



REVIEW ARTICLE

IMPACT OF ADVERTISING ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO FOUR
SELECTED WASHING PRODUCTS IN SHIMLA DISTRICT OF HIMACHAL PRADESH

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ABSTRACT

The study attempts to analyze the impact of advertising on consumer buying behaviour. Market provides a key to gain actual success only to those brands which match best to the current environment i.e. "imperative" which can be delivered what are the people needs and they are ready to buy at the right time without any delay. The study, based on an analytical approach on a survey of 100 randomly selected consumers in Shimla city, examined the role played by advertising and media in influencing consumers buying behaviour for four selected washing products i.e Nirma, Tide, surf excel, and Rin. After analysis Results reveal that consumers are highly influenced by advertising in their preference for the brand. Out of these four detergents Surf Excel was the most popular and its advertisement could be easily recalled, remembered and understood by majority of respondents. Out of the media used for advertisement television was the most popular and effective method for promoting a particular brand. The major reasons for this preference are its attractive advertising policy and rich quality. But it was also seen that excess repetition of advertisements cause irritation in the minds of the consumer. The creative presentation and language of surf excel advertisements among selected washing product are successful to convey Message, Emotion, Value system regarding the product. The study clearly reveals that the advertisement has its impact on buying behaviour of consumers. Therefore, it is advisable to companies to emphasize their advertisement campaign not only to retain their market but to height it also.

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INTRODUCTION

Advertising

Advertising is a form of communication used to help sell products and services. Typically it communicates a message including the name of the product or service and how that product or service could potentially benefit the consumer. Some of the commonly used media for advertising are T.V., radio, websites, newspapers, magazines, bill-boards, hoardings etc. It helps to form the basis of marketing. Advertising plays a significant role in today's highly competitive world. Whether its brands, companies, personalities or even voluntary or religious organizations, all of them use some form of advertising in order to be able to communicate with the target audience. Advertising is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But, this mass promotion approach presents problems since many exposed to an advertising message may not be within the marketer's target market, and thus, may be an

inefficient use of promotional funds. However, this is changing as new advertising technologies and the emergence of new media outlets offer more options for targeted advertising.

Media for Advertisement

The most common classification of advertising is by the medium used. For example: TV, radio, magazine, outdoor, business periodical, newspaper and direct mail advertising.

PRINT MEDIA

Print media is a very commonly used medium of advertising by businessmen. It includes advertising through newspaper, magazines, journals, etc. and is also called press advertising.

A) Newspapers: In our country newspapers are published in English, Sinhala and Tamil. These are the sources of news, opinions and current events. In addition, Newspapers are also a very common medium of advertising. The advertiser communicates his message through newspaper which reaches to millions of people.

B) Periodicals: Periodicals are publications which come out regularly but not on a daily basis. These may be published on a weekly, fortnightly, monthly, bimonthly, quarterly or even

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yearly basis. For example India Today, Femina, etc. All these periodicals have a large number of readers and thus, advertisements published in them reach a number of people.

Electronic media

This is a very popular form of advertising in the modern day marketing. This includes radio, television and internet.

a) Radio Advertising: All of us are aware about a radio and must have heard advertisements for various products in it. In radio there are short breaks during transmission of any programme which is filled by advertisements of products and services. There are also popular programmes sponsored by advertisers.

b) Television Advertising: With rapid growth of information technology and electronic media, television has topped the list among the media of advertising. TV has the most effective impact as it appeals to both eye and the ear.

C) Internet: It is the latest method of communication and gathering information. If you have a computer and an access to internet you can have information from all over the world within a fraction of second. Through internet you can go to the website of any manufacturer or service provider and gather information.

Other Media

There are other media available, where the consumer has to spend nothing and he can see such advertisements while moving outside. Some of such advertising are hoardings, posters, vehicular displays, gift items, etc.

Hoardings

While moving on roads you must have seen large hoardings placed on iron frames or roof tops or walls. These are normally boards on which advertisements are painted or electronically designed so that they are visible during day or night. The advertisers have to pay an amount to the owners of the space, where the hoardings are placed.

