

# Conational Drivers, Mainly Advertisement Influencing Brand Preference of Consumer Durable Goods: An Experimental Analysis in North India

*Chahal Aarti*

MBA Student, Management Researcher in Department of Management Studies  
Deenbandu Chhoturam University of Science and Technology, Murthal, Sonapat, 13001 (HR), India  
([rtichahal@gmail.com](mailto:rtichahal@gmail.com))

## Abstract

Brand preference is understood as a measure of brand loyalty in which a consumer exercises his decision to choose a particular brand in presence of competing brands. Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. This study aims at discussing the cognitive factors that determine brand preference among consumers based on empirical research. Brand attributes including price, quality, features, image which influence consumer perceptions and temporal association with brands are critically examined in the study. Researcher also focuses upon the various types of advertisement and aspects of advertisement. The study makes use of statistical techniques such as percentage, chi square test in analyzing the data for finding the result. The result shows that there is a significant relationship between advertisements and the choice of the brand. The perception of employees differs significantly regarding the conational drivers, type of advertisement and aspects of advertisement. Consequently the recommendations support for the noteworthy of consumer preference which will bring a constructive brand selection.

**Keywords:** Advertisement, Brand image, Brand Preference, Cognitive Behavior.

## Introduction

Advertising has become increasingly important to business enterprises –both large and small. Outlay on advertising certainly is the voucher. Non-business enterprises have also recognized the importance of advertising. Advertising assumes real economic importance too. Advertising strategies that increase the number of units sold stimulate economies in the production process. Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give subliminal message. Advertising today seems to be everywhere and ever present exerting a far-reaching influence on the daily lives of people. Advertisements develop self-concepts in order to induce purchase decisions. The synergy of personality traits of consumers, cultural value, brand identity effect, and functional utility of brand helps developing powerful strategy for successful brands (Kumar et al, 2007). Consumers perceive the brand on dimensions that typically capture a person's personality, and extend that to the domain of brands (Rajagopal and Sanchez, 2004). One way to conceptualize and measure human personality is the trait approach, which states that personality is a set of traits (Anderson and Robin, 1986). Consumers have only one image of a brand, created by deployment of the brand assets at their disposal: name, tradition, packaging, advertising, promotion posture, pricing, trade acceptance, sales force discipline,

consumer satisfaction, repurchases patterns, etc. Clearly, some brand assets are more important to product marketers than service marketers, and vice versa. Some competitive environments put more of a premium on certain assets as well. In the times of globalization consumer-centered brands, a skilled sales force, strong consumer relationships, and open organizational designs contribute to the business growth of the firm, and consumer value. Effective communication, new product development, and distribution contribute to a brand's long-term fitness and the consumer orientation (Lev, 2004).

This study aims at discussing the cognitive factors that determine brand preference among consumers based on empirical research. Brand attributes including quality, features and image which influence consumer perceptions and temporal association with brands are critically examined in the study. This study also investigates the impact of various types of advertisement and various aspects of advertisement. Also this study seeks to develop a better understanding of how various factors influence brand perceptions among consumers of North India.

## Review of Literature

Miss Amanda Spry et al, (2011) examines the impact of celebrity credibility on consumer-based equity of the endorsed brand. Results suggest endorser credibility has an indirect impact on brand equity when this relationship is mediated by brand credibility. This mediating relationship was moderated by type of branding. However, the 'endorser credibility-brand credibility' and 'endorser credibility-brand equity' relationships did not vary according to the type of branding employed. If corporations can use their marketing budgets more effectively through cutting advertising wastage, Mark M. Moriart(2002) addressed the question of how long the carryover effect of advertising on sales persists. Appropriate cautions are included in the conclusions reached by Clarke since the preponderance of studies that he reviewed involved mature frequently purchased low-priced products. His conclusion is that, for such products, the carryover effect of advertising lasts a matter of months rather than years. The current study examines durable goods and provides preliminary evidence that for some durables, advertising effects may have a duration interval that exceeds a year.

Pamela L. Alreck et al(1999) The marketer's principal objective is typically to build a relationship with buyers, rather than merely to make a single sale. The choice of an individual strategy or combination depends mainly on the nature of the branded product or service. The success of the strategy depends heavily on the marketer's understanding of the preference building and bonding process. Rajagopal, (2006) The identity of brand, from the perspective of consumers, is the foundation of a good brand-building program. Effective brand management encompassing brand personality is of paramount importance in reaching the overall company goals of satisfaction, loyalty, and profitability. Michelle Groene (2008) The increasingly widespread use of digital video recorders (referred to as DVR from this point forward) has given consumers control over the advertising they watch or do not watch during their television viewing experience. DVR is an opportunity for the advertising industry to reinvent itself and remain an effective force in the era of consumer control; using the literature that exists on the topic to determine what still needs to be researched and implementing some of these methods in order to create better, more effective advertising. Unnava & Brunkrant (1991) compared the effects of varied v/s same execution of advertisements on brand name memory when the number of exposure to ads is held constant. They found out that varied advertisement executions enhance memory for brand name over repeated same executions. In varied advertisement executions learning was superior when execution remained same. **Fareena, Sultan and Russell S. Winer (1993)** examined consumers' time preferences for technology-driven consumer durable innovations. The results show that, over subjects, the product rate is different from the economic discount rate which captures time preferences for money that product rates of time preference vary by individual, by product and over time, and that attribute level rates of time preference may vary by attribute.

