Final Project Report on

Consumer Perception Towards Cadbury Dairy Milk Advertisements

Submitted By

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CERTIFICATE FROM THE INSTITUTE

Dairy Milk Advertisements" is an origina Kharbanda of MBA 2015-17 batch and w Delhi Technological University, Bawana R	ed "Consumer Perception Towards Cadbury l and bonafide work carried out by Mr. Osho as submitted to Delhi School of Management, oad, Delhi-110042 in partial fulfilment of the
requirement for the award of the Degree of M	lasters of Business Administration.
Signature of Guide (Dr. Vikas Gupta)	Signature of HOD (DSM) (Dr. Rajan Yadav)
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DECLARATION

I, Osho Kharbanda, Student of MBA 2015-17 Batch of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that the Final Project Project titled "Consumer Perception Towards Cadbury Dairy Milk Advertisements" submitted by me in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration is an original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. The report is not being submitted to any other University for the award of any other Degree, Diploma and/or Fellowship.

Osho Kharbanda

Place: New Delhi

Date:

ACKNOWLEDGEMENT

I would like to express my gratitude to all those who gave me the possibility to complete this report apart from the efforts of me, the success of this project depends largely on the encouragement and guidelines of many others. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project. I am deeply indebted to my faculty guide **Dr. Vikas Gupta**, whose help, stimulating suggestions and encouragement helped me in all the time of research for and writing of this analysis. He showed me different ways to approach a research problem and the need to be persistent to accomplishany goal.

I would also like to use this opportunity to express my deep gratitude to my mentor**Mr. Anurag Tiruwa** for unending support.

Sincerely,

Osho Kharbanda

EXECUTIVE SUMMARY

The present study is based on the perception towards the advertisement of Cadbury Dairy Milk among the customers. A sample survey of 103 respondents was undertaken to find out the Outlook towards advertisement and brand of Cadbury Dairy Milk in Delhi/NCR city. The study mainly concentrated on Viewing Time, content of advertisements like jingles, Story, Emotional, Celebrity Endorsement, Graphics, Animation, Product Information, Sex appeal about Cadbury Dairy Milk AdvertisementsBrand Outlook, Usefulness, Uniqueness and Purchase intention towards Cadbury Dairy Milk.

It was found out that More Jingles, Product Information and Sex appeal need to be used in advertisement to avoid people from skipping the advertisements. To avoid people from zapping, i.e changing channels while advertisement is running Jingles, Emotional content need to be used with advertisements. Celebrity endorsements, Animation, Sex appeal are also useful to avoid zapping. To build positive brand image story telling, emotional content, celebrity endorsements, animated content need to be used. To put a image of usefulness in consumer mind for Dairy Milk, Emotional content, Good graphics, Product information and animation can be put into advertisements. To build purchase intuition only Product Information need to be conveyed to consumers.

TABLE OF CONTENTS

Content Pg No

Certificate from the Institute

ii

Declaration iii

Acknowledgement iv	
Executive Summaryv	
List of Figures vii	
List of Tables viii	
1. Introduction	
1.1 An Overview of Chocolate Industry in India	1
1.1.1 Types of Chocolates	3
1.1.2 Categories of Chocolates	3
1.2 Market Size and Share	4
1.3 Company Overview Cadbury Dairy Milk (Mondelez International	al) 5
1.3.1 SWOT analysis of Cadbury	5
1.3.2 Cadbury Marketing Strategies	8
1.3.3 Cadbury Marketing Campaigns	9
1.4 Objective of this study	11
2. Literature Review	
2.1 Consumer Behaviour	12
2.1.1 Brand Image	12
2.1.2 Brand Image and Consumer Behaviour	13
2.2 Advertising	13
2.3.1 Consumer Response to adverting 14	
2.3 The Study15	
2.4 The Model 15	
2.5 Key Variables	16

3. Research Methodology

3.1 Research Design	19
3.2 Tools of Data Collection	20
3.3 Design	of Questionnaire20
3.4Sampling Plan	20
3.4.1 Sampling Method: Convenience Sampling	20
3.5 Planning and Analysis	21
4. Data Analysisand Interpretations	
4.1 Hypotheses of the study	23
4.2Analysis Report	26
4.3 Limitations of the study	30
5. Conclusion	31
Bibliography	32
Annexure	35

LIST OF FIGURES

Content	Pg No
1. Chocolate Consumption Structure	4
2. Market Share	4

3. Cadbury Dairy Milk Real Taste of Life advertisement	10
4.Cadbury Pappu Pass ho gaya advertisement	10
5. Cadbury Kuch Meetha ho jaye advertisement	10
6. Author Proposed Model	15

LIST OF TABLES

Content Pg No

1. Per Capita Chocolate Consumption (in lb)	1
2. Demographics profile of the respondents	22
3. Mean of Variables	23
4. Male/Female Independent T-test	26
5. Occupation, One way Anova	27
6. Zipping, Anova	27
7. Zapping, Anova	28
8. Brand_Positive, Anova	28
9. Usefulness, Anova	29
10. Uniqueness, Anova	29
11. Purchase, Anova	30

CHAPTER 1 - INTRODUCTION

1.1 An Overview of Chocolate Industry in India

The chocolate industry in India as it stands today is dominated by two companies, bothmultinationals. The market leader is Cadbury with a lion's share of 70 percent. The company'sbrands (Five Star, Gems, Eclairs, Perk, DairyMilk) are leaders their segments. Till the early 90s, Cadbury had a market share of over 80 percent, but its party was spoiled when Nestle appeared onthe scene. [1] (Indian Mirror) The latter has introduced its international brands in the country (Kit Kat, Lions), and nowcommands approximately 15 percent market share. The Gujarat Co-operative Milk MarketingFederation (GCMMF) and Central Arecanut and Cocoa Manufactures and Processors Co-operative(CAMPCO) are the other companies operating in this segment. Competition in the segment will getkeener as overseas chocolate giants Hershey's and Mars consolidate to grab a bite of the Indianchocolate pie.

