

Abbreviations

Ad – Advertisement

Ad Agency – Advertisement Agency

Ads – Advertisements

CP – Consumer Perception

CTV – Colour Television

DG – Director General

IMC – Integrated Marketing Communication

LCD TV - Liquid Crystal Display Television

LED TV - Light Emitting Diode Television

SPSS – Statistical Package for Social Science

TV – Television

TV Ads – Television Advertisements

US – United States

WOM – Word of Mouth

WWW – World Wide Web