Gupta&Devi (2008)studied the impact of TV advertisements on buying pattern of adolescent girls. He found that the advertisement played a vital role in introducing a new product in the family list and making better choice during shopping. The girls' utilized pocket money received every month for shopping. The adolescent girl is influenced by T.V advertisement when he purchases clothing they were guided by fashion, friend and boutiques. The respondents preferred to

buy branded and standardized product which are more advertised on television. Dillon, et al. (1997) investigated the factors affecting the consumer behavior on durable goods and foot items. This study pointed the rural respondents given the advertisement through radio primary importance and the other media like posters and magazines were least affected, where as the urban respondents were affected more by television and magazines. Various studies have been conducted on the effects of television advertisement on the Marketing operations and consumer behavior. Muneer (1995) studied the social and economical effects of advertisement on the Saudi consumer. He found that the advertisement provides the knowledge about new products and it helps them select the best products. Biswas S, et al (2009) shows positive, although moderate, impact of celebrity endorsements on attention and exposure of consumers. Implications for marketers as well as suggestions for future research are discussed. Silva and Alwi (2006) previous researches have established that there is a close relationship between the brand attributes and the corporate brand image concerning the emotional values. This relationship in turn influences the consumer's responses towards building brand loyalty. Hayes et al. (2006) the quality connection between personality traits and brand association depends on the perceived attractiveness of the brand to a large extent. However, the role of attractiveness in the relationship varies across individual brand personality dimensions. Matthiesen and Phau, (2005) luxury brands attempt to establish a 5 unique brand identity as an international fashion label for high-quality business, but sometimes company's other brand attributes are less apparent for consumers. Hence, the depth and variety of the brand is often not fully understood by its consumers.

Merrilees and Miller, (2005) Consumer perceptions also determine the brand personality of virtual brands. E-retailing is primarily a functional activity, with pre-eminent roles for interactivity, web atmospherics, and navigability. However, users' perceptions of functional attributes are rooted in emotional associations, such as excitement or authenticity. Emotional brand associations can be utilized by e-retailers as benchmarks of key performance indicators to improve the brand performance. Roncha, (2008) the concepts of brand image and brand identity are well connected as key assets to the brand performance. The identity of brand, from the perspective of consumers, is the foundation of a good brand-building program. Effective brand management encompassing brand personality is of paramount importance in reaching the overall company goals of satisfaction, loyalty, and profitability. Rajagopal (2007) advertising effectiveness can be measured by brand and advertising evaluations. Effective brand management, encompassing brand personality, is of paramount importance in reaching the overall company goals towards satisfaction, loyalty, and profitability. Companies may choose to deliver advertising in a more appealing dimension for quick cognitive reflexes of consumers. Azoulay and Kapferer (2003) brand personality is one of the principal drivers of a brand identity. It is observed that though contemporary scales of brand personality may not measure brand personality, they integrate various dimensions of brand identity of which personality is one of the dimensions. Craig et al. (2008) brand identity not only augments the values of global brands but also enhances the family business' ability to persuade consumers to make purchasing decisions based on the perceived attributes of the seller through family-based

brand system. Family-based brand identity influences competitive orientation (consumer versus product) and performance of firm in family businesses.

### Objectives of the Study

1. To study the impact of the Conational Drivers, Advertisements on the brand preference of consumers.
2. To find out the consumer preference regarding the most effective media for Advertisements.
3. To study the impact of the celebrity endorsement on the consumer buying behavior.

### Hypothesis

#### Hypothesis 1:

**H0:** There is no significant relationship between the advertisement(s) and the brand preference of consumers.

**H1:** There is significant relationship between the advertisement(s) and the brand preference of consumers. For testing the above hypothesis researcher applied Chi Square test .The variables used are Age and Advertisement affect on Brand choice.

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age* Advertiseme nt effect	100	100.0 %	0	0%	100	100.0 %

**Chi Square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-square	15.920 <sup>a</sup>	16	.045
Likelihood Ratio	17.747	16	.049
Linear-by-Linear Association	2.969	1	.033
N of Valid Cases	100		

a. 22 cells (88.0%) have expected count less than 5. The minimum expected count is .02.

**Inferences:** According to chi-square test if significant value comes out to be less than 0.05 then we reject null hypothesis, and we accept alternative hypothesis. As in our case assumption, significant value comes out to be .045, which is less than significant level i.e. 0.05. So, we reject the null hypothesis and accept the alternative hypothesis .This means there is a significant relationship between advertisements and

the brand preference of consumers. In other words we can say advertisement affect the choice of brands among the consumers.

### Hypothesis 2:

**H0:** There is no impact of the celebrity endorsement on the consumer buying behavior.

**H1:** There is impact of the celebrity endorsement on the consumer buying behavior.

For testing the above hypothesis we have used Chi Square test .The variables used are Gender and Celebrity affect on Brand choice.

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender* Celebrity endorsement	100	100.0 %	0	0%	100	100.0 %

**Chi Square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-square	10.758 <sup>a</sup>	8	.036
Likelihood Ratio	15.563	8	.047
Linear-by-Linear Association	.977	1	.038
N of Valid Cases	100		

b. 12 cells (88.0%) have expected count less than 5. The minimum expected count is .13.

**Inferences:** From the above Chi square test it is clear according to assumption that significant value i.e. .036 is less than significance level .05 therefore we reject our Null hypothesis. Therefore we accept our Alternate hypothesis, i.e. there is impact of the celebrity endorsement on the consumer buying behaviour.

