



## INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

### CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	INTERDEPENDENCE OF VALUE CHAIN LINKS: A TALE OF THREE CITIES MUHAMMAD RIZWAN SALEEM SANDHU	1
2.	PEOPLE IN MARKETING OF MANAGEMENT INSTITUTE: A STUDY OF INDIAN CONTEXT DR. RAJESH.S.MODI	9
3.	INTERNATIONAL SMALL - SCALE FOREST CARBON SEQUESTRATION PROGRAM AND ITS IMPACT ON THE LIVELIHOOD OF LOCAL PEOPLE: EVIDENCES FROM CENTRAL KENYA DEREJE TEKLEMARIAM GEBREMESKEL	14
4.	ANALYSIS OF MARKET AND COMPETITORS TO IDENTIFY TRENDS FOR STRATEGIC MARKETING DR. R. K. SRIVASTAVA & S. T. SALUNKE	23
5.	BIO DEGRADABLE SOLID WASTE MANAGEMENT IN BANGALORE CITY M. P. KALIAPERUMAL	29
6.	ATTITUDE TOWARDS THE ENVIRONMENT AND GREEN PRODUCTS: AN EMPIRICAL STUDY DR. D S CHAUBEY, SIDHESWAR PATRA & DR. SAURABH JOSHI	34
7.	CORPORATE GOVERNANCE AND BUSINESS ETHICS M. SUBRAMANAYAM, DR. HIMACHALAM DASARAJU & KOTA SREENIVASA MURTHY	42
8.	PERFORMANCE MANAGEMENT SYSTEM FOR EMPLOYEES OF IT SECTOR IN CHENNAI J. JERLIN VIOLET & DR. S. N. GEETHA	49
9.	A STUDY ON QUALITY OF WORK LIFE IN TAMILNADU NEWSPRINT AND PAPER LIMITED, KARUR DR. V. MOHANASUNDARAM	53
10.	JANTAR MANTAR ON 'UNESCO' WORLD HERITAGE LIST UNIQUE SELLING PROPOSITION SUNIL KAKKAR, DR. T. N. MATHUR & DR. TAPASYA JULKA	59
11.	XMOWL MODEL: SUPERVISED APPROACH TO TRANSFORM SYNTACTIC MODEL TO SEMANTIC MODEL SHIKHA SINGH & DR. U. S. PANDEY	63
12.	CRM PRACTICES OF TWO INDIAN E-BUSINESS FIRMS AND EVALUATION OF THEIR COMPETITIVE ADVANTAGE THROUGH RBV DIBYENDU CHOUDHURY & DR. SASMITA MISHRA	70
13.	ANALYSIS OF DEPOSITS, ADVANCES AND PROFITS OF HDFC BANK: SPECIAL FOCUS ON PRE AND POST MERGER ERA DR. NARAYAN C. BASER & DR. MAMTA BRAHMBHATT	80
14.	FINANCIAL STRENGTH - A STUDY OF REDINGTON INDIA LIMITED, TRICHY, TAMIL NADU S. CHRISTINA SHEELA & DR. K. KARTHIKEYAN	85
15.	A STUDY ON THE MANAGEMENT ACTION PROFILE OF THE TRIBALS IN THE NILGIRIS DISTRICT OF TAMIL NADU K., MALAR MATHI, AMUL RAJ.K.T. & EBENEZER PAUL RAJAN	91
16.	STRATEGICAL IMPACTS ON GLOBAL BRANDING C. S. JAYANTHI PRASAD	94
17.	A STUDY ON DEPLOYMENT OF EFFECTIVE MICRO FINANCE FOR WOMEN EMPOWERMENT DR. P. ANBUOLI	100
18.	A STUDY OF HRD PRACTICES IN AUTO COMPONENT COMPANIES IN HARYANA SACHIN MAHESHWARI & S P AGARWAL	105
19.	GREEN HEALTH MANAGEMENT FOR EMPLOYEES IN I.T. AND BPO SECTORS, USING SHARON SCHEMA WITH CHRISTINA THEORY N. AKBAR JAN & T. SHANTHA KUMAR	108
20.	WHETHER BSE SENSEX (BSE30) AND BSE NATIONAL INDEX (BSE 100) ARE COINTEGRATED? R. KUMARA KANNAN	113
21.	A STUDY ON ROLE OF SHG'S IN DEVELOPMENT OF WOMEN ENTREPRENEUR DR. SAVITA TRIVEDI	116
22.	PERCEPTION TOWARDS ADVERTISEMENTS AND ITS IMPACT ON SOCIETY - AN EMPIRICAL ANALYSIS R. MAHARA JOTHI PRIYA, DR. R. DHANALAKSHMI & DR. K. PONGIANNAN	119
23.	PERCEPTION OF CUSTOMERS TOWARDS SERVICES OF BRANCHES OF NATIONALISED COMMERCIAL BANKS OF SEMI URBAN AREAS WITH SPECIAL REFERENCE TO E-TECHNOLOGY BIDYUT JYOTI BHATTACHARJEE	126
24.	SHORT SEA SHIPPING - POTENTIALS, BENEFITS AND CHALLENGES IN INDIA M. SARAVANAN	130
25.	DETERMINANTS OF CAPITAL STRUCTURE DECISION IN INDIAN MANUFACTURING INDUSTRIES - AN EMPIRICAL ANALYSIS DR. V. MOHANRAJ	139
	REQUEST FOR FEEDBACK	143

