Difference in perception and viewership of advertisement over low and high involvement products

There are many products at the customers' disposable, available in the market. Some products are purchased with huge amount of research as they pose considerable involvement, due to high price or huge impact over the usage of the products in compare to some products which need low involvement of the consumers due to its low impact on the usage or low price. According to Fassnacht et. al. (2015) "purchase decisions in such categories tend to be rather extensive and therefore generate lots of data". Mostly the customers' consider applications, image support or psychological euphoria for the high involvement for high involvement products compare to low involvement products which need less influence of peers (Lotfizadeh, 2015).

As for advertisements are concerned, low involvement product advertisements are perceived different from high involvement product advertisements. As more information is needed for high involvement products, audience expect advertisements of such products to be more informative. As for low involvement products, where the need of information about the products is limited, the chances of gaining attention of these audience by the advertisements depends upon, how good the advertisements are in touching the emotion, life, mood etc. of the audience. According to Gresham and Shimp, (1985), "low involvement information processing where receivers focus more upon the peripheral, non-argument aspects of messages rather than engage in detailed, thoughtful processing of central message arguments". In spite of information processing for low involvement product advertisements and high involvement products advertisements, people watch advertisement for both low involvement and high involvement products with equal interest. According to Lee and Lee (1995), "People enjoy low-involvement as well as high-involvement viewing and many have a need for low engagement uses of television".

3.5.Difference in perception and viewership of advertisement over other factors

An individual is not in isolation when he/she is exposed to any medium. Every individual is surrounded by an environment which influences the behaviour and attitude of the individual. It is the same for television advertisement. Television advertisements are not watched in isolation by the audience.

In addition to environment, other content which is being telecasted on television also has impact on the behaviour and attitude of the audience. As the advertisements are aired between the programs shown at different point in times and these programs have its own impact over the audience, the attitude towards the program or the content of the program also impact the perception of the viewers over the advertisements. The research conducted by Lee and Lee (1995) revealed different types of gratifications which are developed among the audience over watching a program on the television. According to Lee and Lee (1995), "The items covered a great variety of gratifications such as escape ("This program took me into another world"); excitement ("This program aroused my emotions and feelings"); cognition ("It gives me ideas I can think about"); identification with the TV characters ("I'd like to be more like the people on the program"); and curiosity ('it tells me about people or places I've never seen"). Also included were eight negative statements, primarily designed to tap qualifications respondents might have about the programs they viewed".

Presently television channels are showing content to the audience for 24 hours a day. With this the advertisers too have capitalized on this by increasing the number of times the advertisements to be shown to the audience. This in one hand, reduce the chance of competitor to occupy the time share on television, on the other hand, it increases the chance of remaining present in front of the audience and increasing the chance of remaining in the minds of the audience and gain top of the mind awareness. By watching same advertisements again and again, audience develop specific perception towards the brand/product or advertisement in general. This pace of the advertisement not only create perception but also affect the existing perception of the audience towards the advertisement. According to Bolls and Muehling, (2003) "If his/her strategy is to focus on building associations between a brand and attractive images, an advertisement producer would be wise to consider employing a fast-paced advertisement. Such advertisements would likely attract the attention of viewers, including those viewers who may not otherwise be interested in the advertisement's contents due to their

low-involvement advertisement processing tendencies (i.e. when they are not interested in learning more about the advertised brand)". In addition to the above the research conducted by Majeed (2011) in Pakistan for television advertisement for detergent powder among women, it was found that advertisement repetition and perceived quality of the product creates significant impact over the audience compare to celebrity endorsement for the product. According to Majeed (2011), "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".