### Research Methodology and Design

Research methodology comprises a number of alternative approaches and inter-related and frequently overlapping procedures and practices. Since there are many aspects of

research methodology, the line of action has to be chosen from a variety of alternatives the choice of suitable method can be arrived at through the objective assessed and comparison of various competing alternatives. A research design is the basic plan, which guides the data collection and analyses the phases of the research project. The research design of the present study was mainly “explanatory” in nature as the main purpose of the study was to study the impact of the Conational Drivers, Advertisements on the brand preference of consumers and thereby to find out the impact of the celebrity endorsement on the consumer buying behavior.

### Primary and secondary data

To carry out the objectives, the researcher has used both primary and secondary data. The secondary data and information have been collected from various sources like journals, magazines internet and publications etc. Primary data has been collected through structured questionnaire from the students and staff of different colleges and universities of North India belonging to different-different classes, areas, age groups on the basis of convenience sampling. It was very easy to cover North India with the help of students and staff of different college and universities.

### Sample design

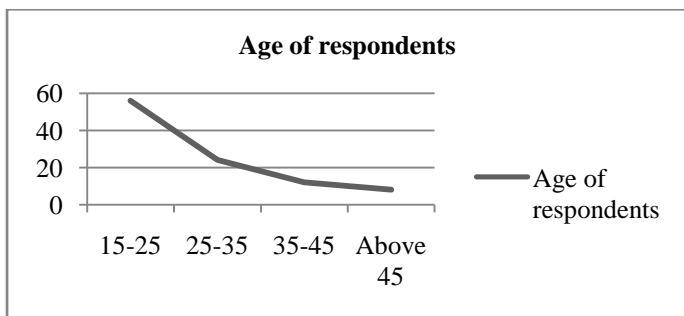
For the purpose of the study, the researcher selected the students and staff of different colleges and universities on the basis of random and stratified technique. Random and stratified sampling is the least expensive and least time consuming of all sampling techniques. The sampling units are accessible, easy to measure and cooperative. The researcher personally contacted 100 students including of different colleges and universities. They were appraised about the purpose of the study and request was made to them to fill up the questionnaire with correct and unbiased information.

### Selection of Sample Respondents

**Table I: Gender of Respondents**

Gender	No. of respondents	Percentage of respondents
Male	32	32
Female	68	68
Total	100	100

**Fig. I: Gender wise distribution of respondents**

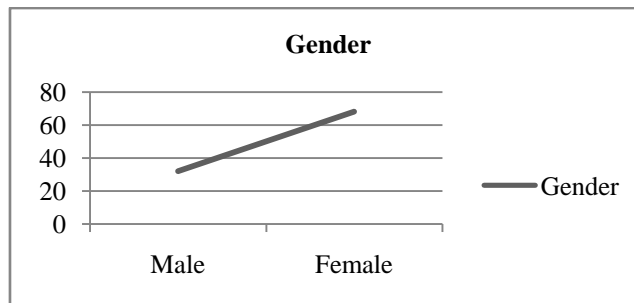


**Inferences:** The above data shows the Gender of the respondent. Here 32% of respondent are male and rest 68% are female.

**Table II: Age wise distribution of respondents**

Age group	No. of respondents	Percentage of respondents
15-25	56	56
25-35	24	24
35-45	12	12
Above 45	8	8
Total	100	100

**Fig II: Age wise distribution of respondents**



**Inferences:** The above data shows age difference of the respondent 56% of the respondent belongs to 15 to 25 year, 24% people belongs to 25 to 35, 12% belongs to 35 to 45 and rests of the respondent belong to 45+ age category.

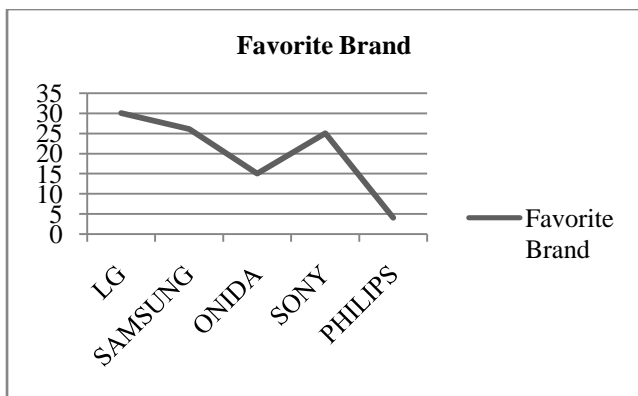
### Questionnaire

The questions were designed to identify different factors affecting brand choice. The respondents were requested specifically to ignore their personal prejudices and use their best judgment on a 5 point Likert scale. The purpose of this exercise was to make the response a true reflection of organization reality rather than an individual opinion. The 5 point of the scale indicated in the questionnaire are- 1. Strongly disagree, 2. Disagree, 3. Indifferent, 4. Agree and 5. Strongly agree

**Table III: Favorite Brand of respondents**

Brand Name	No. of respondents	Percentage of respondents
LG	30	30
SAMSUNG	26	26
ONIDA	15	15
SONY	25	25
PHILIPS	4	4
Total	100	100

**Fig. III: Favorite Brand of Respondents**

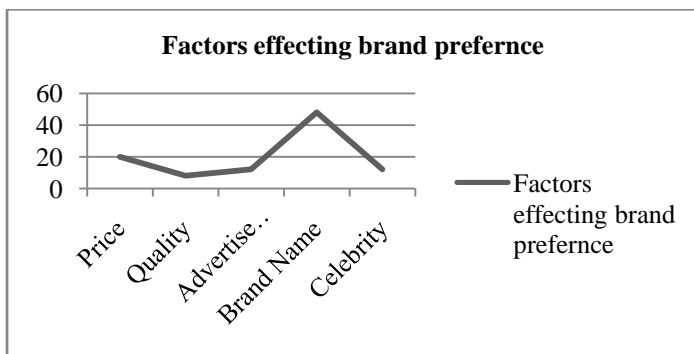


**Inferences:** The above table show that the consumer preference regarding the durable goods. 30% people like LG, 26% Samsung and 25% people like Sony products. It shows that these three are the most preferable brands in the market.