**CHIEF PATRON****PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi  
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**PATRON****SH. RAM BHAJAN AGGARWAL**

Ex. State Minister for Home & Tourism, Government of Haryana  
Vice-President, Dadri Education Society, Charkhi Dadri  
President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR****MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

**ADVISORS****PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****PROF. R. K. SHARMA**

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

**CO-EDITOR****MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

**EDITORIAL ADVISORY BOARD****DR. AMBIKA ZUTSHI**

Faculty, School of Management & Marketing, Deakin University, Australia

**DR. VIVEK NATRAJAN**

Faculty, Lomar University, U.S.A.

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. PARVEEN KUMAR**

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

**PROF. H. R. SHARMA**

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

**PROF. MANOHAR LAL**

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**PROF. R. K. CHOUDHARY**

Director, Asia Pacific Institute of Information Technology, Panipat

**DR. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

**DR. BHARAT BHUSHAN**

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

**DR. VIJAYPAL SINGH DHAKA**

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHINDER CHAND**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P. J. L. N. Government College, Faridabad

**DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Government F. G. College Chitgappa, Bidar, Karnataka

**DR. BHAVET**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

**ASSOCIATE EDITORS****PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering &amp; Technology, Amity University, Noida

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**DR. ASHOK KUMAR**

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

**ASHISH CHOPRA**

Sr. Lecturer, Doon Valley Institute of Engineering &amp; Technology, Karnal

**SAKET BHARDWAJ**

Lecturer, Haryana Engineering College, Jagadhri

**TECHNICAL ADVISORS****AMITA**

Faculty, Government H. S., Mohali

**MOHITA**

Faculty, Yamuna Institute of Engineering &amp; Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

**FINANCIAL ADVISORS****DICKIN GOYAL**

Advocate &amp; Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

Advocate, Punjab &amp; Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate &amp; Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT****SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Business Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or [info@ijrcm.org.in](mailto:info@ijrcm.org.in).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

(e.g. Computer/IT/Finance/Marketing/HRM/General Management/other, please specify).

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for possible publication in your journal.

I hereby affirm that the contents of this manuscript are original. Furthermore it has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

**NAME OF CORRESPONDING AUTHOR:**

Designation:

Affiliation with full address & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

2. **INTRODUCTION:** Manuscript must be in British English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of the every page.
3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.
6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.
10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITE**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 <http://epw.in/user/viewabstract.jsp>

**PERCEPTION TOWARDS ADVERTISEMENTS AND ITS IMPACT ON SOCIETY - AN EMPIRICAL ANALYSIS**

**R. MAHARA JOTHI PRIYA**  
**ASST. PROFESSOR & HEAD**  
**DEPARTMENT OF INTERNATIONAL BUSINESS**  
**KONGUNADU ARTS AND SCIENCE COLLEGE**  
**COIMBATORE**

**DR. R. DHANALAKSHMI**  
**ASST. PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**GOVERNMENT ARTS COLLEGE FOR WOMEN**  
**BARGUR – 635 104**

**DR. K. PONGIANNAN**  
**ASST. PROFESSOR**  
**PG & RESEARCH DEPARTMENT OF COMMERCE**  
**GOVERNMENT ARTS COLLEGE**  
**DHARMAPURI – 636 705**