	Per capita Chocolate Consumption (in lb)
Switzerland	22.36
Austria	2 0 1 3
Ireland	1 9 4 7
Germany	1 8 0 4
Norway	1 7 9 3
Denmark	1 7 6 6

Per capita Chocolate Consumption (in lb) **United Kingdom** Belgium Australia Sweden **United States** France Netherlands Finland Italy

Table 1. Per Capita Chocolate Consumption (in lb) of first 15 countries of the world (Indian Mirror)

India, stands nowhere even near to these countries when compared in terms of Per CapitaChocolate Consumption. The Indian chocolate industry is extremely fragmentedwith a

range ofproducts catering to a variety of consumers. We have the bars, jellies, lollipops, toffees and sugar candies. Given India's mammoth population, it comes as a surprise that per capita chocolate consumption in the country is dismally low - a mere 20 gms per Indian. Compare this to over 7 kgs in most developed nations. [1]

The market size of chocolates was estimated to be around 16,000 tonnes, valued around Rs.4.16 billion in 1998. [1] Volume growth which was over 20% pa in the 3 years preceding 1998, sloweddown thereafter.Both chocolate and sugar confectioneries have abysmally low penetration levels, in fact, evenlower than biscuits, which reach 56 per cent of the households. Market growth in the chocolatesegment has hovered between 10 to 20%. In the last five years, the category has grown by 14-15% on an average and will expect it to continue growing at a similar rate in the next five years. [1]

The market presently has close to 60mn [1] consumers and they are mainly located in theurban areas. Growth will mainly come through an increase in penetration as income levels improve. However, almost all of this consumption is in the cities, and rural India is nearly 'chocolate-free'. But the fact is that three quarters of Indians live in Rural Areas. Where Average summertime temperatures reach 43 degrees Celsius and Chocolate melts at body temperature of 36 degrees.

Per capita consumption of chocolates in India is minuscule at 20gms in India as compared to around 5-8 kgs and 8-10 kgs respectively in most European countries. Awareness about chocolates is very high in urban areas at over 95%. Growth of other lifestyle foods such as malted beverages and milk food have actually declined by 3.7 per cent and 11.7 per cent, however the Chocolates continue to grow at the rate of 12.6%. Low priced unit packs, increased distribution reach and new product launches can besaid to have fuelled this growth. The launch of lower-priced, smaller bars of chocolate in the last two years and positioning of chocolate as a substitute to traditional sweets during festivals, have boosted consumption. This is also because chocolate, which was considered to be an elitist food, has caught fancy of buyers looking for a lifestyle item at affordable cost. Till recently, chocolate consumption had been restricted by low purchasing power in themarket. Chocolates and other cocoa-based snack foods were looked upon as food suitable only for the well-off. After economic liberalisation in 1991, major changes have occurred in food habits,

partly onaccount of rise in gross domestic product (GDP) growth and higher purchasing power in the hands of the middle-class representing a third of the total population. Availability of chocolate products has also exploded.

A study had projected that sales of the Indian chocolate industry would rise from \$125/\$130million in 1998 to \$175/\$180 million by the year 2000 and to \$450 million by the year 2005 which actually happened irrespective of various negative factors.

1.1.1 Types of Chocolates

Depending on what is added to (or removed from) the chocolate liquor, different flavors and varieties of chocolate are produced. Each has a different chemical make-up, the differences are not olely in the taste.

- 1. Unsweetened or Baking chocolateis simply cooled, hardened chocolate liquor. It is usedprimarily as an ingredient in recipes, or as a garnish.
- 2. Semi-sweet chocolateis also used primarily in recipes. It has extra cocoa butter and sugaradded. Sweet cooking chocolate is basically the same, with more sugar fortaste.
- 3. Milk chocolateis chocolate liquor with extra cocoa butter, sugar, milk and vanilla added. This is the most popular form for chocolate. It is primarily an eating chocolate.
- 4. Cocoais chocolate liquor with much of the cocoa butter removed, creating a fine powder. It canpick up moisture and odors from other products, so you should keep cocoa in a cool, dry place, tightly covered.

1.1.2 Categories of Chocolates

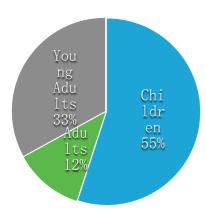
Commercial Chocolates are available in the following forms:

- Bars or Moulded Chocolates
- Counts
- Panned Chocolates (Gems)
- Éclairs
- Assorted Chocolates

Bars or moulded chocolates(like Dairy Milk, Truffle, Amul Milk Chocolate, Nestle Premium, andNestle Milky Bar) comprise the largest segment, accounting for 37% of the total chocolate market involume terms. Wafer chocolates such as Kit-Kat and Perk also belong to this segment. Pannedchocolates accounts for 10% of the total chocolate market.

1.2 Market Size and Share

The Indian chocolate market is valued at Rs. 650 crores (i.e. Rs. 6.50 billion) a year. TheIndian chocolate bazaar is estimated to be in the region of 22,000-24,000 tonnes per annum, and isvalued in excess of US\$ 80 million. Chocolate penetration in the country is a little over 4 percent, with India's metros proving tobe the big draw clocking penetration in excess of 15 percent. Next, comes the relatively smallercities/towns where consumption lags at about 8 percent. Chocolates are a luxury in the rural segment, which explains the mere 2 percent penetration in villages. The market presently has close to 60mn consumers and they are mainly located in the urbanareas.



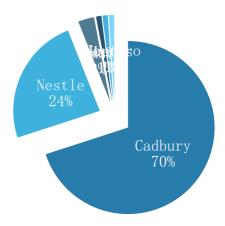


Figure 1. Chocolate Consumption
Structure, (Marketing91)

1.3 Company Overview Cadbury Dairy Milk (Mondelez International)

In India, Cadbury was incorporated in 1948 and it initially imported chocolates before starting cocoa production in 1965. It grew over the years and came to have five manufacturing facilities which were owned by the company besides having four sales offices in the country. It was present in different food categories like chocolate confectionery, biscuits, beverages, gum, and candy. Cadbury's main business was chocolate confectionery wherein it was the market leader with a market share of around 70% in 2011. (Cadbury, Dairy Milk) [3]

Some of its main chocolate brands were Dairy Milk, 5 Star, Perk, Celebrations, Eclairs and Gems. Dairy Milk alone held 30% of the share of the Indian chocolate market. Cadbury Dairy Milk itself had many variants like Fruit and Nut, Crackle, Roast Almond, Dessert, Silk, Shots, Eclairs, Wowie, and 2 in 1.