Posters

Posters are printed and posted on walls, buildings, bridges etc., to attract the attention of customers. Posters of films which are screened on cinema halls are a common sight in our country.

Vehicular displays

You must have seen advertisements on the public transport like buses, trains, etc. Unlike hoardings, these vehicles give mobility to advertisements and cover a large number of people.

Literature Review

Advertising, sales promotion and public relations are mass-communication tools available to marketers. As its name

suggests, mass communication uses the same message for everyone in an audience. The mass communication tool tradeoffs the advantage of personal selling (the opportunity to tailor a message to each prospect), for the advantage of reaching many people at a lower cost per person (Etzel *et al.* 1997). Today, definitions of advertising abound. We might define it as a communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process (Arens, 1996). Dunn *et al.* (1978) viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience. Modern (1991) is of the opinion that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Philip Kotler (1988) sees advertising as one of the four major tools companies use to direct persuasive communications to target buyers and public noting that "it consists of non-personal forms of communication conducted through paid media under clear sponsorship". According to him, the purpose of advertising is to enhance potential buyers' responses to the organization and its offering, emphasizing that "it seeks to do this providing information, by channeling desire, and by supplying reasons for preferring a particular organization's offer. While writing on advertising nature and scope, Etzel *et al.* (1997) succinctly capture all advertising as having four features: A verbal and or visual message, a sponsor who is identified, Delivery through one or more media, Payment by the sponsor to the media carrying the message. Summarizing the above, it is concluded that "advertising then consist of all the activities involved in presenting to an audience a non personal, sponsor-identified, paid-for message about a product or organization". For instance "advertising is any paid form of non-personal media presentation promoting ideas/concepts, goods or services by an identified sponsor. Arens expressing almost the same view describes advertising as "the personal communication of information usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through various media". We are all influenced with advertisements in our day to day life. Its forms and contents both are well liked amongst consumers. In other words advertising is simply an economic movement with only one objective behind to increase the consumer demand of the product as well as to enhance the sales volumes, it could be concluded that the purpose of advertising is to create awareness of the advertised product and provide information that will assist the consumer to make purchase decision, the relevance of advertising as a promotional strategy, therefore, depends on its ability to influence consumer not only to purchase but to continue to repurchase and eventually develop brand loyalty.

RESEARCH METHODOLOGY

Everywhere advertisement is involved in our daily life through television, radio, newspaper, magazine and billboards. Advertiser and marketers are more concerned to know about the consumer's motives, preferences, options, their purchasing

pattern and style, in order to use different types of strategies to influence their buying behaviour. This study was conducted to find out the impact of advertisement on the sale of four fast moving consumer goods (FMCG's) i.e., Surf Excel, Tide, Henko, Ghari detergent powders.

Objectives of the Study

1. To study the impact of advertisement on demographic variables such as age, income, marital status, education.
2. To study the awareness among individuals through advertisements.
3. To study the change in buying behaviour of consumer through advertisement regarding selected products.
4. To study which media affects the customer more about their buying behaviour.

Data collection

Convenience sampling was adopted to collect the desired information from the respondents. As the present study was restricted to the study of impact of advertising on consumer buying behaviour with specific reference to four FMCG washing products i.e., Surf Excel, Tide, Ghari detergent powder, the sample was selected from Shimla city of Himachal Pradesh. Primary Data was collected through self design questionnaire. As far as secondary data is concerned different magazines, journals published have been reviewed thoroughly. Finally the collected data has been analyzed with the help of percentage method. For this purpose 100 questionnaire has been distributed among users, all the respondents takes full interest and very friendly. The response rate was hundred percent.

Analysis and Interpretation

Keeping in view the objectives of the study, the collected data was analyzed and interpreted. Wherever it was necessary, statistical tools like tabulation, graphs etc. were used to present the findings effectively. Most of the respondents were females within the age group of 21-34 and their annual income lied in the range of 1 lakh-7lakh rupees. Most them were Graduates and most of them were unmarried.

Q.1 How much time you spend on watching TV per day?

60% of the respondents watched T.V. for about 1-2 hour per day, 30% of the respondents watched T.V for half hour per day, 6% watched T.V. for more than 5 hours per day and 4% only watched 3 – 5 hours per days.