**Table IV: Reason behind particular brand**

Factors	No. of respondents	Percentage of respondents
Price	20	20
Quality	8	8
Advertisement	12	12
Brand Name	48	48
Celebrity	12	12
Total	100	100

**Fig IV: Reason behind particular brand**

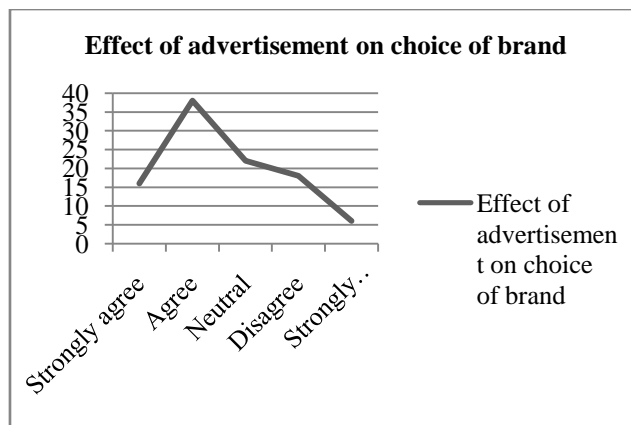


**Inferences:** When we ask to them why you chose these brands then 48% people said that they choose these brands due to Brand name, 12% due to advertisement, 20% people concern with the price, 12% said because of celebrity and rest 8% said quality is most important for their brand preference.

**Table V: Effect of advertisement on choice of brand**

Advertisement effects brand choice	No. of respondents	Percentage of respondents
Strongly agree	16	16
Agree	38	38
Neutral	22	22
Disagree	18	18
Strongly disagree	6	6
Total	100	100

**Fig V: Effect of advertisement on choice of brand**

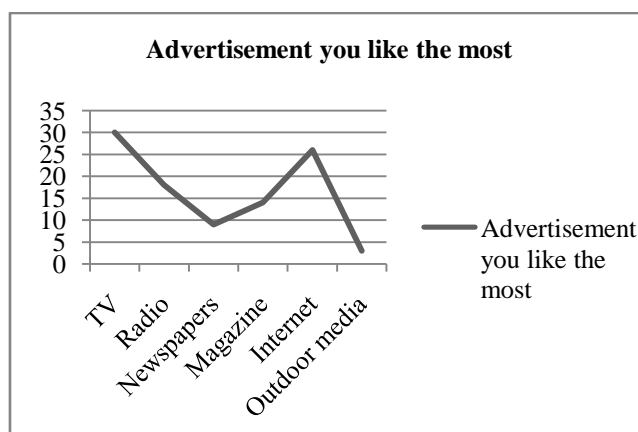


**Inference:** Respondents were asked whether their choice of brand is affected with the advertisement they are watching in their daily life. About 16% of the respondents are strongly agree with this fact, 38% are agree, 22% are neutral about it, 18% are disagree whereas the balance 6% of the respondents are strongly disagree with this.

**Table VI: Advertisement you like the most**

Advertisement	No. of respondents	Percentage of respondents
TV	30	30
Radio	18	18
Newspapers	9	9
Magazine	14	14
Internet	26	26
Outdoor Media	3	3
Total	100	100

**Fig VI: Advertisement you like the most**



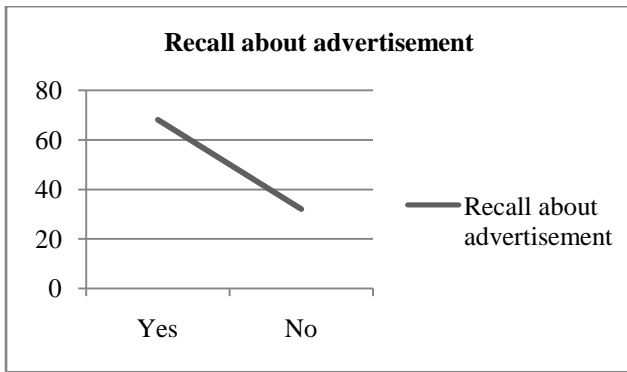
**Inferences:** 30% people said that TV is a good medium for advertisement. So we say that if company wants to communicate their customers then they should choose TV for advertisement, 26% people consider Internet as a good advertising media, 18% like radio, 16% like magazine and rest 12% like newspaper and outdoor media the most.

