

The Efficiency of Television Advertising and Their Influence on Consumers

Nazim Sha S, M Rajeswari

Abstract: *The grounded media in the public eye is T.V due to its scope and ubiquity has the ability to impact the way of life of a specific nation. To the extent, worldwide business are concerned in T.V publicizing and is one of the significant parts in advertising about the board. It is truth be told, one of the dominant and convincing medium to pitch merchandise and ventures to the corpus in the present society. Ads help to make demeanors and convictions about any item or administrations. Today we can't envision magazines, papers, TV, and radio with no notice. A colossal sum is gone through on commercials consistently for their items due to this non-marked and nearby item has seen a decrease in their deals. These promotions directly affect consumers are incredibly sharp today. They are made mindful of such items such that they likewise realize different brands accessible in the market for chocolates, chips, bread rolls, and others. The TV is one of the grounded media in the public eye and because of its range and fame has the ability to impact the way of life of a specific nation. Notwithstanding, it would be detected that among AN overflow of benefits of TV offers, there are some negative viewpoints too. These findings say that TV viewing habits have a positive influence on client shopping for behavior additionally as they assist in making awareness concerning the complete and their several merchandise and customers will interpret T.V advertisements well and that they say that T.V advertisements are economical.*

Index Terms: *Television, Efficiency, Advertisements, Buying decisions, Behavior, Consumers, Brand awareness, Internet, Product recognition*

I. INTRODUCTION

In this aggressive world, it's exceptionally difficult for organizations to traumatize each other. The savage challenge has offered to ascend to completely different routes through that associations will rival each other. This fast-economic process has offered to ascend to a fast status, has had an awfully that means an impact on knowledge and innovation. consequently, the challenge gets fiercer and once in an exceedingly whereas this either makes difficulties for a few organization's and certainly possibilities. it's here that organizations prefer to receive and once in an exceedingly whereas presenting compelling advertising systems, therefore, on-sell their merchandise or edges, and people overly ought to in all probability pull within the vendee to the

item. this can be conceivable simply by increase associate degree innovation that predicts the style during which shopper communicates and considers and is simply conceivable by therefore on pull within the shopper's a number of associations gift new things whereas a number of associations publicize therefore on attract the shoppers. these days business assumes an indispensable job in convincing purchasers to shop for things and administrations. fast improvement within the field of broad communications has affected usually on the final population's method of life, purchase decisions and is especially children United Nations agency devours their impression of culture and patterns through the electronic media. it's owing to economic process because the last piece of twentieth century was pictured by a procedure of development, release and privatization through a thoroughgoing reconstruction of business sectors and business centers. Then again, the prices of promotion in correlations of varied exercises in several organizations square measure extraordinarily wonderful. within the gift days, every organization must accomplish the foremost noteworthy piece of the pie. thanks to this every organization utilizes distinctive approaches to attract purchasers of varied fragments of the market to finish up the market pioneer. during this testing condition, a corporation has to be compelled to advance its things in order that associate degree ever-increasing range of purchasers get enthusiasm for its things. completely different strategies of correspondence together with media have created an information blast of types. In no different field has this been a lot of obvious than within the tangled zone of promotions. Advertisements square measure often sufficiently interesting to hit daily paper front pages, enter motion footage, books, TV programs, and various different types of media things and channels. its truth be told, the dominant and powerful medium to pitch merchandise and ventures to the corpus within the gift society. Promotions facilitate to create frames of mind and convictions concerning any item or administrations. these days we will not envision magazines, papers, TV, and radio with no ad. it's was a basic piece of our lifestyle and society. the purpose of a notice is to create offers of things and administrations by creating its terribly own footage within the brains of people. A typical man passes judgment on the item to be bought by its commercials and messages appeared through it even as supported understanding the final public and therefore the economy is booming. Indian business has every motivation to celebrate because the market is memorizing reason, for promoting and organizations square measure loving business as a worthy business chance.

Revised Manuscript Received on 30 May 2019.