**ABSTRACT**

*The role of advertisements and the various media for advertisements are occupying the major portion of everyone's life due to the fact that it stimulates the customers to buy the product and gives the knowledge about the product/brand. Though there are various media for advertisements, the impact of advertisements is well understood based on the effectiveness of media to deliver the advertisements. The manufacturers, advertisers who advertise their products mainly concerned with overcoming the competition and holding market share for their products. In such a situation some advertisements are creating strong impact on the minds of consumers but still some of them create negative impact as in the form of annoyance, irritation or unwanted advertisements, etc. With the advent of Information Technology and media exposure the viewing/listening/reading of advertisements are unavoidable. But in the fast moving world many people fail to realize the value of advertisements in terms of money, time, economy etc while purchasing the product. Thus, the study explores advertisement effect on society, analyze about how advertisement influence the mindset of old ages, youngsters and children, its role in creating demand and standard of living of people.*

**KEYWORDS**

Advertisements, Advertisers, Impact of advertisement, Media, Product, Society.

**INTRODUCTION**

Advertisement is a form of communication intended to persuade its viewers, readers or listeners to take some action. It usually includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries.

Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, billboards or direct mail. Advertising may be placed by an advertising agency on behalf of a company or other organization.

**ADVERTISING MEDIA**

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logojets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

**TELEVISION**

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television. The average cost of a single thirty-second TV spot during this game has reached US\$3 million (as of 2009). The majority of television commercials features a song or jingle that listeners soon relate to the product. Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none exist in real-life. Virtual product placement is also possible.

**RADIO ADVERTISING**

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcasted as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the obvious limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage.

**PRINT ADVERTISING**

Print advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on

very specialized topics. A form of print advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service.

#### ONLINE ADVERTISING

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

#### IMPACT OF ADVERTISEMENTS ON SOCIETY

In recent times, the word 'Advertising' has become a fiercely mooted topic. Advertising has positive as well as negative, social and economic impacts on our society. Considering advertising as a public welfare is a positive social impact whereas exposing women as a sex tool comes at the negative side. As far as economic factors are concerned, funding for the media and stimulating an active and competitive economy, are the major examples.

Assorted techniques are enforced for persuading consumers that they want the product which is being advertised. These techniques usually give attention to the benefits that would be brought to the consumers rather than focusing on the actual products. For instance, an automobile advertisement advertising the mechanical attributes of a vehicle, most likely concentrates the exhilaration, reputation and social progression it may bring to the buyer. This swarming advancement is habitually sexual, or involving the opposite gender to attract the consumers with the glamorous women/men's fancy car.

There are various blames that advertising is causing a negative social impact on the lives. The chief unfavorable judgment for advertising is that it hales the public to buy things that they are not their real want. It is arrogated that advertising plays with emotions and encourages people to think that buying and depleting are the activities of life.

According to advertisers, they state that people are capable enough to set their mind and no one can force them to buy anything which they dislike or which they think is not a necessity. Advertisers also think that there are positive impacts of advertising on our society and culture. For example, it can be used to generate awareness among the public that which product is OK or to which they should say NO. In other words, advertising also acts as an educator in the sense that it educates people what is good and what is bad for them and puts a ceiling on the harmful products like smoking and drinking etc.

There are not only social benefits of advertising, but it also has some economic advantages. Without advertising, the media, including newspapers, television and radio would never be much strong. Advertising provides revenue for commercial mediums which would otherwise need to be funded by the actual consumer of these mediums. So, we can see a major economic infrastructure based around advertising, in which the big companies fund and subsidize the commercial media by the way of advertisements.

The major economic negative aspect of advertising is that it boosts the price of goods and services. The source of this contention is that, when organizations subsidize the mass media with advertising, we, the purchaser, subsidize advertising by compensating a grossly increased price for heavily advertised goods and services. An easy example of this is that a box of Omo washing powder generally costs around two to three dollars while the market price of the product would be seven to eight dollars. The fact behind this is that the remaining proportion goes in heavy advertising in television and print media.

So, the impact of advertising on our society is in a jumble form, depending on the functions and implementations of numerous campaigns. Our society and the marketing of products depend very badly upon advertising. The companies have become much dependent of advertising that even its negative impacts can never outweigh the many positive social and economic effects.

#### RESEARCH DESIGN

This study is based on an exploratory analysis and the required data for analysis were collected through a well structured questionnaire.