Q.2 which media attracts you?

60% of the respondents were attracted to television, 32% were attracted to internet, 4 % by print while the remaining 4% were attracted to radio.

Q.3 from where do you get information about the new product?

The respondents said that they got the information of these brands from different media like television, newspaper,

internet, magazines, etc. According to the survey, television has given information to 46% respondents, newspaper to 6%, Magazines to 10%, internet to 28%, peers (friends/family) to 10% respondents. This shows that television creates more impact on customers.

Q. 4 what information do you look for in internet regarding any brand?

The respondents were asked what aspect they look for in internet about a brand or a product. 54% of the respondents said that the refer internet to know about the product features, 22% said they look for price information, 6% said they look for dealer, 18% said they look for reviews of the product or brand and 0% looked for network related information.

Q. 5 how often do you listen to the radio?

44% of the respondents listen to radio only occasionally, 30% of the respondents listen to radio almost every day, 24% of the respondents listen to the radio on rare occasions and only 2% of the respondents listened to radio only while travelling/driving.

Q.6 Does TV/Radio advertisement creates an urge in you to try that brand?

68% of the respondents believe that TV/Radio advertisement helps to keep the name of the brand at the back of the mind, 28% of them believe that advertisement doesn't bother them and 12% believe that TV/Radio advertisement is a strong influencer.

Q.7 what is your response to repeated advertisement in TV /radio?

54% of the respondents said that they change the channel when repeated ads of the same product comes, 28% said that they get irritated do not have any problem, 18% said that they do not like that every moment ads are shown and 0% person said that they do not have any problem with such repetition.

Q.8 For you advertisement is a source of

Analysis depicts that 70% of the respondents believe that advertisement is a source of information, 20% of the people believe that advertisement provides entertainment and 10% think that it is a source of irritation

Q.9 does newspaper advertisement affects your opinion about the product?

54% of the respondents believe that newspaper advertisement sometimes affects their opinion about the product, 30% are sure that it does affect their opinion, 10% didn't think that it affected their decision and 6% thought that advertisement affects their opinion rarely.

Q.10 Does information provided in advertisement affects your opinion about the product?

54% of the respondents believe that information provided in the advertisement sometimes affects their opinion about the product, 30% are sure that it does affect their opinion, 10%

didn't think that it affected their decision and 6% thought that advertisement affects their opinion rarely.

Q.11 Does language used in advertisement affects your opinion about the product?

52% of the respondents were not affected by the language of the advertisement whereas 50% did believe that advertisement affects their opinion about the product.

Q.12 does presence of social issues in the advertisement affects your opinion about the product?

52% of the respondent's opinion about the product were affected by the presence of social issues in the advertisement sometimes, 28% respondent's opinion were definitely affected, 12% were not affected and remaining 8% were rarely affected by the presence of social issues in advertisements.

Q.13 what does the presence of any celebrity in the advertisement make you think about the product?

38% of the respondents think that the if there is presence of any celebrity in the advertisement then it does not affect them, 22% thought that the company must be big, 20% thought that the brand is facing intense competition, 14% thought that the product is of high quality and 6% thought that it must be expensive.

Q.14 how does an advertisement affect you?

40% of the respondents said that advertisement affected them by creating interest in them, 30% believed that it created a desire to purchase/explore, 20% brought about recall and 10% said that advertisement caused positive impression in their minds about the brand.

Q.15 what are the things according to you that should be highlighted in an ad?

50% respondents said that they want features to be highlighted, 30% said benefits the price, 10% said tagline, 6% want brand name, 2% want to see the endorser and another 2% want the company name of the product to be highlighted in the ad.

Q.16 which type of advertisement influences you more?

82% of the respondents were influenced by national advertisement and 18% by rural advertisement.

Q.17 which forms of ad creates a greater impact on you?

Ads containing picture depicting a scene/story created an impact on 66% of the respondents, moving action oriented ad created impact on 14%, words with a visual on 12%, words with a sound on 6% and just the printed words on 2% of the respondents

Q.18 after you see a new advertisement that appeals to you do you discuss it with your friends/ family?