* Correspondence Author

Nazim Sha S*, Research Scholar, School of Management, Hindustan Institute of Technology and Science, Chennai, Tamil Nadu, India

Rajeswari M, Associate Professor, School of Management, Hindustan Institute of Technology and Science, Chennai, Tamil Nadu, India

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an [open access](https://creativecommons.org/licenses/by-nc-nd/4.0/) article under the CC-BY-NC-ND license <http://creativecommons.org/licenses/by-nc-nd/4.0/>

Development in business has prompted. (Vinod Kumar Bishnoi, 2009) ^[1] In times past advertisers utilized distinctive signs and pictures to showcase their things and what is more to create attentiveness for the purchasers. With the progression and innovation advancement currently associations center to utilize print and electronic media immoderately. Utilization of varied showcasing special methodologies has been recognized as a strong instrument for creating attentiveness among the customer world. Among them is that the notable big-name reference to the precise whole. In making nations wherever most of the world sleep in remote zones; the impacts of tv (TV) notice is especially high. basically, it impacts kids and their conduct within the public arena. (Guolla, 2011) ^[2]

II. LITERATURE REVIEW

An investigation by (Ansari and Joloudar, 2011) The hopeful impact of TV industrial was anticipated on its thought towards the ad, enthusiasm for the support of deed, wish planned for getting, activity towards shopping for and patrons' fulfillment towards the bought item ^[3]. The associate investigation by (Jasmina Ilicic and Webster, 2011) A high impact was found to obtain aim once a panjandrum comes up in an exceedingly TV ad and supports a particular item. the 2 quantities of supports and big-name association impact the buying conduct of shoppers. At the purpose, once customers have a solid reference to panjandrum and see that he/she holds numerous brands then it contrarily influences the obtain goal. Also, once they have a frail association their obtain objective is swollen with totally different supports ^[4]. The organizations are encountering exceptional challenge and unfit to attract their shoppers. Concentrating on these elements of advertisements facilitate the advertisers to create their promotions a lot of enticing and accomplishing the boundlessly essential objective of acquisition goal (Siddiqui, 2014) ^[5]. As indicated by (Abideen and Saleem, 2011) "TV notice is that the ideal approach to advance things and administrations before uncountable patrons" tv ad impacts the buying conduct of the buyers with a viable and effective method ^[4]. TV advertising will be characterized as "any paid form of non-individual correspondence of thoughts or things on the electronic media to finish client" (Bogdanovic, 2013) ^[6]. Shopper buying conduct has reliably been of extraordinary enthusiasm to advertisers. the educational of client buying conduct encourages the publicizer to examine however shoppers suppose, feel and choose from alternatives (Browne, Durrett, and Wetherbe, 2004) ^[7]. A purchaser's getting conduct is wedged by social, social, individual and mental variables. an oversized portion of those variables square measure wild and past the hands of advertisers but they need to be thought of whereas endeavoring to grasp the advanced conduct of the patrons (Vani, Babu, and Panchanatham, 2011) ^[8] (Jolodar and Ansari, 2011). The significant purpose of TV promoting is to have an effect on the customer getting conduct; even so, this impact is modified each currently and once more with individuals' feelings and discernment ^[9]. Feelings and observation with relevancy a particular item comprise of these elements that influenced customer mind as so much as its social qualities conjointly, convictions (Romaniuk and Sharp, 2004) ^[10] The TV is viewed as a stimulating supply in showing the social estimations of any general public (Abideen and Saleem, 2011) ^[11] Culture may be a piece and it covers all

