

An Investigation into Viewers' Evaluation of Advertisements

SSM Sadrul Huda



East West University Center for Research and Training
East West University
Plot- A/2, Main Road, Jahurul Islam City, Aftabnagar,
Dhaka-1212, Bangladesh



Center for Research and Training

Correct Citation: Huda, SSM Sadrul 2013. An Investigation into Viewers' Evaluation of Advertisements. EWUCRT Working Paper no 6. East West University, Dhaka, Bangladesh.

Published by the Center for Research and Training
East West University
Plot No- A/2, Main Road, Jahurul Islam City, Aftabnagar,
Dhaka-1212, Bangladesh.
E-mail: ewucrt@ewubd.edu
Website: www.ewubd.edu

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ABOUT THE AUTHOR

SSM Sadrul Huda
Assistant Professor
Department of Business Administration
East West University

ABSTRACT:

The influence of advertisement on the viewers mind and action is always an issue of interest for the advertisers, academicians and also for the researchers. This paper is an attempt to explore the views of the ad audience regarding different aspects of advertisement. In order to do so, it follows the survey method of research pursuing convenience sampling method. Quantitative method is used to analyze the data. Through a regression model, factors affecting the success of advertisement are identified. According to the sample of this research the success factors are creativity in advertisement, advertisement regulations, non-offensive advertisements and ability of the advertisement to act as source of information. The statistical analysis also shows that creative ads and well regulated advertisement environment get the positive nod of the viewers. Conversely, too much informative ad and offensive ad receive negative rating from the viewers. Interestingly, transformations of advertisement content and techniques do not come out statistically significant. This research collects ample information considering viewers' perspectives, which the stakeholders may find important for developing their respective courses of action.

Keywords:

Advertisement, Media, Viewers, Regulation, Creativity

ACKNOWLEDGEMENT

The author wishes to thank East West University (EWU) for the support it extends to the young researchers of the university for undertaking independent research and participating in international seminars through Center for Research and Training (CRT)- the research window of it. I strongly believe that this initiative of EWUCRT will attract the attention of the young minds to the world of knowledge creation through research. I would also like to thank Dr. Rafiqul Huda Chaudhury, Founder Director, Board of Trustees (BoT), & Chairperson, CRT for his encouragement and guidance during the whole period of this project. Thanks are also due to the reviewer of the report, Professor Humayun Kabir Chowdhury, Department of Business Administration, EWU for his comments and also Ms. Aynun Nahar, Research Officer, CRT for her careful reading of the final report. For any remaining error in the report the author is only responsible.

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1.0. INTRODUCTION

In an era marked by increasing global competition, rapidly changing environment, revolutionary developing technology, the intelligent and productive use of time and opportunities is critical to keeping pace. As consumers have innumerable alternatives, businesses must put some extra effort to establish position in the minds of their target group and so corporations are seeking innovation and speed to capture market opportunities and meet new challenges.

Advertising and promotion play a very important role in attaining the business objectives by portraying the corporate identity in the consumers' minds. Advertisements and promotions are an integral part of our social and economic systems. In the complex society, advertising has evolved into a vital communications system for both consumers and businesses. The ability of advertisements and other promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations. Companies ranging from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services. In market based economy, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions. Thus, it is very important for the advertisers to know the viewers' reaction to the advertisements. The success of the marketing campaign depends to a large extent on the success of the advertisements.

2.0. LITERATURE REVIEW

Developed countries have extensively studied attitude towards advertising. One of the earlier studies conducted by Bauer and Greyser in 1968 reveals that people generally has positive attitude towards advertisements (Bauer and Greyser, 1968). According to them advertisements play a positive role in society. At the same time, research studies demonstrate that people with positive attitude find advertising more acceptable, informative and enjoyable (Bauer and Greyser, 1968; Bartos and Dunn, 1974; Lutz, 1985). Moreover, consumers with positive attitude are more likely to be attracted by advertisements and thus persuaded to buy the advertised products (Lutz, 1985; Mackenzie and Lutz, 1989). Other researchers try to show attitude towards advertisement through classical conditioning perspective (Gresham

and Shimp, 1985). Affectively-valenced advertisements (either negative or positive but not neutral) do not have a significant influence on subjects' attitudes toward the advertised brands. (Gresham and Shimp, 1985). Negative affect advertisements may operate more in accord with the classical conditioning hypothesis than do positive affect advertisements (Gresham and Shimp, 1985). The expectation was that the experimental group's cognitive structure for each test commercial would not differ significantly from a control group (Gresham and Shimp, 1985). However, concern has been expressed that the full range of potential benefits that the advertisement construct may contribute to the understanding of how advertising works cannot be reached until advertisement is operationalized in a multidimensional fashion (Moore and Hutchinson 1985).

The present research offers titillating if not compelling evidence in favour of the proposition that advertising influences attitudes toward advertised brands but this research has not clarified the mechanism by which affectively valenced advertising influences brand attitudes as observed by Gresham and Shimp (1985). However, this research examines the critical factors of success of advertisement from the viewers' point of view, which was not discussed extensively in the earlier research in this field.

Attitude as is defined as 'viewers' point of view' toward the advertisement is defined in this study as "a predisposition to responding in a favourable or unfavourable manner to a particular stimulus during a particular exposure occasion" (Lutz 1985).

Past studies reveal that people hold positive attitude towards advertisements when the advertisements are informative (Zanot, 1984). According to Shabitt et.al. (1998), people react more favorably to those advertisements that are entertaining, truthful, informative and useful in purchase decision making. In addition, they reported that Americans were more favorably willing towards advertising than previously thought. However, several studies represent that people find TV advertisements misleading (Barkdale and Darden, 1972; Sandage and Leckenby, 1980; Schutz and Casey, 1981; Andrews, 1989; Mittal, 1994; Larkin 1977) but informative (Schutz and Casey, 1981; Ogilvy and Mather, 1985; Alwitt and Prabhakar, 1992; Mittal 1994). According to Aaker and Bruzzone (1985), commercials which create happy and warm feelings, use humor, use a trust worthy promoter or provide useful product information are acceptable among the audience.

It indicates that viewers consider an advertisement as a source of information and they also want the advertisement to be entertaining and lively. This study also examines the advertisement as a source of information and whether it is a success factor for advertisement or not.

Additionally, Bauer and Greyser's (1968) documented that consumers believe advertisements play a positive role in the economy in "raising the standard of living" and "lowering product prices", and also play an adverse role in the social context in "persuading the consumer to buy what they do not need". Sandage and Leckenby (1980), reported a study which was conducted by American Association of Advertising Agency. The study reveals that Americans believe advertisements raise their standard of living. In addition, a significant number of studies reported that respondents tend to believe that TV advertisements increase price of the products (Haller, 1974; Russell et.al. 1989; Mittal, 1994). It is imperative that advertising do affect lifestyles of the consumers. Consumption of unnecessary products and change of lifestyle due to ad influence are the key impact of ad on viewers. This notion also requires extensive scrutiny in the context of Bangladesh viewers, as this country is marching towards globalization and consumerism and, advertisement has a key role in both of these processes in the form of supplying product information to the consumer.

Ethical issues of advertisement also came under scrutiny. A study conducted on European consumers represents that most of the respondents believe that TV advertisements misrepresent information about product quality (Zahn, 1976; Ashill and Yavas, 2005). They suggested that advertisers should avoid "over blowing" the product claims in the advertisements. Wills and Ryans (1982) conducted a study across 32 countries on four different groups; consumers, students, managers and academicians. They stated that the managers believed that the advertisements provided factual and important information whereas most of the consumers believed that advertisements were misleading. What is imperative from this discussion is that consumers are concerned about the ethical standard of the advertisement. The present research also sheds light on this topic by examining viewers' attitudes toward the factors like puffing words, comparative advertisements, etc as the basis of ethical foundation of the advertisements.