**Table VII: Can you recall any advertisement of you brand?**

Can you recall	No. of respondents	Percentage of
----------------	--------------------	---------------

		respondents
Yes	68	68
No	32	32
Total	100	100

**Fig VII: Can you recall any advertisement of you brand?**



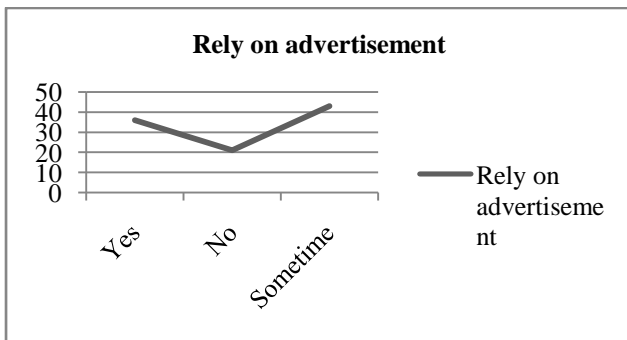
**Inferences:** When we ask to the respondent can you recall any of the advertisement then 68% respondent can recall the past or present ad. It shows that the advertisement play an important role in consumer sensory.

**Table VIII: Aspect of advertisement you remember the most**

Aspect of advertisement	No. of respondents	Percentage of respondents
Color	4	4
Slogan	8	8
Theme	20	20
Punch Line	32	32
Celebrity	36	36
Total	100	100

**Table VIII: Aspect of advertisement you remember the most**

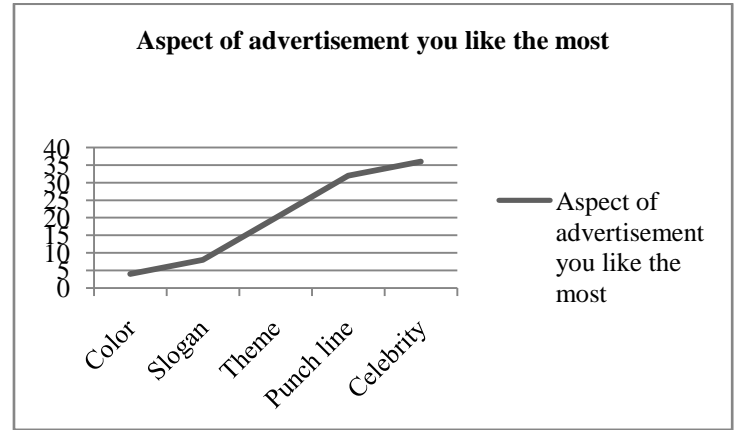
**Fig IX: Rely on advertisement**



**Inferences:** The above Graph show that the reliability of the customer to advertisement. 36% of the people rely on the advertisement. 43% said that they are relying sometime. Only 21% people said that they do not rely on the advertisement.

**Table X: Effect of celebrity on Brand choice**

Effect of celebrity	No. of respondents	Percentage of respondents
Yes	32	32
No	26	26
Sometime	42	42
Total	100	100



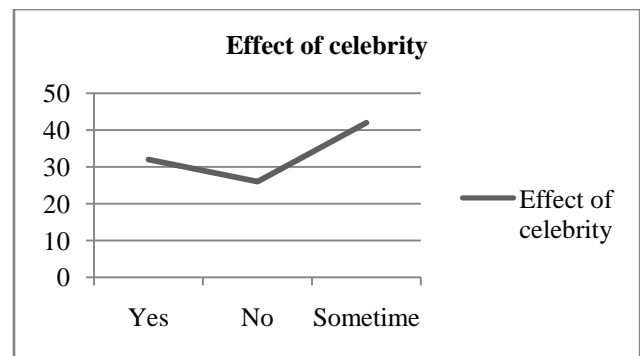
**Inferences:** The above table shows the aspect of advertisement which customers remember the most. It shows that 36% of people like celebrity, 32% like punch line, 20% like theme, 8% slogan and 4% respondents like colour the most.

**Table IX: Rely on advertisement**

Rely on advertisement	No. of respondents	Percentage of respondents
Yes	36	36
No	21	21
Sometime	43	43
Total	100	100