aspects of our lives from what we have a tendency to eat to what we have a tendency to we have a tendency to and therefore the manner during which we feel the others around us (Hyun, Kim, and Lee, 2011) ^[12] The antagonistic response of shoppers influences foursquare and by implication on getting conduct on far away from individual determinants to getting thought processes (Shin et al., 2011) ^[13]. Diversion has been one in all the essential criteria for creating a promotion. Excitement is employed as associate degree instrument to choose up the thought of purchasers. associate degree intriguing and fascinating associate degreeed is guaranteed to be recalled by purchasers as hostile an exhausting one. during this manner, it tends to be aforesaid that amusement builds the viability of promoting. that's the rationale varied organizations square measure conducive a lot of money to create notices that square measure amusing (Mandan, Hossein, and Furuzandeh, 2013) ^[14] Isadora Duncan associate degreeed Lord Nelson (1985) directed an examination on however diversion in promotion influences shoppers. They skint down 157 reactions to business and located that partaking commercials will impact shoppers. It impacts purchasers into tolerating and outlay the item (Duncan and Lord Nelson, 1985) ^[15] Along these lines, Yangtze River (2006) examined participating promotions and their impact on client fulfillment and leave an impact on their social aims. A diversion has been one in all the essential criteria for creating a promotion. Excitement is employed as an instrument to choose up the thought of shoppers ^[16]. AN intriguing and fascinating and is guaranteed to be recalled by purchasers as critical an exhausting one. during this manner, it tends to be the same that amusement builds the viability of promoting. that's the rationale various organizations are contributive a large amount of money to create notices that are diverting (Mandan, Hossein, and Furuzandeh, 2013) ^[17] professional dancer And Viscount Nelson (1985) directed an examination on however diversion in promotion influences shoppers. They stone-broke down 157 reactions to commercial enterprise and located that participating commercials will impact shoppers. It impacts purchasers into tolerating and spending the item (Duncan and Viscount Nelson, 1985) ^[18] on these lines, Yangtze River (2006) examined participating promotions and their impact on client fulfillment and leave an impact on their social aims ^[19]Alba and Hutchison (1987) characterized recognition because the amount of item-related or administration connected encounters that are assembled by the patron. These connected encounters incorporate immediate and aberrant encounters, for instance, introduction to ads, communications with salespersons, informal contact, preliminary and utilization ^[20]. Johnson and Russo (1984) ^[21] saw commonality as being like info. Johnson and Kellaris (1988) have thought-about expertise adding to nature^[22] Survey of the writing demonstrates that information; expertise and nature are intently reticular. Following Alba and Hutchison's (1987) definition, complete recognition is distinguished because the gathered connected encounters that shoppers have had with a complete (Ballester, Navarro and Sicilia, 2012) ^[23] Zajonc and Markus (1982) advocate that recognition might prompt the formation of a positive impression of administration or item.

At the purpose once stood up to with a natural administration or complete, the vendee might feel a gleam of heat and closeness. Nature with the complete therefore makes a sense of reliableness in buyer's psyches. [24]

III. OBJECTIVES OF THE STUDY

- To study the impact of T.V seeing propensities on buyer purchasing conduct
- To study the effect of T.V advertisements on brand mindfulness.
- To study the consumers interpretation level about T.V advertisements
- To study the general demeanor towards the T.V advertisements by the consumers

IV. HYPOTHESIS

- H0: Television seeing propensities don't impact purchaser purchasing conduct
H1: Television seeing propensities impact shopper purchasing conduct
- H0: T.V Advertising do not help in creating an awareness about the brand and their respective products
H1: T.V Advertising helps in creating an awareness about the brand and their respective products
- H0: Consumers cannot interpret T.V advertisements well
H1: Consumers can interpret T.V advertisements well
- H0: Consumers says that T.V advertisements are not efficient
H1: Consumers says that T.V advertisements are efficient

V. RESEARCH METHODOLOGY

Sample structure: - Sample size ought to be accommodation testing with 95% certainty and 5% room for mistakes.

Data Collection: In perspective on this survey were sent to 100 respondents and the request were asked where their reactions are noted. Members were 100 buyers. Just 100 were taken on account of time restriction and the polls were conveyed by the hands-on guide.

The instrument utilized for Analyzing Data: The information assembled was dissected utilizing Percentage examination, Correlation and Regression investigation, Chi-square, Mean, Variance, p one-followed, p two-followed, t-test, and Error examination have likewise been finished. Investigation test was finished utilizing Microsoft Excel.

Note: Here "r" is Correlation coefficient, tc is Test of importance, df is Degree of opportunity

VI. DATA ANALYSIS AND INTERPRETATION

The present examination rotates around commonly 4 factors: Exposure, Awareness, Interpretation and Attitude. These components are chiefly taken in context on which an estimation of a brand and purchaser endurance is settled. From the (Fig. 6), most of the purchasers immovably agree that they like watching sees while watching T.V activities and they support advertisements over the allies as TV advancements can without a lot of a stretch induce them to buy certain things and moreover, they unequivocally agree that Television promotions persuade them to buy and most of the client guarantee a T.V. From the (Fig. 7), clients