20% of the respondents said yes, 6% said that they do not do so, 66% said that sometimes they do it sometimes and 8% said

that they rarely did discuss an appealing new advertisement with their friends/family.

Q.19 How long does the impact of an advertisement last on you?

An advertisement lasts for few hours on around 64% of the total population, for more than a month on 14%, for one day on 10%, around 10% for one week, and around 2% for one month.

Q.20 Do you refer to your friends and family before trying a new brand?

44% of the total population refers to family and friends sometimes to try a new brand, 34% of the population definitely refers to friends and family, 14% rarely uses the recommendations and 8% does not refer to friends and family at all.

Q.21 Do you rely on advertisement for making any purchase?

8% of the respondents said that they rely on advertisements and utilize the information given, 28% said that they do not rely, 48% said that they sometimes believe if they find the information rational, and 16% rarely rely on advertisement for making a purchase

Q.22 Do you prefer going to any store just by seeing the offers on hoardings and banners?

46% of the respondent said that they do not prefer going to store just by seeing offers on hoardings and banners, 28% did sometime visit a store after seeing offers on hoardings and banners, 18% rarely prefer going to the store and around 8% agreed to visit going to the store just by looking at the offers.

Q.23 Do you purchase a product just by getting attracted to the advertisement?

8% respondent said that they buy a product by getting attracted to its advertisement, 38% said that they do not buy by getting attracted, 48% said that sometimes by getting attracted to the ad they buy the product and 6% said that rarely they get attracted and purchase a product.

Q.24 how often do you buy the same article as you see in the ad?

2% of the people always buy the same articles as to the ones shown in the advertisement, 10% of the population were those who bought the same articles most of the time, 24% never bought the same articles and 64% sometimes bought the articles similar to the ones shown in the ads.

Q. 25 Do you think advertisement helps in increasing sales of any product

Out of the total respondents, 62% agreed to the fact that advertisements help in increasing the sales of a product, 32% said the ads may help in increasing the sales, 4% denied the fact

that sales increase due to ads while 2% did not think that ads help at all.

Q. 26 which is your favourite detergent brand?

66% of the total respondents listed Surf Excel as their favourite detergent, 20% suggested Tide, 4% listed Nirma, and 4% named Ghari while 6% listed some other detergent as their favourite.

Q.27 why do you prefer the above selected detergent?

68% of the respondents preferred the above selected detergent brand because of the quality of the product, 14% preferred due to the advertisements, 8% preferred it due to the brand name, 6% preferred due to some other reasons while 4% preferred a brand due to its price.

Q.28 what would encourage you to purchase a particular detergent?

63% of the respondent said that the quality of the detergent encourages them, 9% said that the appealing advertisement campaign influence them while 6% said in-store advertising influenced them to purchase the detergent. Another 6% said celebrity endorsements of the detergent influence them, 2% were encouraged by the cash back offers, 4% by the sponsorship of charities/events by the detergent brand and yet another 6% had other reasons for purchasing a particular detergent.

Q.29 from where did you get the information about these brands?

78% respondents listed television as their source of information, 6% listed newspapers, another set of 6% named word of mouth as a source, 4% named the hoardings as a source of information, 4% named the internet whereas 2% named radio as the source of information.

Q.30 With regards to the four detergents mentioned in previous questions, please indicate your response to the following statements

74% of the respondents did not try new detergents every time, 68% stick to a particular detergent once they like it, 63% of the respondent agreed to use the detergent that his/her mom used, 57% disagreed that they buy the detergent that they've seen being advertised and lastly 86% did not prefer buying the cheapest detergent.

Q.31 I would like to ask you some questions relating to the advertisement of SURF EXCEL

82% of the respondents agreed that the Surf Excel ad can be recalled, 90% agreed that the ad message is understandable, 64% agreed that the ad is believable, 72% agreed that the ad message was relevant to them, 58% agreed that they would consider purchasing the product after viewing the ad and 72% agreed that the ad is much better than the ads for other products in this category.

