

₹ 200

ISSN - 2249-555X

Volume : 1

Issue : 8

May 2012



Journal for All Subjects

www.ijar.in

Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

Editor-In-Chief

Dr A Kumar

Director, College Development Council (CDC)
Director, Internal Quality Assurance Cell (IQAC)
Professor in Management,
Department of Business Administration, Faculty of Management,
Bhavnagar University,

Editorial Advisory Board

Dr. S. N. Pathan
Maharashtra

Dr. SM. Ramasamy
Gandhigram

Dr. M. M. Goel
Kurukshetra

Dr. S. Ramesh
Tamil Nadu

Dr Ramesh Kumar Miryala
Nalgonda.

Dr. B. Rajasekaran
Tirunelveli

Dr. A. R. Saravankumar
Tamilnadu

Dr. Roy M. Thomas
Cochin

Dr. G. Selvakumar
Salem

Dr. Apurba Ratan Ghosh
Burdwan

Dr. Shrawan K Sharma
Uttarakhand

Dr. Sudhanshu Joshi
Uttarakhand

Prof. (Dr.) B Anandampilai
Pudhukottai

Advertisement Details

Position	B/W (Single Color)	Fore Color
Full Inside Cover	₹ 6000	₹ 12500
Full Page (Inside)	₹ 5000	-

Subscription Details

Period	Rate	Discount	Amount Payable
One Year (12 Issues)	₹ 2400	Nil	₹ 2400
Two Year (24 issues)	₹ 4800	₹ 200	₹ 4600
Three Year (36 issues)	₹ 7200	₹ 300	₹ 6900
Five Year (60 issues)	₹ 12000	₹ 600	₹ 11400

You can download the Advertisement / Subscription Form from website www.ijar.in. You will require to print the form. Please fill the form completely and send it to the **Editor, INDIAN JOURNAL OF APPLIED RESEARCH** along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of **INDIAN JOURNAL OF APPLIED RESEARCH** payable at Ahmedabad.

1. Thoughts, language vision and example in published research paper are entirely of author of research paper. It is not necessary that both editor and editorial board are satisfied by the research paper. The responsibility of the matter of research paper/article is entirely of author.
2. Editing of the Indian Journal of Applied Research is processed without any remittance. The selection and publication is done after recommendations of atleast two subject expert referees.
3. In any condition if any National/International University denies accepting the research paper published in IJAR, then it is not the responsibility of Editor, Publisher and Management.
4. Only the first author is entitle to receive the copies of all co-authors
5. Before re-use of published research paper in any manner, it is compulsory to take written permission from the Editor-IJAR, unless it will be assumed as disobedience of copyright rules.
5. All the legal undertaking related to Indian Journal of Applied Research is subject to Ahmedabad Jurisdiction.
7. The research journal will be send by normal post. If the journal is not received by the author of research papers then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

Editor,

Indian Journal Of Applied Research

8-A, Banans, Opp. SLU Girls College, New Congres Bhavan, Paldi,
Ahmedabad-380006, Gujarat, INDIA