emphatically agree that they like to see a notice through T.V for knowing the information about things and T.V advertisements are a gainful wellspring of information for buyers to an extent things and organizations and moreover, they make cognizance of new things that has met up in the market. As a client they have shown strong response to the thoughts in T.V. From the (Fig. 8), Most of the purchasers consent to how they are presented to such a large number of commercials yet they watch ads with enthusiasm as long it doesn't cause any disturbance and T.V promotions incite your enthusiasm towards the publicized items promoting even urges you to want the items they don't generally need and Television ads make you a decent purchaser. From the (Fig. 9), T.V promotions catches shoppers consideration and are pulled in by the introduction of publicized items appeared through T. V just as they like TV promotions as they are shorter and powerful and they have faith in TV notices and furthermore, they strive for another brand in the event that they see its business on TV. From the (Table. 1), we can interpret: Exposure, Awareness, Interpretation and Attitude, are the factors taken: The outcome is quantifiably basic at $P < 0.05$ we can state invalid theory gets rejected saying that TV seeing propensities impact shopper purchasing conduct. The outcome is quantifiably basic at $P < 0.05$ we can state invalid speculation gets rejected saying that T.V Advertising helps in making mindfulness about the brand and their particular items. The outcome is quantifiably basic at $P < 0.05$ we can state invalid speculation gets rejected saying Consumers can translate T.V ads well. The outcome is quantifiably vital at $P < 0.05$ we can state invalid speculation gets rejected saying that T.V promotions are proficient

A. Demographic characteristics of the respondents

		Gender - Respondents			Cumulative %
		f	%	Valid %	
Valid	F	79	79	79	79
	M	21	21	21	100
	Total	100	100	100	

Fig 1: Gender of the respondents

		Age group			Cumulative %
		f	%	Valid %	
Valid	27-35	40	40	40	40
	36-44	41	41	41	81
	45-54	12	12	12	93
	55 and above	7	7	7	100
	Total	100	100	100	

Fig 2: Age group of the respondents



		Educational qualifications			
		f	%	Valid %	Cumulative %
Valid	Doctorate	4	4.0	4.0	4.0
	Post-Graduate	10	10.0	10.0	14.0
	Graduation	86	86.0	86.0	100.0
	Total	100	100.0	100.0	

Fig 3: Educational qualifications of the respondents

		Job			
		f	%	Valid %	Cumulative %
Valid	Business	22	22.0	22.0	22.0
	Employee	69	69.0	69.0	91.0
	Service	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Fig 4: Occupation of the respondents

		Monthly income			
		f	%	Valid %	Cumulative %
Valid	<50000	27	27	27	27
	30000-40000	50	50	50	77
	40000-50000	23	23	23	100
	Total	100	100	100	