Q.32 I would like to ask you some questions relating to the advertisement of TIDE

80% of the respondents agreed that the TIDE ad can be recalled, 78% agreed that the ad message is understandable, 70% disagreed that the ad is believable, 60% disagreed that the ad message was relevant to them, 74% disagreed that they would consider purchasing the product after viewing the ad and 58% disagreed that the ad is much better than the ads for other products in this category.

Q.33 I would like to ask you some questions relating to the advertisement of GHARI

66% of the respondents agreed that the GHARI ad can be recalled, 68% agreed that the ad message is understandable, 70% disagreed that the ad is believable, 62% disagreed that the ad message was relevant to them, 90% disagreed that they would consider purchasing the product after viewing the ad and 82% disagreed that the ad is much better than the ads for other products in this category.

Q.34 I would like to ask you some questions relating to the advertisement of NIRMA

88% of the respondents agreed that the GHARI ad can be recalled, 82% agreed that the ad message is understandable, 70% disagreed that the ad is believable, 68% disagreed that the ad message was relevant to them, 76% disagreed that they would consider purchasing the product after viewing the ad and 82% disagreed that the ad is much better than the ads for other products in this category.

RESULT AND FINDINGS:-

After analyzing the data it was concluded that Most of the respondents were females within the age group of 21-34 and their annual income lied in the range of 1 lakh-7lakh rupees. Most them were Graduates and most of them were unmarried. Majority of the respondents were attracted to T.V. and watched it for about 1-2 hour per day and got the information of brands from television. Majority of the respondents referred internet to know about the product features. It was found that radio was not that popular as majority of the respondents listen to radio only occasionally and respondents believed that TV/Radio advertisement helps to remind the name of the brand. Majority of the respondents said that they change the channel when repeated ads of the same product came. The respondents were of the view that advertisement is an effective source of information Newspaper advertisement affects their opinion about the product only sometimes. The respondent's opinions about the product were sometimes affected by the presence of social issues in the advertisement. The language of the advertisement does not affect the individuals and the presence of any celebrity in the advertisement does not affect them. Advertisement affected them by creating an interest in them for the product features which is highlighted in an advertisement. Ads containing picture depicting a scene/story created an impact on majority of the respondents. They did discuss an appealing new advertisement with their friends/family on certain occasions. Respondents said that they sometimes rely on advertisement for making a purchase. An advertisement lasts for few hours on majority of the total respondents. Respondent did not prefer going to store just by seeing offers on hoardings and banners. Sometimes by getting attracted to

the ad they buy the product. Respondents never bought the same articles similar to the ones shown in the ads but they feel that that advertisements help in increasing the sales of a product. Majority of the total respondents listed Surf Excel as their favourite detergent. The above selected detergent brands because of the quality of the product are very popular among the investigated respondents. The quality of the detergent encourages them for purchasing a particular detergent. Respondents listed television as their source of information for these detergents. Majority of the respondents did not try new detergents every time, stuck to a particular detergent once they like it, agreed to use the detergent that his/her mom used, disagreed that they buy the detergent that they've seen being advertised and lastly did not prefer buying the cheapest detergent. Majority of the respondents agreed that the Surf Excel ad can be recalled, agreed that the ad message is understandable, agreed that the ad is believable, agreed that the ad message was relevant to them, agreed that they would consider purchasing the product after viewing the ad and that the ad is much better than the ads for other products in this category. Majority of the respondents agreed that the TIDE, GHARI and Nirma ad can be recalled, that the ad message is understandable, disagreed that the ad is believable and that the ad message was relevant to them, disagreed that they would consider purchasing the product after viewing the ad and that the ad is much better than the ads for other products in this category.

Conclusion:-

From the present study it is concluded that that majority of people believed that advertisement is a source of information to them and it impacted their buying decision to some extent regarding purchase of any brand. Thus we can say that advertisement did have an impact on the sale of the four FMCG products that were selected. Out of the four detergents Surf Excel was the most popular and its advertisement could be easily recalled, remembered and understood by majority of respondents. Out of the media used for advertisement television was the most popular and effective method for promoting a particular brand. But it was also seen that excess repetition of advertisements cause irritation in the minds of the consumer.

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