Contact.: +91-9824097643 E-mail : editor@ijar.in

INDEX

Sr. No.	Title	Author	Subject	Page No.
1	Accounting Programs for Cost Accounting	Prof. Kalola Rimaben A.	Accountancy	1-3
2	Petrography of the Volcanic and Metavolcanic Rocks of Middle Siang Valley, East Siang District, Arunachal Pradesh, India	P. Bhattacharyya , T.K. Goswami, C. Teye	Applied Geology	4-8
3	Petrography and geochemistry of the host rock of sulphide mineralisation in Potin area, Subansiri district, Arunachal Pradesh, India	P. Bhattacharyya , B.K. Tamuli, D. Majumdar	Applied Geology	9-13
4	Better Work Environment for Small Scale Industries in Developing Countries	Tapan Kumar Majumdar	Architecture	14-15
5	Generation of Bioelectricity from Waste water and Cow's urine	H.Vignesh, Hema Kalai Rani	Biotechnology	16-19
6	Constraints in Grapes Production: An Experience of Tamil Nadu Grapes Growers	Mr. Suresh. G, Dr. S. Krishnamurthy	Commerce	20-22
7	Determinants Of Dividend – A Study With Reference to Selected Companies in India	Dr.M.N.Periasamy	Commerce	23-26
8	Coffee Consumption in India: An Exploratory Study	Shri Arvind A. Dhond	Commerce	27-29
9	A Study on Impact of Women of Self Help GROUPs	D. Bhuvana	Commerce	30-31
10	Impact Of Micro Finance Through Shg-Bank Linkage Programme In Salem District, Tamilnadu	Dr. M. Sumathy, E. Nixon Amirtharaj	Commerce	32-33
11	“A Study On Job Stress With Special Reference To Textile Industries In Tirupur”	DR.M. DHANABHAKYAM , T.SUMATHI	Commerce	34-37
12	The Role of Individual Enterprise and Entrepreneurship in The Economic Development of India, Challenges and Opportunities	A.K.Chandra, B.P.Singh, V.S. Negi	Commerce	38-40
13	Customer Preferences And Attitudes Towards Maruti Cars In Pollachi Taluk	N. MANOHARAN, Dr. R. GANAPATHI	Commerce	41-45
14	(Disaster Management in India : An overview)	Dr. Pawar Ashok S. , Dr. Sunita J. Rathod , Shri. Budhwant R.G.	Economics	46-48
15	Economic condition of Banjara and Vanjari communities in India :An overview	Dr. Pawar Ashok S. , Dr.Rathod Sunita J. , Tidke Atish S.	Economics	49-51
16	(Rajshri Shahu Maharajache Shikshan Sarvatrikaran v Stri Sabalikaran Vishayak Drastikon)	Dr. Pawar Ashok S., Dr. Sunita J. Rathod ,Dr. Vishal Tayade	Economics	52-53
17	“Problems Of Self Help Group Members In Bidar District Of Karnataka”	DR.SANGAPPA V. MAMANSHETTY	Economics	54-56
18	The Role of Private And Public Sectors: An Analysis of Methodological Steps In Understanding Growth Cycles	Dr. Shivsharanappa Dhaba	Economics	57-59
19	“Reforms, Incidence Of Poverty And Employment In India”	Dr. Devraj G. Garvit	Economics	60-62
20	An Innovative Teaching Module to Enhance The Knowledge In Grammar Among The High School Students Of Palghat District	Elsamma Sebastian	Education	63-64
21	Construction of a web course material and evaluating its performance vis a vis conventional approach towards learning: a pilot study	Ms. Sreetanuka Nath	Education	65-67

22	Academic Achievement In Relation to Time Perception and Coping Styles	Dr. D. Hassan, Dr. V. Tulasi Das	Education	68-71
23	Use Of E-Resources to Enhance Performance by the Student-Teachers	Dr. S. K. Panneer Selvam	Education	72-74
24	Studies on The Removal of Blue 4 Dye from Textile Effluents Using Cotton Stem	N. Prasanna, Renjitha Saji , S. Bhuvaneshwari ,A. Priya	Engineering	75-77
25	Implementation of Self controlled Arbiter for High Speed Communication in on-chip	Kaushik Mukherjee, A.Ch. Sudhir , Dr. B Prabhakara Raob	Engineering	78-82
26	Rate Sequence Space (S2) π	B. Sivaraman , K. Chandrasekhara Rao , K. Vairamanickam Vairamanickam	Engineering	83-84
27	The Asphalt in The Hot And Cold Areas	Eng. Nasr Ahmad, Prof.Dr. Eng. Mihai Iliescu	Engineering	85-86
28	Corrective Measures to Reduce Physical Work Strain of Dairy Farming	Vinay Deepa, Sharma Suneeta	Ergonomics	87-89
29	Rural Women in Transition: A Case of Women Entrepreneurs	Varinder Randhawa , Ritu Mittal, Parul Gupta	Home Science	90-93
30	Nutritional Status and Impact of Functional Food Supplement on the Performance of Athletes	Uma Mageshwari.S , Mary Jenefer Sharmila.P	Home Science	94-96
31	Effective HRM for Global Competitiveness	Dr Mahalaxmi Krishnan	Human Resource Management	97-100
32	Role of Materials in English Language Teaching and Learning	Dr. Wajahat Hussain	Literature	101-102
33	Expatriate Women in The Fiction of Ruth Praver Jhabvala	P. Mohanapriya	Literature	103-104
34	Prakruti Pariyavaran and Sahitya	Dr. Sanjay Rathod	Literature	105
35	Samkalin Hindi Kavita me Manviya Jivan ke Badalte	Dr. Sanjay Rathod	Literature	106-107
36	A Servant Turned an Administrator: A Study of Naikar's Kanakadasa: The Golden Servant	Ashok Hulibandi	Literature	108-110
37	A Study on Metacognitive Strategy in Terms of Reading Comprehension of Post Graduate English Literature Students	J.P.Vandhana, T.Sakthivel	Literature	111-112
38	The Psychic Patterns In The Protagonist Of Bharati Mukherjee's Wife.	B. Kalidoss, Dr. S.Kanakaraj,	Literature	113-114
39	Integrating action research paradigm into decision making -An investigation of an action research model	Haresh B. Barot	Management	115-117
40	A Study on Green Marketing Mix Towards Green Products	Urmila Vikas Patil	Management	118-120
41	Viral Marketing – Is It A Mirage or Reality?	Dr. Viral Shilu	Management	121-122
42	Evaluation of Mandura Bhasma with & without Triphala Churna in Management Of 'Panduroga'	Dr.D.Anuradha, Dr. M.Srinivasulu	Management	123-125
43	A Conceptual Overview of Value Creation in Business Relationships	Abhishek Pande	Management	126-127
44	Plight of Women Entrepreneurs: A Diagnostic Study	Anuradha Averineni	Management	128-130
45	"Profitability Analysis Of Merger Textile Companies In India During Pre And Post-Merger Periods"	Dr. M. Dhanabhakym ,R.Umadevi	Management	131-133