Fig 5: Earnings of the respondents

6.2 Percentage analysis

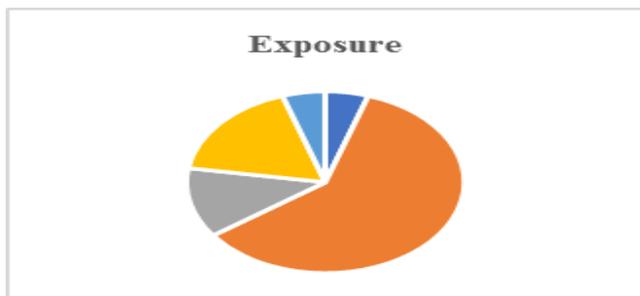


Fig 6: T.V seeing propensities on buyer purchasing conduct

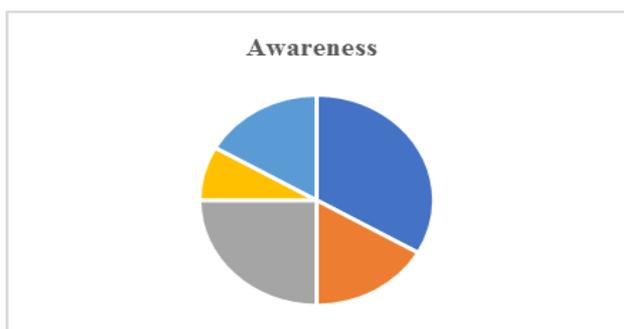


Fig 7: T.V advertisements on brand mindfulness

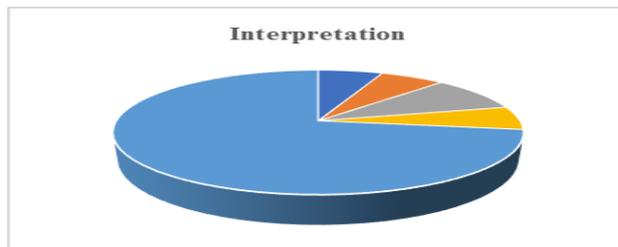


Fig 8: Consumers interpretation level about T.V advertisements

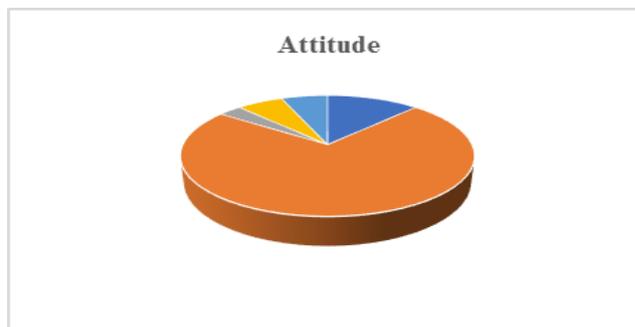


Fig 9: General demeanor towards the T.V advertisements by the consumers

B. Results of various tests

Table 1: Correlation and regression, chi-square test, mean, variance, p one tailed, p two tailed, t test, standard error and deviation

Variables	Response	r	r ²	t	Df	p one tailed
Exposure	Q1 to Q5	0.99	0.99	16.1	2	0.0017
Awareness	Q6 to Q10	0.93	0.82	9.4	2	0.02
Interpretation	Q11 to Q15	0.92	0.85	8.2	2	0.03
Attitude	Q15 to Q20	0.81	0.62	7.7	2	0.08

Table 2: Correlation and regression, chi-square test, mean, variance, p one tailed, p two tailed, t test, standard error and deviation

p two tailed	Chi square test	Slope	Y intercept	Mean	Variance	Std Error	Std Deviation
0.004	11.3 & 12.52	1.121	-1.55	12.5	53.3 & 68.22	3.2% & 4.0%	7.8 & 8.3
0.08	6.2 & 4.7	0.943	0.699	12.5	53.8 & 59	3.8% & 4.7%	7.8 & 7.5

0.02	7.9 & 6.2	0.88 1	1.37	12.5	53.7 & 46.1	3.8% & 3.2%	7.9 & 6.7
0.08	5.2 & 5.3	0.84 2	1.91	12.5	53.8 & 49.8	3.3% & 3.7%	7.9 & 7.2

VII. CONCLUSION

TV has turned into a noteworthy wellspring of correspondence in this day and age. It is the main wellspring of conveying to the general population about everything. The ad has been assuming a crucial job so as to pull in the customers for different items, products or administrations for associations. The diverse media accessible to publicizing has expanded throughout the years and such media leaves a solid effect on the shoppers. TV has been exceptionally prevalent among every one of the media types and largely affects the shoppers when contrasted with radio publicizing. Through TV, individuals can associate, yet the radio is very extraordinary and troublesome since there are no visual components included. So as to pull in the customer's a few associations present new items while a few associations promote so as to draw in the shoppers. T.V advertising is one among the persuasive method for pulling the consumers and advertising also creates an awareness about the brands to the consumers also in addition gives consumers the data. Despite the fact that past examinations have concurred that notice, particularly TV notice, is the best wellspring of advancement since it pulls in shoppers' consideration. Promotions influence the impression of the customers and they can impact the shopper's purchasing choices. T.V Advertisements significantly affects shopper purchasing conduct. T.V exercises and they bolster notices over the partners as TV progressions can without a great deal of a stretch prompt them to purchase certain things and in addition, they unequivocally concur that Television advancements convince them to purchase and a large portion of the customer ensures a T.V. through T.V for knowing the data about things and T.V ads are a beneficial wellspring of data for purchasers to a degree things and associations and in addition, they take perception of new things that have gotten together in the market.