#### STATEMENT OF THE PROBLEM

The role of advertisements and the various media for advertisements are occupying the major portions of the everyone's life due to the fact that it stimulates the customers to buy the product and gives the knowledge about the product/brand. Though there are various media for advertisements, the impact of advertisements is well understood based on the effectiveness of media to deliver the advertisements. The manufacturers, advertisers who advertise their products mainly concerned with overcoming the competition and holding market share for their products. In such a situation some advertisements are creating strong impact on the minds of consumers but still some of them create negative impact as in the form of annoyance, irritation or unwanted advertisements, etc. With the advent of Information Technology and media exposure the viewing/listening/reading of advertisements are unavoidable. But in the fast moving world many people fail to realize the value of advertisements in terms of money, time, economy etc while purchasing the product. Hence, there is need for present study to explore on impact of advertisement on society and to provide suggestions for the further improvement. In order to know the depth of impact, the present research was undertaken.

#### OBJECTIVES OF THE STUDY

1. To study the effect of Advertisement on Society.
2. To know how advertisement influence the mind set of old ages, youngsters and children.
3. To investigate how does advertisement create the demand for the products?
4. To study the impact of Advertisement on standard of living of people.
5. To offer suggestion for the improvement of Advertisement.

#### SIGNIFICANCE OF THE STUDY

The recent era of Liberalization, Globalization and Privatization (LPG) policies is witnessing a lot of changes and betterments frequently not only in the development of nation's economy but also the individual's life style. One such development is advertisement. Advertisements have started arresting each and every individual towards buying goods. In those days people run behind products and search for shops whereas, the present scenario has been changed that the manufacturers and retailers chase and convince customers to promote their product. Today, 80% of the product manufacturers are depending upon the advertisements to deliver the product information and create product awareness among the general public.

Most of the advertisements shown on television and other media are having greater impacts that make customers to believe whatever they convey. No doubt advertisements are now-a-days a strong driving force for the betterment of the society. But on the other side, it creates unnecessary desire, wants, spending on the products. So, it becomes necessary to analyze about what it exactly does to the society and how people react to the advertisements and the channel which has greater influence. Today, people are also much concerned about pride, brand and physical look of the product as they believe that these factors improve their lifestyle. They are not aware about negatives of the advertisement because the attractive presentations, claims, themes, appeals energize and bring them the confidence to buy products.

Thus, the study explores advertisement effect on society, analyze about how advertisement influence the mindset of old ages, youngsters and children, its role in creating demand and standard of living of people.

#### SAMPLING TECHNIQUE

People with various categories of occupations have been clustered together. Among the cluster, random sampling has been applied to identify the target group of respondents. The Coimbatore city has chosen as study area and 150 respondents were fixed as sample size. The required data were collected from these 150 respondents using random sampling technique and questionnaire method of data collection was applied for collecting these primary data.

#### STATISTICAL TOOLS

The tabulated data were formulated using the statistical tools of simple percentage analysis and chi square to interpret the data.

## ANALYSIS AND INTERPRETATION

The collected data were analysed using the appropriate statistical tools mentioned in the research methodology. The objective-wise analysis and their interpretations are presented in this section.

### ANALYSIS ON THE VARIOUS FACTORS OF ADVERTISEMENTS AND ITS IMPACT ON SOCIETY

The following section deals with the percentage analysis on the various factors of advertisements such as type of advertisements mostly preferred to view in the various media, the type of product advertisements mostly preferred to view in the various media, its influence on the respondents purchase decision etc. Also, the percentage analyses were done in the case of analyzing the impact of advertisements on the society and its well being.

**TABLE 1: TYPE OF ADVERTISEMENT VIEWED BY THE RESPONDENTS**

S.No	Type of Advertisement you watch	No of respondents	Percentage
1	Consumer products	74	49.33%
2	Baby products	22	14.67%
3	Business ads	24	16%
4	Vehicles	30	20%
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table, it can be noted that 49.33 % i.e. (74 out of 150) of the respondents are watch Advertisement about Consumer products, and 14.67% i.e. (22outof150) of the respondents are watch Advertisement about Baby products, and 16% i.e. (24outof 150) of the respondents are watch Business ads, and 20% i.e. (30outof 150) of the respondents are watch Advertisements about Vehicles.