According to Cummins (1996), consumers use TV advertisements as a means of escaping fantasy and do not consciously process the advertisement information. Fam and Waller's study on identifying likeability attributes; a qualitative study of television advertisements in Asia suggested that in order to be likable, a TV advertisement should possess funny, amusing/humorous, interesting and warm attributes. They also reported that the likeable attributes were dependent on differences in local culture, attitude towards advertising in general, cultural outlook, consumer confidence and number of hours of TV viewing per week. Humor in TV commercial is effective in attracting attention and increases liking of the product when it is related to the product (Sternthal and Craig, 1973; Madden and Weinberger, 1984; Weinberger and Gulas, 1992). Alden and Hoyer (1993) also reported that humor was effective regardless of product categories. Further, sixty two percent of the respondents identified humor as the most important attribute for TV commercials in a Video Storyboard's survey (Custer, 1994).

Television adverts are also undergoing a dynamic evolution, a trend that has been persistent in the industry in Bangladesh for the last five years. While ingredients like melodrama, humor, animation and others are being constantly experimented and used in these commercials, audiences from all classes of life are appreciating this new trend (Chowdhury, 2009). The present paper further analyzes the case so as to relate the humorous nature of the advertisement with advertisement success.

TV advertisements which create irritation have been said to create negative attitude toward advertisements. Aaker and Bruzzone (1985) identifies TV advertisements which show sensitive products based on unrealistic scenario threaten family relationships, have poor casting and use persons based on their appearance or knowledge, increase irritation. Further, Mittal elaborated that people believed that TV advertisements were silly, boring, irritating, offensive and of bad taste. Moreover, people generally dislike TV advertisements which are irritating (Alwitt and Probhakar, 1994). Similarly, college students in the United States were also stated to feel irritated by TV advertisements (Aaker and Bruzzone, 1985; Larkin, 1977). This could be because of the product advertised was sensitive or embarrassing to watch (e.g. female hygiene products) (Aaker and Bruzzone, 1985; Barners and Dotson, 1990). Furthermore, young people who could not identify their values with the TV advertisements disliked it more (Alwitt and Probhakar, 1994). Sandage and Leckenby (1980), revealed that a

significant number of respondents believed that TV advertisements were annoying and offensive. The cases of repetitive advertisement, advertisement of offensive products, etc. are also examined in this paper to see the impact of offensive advertisements on the viewers and its ultimate impact on the success of advertisement.

The impact of technology in the form of new types of media is added in recent times like fm radio and mobile advertising to promote the new products. Concepts like mobile commerce or mobile marketing are known to be derived from the concept of mobility. Mobility is defined as “the quality or state of being mobile” (The free dictionary, 2009). As understood from the definition, anything that is wireless, moving and portable is perceived to be mobile. Oh and Kun-Pyo (2005) have listed properties that they have linked with mobile objects, such as portability, activity and interactivity. Since mobile marketing enables more personal and interactive brand-consumer communication than traditional marketing, many brands are investing in mobile marketing applications. These applications, such as mobile marketing platforms and global wireless systems, enable brands and consumers to interact in a more personalized and customized way (Rohm & Sultan, 2006:5). Mobile advertising is one of the most common forms of mobile marketing. Leading companies like Procter & Gamble, Microsoft, Disney, Coca-Cola, Sony Pictures and McDonalds have been embracing mobile advertising and including it within their marketing budgets. Since the first mobile text advertisement was done in Scandinavia in 1997, mobile advertising has grown consistently. As a reference, it took two years for broadcast TV, four years for the Internet and five years for cable TV advertising to reach \$1 billion in ad revenue, and five years for Internet and broadcast TV advertising to reach \$5 billion (Hanley & Becker, 2006:68). Studies aiming to explore the attitudes toward mobile marketing and mobile advertisements are based on technology acceptance model theory. Among the various theories that contribute to the understanding of the adoption process of new information – communications technologies, the technology acceptance model (TAM) is one of the most widely accepted (Yang, 2007:34). Mobile advertising studies regarding consumer attitudes have mostly cited the study of Ducoffe (1996) where he aims to measure the advertising value on the Web.

Viewers’ attitude toward the advertisements in the new media is also examined in the paper to see whether this new trend has any impact on the success of advertisement.

The discussion presented above show that many studies have been carried out to see the viewers' attitudes towards one single aspects of advertisement. But no other study evaluates the consumer perception about multiple aspects of advertisement and few studies try to identify the success factors of an advertisement. The present research does that and thus contributes to the literature in a novel way.

3.0. OBJECTIVE(S):

The major objective of the current paper is to find out whether the advertisement industry of Bangladesh is successful in communicating the theme of the advertisements through television commercials, the factors critical for successful communications and how these factors affect the success of the advertisement.

4.0. METHODOLOGY

Secondary research was first conducted to find the studies on different aspects of advertisement including history, growth, governance, transformations, success of advertisements. The sources of information were the internet, published documents of different organizations, etc. and their websites, and also the newspaper articles. Information was collected about the government policy of advertisement, previous surveys on viewer's attitude towards advertisement, and other aspects of advertisements published from time to time in the newspapers.

Quantitative research technique is applied to analyze the situation. In case of quantitative research descriptive statistics and after that inferential statistics are measured to know the viewers attitudes to advertisement.

Survey research technique was employed for the purpose of data collection. The respondents are the viewers of television advertisements located in different parts of Dhaka city. Convenience sampling method was used to select the respondents and the sample size was 410. A structured closed-ended questionnaire was used for the survey with few exceptions. The questionnaire is based on secondary research. The factors most suitable to explain satisfaction of the viewers about the TV commercials were reflected in the hypotheses. The survey questions measured each attribute of a factor on a five point Likert scales with

“strongly agree” reflecting the highest favorable response and “strongly disagree” indicating the least favorable response to each of the statement. Demographic questions using nominal scale were also included in the questionnaire.

4.1. Respondents Profile

A total of 410 respondents participated in the survey. Out of them, 64.7% are male and the rest (35.3%) are female. A cross section of viewers have participated in the sample representing business people(11%), private service holders(28%), students(32.7%),government service holder(7%), housewives(12%) and the rest (9.3%) are others. Among the respondents 35.3% are graduates, 26.0% are master’s degree holders, HSC 16.7% and below SSC 22.0%. Of the respondents, 46.6% belongs to 21-30, 20.9% belongs to 31-40, 13.9% belongs to 41-50 age groups and the rest (18.6%) belongs to other categories. Income wise 24.6% belong to no income group (student/housewives), 27% belong to below Tk. 10000, 21% belong to Tk.20000-Tk30000, 11.6% belong to more than Tk.30000 income group and the remaining 15.8% were non-respondents. This demographic composition proves that the views of this research represent the opinion of cross section of people and are well represented in society.

5.0. RESULTS AND ANALYSIS:

The primary objective of this paper as mentioned above is to see how successful the advertisers are in communicating the corporate offers to the consumers in the form of television commercials (TVCs) and the important factors which determine the success rates of the TVCs.

In the analysis stage the variable communication success is considered as the dependent variable and eleven other variables are considered as the explanatory variables. The variables are firstly described in the form of frequency analysis and finally regression analysis technique is used to identify the important independent variables.