As a client, they need appearing solid reaction to the musings in T.V. advancements actuate your avidity towards the publicized things elevating even urges you would like to want the items they do not for the foremost half need and tv promotions to create you a not unfortunate vendee. T.V advancements get customers thought and are force in by the presentation of broadcasted things showed up through T. V equally as they like TV advancements as they're shorter and ground-breaking and that they believe in TV sees and besides, they take a stab at another complete if they see its business on TV. This investigation is helpful for advertisers to grasp what triggers a shopper's goal to shop for. they'll decipher that part in business enterprise is best and that features an equally lower sway. TV promoting is to an excellent extent wont to impact watchers' get decisions. Advertisements are partitioned off among neighborhood and national schedule openings, and large numbers of each of these types of promotions are specific to commerce things and administrations. Neighborhood TV advertisements supply the district's administration-based organizations and stores the possibility to attain their region's datum with important

declarations and offers. National schedule openings are bought for specific occasions and shows within which the item or administration is well on the thanks to coming through the target datum. a corporation will raise complete heedfulness and drive consumers to the purpose of procural through strong TV.

VIII. LIMITATIONS OF THE STUDY

Questionnaire method was used to collect data from different consumers Just 100 representatives were taken because of time confinement and for perfection in analysis.

XI. FUTURE RESEARCH

This advancement will help the publicists for cautious statistic focusing on and furthermore will assist the general population with knowing the effectiveness of T.V publicizing with regards to items and administrations despite the fact that innovation has run so far with cell phones, tabs, workstations. T.V is still in the market that makes it an exceptional source trustworthy for individuals and clearly purchaser additionally and it is as yet proceeding. The future research is look at the proficiency of T.V publicizing and internet promoting by breaking down its effect on customers.

APPENDIX

Questionnaire Date:

Respondent - Parents

Method – Interview

Please fill in the spaces or spot a ✓ or check mark alongside the word or expression that best matches your reaction.

PART – I

Name.....

Gender: M F

Age: 27-35 36-44 45-54 55 above

Educational Qualifications: Secondary +2

Graduate Post – Graduation Doctorate

Occupation: Agriculturist Service Business

Self Employed House wife

Monthly income: >20000 20000-30000

30000-40000 40000-50000 < 50000



The Efficiency of Television Advertising and their Influence on Consumers

S 1 . N o		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	1.Viewing patterns					
1	Do you own a T. V					
2	You like watching advertisements while watching T.V programs					
3	You prefer T.V advertisements over the peers					
4	You would prefer more to see an advertisement through T. V					
5	TV ads can easily convince you to buy certain products					
6	Television advertisements are means to persuade you to buy					

S1. No		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	2.Brand Awareness					
7.	You prefer to see an advertisement through T.V for knowing the information about products					
8	T.V Advertisement is a valuable source of information for consumers.					
9.	You have shown strong response to premium/gifts/di scout offers in television					
	3. Interpretation					
10.	You are exposed to too many advertisements messages on TV.					
11.	You watch T.V advertisements with more interest					
12.	T.V advertisements provoke your interest towards the advertised					

	products					
13.	TV advertising even encourages you to desire the products they don't really need					
	4. Perception					
14.	You tried for a new brand because you saw its commercial on TV					
15.	T.V advertisements captures your attention					
16.	You are attracted by the presentation of advertised products shown through T. V					
17.	You believe in television advertisements					