**TABLE 2: THE ATTRACTIVENESS OF THE VARIOUS TYPES OF PRODUCT ADVERTISEMENTS**

S.No	Attractive Advertisement	No of respondents	Percentage
1	Paints	12	8%
2	Electronics	37	24.67%
3	Mobiles	71	47.33%
4	Others	30	20%
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above Table 2 it can be noted that 47.33% i.e. (71outof150) of the respondents are attracted towards Mobile Advertisement and 24.67% i.e. (37outof150) of the respondents are attracted towards Electronic goods, and 8% i.e. (12outof 150)of the respondents are attracted towards Paints ,and 20% i.e. (30outof150)of the respondents are attracted on Other products.

**TABLE 3: INFLUENCE OF THE ADVERTISEMENT FOR PURCHASE DECISION**

S.No	Purchase by seeing Advertisement	No of respondents	Percentage
1	Yes	135	90%
2	No	15	10%
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table it can be noted that 90 % i.e. (135outof150) of the respondents are purchase by seeing Advertisements, and 10 % i.e. (15outof150) of the respondents are do not purchase by seeing Advertisement.

**TABLE 4: TYPE OF PRODUCT PURCHASED AFTER SEEING THE ADVERTISEMENT**

S.No	Type of product purchased based on the advertisement	No of respondents	Percentage
1	Food items	36	24%
2	Furniture	8	5.33%
3	Electronic goods	49	32.67%
4	Dress items	48	32%
5	Others	9	6%
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table it can be noted that 32.67% i.e. (49outof150) of the respondents are purchase Electronic goods ,and 24% i.e. (36outof150) of the respondents are purchase Food items, and 32% i.e. (48outof150)of the respondents purchase Dress items , and 5.33% i.e. (8outof 150)of the respondents purchase Furniture, and 6% i.e. (9 out of 150)Other products.

**TABLE 5: QUALITY LEVEL OF ADVERTISEMENT**

S.No	Quality of Advertisement	Total	Percentage
1	Excellent	19	12.67%
2	Good	77	51.33%
3	Satisfactory	53	35.33%
4	Poor	1	0.67%
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table it can be noted that 51.33% i.e. (77outof150) of the respondents are feel that Quality of Advertisement is Good, and 35.33% i.e. (53outof150) of the respondents are feel that Quality of Advertisement is Satisfactory, 12.67% i.e. (19outof150) of the respondents are feel that Quality of Advertisement is Excellent, and 0.67% i.e. (1outof150) of the respondents are feel that Quality of Advertisement is Poor.

**TABLE 6: IMPACT OF ADVERTISEMENT ON PURCHASE DECISION**

S.No	Purchase decision	No of respondents	Percentage
1	Yes	136	90.67%
2	No	41	9.33%
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table it can be noted that 90.67 % i.e. (136outof150) of the respondents are convinced to take purchase decision by seeing Advertisement, and 9.33 % i.e. (41outof150) of the respondents are not convinced to take purchase decision by seeing Advertisement.

**TABLE 7: TABLE SHOWING NO OF RESPONDENTS BELIEVE IN ADVERTISEMENT**

S.No	Advertisements are believable	No of respondents	Percentage
1	Yes	111	74%
2	No	39	26%
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table it can be noted that 74 % i.e.(111outof150) of the respondents are believe the information's given in Advertisement, and 26 % i.e. (39outof150) of the respondents are do not believe the information's given in Advertisement.

**TABLE 8: RESPONDENTS' PREFERENCE OF TIME FOR SEEING THE ADVERTISEMENTS**

S.No	Timing of Advertisement	No of respondents	Percentage
1	Morning	1	0.67%
2	Afternoon	4	2.67%
3	Evening	40	26.67%
4	Night	105	70%
	<b>Total</b>	<b>150</b>	<b>100</b>

From the above table it can be noted that 70% i.e. (105outof150)of the respondents are watch Advertisement during Night time, and 26% i.e. (40outof150) of the respondents are watch Advertisement during Evening time, and 2.67% i.e. (4outof150) of the respondents are watch Advertisement during Afternoon time, and 0.67% i.e. (1outof150) of the respondents are watch Advertisement during Morning time.

**TABLE 9: IMPACT OF MODEL'S ADVERTISEMENT**

S.No	Model's Advertisement	No of respondents	Percentage
1	Yes	140	93.33%
2	No	10	6.67%
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table it can be noted that 93.33 % i.e. 140outof150) of the respondents are like to watch Model's Advertisement, and 6.67 % i.e. (10outof150) of the respondents do not like to watch Model's Advertisement.