5.1. Descriptive Analysis:

The results of the frequency analysis of the chosen independent variables are given in the following paragraphs.

a. Advertisement as a source of information

Advertisement as a source of information	STRONGLY AGREE/ AGREE	NEUTRAL	STRONGLY DISAGREE/ DISAGREE	TOTAL
Advertisement informs existence of products/services	73.8 (n=303)	4.6 (n=18)	21.6 (n=89)	100 (N=410)
Advertisement helps in making comparison about product and services	60.0 (n=246)	6.6 (n=27)	33.4 (n=137)	100 (N=410)
Weighted average	65.9	5.9	28.2	100

As described in the earlier research, the viewers of Bangladesh also consider ad source of product information. The respondents of the research agree with each other to appreciate the role of advertisement as the source of product information. The advertisement also helps a lot to make the purchase decision by aiding the customers to choose the right product from the evoked set. It is clearly seen from the above table that majority of the respondents endorse the role of advertisement as the source of information.

b. Transformations of advertisement

Transformations taking place	STRONGLY AGREE/AGREE	NEUTRAL	STRONGLY DISAGREE/DISAGREE	TOTAL
Stories and messages of present day advertisements are more interesting than those of the past	89.0 (n= 365)	3.2 (n= 13)	7.8 (n= 32)	100 (N= 410)
The rate of repetition of advertisements in the present day is higher than that of	86.1 (n= 353)	4.8 (n=20)	9.1 (n= 37)	100 (N= 410)

the past				
The cultural and the social issues are better portrayed in the recent advertisements than those of the past (e.g. social class, age, gender, education etc.)	74.4 (n=305)	7.1 (n=29)	18.5 (n=76)	100 (N=410)
The use of puffing words in advertisements is higher in the recent advertisements (e.g. Koto kotha bole re of Banglalink) than those of the past	91.2 (n=374)	4.2 (n=17)	4.6 (n=19)	100 (N=410)
Introduction of celebrity is also a more attractive aspect of the present day advertisements than those of the past	85.6 (n=351)	4.9 (n=20)	9.5 (n=39)	100 (N=410)
The presence of female model is more in the recent	86.0 (n=353)	6.1 (n=25)	7.9 (n=32)	100 (N=410)

advertisements than those of the past				
Print advertisements are more colorful at present than those of the past	94.1 (n= 386)	2.7 (n=11)	3.2 (n=13)	100 (N=410)
At present use of computer graphics/animation are higher in both print and TV advertisements than those of the past	94.4 (n= 388)	2.2 (n= 9)	3.4 (n=13)	1000 (N=410)
The new trends of ads are favorable for growth of advertisement industry	88.0 (n=361)	6.1 (n=25)	5.9 (n=24)	100 (N=410)
Weighted average	87.63	4.58	7.79	100

The advertisements are undergoing a dynamic evolution, a trend that has been persistent in the industry since the last five years. Ingredients like, melodrama, humor, animation and others are being constantly experimented and used in these commercials, On the issue of transformations of advertisement, the study investigates several key issues: i) Stories and messages of present day advertisements are more interesting than those of the past, ii) The cultural and the social issues are better portrayed in the recent advertisements than those of the past, iii) The use of puffing words in advertisements is higher in the recent advertisements (e.g. Koto kotha bole re of Banglalink) than those of past. iv) Introduction of celebrity is also a more attractive aspect of the present day advertisements than those of before, v) The

presence of female model is more in the recent advertisements than those of the past vi) Print advertisements are more colorful at present than those of the past vii) At present use of computer graphics/animation are higher in both print and TV advertisements than those of the past, viii) The new trends of advertisements are favorable for growth of advertisement industry. It is observed that the viewers agree or strongly agree with most of the individual propositions, which indicates that advertisers considering the technical issues of advertisements are changing. The striking feature of this finding is that majority of the respondents consider that this process of transformation is favorable for the industry.

c. Ethical Issues

Ethical issues taking place	STRONGLY AGREE/AGREE	NEUTRAL	STRONGLY DISAGREE/DISAGREE	TOTAL
The advertisers of Bangladesh make conscious decision to stick to a high moral standard in developing ad	55.8 (n=229)	12.2 (n=50)	32.0 (n=131)	100 (N=410)
The use of puffing words (e.g. g-r-eat) is an ethical issue as the performance of a product may be the same as its competing product	48.0 (n=197)	20.0 (n=82)	32.0 (n=131)	(N=410)
The advertisements are misleading as a source of	59.5 (n=244)	12.9 (n=53)	27.6 (n=113)	100 (N=410)

information for the average consumers				
Advertisement helps to increase awareness in society regarding different important issues like AIDS, Smoking, Drug, Dowry tradition	91.2 (n=374)	2.7 (n=11)	6.1 (n=25)	100 (N=410)
The advertisements of Bangladesh uphold the ethical, moral, cultural standard of our society	65.4 (n=268)	12.2 (n=50)	22.4 (n=92)	100 (N=410)
Weighted average	63.89	12.03	24.08	100

Ethical dimensions of advertisements are also important to examine the trends of advertisements, because advertisements are rated very high by the respondents' of the survey. 91.2% respondents agree that advertisements help to increase the awareness level of the society about AIDS, Smoking, etc. as shown in the above table. But only 56.0% respondents agree that advertisers make conscious decision to stick to a high moral standard in developing advertisement in the country. It means that the viewers are questioning the intention of the advertisers.

d. Impacts of advertisement

Impacts of advertisement	STRONGLY AGREE/AGREE	NEUTRAL	STRONGLY DISAGREE/DISAGREE	TOTAL
Advertisements make people buy expensive products just to show off	54.6 (n=224)	7.8 (n=32)	37.6 (n=154)	100 (N=410)
The advertisements of Bangladesh are able to create confidence among customers about the products or services.	55.8 (n=229)	11.8 (n=48)	32.4 (n=133)	100 (N=410)
The advertisements are changing the culture or lifestyle of the people	72.9 (n=299)	4.4 (n=18)	22.7 (n=93)	100 (N=410)
Ads influence me to purchase the product	71.2 (n=292)	8.1 (n=33)	20.7 (n=85)	100 (N=410)
Weighted average	63.4	8.02	28.4	100

This study also confirms the earlier research findings in that the advertisements are changing the culture or lifestyle of the people. 73% of the respondents support the proposition that advertisements are changing the lifestyle or culture of the people. Though mixed results are

found in the past studies, regarding the impact of ad on sale, this study reveals the majority of the viewers (71.2%) agree that an advertisement has some influence on product purchase.

e. Irritating

Advertisements are becoming irritating	STRONGLY AGREE/AGREE	NEUTRAL	STRONGLY DISAGREE/DISAGREE	TOTAL
There are too many Advertisements between and within the programs of most of the TV channels	93.9 (n=385)	1.5 (n=6)	4.6 (n=19)	100 (N=410)
I change the channels during commercial breaks	83.2 (n=341)	5.6 (n=23)	11.2 (n=46)	100 (N=410)
There is too much dance, music or color in the TV advertisements	77.8 (n=319)	5.9 (n=24)	16.3 (n=67)	100 (N=410)
The presence of too many advertisements in newspaper distracts the attention of the readers from the news item	69.5 (n=285)	8.8 (n=36)	21.7 (n=89)	100 (n=410)

The presence of too many advertisements on TV distracts the attention of the viewers from the main program	82.6 (n=339)	2.0 (n=8)	15.4 (n=63)	100 (N=410)
Weighted average	81.33	4.83	13.84	100

The study reveals that advertisement is causing irritation among the viewers. Reasons are frequency of ad (93.9%), too much dance/music/color (77.8%), too many advertisements within the program (82.6%), etc. The tendency of changing the channel during the commercial break is also highly reported by the respondents.

f. Offensive advertisements

Offensive advertisements makes embarrassment	STRONGLY AGREE/AGREE	NEUTRAL	STRONGLY DISAGREE/DISAGREE	TOTAL
I feel embarrassed when I see advertisements of contraceptive and female hygienic products	63.2 (n=259)	6.1 (n=25)	30.7 (n=126)	100 (N=410)
I feel embarrassed when I see the HIV/ AIDS awareness advertisements	40.7 (n=167)	3.9 (n=16)	55.4 (n=227)	100 (N=410)