46	Impact Of Ngo's On Rural Marketing	R. DURGA RANI,Dr. R. GANAPATHI	Management	134-135
47	Status Of Mutual Fund In India	D. JAYANTHI,Dr. R. GANAPATHI,	Management	136-138
48	A Study on "The relevance of Human Resource Accounting in the Present Scenario"	Dr.Giridhar K.V. , Krupa V.D.	Management	139-140
49	Customers Attitude Towards Domestic Air Conditioners With Reference To Lg	M. LAKSHMI PRIYA, Dr. R. GANAPATHI,	Management	141-149
50	Interaction of Gender and Sexual Appeal on Effect of TV Advertisements	P. Shanthi, Dr. S. Thiagarajan	Marketing	150-151
51	Study on Dislike towards TV advertisements – An empirical Evidence	Ruhani Mahajan, Sahil Goyal	Marketing	152-154
52	Emotions: Ace Tool For Marketing	Ashish Nathwani	Marketing	155-157
53	Comparison of Fluticasone propionate with Beclomethasone dipropionate in patients of Bronchial asthma"	RAMAKRISHNA GHUBDE, ARCHANA SHEKOKAR	Medical Science	158-160
54	A study of incidence and risk factors for neonatal systemic candidiasis	Dr Sheila Aiyer, Dr Pareshkumar A. Thakkar, Dr. Komal K. Patel, Dr. Kaushik A. Mehta	Medical Science	161-163
55	Pharmacoeconomic appraisal of antimicrobial utilization in a medical college hospital	Dr. Parveen Kumar Sharma, Dr. Rekha Bansal	Medical Science	164-166
56	Various aspects of antimicrobial utilization in OPD of a medical college hospital	Dr. Parveen Kumar Sharma, Dr. Rekha Bansal	Medical Science	167-168
57	Subjective well Being and Job Satisfaction Among Survivors of Economic Downturn	Vijaya. R, M. Y. Manjula	Psychology	169-172
58	Knowledge of Mothers About Nutrition of Child Under Five Years of Age	Dr.K.Jothy, Ms.S.Kalaiselvi	Social Sciences	173-175
59	Geriatric in India and Their Right to Health	Minni K. T.	Sociology	176-177



Study on Dislike towards TV advertisements – An empirical Evidence

* Ruhani Mahajan **Sahil Goyal

* Assistant Professor, NH-64, Chitkara Business School, Chitkara University, Punjab

** MBA Student, Chitkara Business School, Chitkara University, Punjab

ABSTRACT

Even the most ardent followers of the advertisements have one or more reasons for disliking the ads. The current exhibition of monopoly by the advertisers in terms of display of fake, annoying and disturbing content is leading to dislike towards ad in general. The study attempts to analyze the reasons of ad dislike among the respondents. The data was collected conveniently from three prominent cities of India. The reliability of the same was established by applying Cronbach's coefficient alpha. Data reduction technique of Factor Analysis was incorporated. The study clearly establishes that the viewers dislike the ads when they are pushy, irritating and vague.