Cadbury's main competitor in India was Nestlé which had around 25% of the market share in chocolates in 2011. [1] Nestlé's products included Kit Kat, Munch, Bar-One, Milky Bar, and Milky Bar Choo. There was an ongoing battle between Cadbury and Nestlé, with both of them engaging aggressively in their advertisement campaigns.

Over the years, Cadbury focused on its advertising campaigns for Diary Milk to connect with the people and gained popularity. Earlier, there was a perception that chocolates were meant only for children. Cadbury wanted to change this perception and thus it started various advertisement campaigns meant to influence adults and add them to its consumer segment.

1.3.1 SWOT analysis of Cadbury

Cadbury is one of the topmost FMCG brands in India and hence there is no doubt that the strengths and opportunities of Cadbury are far more than it's weaknesses and threats.

Strengths

World leader— Cadbury is the world's leader in chocolates. Known to have the best manufacturing and a wide distribution channel, Cadbury has a presence in 200 or more countries. Powerhouse brands and Products—Cadbury has many strong brands in its product

portfolio such as dairy milk, Bournvita, oreo, five star and others. The product are high quality products and some of them are cash cows for Cadbury.

Brand name, brand equity and Brand loyalty – Cadbury products are blessed with a fantastic brand loyalty. Due to its marketing and strong branding over the years, the brand equity of Cadbury is also high and hence Cadbury is comfortable charging a premium for its product because of the high brand equity. Finally some brand names within the Cadbury family are known world wide and are desired by many.

Positioning as gift – The smartest tactic that Cadbury has done over the years with products like dairy milk and celebrations is that these chocolates are positioned for gifting. In fact the recent bournville, has a complete focus on the gifting position. Due to this smart strategy Cadbury has safely differentiated itself from majority of its competitors.

Promotions – With an amazing tag line of "kuch meetha ho jaye" along with fantastic ATL and BTL activities, Cadbury has one of the strongest promotions in the fmcg industry. This further imparts strength to Cadbury because it provides excellent brand recall.

Indian connect – Cadbury is one of the few brands which connects so well with the Indian diaspora. For Indians, family, friends and love are all important parts of their life. And Cadbury has always focused on emotional marketing to connect with the Indian audience.

Placement and distribution – Cadbury has a superb distribution strategy in place and like all FMCG companies, it uses the strategy of breaking the bulk. Distributing to 200 countries with a variety of more than 40 variants is not a small feat. And cadbury has been achieving the same for the past many years. It is known to have one of the best FMCG distribution channels in India.

Weaknesses

As mentioned previously, a brand like Cadbury is expected to have many strengths and few weaknesses, and the same is the case. Cadbury's weakness is its rural distribution considering India has such a wide rural diaspora which can be covered.

At the same time, A few cases here and there have happened based on the quality of the product where cockroaches or other rodents were found in the chocolate. It is inexcusable for a brand like Cadbury to show such ignorance because such infected chocolates should not leave quality control at all. Thus quality control needs to be strengthened.

Opportunities

Rural markets – What is a weakness can become an opportunity. Penetrating rural markets and distribution in rural markets can be a large opportunity for Cadbury. It is present in foreign countries and a rural presence is much needed for Cadbury which will boost the brands presence and turnover.

New Tastes – Indian consumers have a sweet tooth and they frequently like to eat small chocolates as well as chocolate bars. On top of it, there are various flavors which consumers like. Thus, new tastes and new flavors are an opportunity which Cadbury can generate regularly.

Threats

Cost and price increase – With an increase in fuel cost as well as cost of transportation, distribution cost has gone up. At the same time, the cost of procurement and manufacturing is high as well. Thus, over the years, the constant increase in costing and thereby pricing of the product is a threat to Cadbury as it creates a gap for other companies to enter.

Health consciousness on the rise – Health consciousness is on the rise amongst the Indian population. Many people prefer drinking health juices as well as fruits rather than having chocolates. Every week you will see articles on news papers as well as on blogs which advice against eating chocolate and propagate the benefits of staying healthy. At the same time, many parents have stopped giving chocolates to their kids looking at the adverse affects.

Decreasing importance of festivals – Cadbury has spent years to get the position of a gift on festivals and occasions. What happens when the importance of these festivals drops? The buying of chocolates also drops.

Rising demand of people, growing purchasing power – Nowadays, if you gift a chocolate to children, they are likely to demand a toy car, a bicycle or for a young adult, a computer. Thus, with a rise in purchasing power, the demands of gifts also has gone up in value and just a chocolate will not suffice. This is also a threat for Cadbury.

1.3.2 Cadbury Marketing Strategies

"Cadbury has been very aggressive in finding new ways to engage the consumer. The brand has developed over a period of time. With the classic lyrics, "Kuch khaas hai hum sabhi mein", it sent across the message that even adults can have chocolates because there is a kid in everybody. It also brought in a warm emotion to the brand. Over the years, the market is changed, no one is ashamed of having a chocolate now. So we find more ways to engage people. Whether it was with 'pappu paas ho gaya' or with the 'pehli tareekh', campaign, we have always tried to engage consumer with the brand."

-Anup Chitnis, Executive Creative Director at Ogilvy & Mather, South Asia

Cadbury Dairy Milk is the market leader in the chocolate confectionery market in India with a market share of around 70%. The company had come a long way since the 1990s when Indian consumers considered Diary Milk as a product meant for children. Adults were thus, not its major consumers. To change this perception, Cadbury came up with a series of campaigns targeting the adult group and consumers in the age group 15-35. It tried to engage the customers in various ways. Starting with the 'Real taste of life' campaign, the company encouraged people to bring out the child in them. Then it moved on to the social acceptance theme with the line - 'Those who want to eat, will find a reason for it'.[3]

Through this, Dairy Milk was able to gain acceptance for chocolates among the adult audiences. The company then sought to capture the market for sweets and to make Dairy Milk a substitute for the traditional Indian sweets. With this in mind, Cadbury ran two parallel campaigns - 'Shubh Aarambh' (Auspicious beginning) and 'Meethe mein kuch meetha ho jaye' (Let's have something sweet for dessert). Along the way, however, the company also had to face and overcome certain issues. Live worms were found in a few packs of the Diary Milk in 2003.