Weighted average	52.05	5	42.95	100
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The above table illustrates that the viewers are not much critical about the controversial advertisements (advertisements of HIV/AIDS). The viewers marginally agree with the statements that they feel embarrassed to see the offensive advertisements. Interestingly, the respondents disagree with the statement which talks about the advertisement of HIV/AIDS prevention that they do not feel uncomfortable to see the advertisement with their family members. It shows that the communication is successful in making people aware of the issue, so that they consider it as a diseases rather than a social taboo which can not be discussed publicly.

g. Regulation

Importance of advertisement regulatory body	STRONGLY AGREE/AGREE	NEUTRAL	STRONGLY DISAGREE/DISAGREE	TOTAL
There should be an ad regulatory body set up by government to regulate the advertising industry of the country	87.1 (n=357)	4.2 (n=17)	8.7 (n=36)	100 (N=410)
The advertisements should be checked by a government censor board before commercial	87.6 (n=359)	3.9 (n=16)	8.5 (n=35)	100 (N=410)

release				
There should be fixed portion of time in TV channels and allocation of space in print media for public interest advertisements e. g. awareness of Bird Flu	81.9 (n=336)	2.7 (n=11)	15.4 (n=63)	100 (N=410)
There should be a specific ratio between program and commercial time in a given hour for TV and specific ratio between news item and advertisement for advertisements in print media	87.1 (n=357)	5.6 (n=23)	7.3 (n=30)	100 (N=410)
Advertisement industry should be monitored and regulated by a strict regulatory commission	81.2 (n=333)	6.3 (n=26)	12.5 (n=51)	100 (N=410)
Weighted average	84.84	4.64	10.52	100

Majority of the respondents in general agree that regulation of advertisement is important. Regarding the forms of regulation, 81.2% opt for regulatory commission, 87.6% favor censor board, and 87.1% ask for standard program vs. commercial time ratio.

h. Success/Merits of Ads

Advertisements are successful	STRONGLY AGREE/AGREE	NEUTRAL	STRONGLY DISAGREE/DISAGREE	TOTAL
TV advertisements are more entertaining than print advertisement	92.4 (n=379)	3.2 (n=13)	4.4 (n=18)	100 (N=410)
Emotional advertisements are more memorable than informative advertisements	79.5 (n=326)	7.8 (n=32)	12.7 (n=52)	100 (N=410)
Weighted average	86.1	5.35	8.55	100

Success of advertisement is defined as memorability and entertaining ability of the ADVERTISEMENTS. What appears from the above table is that respondents consider TV advertisements as more entertaining than print advertisements and emotional advertisements are more memorable than informative advertisements. In general, advertisements are rated as successful by 86% of the respondents.

i .Gender Issue:

Advertisements are becoming gender biased	STRONGLY AGREE/AGREE	NEUTRAL	STRONGLY DISAGREE/DISAGREE	TOTAL
The advertisements contain female character even when they are not relevant	85.6 (n=351)	3.7 (n=15)	10.7 (n=44)	100 (N=410)
The men are more likely to be portrayed as product authorities and women as product users	73.7 (n=302)	12.2 (n=50)	14.1 (n=58)	100 (N=410)
Male viewers appreciate the presence of female model on both TV and Print advertisements	55.4 (n=227)	19.0 (n=78)	25.6 (n=105)	100 (N=410)
Female viewers appreciate the presence of male model on both TV and Print advertisements	55.1 (n=226)	19.0 (n=78)	25.9 (n=106)	100 (N=410)
Female models favor more TV ads than Print	86.6 (n=355)	5.6 (n=23)	7.8 (n=32)	410 (N=410)

advertisements				
The increasing economic and social role of the women of Bangladesh is shown in the advertisements	70.5 (n=289)	9.5 (n=39)	20.0 (n=82)	410 (N=410)
Weighted average	74.13	9.74	16.13	100

The respondents (74%) in general agree that advertisements are getting gender biased. The above table illustrates that 85.6% of the respondents think that female characters are presented even when they are not relevant and 73.7% respondent think that men are portrayed as product authorities whereas females are as product users. In both cases it reveals a case of gender biased ness. In one case males are highlighted and in the other case females are pampered. Interestingly, the over use of the female models in the advertisements are well appreciated by the male viewers but the degree of appreciation by the female viewers regarding the presence of male models is lower. It is also seen that female empowerment are portrayed more in the recent advertisements than in the previous advertisements.

j. Creativity

Advertisements are creative	STRONGLY AGREE/AGREE	NEUTRAL	STRONGLY DISAGREE/DISAGREE	TOTAL
The technical issues regarding advertisement for example the photography, set, printing, and the production are up to the mark	70.5 (N=289)	12.7 (n=52)	16.8 (n=69)	100 (N=410)

The advertisements of BD are able to act as a source of inspirations for changing the lifestyle, and behavior e .g din bodoler pala of Banglalink	81.2 (n=333)	5.6 (n=23)	13.2 (n=54)	100 (N=410)
The advertisements of BD are able to touch the emotion of the viewers.	72.9 (n=299)	12.0 (n=49)	15.1 (n=62)	100 (N=410)
I'm satisfied with the creativity of the present day advertisements	72.7 (n=298)	8.0 (n=33)	19.3 (n=79)	100 (N=410)
Weighted average	74.47	9.45	16.08	100

The creativity in advertisements is highly appreciated by the majority of the respondents (74.0%). Reasons are identified as the use of technology (71.0%), use of positive emotion (73.0%), and advertisements is the source of inspiration for changing the life style (81.2%). Creativity is considered as a major issue in ad literature.

k. Future Trend

Future trends of advertisement are newer technology oriented	STRONGLY AGREE/AGREE	NEUTRAL	STRONGLY DISAGREE/DISAGREE	TOTAL
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I appreciate searching internet for product information, if it is available	70.5 (n=289)	5.8 (n=24)	23.7 (n=97)	100 (N=410)
Newer technology will affect the future trend of advertisement industry of Bangladesh	85.4 (n=350)	5.3 (n=22)	9.3 (n=38)	100 (N=410)
Weighted average	78.1	5.4	16.5	100

Respondents show their intention to use internet, whenever its available, and they believe that future trend of advertisement will be technology oriented.

1. Success of Communication

Advertising agencies are successful in communicating the theme	STRONGLY AGREE/AGREE	NEUTRAL	STRONGLY DISAGREE/DISAGREE	TOTAL
Weighted average	57.1 (n=234)	10.7 (n=44)	32.2 (n=132)	100 (n=410)

It is seen that fifty seven percent of the respondents believe that the advertisement agencies are successful in communicating the message to the viewers, which reveals viewers confidence in the advertisement agency's ability to communicate the marketing themes.

5.2. Factor Analysis

Factor analysis is a statistical method used to describe variability among observed variables in terms of a potentially lower number of unobserved variables called factors. In other words, it is possible, for example, that variations in three or four observed variables mainly reflect the variations in a single unobserved variable, or in a reduced number of unobserved variables. Factor analysis searches for such joint variations in response to unobserved latent variables. The observed variables are modeled as linear combinations of the potential factors, plus "error" terms. The information gained about the interdependencies between observed variables can be used later to reduce the set of variables in a dataset. Factor analysis originated in psychometrics, and is used in behavioral sciences, social sciences, marketing, product management, operations research, and other applied sciences that deal with large quantities of data.

5.2.1. Data Reduction

To reduce the number of factors and also to get the right combinations of factors, factor analysis is performed. To see the sample adequacy, KMO test is successfully performed with a value of 67% and Bartlett's test is performed with significance level .000, both of which confirm that the data is acceptable for factor analysis (see Figure:1).

Figure: 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Approx. Chi-Square		918.385
Sphericity	Df	91.000
	Sig.	.000

Factor analysis identifies five components out of fourteen factors, which explains sixty percent variation in data (see Figure: 2).