Keywords : Television ads, advertisement dislike, intrusive

Introduction

India has the largest TV market in the world with as many as 134 million households with TV sets. With more than 52% of its one billion plus population under 25 yrs of age, makes it the world's youngest nation. This age group has high disposable income, thus posing an apt. magnet for the Entertainment Industry. Heightened individualization and heterogeneous society has lead to ad avalanche. On an average an individual is exposed to around 1500 commercials in a day (Callius, 2008). The advertisers are doing everything to break the building clutter of advertisements, even to the extent of using unethical appeals in the advertising by projecting disgusting, annoying and boring content. Some advertisers even don't mind gaining negative publicity through these ways. The end result comes out in the form of dislike towards the advertisements in general. The advertisements which interfere with the normal processing of the program leading to goal impediment may also lead to irritability towards ads (Li, Edwards and Lee, 2002).

Literature Review

It is undeniable that in general the audience dislike the advertisements (Alwitt, Linda F.; Prabhaker, Paul R., 1994). The prominent reasons of dislike is that the ads are annoying, fake or boring (Wight and Newstead 2008). One of the biggest challenge being faced by advertisers is the sheer advertising clutter and the fight to get consumers attention (Green, 2003). Consequently the main goal of advertisers is to break this clutter by generating rule breaking cut through advertising message. This scenario has directed the advertisers to incorporate unusual, irritating or shocking content in the advertising (Waller, 1999; Cotte and Richie, 2005). In New York Ad Age, it was claimed that the repetition leads to hatred and irritability towards advertising (Steinberg, 2008). According to Vizu, Stuart study, 2008, 62% of respondents dislike or strongly dislike advertisements and 73% of respondents find advertisements annoying. Furthermore ad intrusiveness is another prime measure of deeming an advertisements as irritating and annoying (Bauer & Greyser, 1968; Li, Edwards and Lee, 2002). Furthermore, it was also suggested that the ad is regarded as interfering and disturbing when the content is too loud, repetitive and fake (Li, Edwards and Lee, 2002). There has been quite a few consumer studies which illustrates the negative sentiment towards advertising (Bauer and Greyser, 1968; Alwitt and Prabhaker, 1994). Advertisement

liking came out to be one of the persistent variable in distinguishing the commercials which were successful or not in terms of the sales results at the 1991 ARF copy testing validity summit (Haley and Baldinger, 1991). Liking towards an advertisements is one of the measure used by practitioners to gauge the effectiveness of the advertising (Biel and Bridgewater, 1990; Thorson, 1991). The consumers are less likely to avoid the commercials which they like (Biel, 1990). The advertisements which are able to generate a positive emotional response are able to create to better recall of advertisements and its contents (Hollis, 1995; Thorson, 1991).

Need of the study

A review of literature establishes that the viewers have significant dislike towards the television commercials. There have been many studies abroad which were conclusively able to establish the dislike of ads but the authors did not come across any study in the Indian context. A need was therefore felt to undertake the same in the Indian context.

3. THE STUDY

Questionnaire Development, Sampling and Data Collection
The questionnaire consisted of a scale based on the studies of Wight & Newstead in 2008 (Wight & Newstead, 2008) and Li, Edwards & Lee, 2002 (Li, Edwards & Lee, 2002) adjusted in accordance to the objective of the study. This scale consisted of 17 statements describing the probable variables which create dislike towards television advertising among the Indian viewers (refer to table 1). Responses to these statements were anchored on a five point Likert scale. The questionnaire also contained questions on the profile of the respondents (Table 2). Data for the study was collected conveniently from three prominent cities of North India (Chandigarh, Panchkula and Mohali). The questionnaires were collected over a seven-month period from August 2011 to February 2012. A pilot study was also conducted to ensure that the questionnaire was suitable, error free and easy to understand. The sampling technique used was convenience sampling. Out of 400 questionnaires distributed only 340 usable were obtained.