Dairy Milk however remained a popular brand and it also came out as the number one most trusted brand in Mumbai in the 2005 edition of Brand Equity's [5] survey of most trusted brands. In the following years, though it remained on the list of most trusted brands, its position wasn't too high. In 2011, it was ranked 45th.

Cadbury ran major television campaigns backed up by other media, even as the second big player and Cadbury's rival, Nestlé, engaged in aggressive promotions, taking on Cadbury's campaigns directly in some cases. Diary Milk's 'Meethe mein kuch meetha ho jaye' went a notch higher than the earlier campaigns and sought to promote the brand as a dessert. Though the campaigns were generally well received and appreciated, there were some industry observers who wondered how effective Cadbury's efforts would be and whether its chocolates could really replace the traditional sweets and dessert items which were well entrenched in the Indian way of life. They were of the opinion that it would be a difficult task to do so, considering the long tradition such sweets and desserts had. Changing this mindset of the consumer would prove to be a major challenge for the marketing team for Diary Milk, they said.

1.3.3 Cadbury Marketing Campaigns

Real Taste of Life

Before this campaign began, the chocolate industry had faced some major problems. The price of cocoa had gone up steeply in 1991 while the excise duty on it had increased from 16.5% to 27.5%.[6] As a consequence, the price of chocolates went up. The 40 gm pack of Diary Milk went up from Rs.6 to Rs. 10 in 1994. Cadbury had decreased its production as well. Adults refrained from eating chocolates and were in a way reluctant to do so because of the kids' image associated with it.





'Pappu Paas Ho Gaya'

This was another popular campaign for Diary Milk, launched in 2005.Bachchan acted as a shopkeeper in the advertisement. Two guys approach the shopkeeper and ask him for a Diary Milk. They leave without paying and tell him that Pappu will pay. A group of girls come up and again the same thing happen.



Figure 5. Cadbury Kuch Meetha ho jaye advertisement.

Figure 4. Cadbury Pappu Pass ho gaya advertisement.

'Kuch Meetha Ho Jaye'

The company came up with more innovative campaigns to increase the number of occasions on which people could eat a Diary Milk. The 'Kuch meetha ho jaye' campaign was an effort to try and replace the traditional Indian sweets with Diary Milk. In the Indian tradition, people generally eat and distribute sweets on any joyous, festive occasion and Cadbury tried to depict all those occasions.

1.4 Objectives of this study

- To study the latest trends of chocolate industry in India.
- To study advertising effectiveness specifically for Cadbury Dairy Milk.

• To find out customer perception for the advertisements of Cadbury Dairy Milk.	• To analyse customer preference towards content of advertisements for Cadbury Dairy Milk.
	• To find out customer perception for the advertisements of Cadbury Dairy Milk.
CHAPTER 2 - LITERATURE REVIEW	CHAPTER 2 - LITERATURE REVIEW

2.1 Consumer Behaviour

Consumer behaviour has been always of great interest to marketers. The knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on.

Consumer is the study "of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires" [7] (Solomon 1995, 7). In the marketing context, the term "consumer" refers not only to the act of purchase itself, but also to patterns of aggregate buying which include prepurchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items.

2.1.1 Brand Image

Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling about a brand and has an influence on consumer behaviour.[9] For marketers, whatever their company marketing strategies are, the main purpose of their marketing activities is to influence consumers' perception and attitude toward a brand, establish the brand image in consumer's mind, and stimulate consumer's actual purchasing behaviour of the brand, therefore increasing sales, maximising the market share and developing brand equity. [10]

Brand equity is the focus of both academics and practitioners; however, there is no paradigm among the brand equity studies by now. Most studies measure brand equity from perspective of consumer or from the company itself. [11] On one hand, some researchers believe that consumers' subjective perception (e.g., attitude, assessment, satisfaction, etc.) of the brand is the key to brand equity. Although the consumption decision will be influenced by brand features and attributes, it is determined by consumers' perception about the brand image in a deeper sense. Despite the change of consumers' life style and the way of information

processing, brand image remains the dominant impact factor of consumption decisions. [12] On the other hand, some researchers believe that brand equity should be evaluated in terms of market share, market value and cash flow.

2.1.2 Brand Image and Consumer Behaviour

Brand image has been studied extensively since the 20th century due to its importance in building brand equity. In the increasingly competitive world marketplace, companies need to have a deeper insight into consumer behaviour and educate consumers about the brand in order to develop effective marketing strategies.

Impact of Brand Image on Customer's Attitude toward the Brand

Keller came up with the concept "customer-based brand equity (CBBE)" in 1993, which refers to the various reactions to the branding campaign from consumers who have knowledge of the brand in varying degrees. In other words, brand image and brand awareness are the basis and sources of brand equity. According to Keller (1993), positive brand image could be established by connecting the unique and strong brand association withconsumer's memories about the brand through marketing campaigns [16]. In this regard, the brand knowledge should be built and understood before the consumers could respond positively to the branding campaign. If consumers have knowledge of a brand, the company could spend less on brand extension while achieve higher sales [17].

2.2 Advertising

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering. Advertising is defined by Richard F. Taflinger as "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." [13]

Advertising is normally done by a third party known as advertising agency. An advertising agency is a service based business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside point of

view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. [14]

2.3.1 Consumer Response to adverting

Previous research on consumer's responses to advertising has begun to establish a hierarchicalmodel of advertising effects (for reviews, see Holbrook [1986] and Preston [1982]) [15]. Measures of advertising effects have thus far spanned all levels in the hierarchy, moving backward from behaviour (sales) to affect (attitude toward the brand or ad) to cognition (beliefs, evaluativejudgments) to attention or exposure (readership or viewership). All of these are important to theattainment of advertising objectives. However, emerging technological developments have latelygiven consumer researchers reason to put renewed emphasis on the nature and antecedents of the attention and exposure variables that form the very first step in the hierarchy. Specifically, the development of remote control devices, VCRs and emergence of internet has led to two practices that have dramatically altered the relationship between television viewing and advertising exposure or attention namely, zipping and zapping. Some confusion has existed in the popular press over these terms. In our usage, zipping refers to fast-forwarding through ads previously recorded along with program material on a video cassette or Skipping of advertisement while watching video content on the internet. By contrast, zapping occurs during the broadcast itself and refers to the switching of the channel when a commercial appears. In either situation, exposure and attention are radically different from the comparatively passive nature of the old days when, stereotypically, viewers sat in front of their televisions and watched whatever paraded before their eyes. While non viewingbehaviours such as talking, reading, or leaving the room did exist even then (Anderson 1985) [16], zipping and zapping have greatly amplified the extent to which advertising viewing can be, and is, avoided. Indeed, studies in both the United States (Heeter and Greenberg 1985; IRI Information Resources 1983, 1985; Kaplan 1985) [17] and Great Britain (Yorke and Kitchen 1985) [18] have shown the pervasiveness of bothphenomena.