Yes	32	32
No	26	26
Sometime	42	42
Total	100	100

**Fig X: Effect of celebrity on Brand choice**

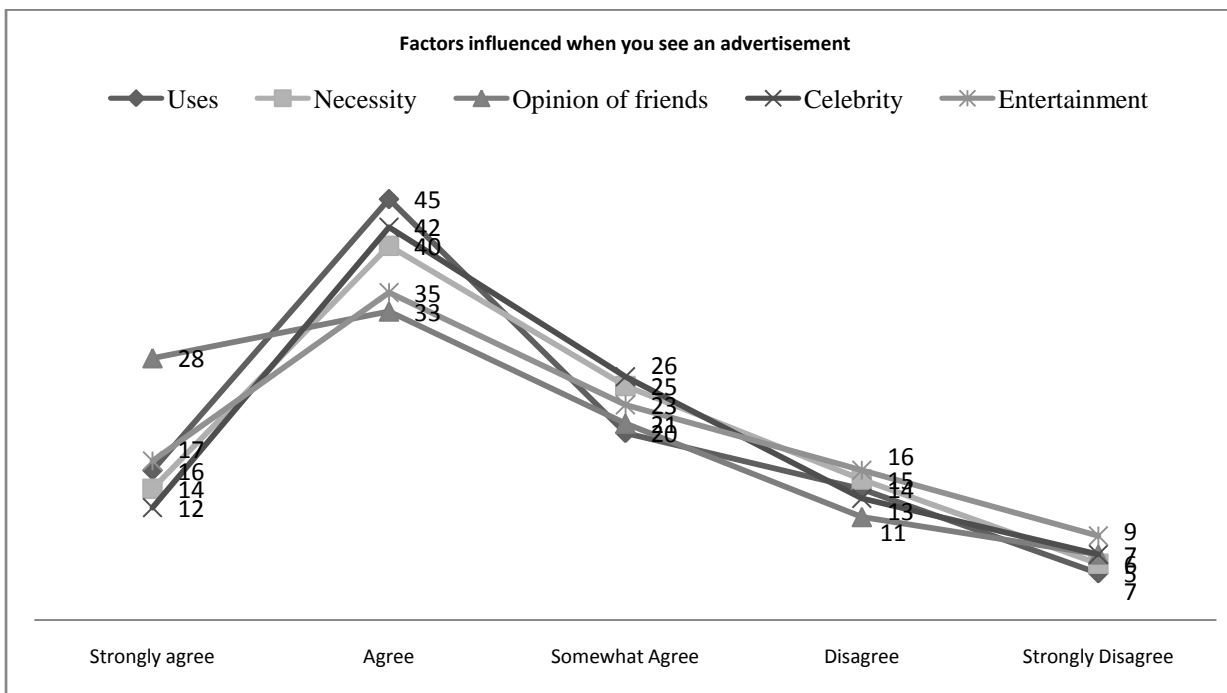
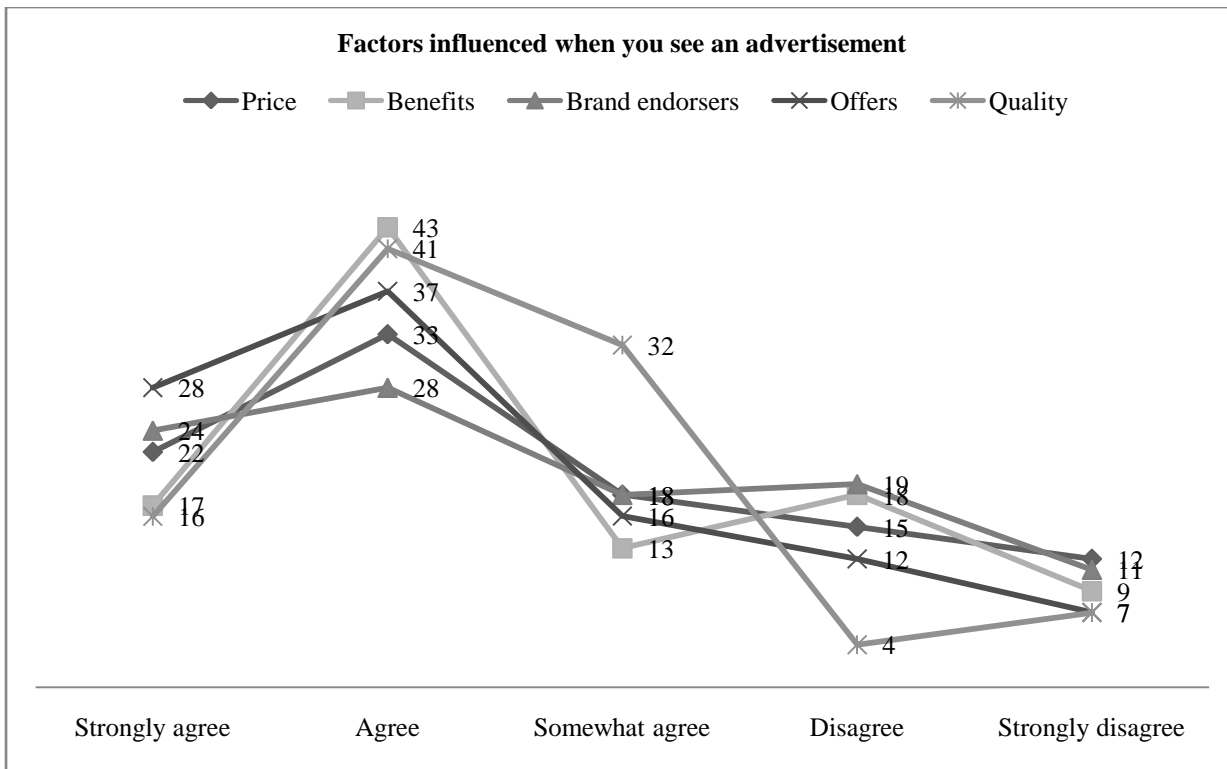


**Inferences:** 32% of people said that they change their perception towards the product if the advertisement tries to

promote the product in a better way. 26% people said that they do not change their perception due to advertisement and 42% people said that they sometimes change his perception.

**Table XI: Factors influenced when you see an advertisement**

<b>Factors influenced when you see an Advertisement</b>		<b>Strongly agree</b>	<b>Agree</b>	<b>Somewhat agree</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Total</b>
<b>Price</b>	No.	22	33	18	15	12	100
	%	22	33	18	15	12	100
<b>Benefits</b>	No.	17	43	13	18	9	100
	%	17	43	13	18	9	100
<b>Brand Endorsers</b>	No.	24	28	18	19	11	100
	%	24	28	18	19	11	100
<b>Offers</b>	No.	28	37	16	12	7	100
	%	28	37	16	12	7	100
<b>Quality</b>	No.	16	41	32	4	7	100
	%	16	41	32	4	7	100
<b>Uses</b>	No.	16	45	20	14	5	100
	%	16	45	20	14	5	100
<b>Necessity</b>	No.	14	40	25	15	6	100
	%	14	40	25	15	6	100
<b>Opinion of friends</b>	No.	28	33	21	11	7	100
	%	28	33	21	11	7	100
<b>Celebrity</b>	No.	12	42	26	13	7	100
	%	12	42	26	13	7	100
<b>Entertainment</b>	No.	17	35	23	16	9	100
	%	17	35	23	16	9	100