Table 1: Statements used in the questionnaire

S.No.	Statements
1.	I don't like the ads that are offensive in nature
2.	I don't like the ads that are loud in nature

3.	I don't like ads that are disgusting
4.	I don't like ads that are hard to understand
5.	I don't like ads that are annoying
6.	I don't like ads that are fake
7.	I don't like ads that are boring
8.	I don't like ads that are cheap
9.	I don't like ads that are repetitive
10.	I don't like ads of the brands I don't like .
11.	I don't like the ads that are Distracting
12.	I don't like the ads are Disturbing
13.	I don't like the ads that are Forced on me
14.	I don't like the ads are Interfering
15.	I don't like the ads that are Intrusive(pushy)
16.	I don't like the ads that are Invasive (persistent & omnipresent)
17.	The ads are Obtrusive (prominent)

5. Demographic Profile

Table 2: Demographic profile of the respondents (N= 340)

Gender	
Male	41.01%
Female	58.99%
Age	
15-25 years	62.68%
25-35years	11.80%
35-45years	7.77%
45-55years	6.19%
55-65years	5.66%
Above 65 years	5.90%
Income	
Dependent on family	72.27%
Working professional	23.01%
Homemaker	4.72%

6. Data Analysis Technique - The reliability of the collected data was established using Cronbach's coefficient Alpha. Its value worked out to .888, which clearly establishes the reliability of the data (Bernardi, 1994, Klassen, 2003). The data was reduced using the Factor analysis technique. The extraction method was Principal Component Analysis. It was followed by Varimax with Kaiser Normalization (Malhotra, 2007). SPSS 20 was used to analyse the collected data.

Table 3: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.877
Bartlett's Test of Sphericity	Approx. Chi-Square	2170.631
	Df	136
	Sig.	.000

Table 4: Rotated Component Matrix

Variables	Factors				Communalities
	F1	F2	F3	F4	
Var1	.129	.800	.113	-.005	.670
Var2	.161	.792	.119	.166	.695
Var3	.147	.741	.289	.040	.656
Var4	.274	.482	.137	.241	.384
Var5	.300	.475	.264	.179	.418
Var6	.207	.232	.766	-.026	.684
Var7	.219	.187	.805	.056	.734
Var8	.073	.343	.658	.169	.585
Var9	.247	.003	.559	.379	.517
Var10	.211	.098	-.028	.807	.707
Var11	.089	.189	.293	.666	.573

Var12	.404	.201	.415	.333	.487
Var13	.746	.151	.208	.171	.652
Var14	.684	.135	.330	.135	.613
Var15	.783	.209	.074	-.012	.662
Var16	.675	.199	.109	.086	.515
Var17	.547	.100	.130	.290	.411
Eigen Value	6.199	1.484	1.235	1.044	
Cumulative Variance %	36.464	45.192	52.455	58.595	

Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

Nomenclature of the Factors

The four factors have been named on the basis of the variable associated with each factor. The names are:

F1: Advertisements are pushy and prominent

F2: Advertisements are irritating

F3: Advertisements are displeasing.

F4: Advertisements are vague.

"I don't like the ads that are disturbing" did not significantly load on any factor that is why it is not included in the analysis. Factor 1 clearly emerged as one of the most significant factor of the study with the Eigen value of 6.199. Five variables clearly loaded on this factor. With increasing media penetration the persistent presence of advertisements cannot be denied.

Table 5: Advertisements are pushy and prominent

Labels	Variables	Loadings
Var 15	I don't like the ads that are intrusive	.783
Var 13	I don't like the ads that are forced on me	.746
Var 14	I don't like the ads are interfering	.684
Var 16	I don't like the ads that are invasive	.675
Var 17	The ads are obtrusive	.547

Second factor with Eigen value of 1.484 clearly loaded five variables demonstrating that the advertisements which are made irrationally without a proper thought process are bound to create irritability among the viewers. It has always been believed that the advertisements which are fake ,boring and annoying are disliked (Wight& Newstead, 2008).

Table 6: Advertisements are controversial

Labels	Variables	Loadings
Var 1	I don't like the ads that are offensive in nature	.800
Var 2	I don't like the ads that are loud in nature	.792
Var 3	I don't like ads that are disgusting	.741
Var 4	I don't like ads that are hard to understand	.482
Var 5	I don't like ads that are annoying	.475

"I don't like the ads that are boring" is one of the highest loaded variable with .805 loading on the factor with Eigen value of 1.235. The creativity quotient have to be taken into close consideration while formulating the advertisements to decrease dislike towards ads.

Table 7: Advertisements are displeasing

Labels	Variables	Loadings
Var 7	I don't like ads that are boring	.805
Var 6	I don't like that are fake	.766
Var 8	I don't like ads that are cheap	.658
Var 9	I don't like ads that are repetitive	.559

In order to create the effective advertisement, it is important to understand target audiences behaviour during the whole decision-making process (Kotler & Keller, 2006, pp. 191-199).