Given this recent development, the present study uses a Dairy Milk commercials to examine the advertising-related antecedents of viewing time. Specifically, the study proposes a behavioural measure of consumer's viewing responses to television commercials based on a simulation of zipping and zapping as incidents of attention to the ad. The antecedents of the measure that it investigated are a multicomponent representation of attitude toward the ad, two dimensions of emotional responses, and various aspects of advertising content such as Song/Jingle, Emotional Appeal, celebrity endorsements, Graphics, Animation, Sex appeal, Informative were analysed. Other factors such as Product usefulness, Brand Image and Purchase intention were also analysed.

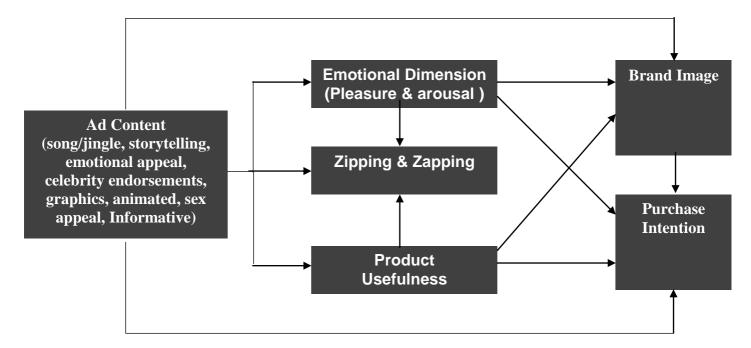


Figure 6. Author proposed model

2..4 The Model

Our tentative model for the hierarchical chain that culminates in viewing time appears in Figure 3. As shown by the diagram, we assume a forward recursive flow of effects from ad content through emotions and attitudinal responses to viewing behaviour. Working backward, we assume that viewing time depends directly on attitude toward the ad. These three influences on viewing time depend, in turn, on emotional responses to the ad. Finally, we

assume that these emotional responses reflect advertising content (with respect to both the ad appeals used and the uniqueness of the ad).

2.5 Key Variables

Viewing Time (Zipping and Zapping). As discussed earlier, zapping is the act of using a remote control device to change the channel when a commercial comes on. By contrast, zipping refers only to prerecorded programs on video and occurs when the viewer uses the controls of a VCR to fast-forward through commercials. While both zipping and zapping have attracted much attention over the past few years, neither has been thoroughly studied, in part because both remain somewhat intractable in the practical problems they present to the researcher.

In the absence of such research, doubt lingers regarding whether zipping and zapping behaviours are simply different manifestations of the same phenomenon. Conceptually, since both represent different ways of decreasing viewing time of commercials, one would expect zipping and zapping to be strongly interrelated. Indeed, theory drawn from psychology in general (see, e.g., Kahneman 1973) [19] and from consumer behaviour in particular (see, e.g., Bettman 1979) [20] suggests that both phenomena represent attention as measured by viewing time. In general, the use of look- ing time to measure attention has a venerable history in the psychological literature on exploratory behaviour (see, e.g., Berlyne 1960) [21]. In this tradition, looking time has been related to the novelty of stimuli (Leckart 1966; Leckart and Bakan 1965, 1969) [22] and to such other collative properties as uncertainty and complexity. Looking time has also prompted some applications in advertising research in which, for example, greater visual complexity has been shown to increase the length of time that subjects spend looking at print ads presented with a slide projector (Morrison and Dainoff 1972) [23]. Hence, we investigate whether zip- ping and zapping appear to constitute cognate phenomena. In sum, as indicated by the diagram shown in Figure 6, the present study focuses on looking time as the key outcome of a hierarchical model that, in the spirit of Berlyne (1960), considers viewing behaviour as dependent on such antecedent variables as the effects of advertising uniqueness, as mediated by emotional arousal and attitudinal interest.

Song/Jingle The classic "jingle" is the most common musical technique for aiding memorability and hence product recall. Some of the biggest products and companies in the

world are successful not just because of customer satisfaction, but because customers like a particular jingle in an advertisement. A good jingle catches the customer's attention and makes him (or her) think twice about a product; a bad jingle might make a company famous for the wrong reasons, or dissuade people from looking at a certain brand. A jingle is a catchy phrase of words combined with mesmerising tune or just a short repetitive song. A good jingle instantly recalls the product visualisation, its brand name and full video advertisement in the sub-conscious of the listener or viewer.

Storytelling Marketers have recognised our need for stories, and during the last decade the marketing technique of storytelling has become widely popular (Mossberg & Nissen Johansen 2006: 7) [24]. Storytelling, in a marketing-oriented context, is a company's use of a true or fictitious story as a way of differentiation. By building a company's, or a part of the company's, business around a story and thereby enticing the consumer's emotions, a company can earn a unique position in the consumer's mind. (Mossberg & Nissen Johansen 2006: 7–8) [24] In advertising, storytelling has always been prevalent, but with growing competition and need for differentiation, storytelling has nowadays taken a more refined form by creating explicit worlds around different brands.