**Analysis:-** Price of the product is the most influencing while seeing advertisement and this is proved by the above graph which shows that 22% respondent strongly agree and 33% respondents are agree with that price of the product influence them while seeing advertisement, 18% respondent says that they are neutral or somewhat agree with the statement. Only 15% and 12% of the respondent are disagree with this particular variable. Most of the respondents i.e. 43% of the respondents say that Benefits of the product influenced them while seeing an advertisement. Least respondent as only 9% says that they do not consider benefits of the product while seeing an advertisement. Likewise brand endorser is the most considerable factor while seeing an advertisement. As we know brand endorser play a important role in attracting

consumer attention so our study also prove this point. 24% and 28% respondent are agree with the statement that brand endorser influence them. Only 19% (disagree) and 11% (strongly disagree) with this point. Promotional offers influence consumer brand preference and liking. So an advertisement having promotional offers also influence consumer brand preference and perception and this is proved by the graph. Mostly respondent 37% agree with the statement. Only 7% respondents strongly disagree with the statement. As we talk about quality then 41% of the respondents say that they are agree with quality of the product influence them while seeing the advertisement. 32% of the respondents are somewhat agree. But only 11% are disagree (7% strongly disagree) with this point. So on the basis of the



result we can say that quality of the product influence consumers while seeing advertisement. 45% of the respondents are agree on that uses of the product influence consumers while seeing an advertisement. Only 5% of the respondent strongly disagree with the above data and said that they do not consider uses of product while seeing an advertisement. In other word we can say that Use of Product influence consumer perception while seeing an advertisement. 54% of the respondents are agree with that necessity of the product influence them, in other word only 6% of the respondent says that they are strongly disagree with this factor. Mostly respondent i.e. 33% are agree with that opinion of friend about product influenced by an advertisement. Only 7% of the respondents are against the above statement. 42% are influenced by celebrity in an advertisement. Only 7% of the respondent strongly disagrees with this point. On this basis of this graph we can say that celebrity endorsement influence them while seeing an advertisement. As we know mostly advertisement are entertaining in nature. So, mostly respondent 52% says that entertainment influence them while seeing an advertisement. Only 9% of respondent strongly disagree with this point.

### Findings and Discussions

Table III shows that is most preferred brand followed by Samsung and Sony. Table IV shows that there is an impact of the Brand name, Price and Advertisements on the consumers regarding the choice of their brand and Table V shows significant relationship between advertisements and the choice of the brand. Most liked medium of Advertisements is television followed by Internet and Radio media as shown by Table VI. Table VII is highlighting the great impact of the advertisements on the consumers as 68% respondents replied they do recall the advertisements of their brands. This recall helps them in decision making while making a purchase. Table VIII is showing the advertisement aspect which customers remember the most. People remember different aspects of the advertisements. The most remembered aspect by respondents is Celebrity, followed by Punch line and Theme. Table IX and X shows about the belief of the customers on advertisement and celebrity endorsing the product which reflects that both these factors affect the perception of the customers about brand choice up to some extent. Table XI is showing all the factors which are influenced when you see an advertisement. Out of all these factors benefit, quality, uses and necessity are the most influential factors. While other factors like celebrity, opinion of friends, offers etc also influenced customers to some extent.

Chi square test is also used to find the affect of celebrity endorsement and advertisement on brand choice. With the help of the hypothesis and rejection of null hypothesis, it is concluded finally that both these factors affect the brand choice of the customer.

### Recommendations

1. Companies should aggressively go for Internet marketing as there is a great scope for it because youngsters are in close contact round the clock with Internet.
2. Companies should focus on creative advertisements, because people want something different, something new that will attract their attention.

3. Companies should make use different mediums of Advertisements to cover maximum population.
4. Companies should go for Sponsorships of different events at district levels.
5. Companies should select the celebrity that has greater credibility and fan following in the particular regions.
6. Companies should promote their product on FM Radio stations in Jalandhar and almost everybody listen to FM radio Stations on their cell phones so there is a great scope for this.
7. Use of digital Billboards as images and videos change after 5 seconds on bill boards, they are attractive and they easily grab consumer's attention.
8. Personal contract with the customer is best possible way to attend the customers. So the company try to make relation with the customers after sales service.

### Conclusion

As we know that today market is very competitive. There is cut throat competition in the Consumer Durables industry mainly between the three big giant's i.e. LG, SAMSUNG and Sony. Both are striving very hard for their market share. Therefore it becomes very hard for the companies to retain their customers. It is also evident that companies spend a huge amount on Advertisements. Therefore Advertisements are the back bone for this Industry, they act as a glue to retain their consumers and target the prospectus. Also the consumer's preferences and the attitudes change with the passage of the time and age. Mediums of Advertisements also play an important role in promoting the products among the masses. Advertisements play a pivotal role in changing the consumers preference .Television is an important and effective medium used for communication with the consumers, and Internet has emerged one of the strongest medium that youngsters use to gather the information. At last we can say that there is a direct relation between Advertisements and the consumer preference which has been proved by the tests also.