Figure: 2

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	2.734	19.528	19.528	2.734	19.528	19.528	2.060	14.715
2	1.778	12.697	32.225	1.778	12.697	32.225	1.754	12.531	27.246
3	1.439	10.275	42.500	1.439	10.275	42.500	1.589	11.348	38.593
4	1.369	9.782	52.282	1.369	9.782	52.282	1.566	11.189	49.782
5	1.172	8.370	60.652	1.172	8.370	60.652	1.522	10.870	60.652
6	.902	6.444	67.096						
7	.829	5.920	73.016						
8	.718	5.125	78.141						
9	.646	4.611	82.752						
10	.570	4.070	86.822						
11	.527	3.762	90.584						
12	.507	3.622	94.207						
13	.429	3.066	97.273						
14	.382	2.727	100.000						

Extraction Method: Principal

Component Analysis.

The five factors are renamed as regulation, sources of information, offensive advertisements and creativity & transformation (see Appendix 1). Descriptive statistics of the newly formed factors are described below:

Figure: 3

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Regulations	409	1.00	5.00	4.2070	.83043	.690	-1.313	.121
Creativity	407	1.33	5.00	3.7445	.82397	.679	-.617	.121
Sources of information	410	1.00	5.00	3.1967	.94009	.884	-.323	.121
Offensive	409	1.00	5.00	3.1406	1.30249	1.696	-.146	.121
Transformations	409	1.00	5.00	4.4988	.66375	.441	-2.257	.121
Valid N (listwise)	405							

What is apparent from Fig: 3 is that most of the respondents are quite agreeable with the different newly formed variables. As each of the variables has scored reasonably fair (max mean 4.49, min mean 3.19) whereas the neutral value is 3 as per 5 point likert scale measurement. Out of the five, two score above 4 (one is closer to 4.50) and the other two score 3 and one 3.75.

Transformation scores the highest value 4.50 with lowest std. deviation. It means transformation of advertisement is recognized by most of the respondents with minimum variation. The other variable which receives above 4 score is regulation with a std. deviation .83043, which means the respondents emphasized the regulation of the advertisements industry for its success. The minimum mean score goes to offensive advertisements with the highest std. deviation which means respondents do not feel much un-comfortable with advertisements containing social sensitive issues but there is a high level of variation among the respondents in this regard. Creativity receives the highest score in the below 3 category (3.75) with a std. deviation .82397. It means creativity in advertisement is well appreciated by the respondents.

Besides, the reliability estimates of the composite factors are also standard. The alpha value for Regulations is .74, for creativity is .68, for source of information is .60. These scores are more than .6 which, according to Nunnally (1978) is an acceptable estimation. For offensive advertisements and transformations reliability can not be computed because these two factors have only two items.

5.3. Regression Analysis:

Finally, a regression analysis is carried out considering success of communication (advertisement agencies are successful to communicate the theme of advertisement) as the Dependent Variable and five composite factors (creativity, transformations, regulations, offensive advertisements, advertisement as source of information) as the independent variables.

The beta weights of the composite factors are sought to provide clear picture to the readers regarding the most important factors which affect the agencies success of delivering marketing messages to the audience.

All four factors (creativity, regulations, offensive advertisements and advertisement as source of information) except transformations -- emerge as significant variables to influence the advertisement agencies' success in communicating marketing theme to the customers. The model is significant at $P < .05$ ($F = 15.611$) (see table 1) and explains 74 % (see table 2) of the variation in the dependent variable. For an exploratory study of this nature, especially considering that the scales were previously untested in the country of study, the results are very satisfying.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.300 ^b	.090	.074	1.438

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.300 ^b	.090	.074	1.438

b. Predictors: (Constant), Transformation, offensive advertisements, Creativity, Regulations, Sources of information
c. Dependent Variable: advertisement agencies are successful in communicating the theme of advertisement

Table 2: ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.248	7	11.607	15.611	.000 ^b
	Residual	821.231	397	2.069		
	Total	902.479	404			

a. Predictors: (Constant), Transformation, offensive advertisements, Creativity, Regulations, Sources of information

c. Dependent Variable: advertisement agencies are successful in communicating the theme of advertisement

The standardized betas (see table:3) indicate that the greatest impact on agencies' success in meaningful communication comes from regulations and creativity. It is noted, however, that offensive advertisements and source of information have negative coefficients, suggesting that reduction of offensive advertisements would increase agencies' success and the role of advertisement as sources of information is not appreciated by the viewers. It can be explained by the fact that the unguided nature of current advertisements sometimes creates confusion among the viewers and also sometimes deceives the customers. So, the authenticity of advertisement based information is questionable in the viewers mind.

Table 3: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.863	.534		3.488	.001
Offensive Advertisements	-.251	.102	-.196	-2.464	.014
Transformations	-.048	.085	-.038	-.562	.575
Regulations	.282	.089	.157	3.164	.002
Creativity	.233	.092	.129	2.543	.011
Sources of information	-.185	.080	-.116	-2.321	.021

a. Dependent Variable: advertisement agency are successful to communicate the theme of advertisement

6.0. DISCUSSIONS

The discussion part of the paper centers around the composite factors which affect the success of communication.

6.1. Advertisement Regulation:

In the era of globalization, when multinational companies flourish and global campaigns are common occurrences, local regulation ultimately delineates the basic boundaries of advertising. Comparative examinations have revealed significant differences in international advertising regulation (Boddewyn, 1991; Gao, 2005; Harker, 1998; Miracle and Nevett, 1987; Petty, 1997). In subscribing to different regimes of advertising regulation, countries provide their consumers varied degrees of protection. Yet, as Kanter (1974) argues, regulations should be developed by taking account of consumers' views. This argument becomes especially potent in the context of developing economies where the consumer, often handicapped by limited education and market knowledge, may be much less skeptical of advertising (Cassim and Langton, 1996).

To date, no study has specifically focused on consumer attitudes toward advertising regulation, even though new technologies such as the internet and mobile phones have dramatically empowered consumers and made them a formidable force in shaping the regulatory landscape (Crosier and Erdogan, 2001; Kozinets and Handelman, 2004; Volko et al., 2005).

This paper fills the gap in literature in this regard. The viewers of Dhaka City strongly recommended tight regulatory control of the ad industry. This result also establishes the earlier findings of Cassim in that developing countries need stricter regulation because of viewers' state of disempowerment. For example, challenges to unfair and deceptive advertising in China are initiated by the government, competitors, and consumers through either the administrative or judicial process, and the Chinese law does not require extrinsic evidence, literal falsehood, or materiality when interpreting deception (Gao, 2008). Chinese advertising laws categorically ban the use of superlative, unsubstantiated exaggerations, or subjective claims (Gao, 2007), so that puffery is not a possible defense in China. The Chinese law bans direct comparison of products in advertisements and requires indirect comparisons to be substantiated (China State Administration of Industry and Commerce, 1993). In a developed country like USA action against unfair and deceptive advertising can be initiated by self-regulatory body such as the NAD, the government, competitors, and consumers (Petty and Kopp, 1995). In sharp contrast to the Chinese position, the US law treats puffery as a special subcategory of opinion that is not actionable because it is unlikely to deceive consumers acting reasonably (FTC, 1983), though critics argue that puffery deceives the consumer and should be prohibited (Preston, 1996). Comparative advertising is legal in the USA.

This factor refers to different government rules and regulations required for and desired by the respondents of this research. It is expected that industry friendly rules and regulations would increase the chances of successful communication through advertisements.