Since Gutenberg and times of general literacy the written word has been the medium of knowledge with an increased importance in the information society. Before that, pictures and the spoken word mainly mediated ideas and thoughts. Now as we are exposed to more and more pictures through magazines, computers, and television we might be heading back to receiving information mainly from images. Especially in advertising images are exceedingly prominent, increasingly so sincethe mid 1990's. Research shows that the role of the consumer is moving from that of the examining reader towards the identity-seeking viewer. The task of all the marketing images we have at hand is therefore both to provide us with information, and to create impressions of different brands and positive experiences associated with them. For the marketer this increases the importance of mastering the marketing communication process also visually. Not only do we need to encode the right pictorial messages into advertisements, we also have to make sure that consumers are able to decode them in a desired way. Stories, which traditionally have been told in written or verbal accounts, offer plenty of visual material to decode and are thus interesting to utilise in today's marketing messaging in the form of storytelling advertisements.

Celebrity Endorsements A number of companies use celebrities in advertisements to promote different kinds of products. Indeed, millions of dollars are spent on celebrity contracts each year by assuming that the benefits of using celebrities will exceed the costs. Given the popularity and importance of celebrity endorsements, the impact of celebrity endorsements on advertising effectiveness has been studied extensively over the last 30 years.

Graphics/Animation he term "motion graphics" was first posed by John Withney, the well-known animator, in 1960. Saul Bass was the first one who outstandingly took advantage of motion graphics in his works

The book "Principles of Visual Knowledge" by Donis Dontis translated by Masoud Sepehr considers the principles of visual arts and explains the rudiments on which visual communication is formed. In this book, visual factors including dot, line, surface, etc. as well as visual effects like rhythm, contrast, etc. are explained.

In his book "Art in motion: aesthetics of animation", Francis Morris analyses the visual factors present in an animation work from aesthetic viewpoint. For example, the positions of lighting along with the aesthetic considerations are evaluated.

Communication from viewpoint of frames, figures, pictures, and feedback of pictures are analysed in the book "Visual Design and Communication" by Bruno Munari. The position of designer and design as creators of the artwork are assessed and analysed in this regard.

CHAPTER 3 - RESEARCH METHODOLOGY

Research is the systematic process of collecting and analysing information (data) in order to increase our understanding of the phenomenon about which we are concerned or interested. Research is a common parlance refers to a search for knowledge. The urge of understand things may be rightly termed as research, in other words we can also refer research as a scientific and systematic search of pertinent information of specific topic. The concept of research is thus closely linked with human endeavor for better understanding of his evolution, environment and growth through diverse stages of human history.

Research therefore, has been an integral part of academic pursuits in the past. It has served two fold purpose, intellectual sharpening and evolving new theories to explain diverse phenomenon through which mankind survived with the progress of modern era. Human curiosity has leads to understand his environment in different angles. This process of studying this awareness of man manifested in a process known as research.

3.1 Research Design

Descriptive Research is a fact finding investigation which is aimed at describing the characteristics of individual, situation or a group (or) describing the state of affairs as it exists at present. The type of research method used is descriptive. The aim of descriptive research is to verify formulated hypotheses that refer to the present situation in order to elucidate it. Descriptive research is used because the research is primarily concerned with describing the nature and conditions and degree in detail of the present situation

A descriptive research is conducted using 103 respondents, where in the detailed analysis of preference of ad content, Brand Image & Purchase intuition towards Dairy Milk will be analysed.

3.2 Tools of Data Collection

Data Sources

In present study both primary as well as secondary data is used, which helps in identifying the Consumer Perceptions Towards Brand and Advertisements of Cadbury Dairy Milk and the latest trends of chocolate industry in India.

Primary Data

The primary data for the study will be collected by means of structured questionnaire and will be distributed personally to the 103 respondents to get their responses.

Secondary data

The secondary data will be collected from company websites, lounge books, referrals, internet browsing, Journals.

3.3 Design of Questionnaire

The questionnaire will be designed to collect the data to keep in view the objective of the study. It will be mostly closed ended and open ended short questions for the convenience of respondents.

3.4 Sampling Plan

Sampling is that part of statistical practice concerned with the selection of a subset of individual observations within a population of individuals intended to yield some knowledge about the population of concern, especially for the purposes of making predictions based on statistical inference.

3.4.1 Sampling Method: Convenience Sampling

Convenience sampling procedure was adopted for selecting respondents; the respondents will be mainly from Bangalore city, where the company has its retail outlets. Samples will be collected by survey method and the response of 103 respondents will be considered for analysis of data & interpretation.

Sampling Unit: The sampling unit will be customers who are exposed to advertisement of Dairy Milk in the past and have eaten chocolates in the past.

Sample Size: Sample size will be taken as 103 respondents with respondents from inside and outside the similar sampling unit.

3.5 Planning and Analysis

The primary data will be collected by means of structured questionnaire from 1003 respondents and the secondary data will be collected from websites, company reports, magazines, referrals and lounge books. The data collected from the study will be analysed and will be represented by simple graph, tables, and charts and will be interpreted for providing relevant recommendation.

Field work

The data is collected from the people doing shopping in Delhi/NCRregion (Delhi, Gurgaon, Noida) where the chocolates made by dairy milk are easily available and consumers are exposed to advertisements from various sources.

CHAPTER 4 DATA ANALYSIS AND INTERPRETATIONS

After finalising the questionnaire and then conducting the survey, the resulting data is gathered. It is necessary that the gathered data is subjected to data analysis techniques which are appropriate and later the information is analysed properly so as to accept or reject the hypothesis. It is the researcher's responsibility to select the appropriate method for doing the

Demographics Profile			
Total Respondents	103		
Gender			
Male	60	58.3%	
Female	43	41.7%	
Age Group			
0-10 yrs	0	0.0%	
11-18 yrs	9	8.7%	
19-30 yrs	91	88.3%	
30+ yrs	3	2.9%	
Occupation			
Student	67	65.0%	
Employee	32	31.1%	
Businessman	4	3.9%	
Factors affecting buying decision			
Brand Name	63	61.2%	
Emotional Appeal	9	8.7%	
Price	41	39.8%	
Taste	84	81.6%	
Availability	37	35.9%	
Packaging	17	16.5%	
Celebrity Endorsements	6	5.8%	

data analysis even though it can be done in several ways.

Exactly 103 respondent participated in the survey giving their valuable time and responses of which 60 were males and 43 were females. That is male respondents consisted of 58.3% of the total respondents and female respondents were 41.7% of the sample size.