### References

- [1] Anderson P M and Robin L G (1986), "Marketing Communications: Advertising, Sales Promotion, Public Relations, Display and Personal Selling", *Englewood Cliffs*, New Jersey, Prentice Hall
- [2] Azoulay A and Kapferer J N (2003), "Do brand personality scales really measure brand personality?", *Journal of Brand Management*, 11 (2), 143-155.
- [3] Biswas S, Hussain M, O'Donnell K. (2009), "Advertisements and Consumer Perceptions: A Cross-Cultural Study" (2009) ,[www.chillibreeze.com/articles/Advertisement-endorsement.asp](http://www.chillibreeze.com/articles/Advertisement-endorsement.asp).
- [4] Craig J B, Dibrell C and Davis P S (2008), "Leveraging Family-Based Brand Identity to Enhance Firm Competitiveness and Performance in Family Businesses", *Journal of Small Business Management*, 46 (3), 351-371.
- [5] Dillon,etal (1997), "The factors affecting on consumer behavior durable good and foot Items". pp 214-228.
- [6] Erdogan(1999) "Celebrity Endorsement: A Literature Review", *Journal of Marketing Research*, VOL.7No.3, pp 291-314.
- [7] Gupta.N .K& Devi, A.(2008). Impact of T.V. advertisements on buying pattern of adolescent girls,

- Government College for women, parade, Jammu and Kashmir, India
- [8] Fareena Sultan and Russell S. (1993), "Winer", *Journal of Economic Psychology* Volume 14, Issue 4, pp 587-61.
- [9] Hassan Muneer A (1995), "Perspective of Saudi consumers about the Affect of economical and social adv." *Dirassat magazine*, folder 22, No.4.
- [10] Hayes, J B. Alford B L, Silver L and York R P (2006), "Looks matter in developing consumer- brand relationships", *Journal of Product and Brand Management*, 15 (5), 306-315.
- [11] Kamins A M and Michael A.K, Celebrity Endorsements in Advertising, 11th JUN-2006 Economic Times, At [www.economictimes.com/11june2006/celebrityendorsem ent](http://www.economictimes.com/11june2006/celebrityendorsem ent).
- [12] Kotler, Philip and Pfoertsch (2006), "Waldemar", 12<sup>th</sup> Ed, New Delhi, *Pearson publication*, pp 56-66.
- [13] Kotler Philip (2008), "Marketing Management" 12<sup>th</sup> Ed, New Delhi, *Pearson Education*, PP34-42.
- [14] Kumar S R, Guruvayurappan N and Banerjee M (2007), "Cultural values and branding in an emerging market: the Indian context", *The Marketing Review*, 7 (3), 247-272.
- [15] Lev B (2004), "Sharpening the intangibles edge", *Harvard Business Review*, 82 (6), 109-116.
- [16] Mark M. Moriarty(2002), *Journal of Business Research*, Volume 11, Issue 1, March 2002, pp 127-137.
- [17] Matthiesen I and Phau I (2005), "The HUGO BOSS' connection: Achieving global brand consistency across countries", *The Journal of Brand Management*, 12 (5), 325-338.
- [18] McCracken, Grant (1989), "Role of Advertisements and its effects?" *Journal of Consumer Research*, Vol.5 No.4, pp 10-21.
- [19] Menon (1994), "Customers' Perception Advertisements An Analytical Study", *Journal of Services Marketing*, Vol. 5, No. 3, September 2007, pp. 39-52.
- [20] Merrilees B and Miller D (2005), "Emotional brand associations: a new KPI for e-retailers", *International Journal of Internet Marketing and Advertising*, 2 (3), 206-218.
- [21] Michelle Groene (2008), "Adoption of Digital Video Recorders and Advertising: Threats or Opportunities." *Journal of Interactive Advertising* 6.1 (2008): 51 pars.
- [22] Miss Amanda Spry, Dr. Ravi Pappu, Prof. Bettina T Cornwell, (2011) "Celebrity Endorsement, Brand Credibility and Brand Equity", *European Journal of Marketing*, Vol. 45 Issue: 6
- [23] Mukherjee D. (2008), "Impact of Advertisements on the Brand Preference" Available at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1444814](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1444814)
- [24] Rajagopal, (2006), "Brand excellence: measuring the impact of advertising and brand personality on buying decisions", *Measuring Business Excellence*, Vol. 10 Issue: 3, pp.56 – 65.
- [25] Rajagopal (2007), "Brand excellence: measuring the impact of advertising and brand personality on buying decisions", *Measuring Business Excellence*, 10 (3), 56-65.
- [26] Rajagopal and Sanchez R (2004), "Conceptual Analysis of Brand Architecture and Relationships within Product Category", *Journal of Brand Management*, 11 (3), 233-247.
- [27] Roncha A (2008), "Nordic brands towards a design-oriented concept", *Journal of Brand Management*, 16 (1-2), 21-29.
- [28] Pamela L. Alreck et al. (1999), *Journal Of Product & Brand Management*, VOL. 8 NO. 2, pp 130-144.
- [29] Shah .K and D'Souza .A (2009), "Advertising and Promotions": An IMC Perspective 11<sup>th</sup> Ed, New Delhi *TMH Publications*, pp 359-366.
- [30] Silva R V D and Alwi S F S (2006), "Cognitive, affective attributes and cognitive, behavioral responses in retail corporate branding", *Journal of Product and Brand Management*, 15 (5), pp. 293-305.
- [31] Unnava and Brunkrant (1991), George Doukidis," Exploring Consumer Attitudes towards Advertising ", *International Journal on Media Management*, Vol. 5 No. 2, pp 27-35.
- [32] Zafar, B. (July 2008 ), "Advertisement and its effects : a literature review" *Journal of Marketing Management*, ICFAI,Vol.2No.2, pp 27-35.