6.2. Sources of Information:

An advertisement as a source of information is also considered by the viewers as an important factor affecting the success of advertising communication. Studies suggest that

individuals use advertisements for three basis purposes- Information Seeking, Entertainment, Social Expression (Eadie et al. 2007; Gordon 2006; Couler et al. 2001). Individuals use advertisements to seek necessary, valuable information to support their purchase related decision-making and to remain updated (Krishnam and Smith 1998). Information seeking is the process or activity of attempting to obtain information to bridge the knowledge gap (Kumar 2010). Information seekers bridge above knowledge gap and seek information of their interest by monitoring, browsing, searching, being aware. Information seekers also attach high value to the information that is accessible, updated, accurate and reliable (Bates 2002). In light of the past research this paper sees the attitudes of the viewers towards the role of advertisement as information hub. The research also supports the earlier findings. A negative beta value is associated with this factor signifying that the lower the level of deception information in advertisement, the higher the rate of communication success.

Advertisements are generally considered as sources of information. Not only informative advertisement, but other types of advertisement i.e. emotional advertisements, also carry message in one way or another. Especially, in the introduction and growth stage of products information dissemination is essential for the convenience of the customers. Information about price, discounts, other promotional offers, place, etc. need to be shared with customers.

6.3. Offensive ADVERTISEMENTS:

Academic research which lays the foundation of "controversial advertising" is found in studies of "unmentionables", "socially sensitive products", "decent products", "acceptable advertising" and "advertising ethics"(Wilson and West, 1981; Rehman and Brooks, 1987; Triff et al., 1987; Shao and Hill, 1994a; Fahy et al., 1995). These studies have primarily focused on attitudes towards the advertising of various controversial products, legal restrictions on advertising and possible strategies for marketing.

Wilson and West (1981) discussed "unmentionables", which they described as: "... products, services, or concepts that for reasons of delicacy, decency, morality, or even fear tend to elicit reactions of distaste, disgust, offence, or outrage when mentioned or when openly presented". The examples they presented of unmentionables were: "products" (for personal hygiene, birth control, warfare, and drugs for terminal illness), "services" (for abortion, sterilisation,

VD, mental illness, funeral directors, and artificial insemination), and ``concepts" (for political ideas, palliative care, unconventional sexual practices, racial/religious prejudice and terrorism).

Feminine hygiene products and contraceptives were the main focus of Rehman and Brooks (1987) research, which found that contraceptives for men and contraceptives for women were unacceptable among the college students. In a study that focused on advertising ``sensitive products", Fahy et al. (1995) asked a sample of more than 2,000 people about their attitudes towards the advertising on certain products on television. Comparing the attitudes according to sex, age, income, region, education and race, they found that women, particularly aged 50 and over, had much higher disapproval levels for such commercials.

This current research also finds that advertisement of sensitive products significantly affects the success of advertisements. Ads sometimes can become offensive, while carrying socially sensitive information like information about birth control, HIV/AIDS, female hygiene products, etc. in a conservative Muslim society like Bangladesh. Proper handling of these advertisements is required to make the communication successful.

6.4. Creativity:

Analyses of the advertising industry commonly explore the question of the ‘source’ of creativity, which is either located in individual genius, or organizational forms. Creativity can be seen as an outcome or effect rather than as a cause (Pratt, 2006). The concept of creativity in advertising was not discussed much until the 1960s, when a sea change in the way of producing advertising transformed the field forever. The central feature of this Creative Revolution was that creativity came to be valued over the formulas and research that previously drove the production of advertisements. Creative teams, a mainstay of nearly all agencies since the 1960s, did not exist prior to that time (O’Barr, 2007).

The Creative Revolution was advertising's response to the momentous changes and social transformations taking place in the wider society during the 1960s. Just as a distrust of the establishment characterized a major trend in American society, the advertising revolutionaries of the 1960s balked at their own establishment and its rules. Advertisements poked fun at advertising and refused to continue promoting dreamy, romantic visions.

Instead, they talked openly to consumers for the first time; they urged them to "think small" and look beyond fluff and empty promises. The 1960s was a period in which advertising underwent its own transformation—one that more-or-less paralleled the changes occurring in wider society (Frank, 1997).

“Advertising can explain how a brand helps to remove the problem and/or offer better performance than the consumer's current brand creatively. This type of advertising has been called "informational" (Puto and Wells 1984; Wells 1981), "thinking" (Foot Cone & Belding 1978), or "rational/reason why" (Young & Rubicam) advertising” (Burke & others 1990). Also creative advertisements can make consumers feel good or empowered about the products. “In this case, advertising can communicate a brand image, mood, or the sensory qualities associated with the brand; known as "transformational" (Puto and Wells 1984; Wells 1981), "feeling" (Foot Cone & Belding 1978), or "emotional" (Young & Rubicam) advertising” (Burke & others 1990).

The findings that creative factors were important antecedents of advertising attitude are consistent with previous studies. Specifically, it is supportive of the proposition of earlier research that visual and emotional effects of advertising might be mediated by an individual's evaluation of the advertisement. This means that creative factors are important variables to consider in studies of the Internet advertising effects. As Bruner (1990) and Park and Young(1986) emphasized that background music in advertising enhanced consume affection by increasing likeability of the brand.

6.5. Transformations:

With the development of the digital devices and computer software, various formats of advertising have been introduced in advertisements causing transformation of advertisements. This trend includes traditional TV commercials (with animation, text message and color) as well as Internet advertising (Hyun and Jun, 2007). It is empirically proven that those heuristic elements evoke positive consumer attitudes and behaviors in the Internet advertising environment. It is obvious that advertising character may affect consumer attitude. Visual information with sound, color, motion, and other factors in advertisements is important in affecting consumer attitude formation (Cho, 2003).

Messages with background music in advertising are more influential to consumers' affect than cognition because the characteristics of music such as happiness and sadness modes affect the listener's feelings. Indeed, music in television commercials has been related to viewers' affection during analytic cognitive situations.

Advertisements are transformed conceptually, story wise, technically, in terms of presentation, etc. Advertisement making in this 21st century is completely different than that of the previous century. Technical advancement, globalization, consumer taste change, consumer life style and expectation, exposure to the advertisements of other cultures by virtue of cable connections make the advertisement making more challenging now a days. In order to make the advertisement successful the modern trend of advertisement has to be followed. However, the proposition transformation is not proved statistically significant with regard to its effect on success of ADVERTISEMENT.

7.0. CONCLUSIONS:

Advertising is a form of communication whose purpose is to inform potential customers about products and services and how to obtain and use them. Many advertisements are also designed to generate increased consumption of those products and services through the creation and reinforcement of brand image and brand loyalty. For these purposes advertisements often contain both factual information and persuasive messages. Every major medium is used to deliver these messages, including: television, radio, movies, magazines, newspapers, video games, the Internet, and billboards.

The success of these advertisements can be measured by observed change in market conditions, and change in consumer behavior both of which are difficult to measure. One comparatively easier way to measure the acceptance of advertisement is by measuring the attitudes of viewers/readers towards the advertisement which is being done in this paper.

A considerable amount of research has been conducted to uncover the relationships between advertising communication variables and consumer decision making, and to identify the conditions under which specific communication approaches (e.g., ad formats, appeals, layouts, emotions, presenter characteristics) will have an impact on consumer behavior thus leading to success of advertisement (Burke et al., 1990).

This study also contributes significantly to understanding what is important to make an advertisement successful. The findings of this study can be an aid to the advertisers in their effort to design and broadcast the commercials for ensuring success. In the context of Bangladesh, where the advertisement market is completely unregulated, the respondents of the paper rightly pointed out the need for a regulated ad industry. Majority of the viewers are favoring regulations of advertisements because they get irritated by advertisements floods within and between the programs. Both the policy makers and advertisers should take it into their serious consideration. In this open world when the viewers have access to the 'electronic world' through cable connections and the internet, their expectation about creativity in advertisement is also justifiable. The advertisers should be careful before airing advertisements of sensitive products, as viewers have reservations regarding these types of advertisements. Advertisers should also be careful about claims of the advertisement. A good majority of the viewers are skeptical about the false claims of the advertisements.