Dependent Variable	Mean
Exposue	3.65
Zipping	2.98
Zapping	3.05
Content_Jingle	3.42
Content_Story	3.73
Content_Emotional	3.30
Celebity_Endorsement	2.84
Graphics	3.29
Product_Info	3.52
Animated	3.09

Table 3: Mean of Variables

Sex_Appeal	3.07
Brand_Positive	4.05
Usefulness	3.19
Uniqueness	3.40
Fun	3.62
Purchase	2.64

Table 2: Demographics profile of the respondents.

4.1 Hypotheses of the study

H₀₁: There is no distinction in Malesand Females observation for Exposure, Zipping, Zapping, Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated, Sex_appeal, Brand_Positive,Usefulness, Uniqueness, Fun and Purchase.

H_{A1}: There is significant contrast in Males' and Females' observation for Exposure, Zipping, Zapping, Content_Jingle, Content_Story, Content_Emotional, Content _Endorsement, Graphics, product_info, Animated, Sex_appeal, Brand _Positive, Usefulness, Uniqueness, Fun and Purchase.

H₀₂: There is no distinction in occupation for Exposure, Zipping, Zapping, Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated, Sex_appeal, Brand_Positive,Usefulness, Uniqueness, Fun and Purchase.

H_{A2}: There is significant contrast in occupation for Exposure, Zipping, Zapping, Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated, Sex_appeal, Brand_Positive,Usefulness, Uniqueness, Fun and Purchase.

H₀₃: There is no distinction in Zipping for Exposure, Zipping, Zapping, Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated, Sex_appeal, Brand_Positive, Usefulness, Uniqueness, Fun and Purchase.

H_{A3}: There is significant contrast in Zipping for Exposure, Zipping, Zapping, Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated, Sex_appeal, Brand_Positive, Usefulness, Uniqueness, Fun and Purchase..

H₀₄: There is no distinction in Zapping for Exposure, Zipping, Zapping, Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated, Sex_appeal, Brand_Positive, Usefulness, Uniqueness, Fun and Purchase.

H_{A4}: There is significant contrast in Zapping for Exposure, Zipping, Zapping, Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated, Sex_appeal, Brand_Positive,Usefulness, Uniqueness, Fun and Purchase..

H₀₅: There is no distinction in Brand_positive for Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated and Sex_appeal.

H_{A5}: There is significant contrast in Brand_positive for Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated and Sex_appeal.

H₀₆: There is no distinction in Usefulness for Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated and Sex_appeal.

H_{A6}: There is significant contrast in Usefulness for Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated and Sex_appeal.

H₀₇: There is no distinction in Uniqueness for Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated and Sex_appeal.

H_{A7}: There is significant contrast in Uniqueness for Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated and Sex_appeal.

H₀₈: There is no distinction in Purchase for Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated and Sex_appeal.

H_{A8}: There is significant contrast in Purchase for Content_Jingle, Content_Story, Content_Emotional, Content_Endorsement, Graphics, product_info, Animated and Sex_appeal

4.2 Analysis Report

Independent Variable	Dependent Variable	Significance level	Null Hypothesis
Gender	Exposue	0.387	Accepted
	Zipping	0.326	Accepted
	Zapping	0.870	Accepted
	Content_Jingle	0.771	Accepted
	Content_Story	0.956	Accepted
	Content_Emotional	0.752	Accepted
	Celebity_Endorsement	0.182	Accepted
	Graphics	0.234	Accepted
	Product_Info	0.199	Accepted
	Animated	0.610	Accepted
	Sex_Appeal	0.771	Accepted
	Brand_Positive	0.112	Accepted
	Usefulness	0.328	Accepted
	Uniqueness	0.105	Accepted
	Fun	0.395	Accepted
	Purchase	0.154	Accepted

Table 4 : Male/Female Independent T-test

Inference:-There is no noteworthy difference between male and female

Independent Variable	Dependent Variable	Significance level	Null Hypothesis
Occupation	Exposue	0.336	Accepted
	Zipping	0.892	Accepted
	Zapping	0.015	Rejected
	Content_Jingle	0.150	Accepted
	Content_Story	0.909	Accepted

Table 5: Occupation, One way Anova

Content_Emotional	0.272	Accepted
Celebity_Endorsement	0.180	Accepted
Graphics	0.733	Accepted
Product_Info	0.070	Accepted
Animated	0.582	Accepted
Sex_Appeal	0.469	Accepted
Brand_Positive	0.703	Accepted
Usefulness	0.246	Accepted
Uniqueness	0.681	Accepted
Fun	0.433	Accepted
Purchase	0.830	Accepted

Inference:- People of different occupations are expected to behave differently towards zapping i.e. changing channels when Cadbury Dairy Milk advertisement is being aired.

Independent Variable	Dependent Variable	Significance level	Null Hypothesis
Zipping	Exposue	0.000	Rejected
	Content_Jingle	0.000	Rejected
	Content_Story	0.120	Accepted
	Content_Emotional	0.269	Accepted
	Celebity_Endorsement	0.354	Accepted
	Graphics	0.897	Accepted
	Product_Info	0.017	Rejected
	Animated	0.125	Accepted
	Sex_Appeal	0.016	Rejected

Independent Variable	Dependent Variable	Significance level	Null Hypothesis
	Brand_Positive	0.025	Rejected
	Usefulness	0.000	Rejected
	Uniqueness	0.010	Rejected
	Fun	0.001	Rejected
	Purchase	0.005	Rejected

Inference:- People who skip Cadbury's Dairy Milk advertisements are different from people who are highly exposed to advertisements, like JIngle/Song, Product Information, Sex Appeal in the Cadbury's Dairy Milk advertisements and are positive towards the brand, Find Cadbury's dairy Milk Useful, Fun and have intention to purchase.