**TABLE 10: MEDIA OF ADVERTISEMENT AND ITS REACHABILITY**

S.No	Media of Advertisement	No of respondents	Percentage
1	TV	148	98.67%
2	Radio	1	0.67%
3	Poster	1	0.67%
4	Questionnaire	-	-
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table it can be noted that 98.67 % i.e. (148 out of 150) of the respondents are prefer TV, and 0.67 % i.e. (2outof 150) of the respondents prefer Radio and Poster Media of Advertisement respectively.

**TABLE 11: TARGET OF THE ADVERTISEMENT TOWARDS DIFFERENT GROUP OF PEOPLE**

S.No	Advertisement target	No of respondents	Percentage
1	Business people	17	11.33%
2	Children	16	10.67%
3	Youngsters	116	77.35%
4	Old age people	1	0.67%
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table it can be noted that 77.35 % i.e. (116outof150) of the respondents are feel that the Advertisement target Youngsters, and 11.33% i.e. (17outof 150) are feel that the Advertisement target Business people, and 10.67% i.e. (16outof150) of the respondents are feel that the Advertisement target Children, and 0.67% i.e. (1outof150) of the respondents are feel that the Advertisement target Old age people.

**TABLE 12: THE ENTERTAINMENT LEVEL OF ADVERTISEMENT**

S.No	Entertainment level of the advertisement	No of respondents	Percentage
1	Yes	141	94%
2	No	9	6%
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table it can be noted that 94 % i.e. (141outof150) of the respondents are feel that Advertisement entertain the people, and 6 % i.e. (9outof150) of the respondents are feel that it doesn't entertain the people.

TABLE 13: OPINION OF THE CLARITY OF ADVERTISEMENT

S.No	Clarity of Advertisements	No of respondents	Percentage
1	Excellent	22	14.7%
2	Good	77	51.3%
3	Average	51	34%
4	Poor	-	-
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table it can be noted that 51.33 % i.e. (77outof150) of the respondents are feel that the Clarity of advertisement is Good, and 34% i.e. (51outof 150) of the respondents are feel that the Clarity of advertisement is Average, and 14.77 % i.e. (22outof150) of the respondents are feel that the Clarity of advertisement is Excellent.

TABLE 14: OPINION ON THE REACHABILITY OF ADVERTISEMENTS TO ILLITERATES

S.No	Advertisement reach to Illiterates	No of respondents	Percentage
1	Yes	120	80%
2	No	30	20%
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table it can be noted that 80 % i.e. (120outof150) of the respondents are feel that advertisement reach to Illiterates, and 20 % i.e. (30outof150) of the respondents are feel that it doesn't reach to Illiterates.

TABLE 15: IMPACT OF ADVERTISEMENT ON THE STANDARD OF LIVING OF PEOPLE

S.No	Advertisement increase Standard of living	No of respondents	Percentage
1	Yes	120	80%
2	No	30	21%
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

From the above table it can be noted that 80 % i.e. (120outof150) of the respondents are feel that advertisement increase the Standard of living of people, and 20 % i.e. (30outof150) of the respondents are doesn't feel that the advertisement increase the Standard of living.

## ANALYSIS ON THE RELATIONSHIP BETWEEN PERSONAL FACTORS OF THE RESPONDENTS AND THE ADVERTISEMENT FACTORS CONSIDERED FOR IMPACT ON SOCIETY

In this section the chi-square analysis was used to test the relationship between the personal factors of the respondents such as income level and age group vs the type of advertisement viewed by the respondents and the type of product purchased after seeing the advertisement. The calculated value arrived out of the chi-square test is compared with table value at 5% level of significance and based on the result the hypotheses are either accepted or rejected. For this purpose the null hypothesis ( $H_0$ ) and alternative hypothesis ( $H_1$ ) are framed. The results and interpretations are given below:

### RELATIONSHIP BETWEEN INCOME LEVEL AND TYPE OF ADVERTISEMENT VIEWED BY THE RESPONDENTS

#### Null hypothesis ( $H_0$ )

There is no significant relationship between Income level and type of Advertisement viewed by the respondents.

#### Alternative hypothesis ( $H_1$ )

There is significant relationship between Income level and type of Advertisement viewed by the respondents.