Future researchers are expected to carry out research where this present research has stopped with a bigger sample size and enlarged geographical scope to come up with a more generalized result.

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Appendix 1 : Rotated Component Matrix^a

	Component				
	Regulations	Creativity	Sources of information	Offensive advertisement	Transformations
The advertisements should be checked by the government censor board before commercial release	.790	.133	-.036	.165	.154
There should be an advertisement regulatory body set up by the government to regulate the advertising industry in the country	.789	.089	-.002	.155	.121
Advertisement industry should be monitored and regulated by a strict regulatory commission	.727	.176	.030	-.039	.072
I'm satisfied with the creativity of the present day advertisements	.101	.704	.044	-.159	.022
The advertisements of Bangladesh uphold the ethical, moral, cultural standards of our society	.164	.699	.072	-.064	.048

The increasing economic and social role of the women of Bangladesh is shown in the advertisements	.140	.672	.140	.092	-.032
The advertisements of BD are able to touch the emotion of the viewers.	-.368	.433	-.122	.217	.197
Help to make a comparison between the product and service	.051	.254	.741	.060	.059
Inform about the existence of a product or service	.113	-.050	.734	-.034	.131
Advertisements provide true information about the products	-.124	.043	.669	-.006	-.045
I feel embarrassed when I watch the HIV/ AIDS awareness advertisements with my family	.074	-.036	-.004	.859	-.136
I feel embarrassed when I watch the advertisements of contraceptive and female hygienic products with my family	.123	-.039	.022	.826	.124
Print advertisements are more colorful	.076	.055	.082	.036	.843

Use of computer graphics/animation are higher	.185	.020	.046	-.045	.817
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Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Appendix 2: Viewers Questionnaire

East West University Centre for Research and Training

Project Name: The Growth, Transformations, and Governance of Advertising Industry in Bangladesh during 1971-2005

Supervisor: SSM Sadrul Huda

Assistant Professor, East West University

To explore the different key issues affecting commercial communication strategies of the companies, specially the issues regarding the advertisements placed in TV and PRINT media, the proposed research aims to solicit opinions, suggestions, and facts from the different key stakeholders, which include Advertisers, Advertising Agencies, Media and Target Audience (readers/viewers) of those media. As a part of this information gathering process, you are requested to fill up the following questionnaire, as a **Viewers/Readers of Advertisements**. We would like to assure you that all the information given by you will be kept confidential and used only for academic purpose. For additional information, please feel free to contact Mr. SSM Sadrul Huda, Assistant Professor, East West University, at 01552393548.

Respondent's Profile:	
Age: 1. Below 20 2. 21-30 3. 31-40 4. 41-50 5. 50 +	<input type="text"/>
Educational Background: 1. Primary 2. Secondary 3. Higher Secondary 4. Graduate 5. Master 6. No education 7. Others (Pls specify)_____	<input type="text"/>
Monthly income: 1. Below TK 10,000 2. TK 10,000-20,000 3. TK 20,000-30,000 4. TK 30,000+ 5. Nil	<input type="text"/>
Profession: 1. Student 2. Public Service 3. Private Service 4. Businessman 5. Housewife 6. Others (Pls specify)_____	<input type="text"/>
Locality: 1. Gulshan/ Baridhara/ Banani 2. Dhanmodi/ Mohammadpur 3. Malibag/ Mogbazar/ Khilgaw 4. Old Dhaka 5. Mirpur	<input type="text"/>
Gender: 1. Male 2. Female	<input type="text"/>

Which of the following channels do you think have more advertisements?

- a. Bangladeshi Channels
 - i. BTV ii. NTV iii. ATN iv. CHANNEL I v. RTV vi. ETV vii. Bangla Vision
- b. Hindi Channels
- c. English Channels
- d. News Channels
- f. Others. Please specify.....

Which of the following newspapers do you think have more advertisements?

- a. Prothom Alo b. Ittefaq c. Jugantor d. Amar Desh e. Somokal f. Daily Star
- g. Observer h. Independent i. News Today j. New Age k. Jai Jai Din
- l. Others (Please specify)_____

Which of the following types of channels do you think have more interesting advertisements?

- a. Bangladeshi Channels b. Hindi Channels c. English Movie Channels
- d. News Channels e. Sports channels f. Others (Please specify)_____

When and how long you do watch TV-

- | | | |
|--------------------------------|--------------------------------|--------------------------------|
| a. Morning: before 9am | b. Day: 9-6 pm | c. |
| Evening: after 6 pm | | |
| i. Nil | i. Nil | i. Nil |
| ii. Less than ½ hour | ii. Less than ½ hour | ii. Less than ½ hour |
| hour | | |
| iii. One hour | iii. One hour | iii. One hour |
| iv. One and ½ hour | iv. One and ½ hour | iv. One and ½ hour |
| v. More (please specify) _____ | v. More (please specify) _____ | v. More (please specify) _____ |

When and how long you do read newspaper-

- | | | |
|------------------------|----------------------|------------------------|
| a. Morning: before 9am | b. Day: 9-6 pm | c. Evening: after 6 pm |
| i. Nil | i. Nil | i. Nil |
| ii. Less than ½ hour | ii. Less than ½ hour | ii. Less than ½ hour |

iii. One hour	iii. One hour	iii. One hour
iv. One and ½ hour	iv. One and ½ hour	iv. One and ½ hour
v. More (please specify) _____	v. More (please specify) _____	v. More (please specify) _____
(please		specify)_____

1. Please rank the following media according to your preference you like most for getting product information through advertisement (1=best and 7=worst)

1= TV

--	--	--	--	--	--

2= Newspaper

3= Billboard

|

4= Magazine

5= Radio

6= Mobile

7= Internet

2. Please rank the following types of information according to your preference you like to know from the advertisements (1=best and 4=worst)

1= Product information

--	--	--	--

2= Service information

3= Price information

4= Location (selling points)

3. What should be the duration of advertisements on TV-

1= 15-20 sec

--

2= 30 sec

3= 31-40 sec

4= 60 sec

5= Others (pls specify) _____

4. What type of newspaper advertisements do you expect? You can answer more than one option.

--	--	--

- 1= Display advertisements (throughout the newspaper)
- 2= Classified advertisements (arranged under subheads)
- 3= Special advertisements and inserts (government and financial report and notice)
- 4= Others (Please specify) _____

5. According to your preference please rank the following types of attractions of any TV advertisements (1=best and 5=worst)

--	--	--	--	--

- 1= Story/Concepts
- 2= Model
- 3= Music
- 4= Zingle
- 5= Shooting spots

6. According to your preference please rank the following types of attractions of newspaper advertisements (1=best and 4=worst)

--	--	--	--

- 1= Model
- 2= Color
- 3= Graphics
- 4= Size of ads

7. Which of the following time you consider is most suitable for TV advertisement?

- 1= During drama
- 2= Before drama
- 3= During news
- 4= Before news
- 5= During cinema
- 6= Before cinema
- 7= During talk shows
- 8= Before talk show
- 9= Others (Pls specify) _____

--	--	--	--	--	--	--	--

8. Please express your degree of agreement or disagreement with the statements mentioned below, where 5=strongly agree, 4=agree. 3=neutral, 2=disagree and 1=strongly disagree. Please circle in the appropriate answer.