Independent Variable Dependent Variable Significance level Null Hypothesis	
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Table 7: Zapping, Anova

Zapping	Exposue	0.814	Accepted
	Content_Jingle	0.000	Rejected
	Content_Story	0.517	Accepted
	Content_Emotional	0.003	Rejected
	Celebity_Endorsement	0.008	Rejected
	Graphics	0.182	Accepted
	Product_Info	0.428	Accepted
	Animated	0.002	Rejected
	Sex_Appeal	0.015	Rejected
	Brand_Positive	0.177	Accepted
	Usefulness	0.005	Rejected
	Uniqueness	0.011	Rejected
	Fun	0.004	Rejected
	Purchase	0.030	Rejected

Inference:- People who change channel while Cadbury's Dairy Milk advertisements is aired are different from people who like JIngle/Song, Emotional Content, Celebrity Endorsement, Animated, Sex Appeal in the Cadbury's Dairy Milk advertisements and Find Cadbury's dairy Milk Useful, Unique, Fun and have intention to purchase.

Independent Variable	Dependent Variable	Significance level	Null Hypothesis
Brand_Positive	Content_Jingle	0.000	Rejected
	Content_Story	0.291	Accepted
	Content_Emotional	0.262	Accepted
	Celebity_Endorsement	0.321	Accepted
	Graphics	0.014	Rejected
	Product_Info	0.047	Rejected
	Animated	0.368	Accepted
	Sex_Appeal	0.067	Accepted

Table 8: Brand_Positive, Anova

Inference:- After analysing the independent variables, Brand positive and comparing with dependent variable with the help of data available using Anova, it can be inferred that all dependent variables except Content_Story, Content_Emotional, Celebrity_Endorsement, Animated have significant difference from Brand_Positive.

Independent Variable	Dependent Variable	Significance level	Null Hypothesis
Usefulness	Content_Jingle	0.000	Rejected
	Content_Story	0.016	Rejected
	Content_Emotional	0.623	Accepted
	Celebity_Endorsement	0.005	Rejected
	Graphics	0.217	Accepted
	Product_Info	0.254	Accepted
	Animated	0.101	Accepted
	Sex_Appeal	0.000	Rejected

Table 9: Usefulness, Anova

Inference:- After analysing the independent variables, Usefulness and comparing with dependent variable with the help of data available using Anova, it can be inferred that all dependent variables except Content_Emotional, Graphics, Product_Info, Animated have significant difference from Usefulness.

Independent Variable	Dependent Variable	Significance level	Null Hypothesis
Uniqueness	Content_Jingle	0.000	Rejected
	Content_Story	0.048	Rejected
	Content_Emotional	0.010	Rejected
	Celebity_Endorsement	0.000	Rejected
	Graphics	0.000	Rejected
	Product_Info	0.000	Rejected
	Animated	0.000	Rejected
	Sex_Appeal	0.000	Rejected

Table 10: Uniqueness, Anova

Inference:- After analysing the independent variables, Uniqueness and comparing with dependent variable with the help of data available using Anova, it can be inferred that all dependent variablessignificant difference from Uniqueness.

Independent Variable	Dependent Variable	Significance level	Null Hypothesis
Purchase	Content_Jingle	0.000	Rejected
	Content_Story	0.000	Rejected
	Content_Emotional	0.018	Rejected
	Celebity_Endorsement	0.000	Rejected
	Graphics	0.001	Rejected
	Product_Info	0.053	Accepted
	Animated	0.000	Rejected
	Sex_Appeal	0.000	Rejected

Inference:- After analysing the independent variables, Purchase and comparing with dependent variable with the help of data available using Anova, it can be inferred that all dependent variable except Product_Info significant difference from Uniqueness.

4.3 Limitations of the study

- This study is restricted to Delhi/NCR city only and therefore, the results obtained out of this study cannot be generalised to other parts and rural area of the country.
- Due to time constraints the sample size is restricted to 103respondents.
- The analysis will be based on the current data; as such it may lose its relevance in the future.
- The response of the respondents may be biased.

CHAPTER 5 CONCLUSION

- More Jingles, Product Information and Sex appeal need to be used in advertisement to avoid people from skipping the advertisements.
- To avoid people from zapping Jingles, Emotional content need to be used with advertisements.
- Celebrity endorsements, Animation, Sex appeal are also useful to avoid zapping.
- To build positive brand image story telling, emotional content, celebrity endorsements, animated content need to be used.
- To put a image of usefulness in consumer mind for Dairy Milk, Emotional content, Good graphics, Product information and animation can be put into advertisements.

•	To build purchase intuition only Product Information need to be conveyed to consumers.
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ANNEXURE

Questionnaire

1. Gender?

Male

Female

2. Age Group?

0-10 yrs
11-18 yrs
19-30 yrs
30+ yrs
3. Occupation?
Student
Employee
Businessman
4. Do you eat chocolates?
Yes
No
5. Please select the factors which may affect your decision when buying a chocolate?
5. Please select the factors which may affect your decision when buying a chocolate? Brand Name
Brand Name
Brand Name Emotional Appeal
Brand Name Emotional Appeal Price
Brand Name Emotional Appeal Price Taste
Brand Name Emotional Appeal Price Taste Availability
Brand Name Emotional Appeal Price Taste Availability Packaging
Brand Name Emotional Appeal Price Taste Availability Packaging Celebrity Endorsements
Brand Name Emotional Appeal Price Taste Availability Packaging Celebrity Endorsements 6. How often are you exposed to advertisements?
Brand Name Emotional Appeal Price Taste Availability Packaging Celebrity Endorsements 6. How often are you exposed to advertisements?

9. I like to watch a Dairy Milk advertisement with a song/Jingle.

10. I would like to watch a Dairy Milk advertisement which tells me a good story. 11. I would like to watch a Dairy Milk advertisement which delivers an emotional message. 12. I would like to watch a Dairy Milk advertisement which cast my favourite celebrity. 13. I would like to watch a Dairy Milk advertisement which have good graphics. 14. I would like to watch a Dairy Milk advertisement which gives me more information about the product. 15. I would like to watch a Dairy Milk advertisement which is animated. 16. I would like to watch a Dairy Milk advertisement which shows people of opposite sex. 17. My feeling towards Cadbury Dairy Milk brand are positive. 18. Chocolates made by Cadbury Dairy Milk helps me satisfy my Crave. 19. Advertisements made by Cadbury Dairy Milk are unique. 20. Advertisements made by Cadbury Dairy Milk are fun to watch. 21. Whenever i watch a good advertisement by Cadbury Dairy Milk i end up buying one.