Table 8: Advertisements are vague

Labels	Variables	Loadings
Var 10	I don't like ads of the brands I don't like	.807
Var 11	I don't like the ads that are distracting	.666

Suggestions

The viewers have started considering the commercial breaks as bathroom breaks. The increasing dislike towards ad is leading to avoidance as a consequence. There should be formation of regulatory body whose objective should be to scan the final advertisement before the launch. In case of presence of objectionable content in the ad, the same should be banned or atleast some prerequisite warning should be mentioned before the ad. Better targeting of the advertisements is also one of the strategy which can be incorporated. Advertisers should give second thought to the content of advertisements, as there's never going to be a technology designed to block ads people does not want to see.

REFERENCES

- Alwitt, L.F., & Prabhaker, P.R. (1994). Identifying who dislikes television advertising: Not by demographics alone. *Journal Of Advertising Research* 34 november/ December, pp.17-29 ~ Bauer, R., & Greyser, S. (1968). Advertising in America: the consumer view, Harvard University Press, Boston ~ Beil, A.L. (1990). Serious thoughts about likeable advertising. 7th Annual ARF Copy Research Workshop, New York, pp. 202-210 ~ Bernardi, R. A. (1994). Validating research results when Cronbach's Alpha is below .70: A methodological procedure, *Educational and Psychological Measurement*, Vol. 54, Issue 3, pp. 766-775. ~ Biel, A.L., & Bridgewater, C.A. (1990 June/July). Attributes of likeable television commercials. *Journal Of Advertising Research*, 30, pp. 38-44 ~ Callius, P. (2008). Advertising avoidance: The quiet consumer revolt. Sifo Research International, website: http://www.tnsglobal.com/_assets/files/RI_Advertising_Avoidance_Dec_08.pdf ~ Cotte, J., & Ritchie, R. (2005). Advertisers theories of consumers: Why use negative emotions to sell? *Advances In Consumer Research*, 32 (1), pp. 24-31 ~ Green, A. (2003). From primetime to my time. *ADMAP Magazine* January 2003, Issue 435 ~ Haley, R.I., & Baldinger, A.L. (1991). The ARF copy research validity project. *Journal Of Advertising Research*, 31 (2), pp. 11-32 ~ Hollis, S. (1995). Like it or not, Liking is not enough. *Journal of Advertising Research*, 35 (21), pp. 7-16 ~ Kotler, P., & Keller, K.L. (2006 January 1). *Marketing Management* 12th edition. INDIA prentice hall ~ Li, H., M., Edwards, S., & Lee, J. (2002). Measuring the intrusiveness of advertisements: Scale development and validation. *Journal Of Advertising* Volume XXXI, number 2 summer 2002. pp. 37-47 ~ Malhotra, N.K. (2007 August). *Fundamentals of Marketing Research*. INDIA, Sage Publications, pp. 586-607 ~ Steinberg, B. (2008, December 1). Repeat ad nauseam: TV spots risk driving consumer away. *Advertising Age*, 79 (44), pp. 1-10 ~ Stuart, G. (2008 September). Why consumers hate advertising & What they are doing about it. USA. Vizu Corporation. ~ Thorson, E. (1991). Likeability: 10 Years of Academic Research. Transcript of Eight Annual Advertising Research Foundation Copy Research Workshop. New York: Advertising Research Foundation, pp. 1-13 ~ Waller, D.S. (1999). Attitude towards offensive advertising: An Australian study. *Journal Of Consumer Marketing*, 16 (3), pp. 288-295. doi: 10.1108/07363769910271513 ~ Wight, S., & Newstead, K. (2008 November 29 – December 1). Ad-Haters: Why do they hate the ad and will they still buy the brand? Retrieved from ANZMAC 2010 – 'Doing More with Less', Website: <http://anzmac2010.org/proceedings/pdf/anzmac10Final00323.pdf>



Sara Publishing Academy
Indian Journal Of Applied Research
Journal for All Subjects



Editor,
Indian Journal Of Applied Research
8-A, Banans, Opp. SLU Girls College,
New Congres Bhavan, Paldi, Ahmedabad-380006.
Contact.: +91-9824097643 E-mail : editor@ijar.in