REFERENCES

- Vinod Kumar Bishnoi, R. S. (2009). The Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban and Rural Teenagers. *JK Journal of Management & Technology*, 1 (1), 65-67
- Guolla, G. B. (2011). Consumer behaviour and target audience decisions. In *Advertising & Promotion: An Integrated Marketing Communications Perspective*, with Connect Access Card Fourth
- Ansari, M. E., & Joloudar, Y. E. (2011). An Investigation of TV Advertisement Effects on Customers'. *International Journal of Marketing Studies*, 175-181.
- Vinod Kumar Bishnoi, R. S. (2009). The Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban and Rural Teenagers. *JK Journal of Management & Technology*, 1 (1), 65-67.
- Siddiqui, A. N. (2014). Tv Ads impact on Consumer Purchase Intention. *International Conference on Marketing*.
- Abideen, Z.-U., & Saleem, S. (2011). Effective advertising and its influence on consumer buying behaviour. *European Journal of Business and Management*, 3(3), 55-65.
- Bogdanovic, V. (2013). Russian cultural identity and advertisement. *Uniwien*
- Browne, G. J., Durrett, J. R., & Wetherbe, J. C. (2004). Consumer reactions toward clicks and bricks: investigating buying behaviour on-line and at stores. *Behaviour & Information Technology*, 23(4), 237-245.
- Vani, G., Babu, M. G., & Panchanatham, N. (2011). Consumer Buying Behaviour Model for Toothpastes. *Indian Journal of Marketing*, 41(10).
- Jolodar, S. Y. E., & Ansari, M. E. (2011). An Investigation of TV Advertisement Effects on Customers' Purchasing and Their Satisfaction. *International Journal of Marketing Studies*, 3(4), p175
- Romaniuk, J., & Sharp, B. (2004). Conceptualizing and measuring brand salience. *Marketing Theory*, 4(4), 327-342.
- Hyun, S. S., Kim, W., & Lee, M. J. (2011). The impact of advertising on patrons' emotional responses, perceived value, and behavioural intentions in the chain restaurant industry: The moderating role of advertising-induced arousal. *International Journal of Hospitality Management*, 30(3), 689-700.
- Shin, J., Moon, M., Park, M., & Kim, M. (2011). Does Religiosity affect on Consumer's Socialization Agent and



14. Shopping Orientation? Paper presented at the International conference on E-business, Management and Economics.
15. Mandan, M., Hossein, S. & Furuzandeh, A. (2013). Investigating the impact of advertising on customer's behavioural intentions. *Business and Economic Research*, 3(1). [13] Hulme, D., Impact of AI on brand [Interview] 2017
16. Duncan, C. & Nelson, J. (1985). Effects of humor in a radio advertising experiment. *Journal of Advertising*, 14(2), 33-64.
17. Chang, C. (2006). *Beating the new blues:mood reparir throuth exposure to advertising*. *Journal of Communication*, 56, 198-217.
18. Alba, J.W. & Hutchinson, J.W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13, 411-454.
19. Johnson, R. & Kellaris, J. (1988). An exploratory study of price/perceived quality relationships among consumer services. *Advances in Consumer Research*, 15, 316-322.
20. Johnson, E.J. & Russo, J.E. (1984). Product familiarity and learning new information. *Journal of Consumer Research*, 11, 542-550.
21. Ballester, E.D., Navarro, A. & Sicilia, M. (2012). Revitalising brands through communication messages: The role of brand familiarity. *European Journal of Marketing*, 46(1/2), 31-51.
22. Zajonc, R.B. & Markus, H. (1982). Affective and cognitive factors in preferences. *Journal of Consumer Research*, 9, 123-131.

AUTHORS PROFILE



Mr. Nazim Sha S, Research Scholar, School of Management, Hindustan Institute of Technology and Science, Chennai, Tamil Nadu, India He has completed BE in Mechanical engineering from Noorul Islam University and has completed M.BA from VIT University after that he has worked for 1 year as a Corporate Trainer in a leading MNC. He also worked

as an internee in Puthiyathalaimurai news channel and is right now doing Full Time - P. h. d in Hindustan University, Chennai. He situated himself as an author through a few Research distribution in Scopus Indexed and UGC Recommend Journals and has received the Best Researcher Award for 2018 from IJRULA and the Best Researcher Award for 2019 from GRABS. Best Paper Award from Pondicherry University for one of his research publications. He also has published a book named "A Branded Footstep" During his college days he worked as a Publicity and Marketing organizer in gravitas2K15 (A worldwide technical symposium in VIT University). He was the only one out of 200 M.B.A students from his batch who got this great exposure. He along with his teammates did a song for UNICEF in association with VIT University. He is also a playback singer.



Dr. M Rajeswari, Associate Professor, School of Management, Hindustan Institute of Technology and Science, Chennai, Tamil Nadu, India. She has completed her M. Com in the year 1997, M.Phil. in the year 2007, M.B.A in the year 2009 and Ph.D. in year 2015. He situated himself as an author through a few Research

distribution in Scopus Indexed and UGC Recommend Journals and has received the Best Researcher Award for 2018 from IJRULA and the Best Paper Award from Pondicherry University for one of her research publications. She has total 21 years of experience with 5 years of industrial experience and 16 years of teaching experience