TABLE 16: RELATIONSHIP BETWEEN INCOME LEVEL AND THE TYPE OF ADVERTISEMENT VIEWED BY THE RESPONDENTS

Income level	Type of advertisement viewed by the respondents				Total	Chi-square value
	Consumer products	Baby products	Business ads	Vehicles		
Below 8000	42	14	2	20	78	28.28
8000-15000	13	5	7	4	29	
15000-25000	13	2	13	4	32	
Above 25000	6	1	2	2	11	
<b>Total</b>	<b>74</b>	<b>22</b>	<b>24</b>	<b>30</b>	<b>150</b>	

Source: Interview schedule

A significant level of  $\alpha = 0.05$  chosen for the test.

Degree of freedom=9

The table value of  $\chi^2$  at 5% level of 9 degrees of freedom is 16.919

From the above chi-square analysis, calculated value 28.28 is greater than table value 16.919. So the Null hypothesis is rejected. There is significant relationship between the Income level of the respondents and the type advertisements viewed by the respondents.

### RELATIONSHIP BETWEEN INCOME LEVEL AND THE TYPE OF PRODUCT PURCHASED AFTER SEEING ADVERTISEMENT

#### Null hypothesis ( $H_0$ )

There is no significant relationship between income level and type of product purchased after seeing advertisement.

#### Alternative hypothesis ( $H_1$ )

There is significant relationship between Income level and the type of product purchased after seeing advertisement.

TABLE 17: RELATIONSHIP BETWEEN INCOME LEVEL AND THE TYPE OF PRODUCT PURCHASED BY THE RESPONDENTS AFTER SEEING THE ADVERTISEMENTS

Income level	Type of product purchased after seeing Advertisement					Total	Chi-square value
	Food items	Furniture	Electronic goods	Dress Items	Others		
Below 8000	29	5	19	23	2	78	31.323
8000-15000	4	1	10	11	3	29	
15000-25000	2	2	14	11	3	32	
Above 25000	1	-	6	3	1	11	
<b>Total</b>	<b>36</b>	<b>8</b>	<b>49</b>	<b>48</b>	<b>9</b>	<b>150</b>	

Source: Interview schedule

A significant level of  $\alpha = 0.05$  chosen for the test.

Degree of freedom = 12

The table value of  $\chi^2$  at 5% level of 12 degrees of freedom is 21.026

From the above analysis, calculated value 31.323 is greater than table value 21.026. So the Null hypothesis is rejected. There is significant relationship between the Income level of the respondents and the type of product Purchased by seeing Advertisement.

#### RELATIONSHIP BETWEEN AGE GROUP AND THE TYPE OF ADVERTISEMENT VIEWED BY THE RESPONDENTS

Null hypothesis ( $H_0$ )

There is no significant relationship between age group and type of advertisement viewed by the respondents. Alternative hypothesis ( $H_1$ )

There is significant relationship between age group and type of advertisement viewed by the respondents.

TABLE 18: RELATIONSHIP BETWEEN AGE GROUP AND THE TYPE OF ADVERTISEMENTS VIEWED BY THE RESPONDENTS

Age group	Type of advertisement viewed by the respondents				Total	Chi-square value
	Consumer products	Baby products	Business ads	Vehicles		
Under 30	55	20	15	10	100	34.22
30-45	14	2	4	16	36	
45-58	3	-	5	2	10	
Above 58	2	-	-	2	4	
Total	74	22	24	30	150	

Source: Interview schedule

A significant level of  $\alpha = 0.05$  chosen for the test.

Degree of freedom=9

The table value of  $\chi^2$  at 5% level of 9 degrees of freedom is 16.919.

From the above analysis, calculated value 34.22 is greater than table value 16.919. So the Null hypothesis is rejected. Therefore, it is proved there is significant relationship between the age group and type of advertisement viewed by the respondents.

## SUMMARY OF FINDINGS AND SUGGESTION

### MAJOR FINDINGS

Based on the above analysis, the following are the major findings of the study:

- It is found that, out of the sampled respondents, majority of them, say 98.67% are watch Advertisements in TV.
- It is found that, out of the sampled respondents, majority of them, say 49.33% are interest in view consumer products Advertisement.
- It is found that, majority of the respondents say 47.33% are attracted by Mobile Advertisement.
- It is found that, majority of the respondents say 90% are purchase by seeing Advertisement.
- It is found that, majority of the respondents say 32% are purchasing Electronic goods by seeing Advertisement.
- It is found that, majority of the respondents say 51.33% are feel that quality of Advertisement is good.
- The study revealed that, say 90.67% of the respondents feel that Advertisement convinces them to take purchase decision.
- The study revealed that, say 76% of the respondents feel that information given in Advertisement are believable, and 24% of the respondents feel that information are exaggeration.
- It is found that, majority of the respondents say 70% are watch Advertisement at Night time.
- The study revealed that, say 93.33% of the respondents are like Model's Advertisement.
- The study revealed that, say 98.67% of the respondents are chosen TV as their Media of Advertisement.
- It is found that, majority of the respondents say 77.33% are feel that Advertisement targets on Youngsters.
- It is found that, majority of the respondents say 94% are feel that Advertisement entertain the people.
- It is found that, majority of the respondents say 51.3% are feel that the Clarity of Advertisement is good.
- The study revealed that, say 80% of the respondents feel that Advertisement reach to illiterates.
- It is found that, majority of the respondents say 86.67% do not imitate on seeing Advertisement.
- The study revealed that, say 80% of the respondents are accept that Advertisement increase the Standard of living of people.
- It is found that, majority of the respondents say 40% are feel that they watch Innovative Advertisements rarely.
- There is significant difference between the Income level of the respondents and the type of Advertisement viewed by the respondents.
- There is significant difference between the Income level of the respondents and the type of product Purchased by seeing Advertisement.
- There is significant difference between the age group of the respondents and the type of Advertisement viewed by the respondents.

### SUGGESTION

On the basis of the major findings of the present study, following suggestions are proposed to the various media owners, advertisers for improving the quality of advertisements:

- Most of the people have Television at their home, advertising through television media will reach easily to rural and urban areas.
- For excellent quality level of Advertisement the contents and information about product and services should be believable and easily understandable to the people to satisfy their needs and wants.
- Frequent innovative advertisement about the product and services will create a grand image among the consumers to purchase the product or services.
- The advertisement provider should advertise about their products or services to target children, old age people and business people other than youngsters.
- Providing easily understandable information and advertisement in symbolic manner will reach to illiterates.
- Proper information about the day-to-day improvisation of product and services provided to people will help them to satisfy their needs and wants and it will increase their standard of living by gaining knowledge.

### CONCLUSION

Thus, it can be well-understood that advertisement is a well defined source of information through which the awareness/knowledge about the products is reached to the end-users. Compared to other products, consumer products are highly influenced or promoted only through advertisements. Majority of consumers watch only consumer products where it is a very big advantage to the marketers of these products. Further, majority of the customers purchase products by seeing advertisements. This is the strong driving force behind huge investments on advertisement by the marketers. No one can escape from watching today's advertisements as it arrests the eye movement of consumers.

When analyzed about quality, it is also being accepted by the consumers as 'good'. The accepting fact is that few ads are really playing role in improving lifestyle of the society and few are not very excellent.

From the investigation, it is also clear that most of all the consumers believe that the information given through advertisements is realistic. So, these marketers concentrate more on giving confidence to the customers through various means in purchasing products. Among so many media, television plays an important role in giving advertisements. Starting from very small children, youngsters, till old age people, it attracts all category of society. Today's trendy advertisement targets more on youngsters and also the illiterate people. On the whole, the advertisement has more positives than the negatives. Since, it is proven that it has strong influence on society, few aspects to be improved like approach, decent themes, clarity and exaggerations. Finally the quality of advertisement is 'Good' not 'Excellent'. So if advertisers set right few areas, it will rock and reach 'Excellent'.

## REFERENCES

1. Kothari C.R. (1990) Reprint Research methodology - Wishwa prakashan, New Delhi.
2. Philip Kotler - Marketing-Management-13th-edition, Prentice Hall, India
3. Panneerselvam, R. (2004), Research Methodology, Prentice-Hall of India, New Delhi.
4. Rossiter John and Larry Percy (1987) Advertising and Promotion Management - McGraw Hill Book Company, Newyork
5. Rajeshwari G. Bhatt and Jaiswal M.C. (1986), "A Study of an advertising impact and consumer reaction", Indian Journal of Marketing, Vol.18 (Oct/Nov), pp 9-16.
6. Sudarshan R.G. Sridhar and K Arun Jyothi (2004) "The Impact Of Consumer Involvement and Buying Decisions – A Conceptual framework", Indian Journal of Marketing
7. Till B D and Shimp T. A. (1998), "Endorsers In Advertising The Case Of Negative Celebrity Information" Journal of Advertising, Vol.27, No.1, pp 67-81.
8. Wells, Moriarty Burnett - Advertising Principles & Practice – 7<sup>th</sup> edition, Prentice Hall, India.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**