a. Advertisement as sources of information for making buying decision

S/ N		Degree of agreement				
		1	2	3	4	5
1	Generally advertisements inform me about the existence of a product or service in the market information	1	2	3	4	5
2	Generally advertisements help me make comparison and to choose the right product and service	1	2	3	4	5

b. Transformations of advertisement

S/ N		Degree of agreement				
		1	2	3	4	5
3	Stories and messages of present day advertisements are more interesting than those of before	1	2	3	4	5
4	The rate of repetition of advertisements in the present day is higher than that of past	1	2	3	4	5
5	The cultural and the social issues are well portrayed in the recent ads than the advertisements of past (e.g. social class, age, gender, education etc.)	1	2	3	4	5
6	The use of puffing words in ads is higher in the recent advertisements (e.g. Koto kotha bole re of Banglalink) than those of past	1	2	3	4	5
7	Introduction of celebrity is also another attraction of the present day advertisements than those of before	1	2	3	4	5
8	The presence of female model is more in the recent ads than those of past	1	2	3	4	5
9	Print advertisements are more colorful at present than those of past	1	2	3	4	5
10	At present use of computer graphics/animation are	1	2	3	4	5

	higher in both print and TV advertisements than those of past					
11	The new trends of advertisements are favorable for growth of advertisement industry	1	2	3	4	5

c. Ethical Issues

S/ N		Degree of agreement				
		1	2	3	4	5
12	The advertisers of Bangladesh make conscious decision to stick to a high moral standard in developing advertisement	1	2	3	4	5
13	The puffing words (e.g. g-r-eat) are an ethical issue as the performance of the product may be same as the other product	1	2	3	4	5
14	The advertisements are misleading as a source of information for the average consumers	1	2	3	4	5
15	Advertisement helps to increase awareness in the society regarding different important issues like AIDS, Smoking, Drug, Dowry tradition	1	2	3	4	5
16	The advertisements of Bangladesh uphold the ethical, moral, cultural standard of our society	1	2	3	4	5

d. Effects of/ Impacts of Ads

S/ N		Degree of agreement				
		1	2	3	4	5
17	Advertisements make people buy expensive products just to show off	1	2	3	4	5
18	The advertisements of Bangladesh are able to create confidence among customers about the products or services.	1	2	3	4	5
19	The advertisements are changing the culture or lifestyle of the people	1	2	3	4	5

20	Advertisements influence me to purchase the product	1	2	3	4	5
----	---	---	---	---	---	---

9. According to your preference please rank the following media where advertisements are memorable (1=best and 7=worst)

1= TV

--	--	--	--	--	--	--

2= Newspaper

3= Billboard

4= Magazine

5= Radio

6= Mobile

7= Internet

e. Irritating

S/ N		Degree of agreement				
		1	2	3	4	5
21	There are too many advertisements between and within the programs of most of the TV channels	1	2	3	4	5
22	I change the channels during commercial breaks	1	2	3	4	5
23	There is too much dance, music or color in the TV advertisements	1	2	3	4	5
24	The presence of too many advertisements in newspaper distracts the attention of the readers from the news item	1	2	3	4	5
25	The presence of too many advertisements in TV distracts the attention of the viewers from the main program	1	2	3	4	5

f. Offensive

S/ N		Degree of agreement				
		1	2	3	4	5
26	I feel embarrassed when I watch the advertisements of contraceptive and female hygienic products with my family	1	2	3	4	5

27	I feel embarrassed when I watch the HIV/ AIDS awareness advertisements with my family	1	2	3	4	5
----	---	---	---	---	---	---

g. Regulation

S/ N		Degree of agreement Agree				
28	There should be an advertisement regulatory body set up by the government to regulate the advertising industry the country	1	2	3	4	5
29	The advertisements should be checked by the government censor board before commercial release	1	2	3	4	5
30	There should be a fixed time on TV channels and allocation of space in print media for public interest advertisements e. g. awareness of Bird Flu	1	2	3	4	5
31	There should be a specific ratio between program and commercial time in a given hour for TV and specific ratio between news item and advertisement for advertisements in the print media	1	2	3	4	5
32	Advertisement industry should be monitored and regulated by a strick regulatory commission	1	2	3	4	5

h. Success/Merits of Ads

S/ N		Degree of agreement				
33	Advertisements provide true information about the product	1	2	3	4	5
34	TV advertisements are more entertaining than print advertisement	1	2	3	4	5
35	Emotional ads are more memorable than informative advertisements	1	2	3	4	5

i. Gender Issue:

S/ N		Degree of agreement				
		1	2	3	4	5
36	The advertisements contain female character even when they are not relevant	1	2	3	4	5
37	The men are more likely to be portrayed as product authorities and women as product users	1	2	3	4	5
38	Male viewers appreciate the presence of female model on both TV and Print advertisements	1	2	3	4	5
39	Female viewers appreciate the presence of male model on both TV and Print advertisements	1	2	3	4	5
40	Female models are used more on TV ads than Print advertisements	1	2	3	4	5
41	The increasing economic and social role of the women of Bangladesh is shown in the advertisements	1	2	3	4	5

j. Creativity

S/ N		Degree of agreement				
		1	2	3	4	5
42	The technical issues regarding advertisement for example the photography, set, printing, and the production are up to the mark	1	2	3	4	5
43	The advertisements of BD are able to act as a source of inspirations for changing the lifestyle, and behavior e .g din bodoler pala of Banglalink	1	2	3	4	5
44	The advertisements of BD are able to touch the emotion of the viewers.	1	2	3	4	5
45	I'm satisfied with the creativity of the present day advertisements	1	2	3	4	5

10. According to your preference please rank the following issues which creates an advertisement creative (1=best and 4=worst)

--	--	--	--

- 1= Story
- 2= Shooting technique
- 3= Model
- 4= Shooting spot

k. Future Trend

S/ N		Degree of agreement				
		1	2	3	4	5
46	I appreciate searching internet for product information, if it is available					
47	Newer technology will affect the future trend of advertisement industry of Bangladesh					

11. According to your preference please rank the following types of advertisements which influence you more in making product purchase decision (1=best and 4=worst)

1= Humorous

--	--	--	--

2= Emotional/Inspiration

3= Logical

4= Informative

12. Do you have any comments regarding- transformations/gender/ethics/ creativity/ future trends? Please write in the given space below.

Please specify:

13. Which of the following factors may affect the growth of the ad industry in future? You can answer more than one option.

1= Law

--	--	--	--	--

2= Information technology (MMS, SMS, internet)

3= Media industry

4= Increased competition in the consumer market

5= Entry of foreign ad firms
6= Others (Please specify)_____

14. Can you recall any TV advertisement (Please specify) _____

15. Can you recall any Print advertisement (Please specify) _____

16. Which of the following types of advertisement are more interesting? You can answer more than one option.

1= Consumer product

2= Real estate

3= Mobile company

4= Social advertisements

5= Others (Please Specify)_____

--	--	--	--

|

17. Advertising agencies are successful to communicate the theme of the advertisement-

1= Strongly disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly agree

--

Thank you for your participation

For official use only

<p>Details of Interviewer</p> <p><i>Name:</i></p> <p><i>Time of interview -</i></p> <p><i>Date:</i></p>
--

Signature of the interviewer

Signature of the supervisor

East West University Center for Research and Training (EWUCRT) promotes academic and applied research for creation and dissemination of new knowledge. With this goal the Center is dedicated to developing the research potentialities of faculty members of the East West University. In this effort EWUCRT provides generous financial grants to support faculty research and training on research methodology, publications of research reports and journals and sharing of research results with academia, researchers and policy makers. To facilitate dissemination and exchange of knowledge CRT organizes seminars and symposiums.



Plot No- A/2, Main Road, Jahurul Islam City,
Aftabnagar, Dhaka-1212, Bangladesh.
E-mail: ewucrt@ewubd.edu
Website: www.ewubd.edu

About this working paper...

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CENTER FOR RESEARCH AND TRAINING

Plot No- A/2, Main Road, Jahurul Islam City,
Aftabnagar, Dhaka-1212, Bangladesh.

E-mail: ewucrt@ewubd.edu

Website: www.ewubd.edu