

International Journal of Scientific Research

Indexed with International ISSN Directory, Paris

Volume 1 | Issue 3 | August 2012



ISSN No. 2277 – 8179

A Multi-Subject Journal



ISSN No. 2277 – 8179

International Journal of Scientific Research
Journal for All Subjects

Advertisement Details		
Position	B/W (Single Color)	Fore Color
Full Inside Cover	₹ 6250	₹ 12500
Full Page (Inside)	₹ 5000	-

Subscription Details	
Period	Amount Payable
One Year (12 Issues)	₹ 3000
Two Year (24 issues)	₹ 5800
Three Year (36 issues)	₹ 8700
Five Year (60 issues)	₹ 14400

You can download the Advertisement / Subscription Form from website www.gra.in. You will require to print the form. Please fill the form completely and send it to the **Editor, International Journal of Scientific Research** along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of **International Journal of Scientific Research** payable at Ahmedabad.

Editor-In-Chief
Khansa Memon
Editor, Sarah Publishing Academy

Editorial Advisory Board

Dr. Ashok S. Pawar
Associate Professor, Dept. of Economic
Dr. Babaasaheb Ambedkar
Marathwada University, Aurngabod

Dr. (Prof) Vijay Kumar Soni
Principal,
Jai Meenesh College, Phagi,
Jaipur, Rajasthan

Dr. A.R. Saravankumar
Assistant Professor in Education
DDE, Alagappa University,
Tamilnadu

Dr.R.Ramachandran
Commerce Dde
Annamalai University
Tamilnadu India

Dr. R Ganpathy
Assistant Professor in Commerce
Directorate of Distance Education
Alagappa University Karaikudi.

Dr. Amit Bandyopadhyay
Assistant Professor
Department of Physiology
University of Calcutta

Dr. V. Kumaravel ,
Professor and Head
Vivekanandha Buss. School for Women
Tiruchengode, Namakkal Dist

Dr. K. Prabhakar ,
Professor,
Department of Manag. Studies,
Velammal Engg College, Chennai

Dr. Sunita J. Rathod
Maharashtra Education
Service Group-B
DIET Dist. Jalna

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 **International Journal of Scientific 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 IJSR 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-IJSR, unless it will be assumed as disobedience of copyright rules.
5. All the legal undertaking related to **International Journal of Scientific 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.

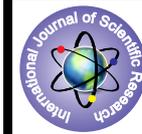
Editor,
INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH
3, SUHANA, Nr. Rubi Apartment, B/H NID, Rajnagar Road,
Paldi – 380007. Ahmedabad-Gujarat. (INDIA)
Contact: +91 98247 02127, +91 88660 03636
www.theglobaljournals.com | ijsr@theglobaljournals.com

INDEX

Sr. No.	Title	Author	Subject	Page No.
1	A Simple Teaching Module For Histology: Integration Of Traditional Hands-On Laboratory Methods And Modern Computer Technology.	Mrs. Vandana A. Tendolkar, Dr. Archana U.shekokar	Biotechnology	1-2
2	Synthesis And Studies On Metal Complexes Of 5-(Furan-2-Yl)-3- (2-Hydroxy Phenyl)1-H Pyrazole-1- Carbothiohydrazide	P.Saravana Bhava, P.Tharmaraj , S.Johnson Raja	Chemistry	3-6
3	Determination Of Inorganic Hazardous Air Pollutant Levels In Ambient Air Repairable Suspended Particulate Matter (P.m10) In And Around Tirupati, Chittoor District, Andhra Pradesh, India.	Mr.E. Shyam Sundar, Mr.P.M.N.Prasad, V. Hanuman Reddy, Dr. Y.V.Rami Reddy	CHEMISTRY	7-9
4	Adaptation and Convergence of International Financial Reporting Standards	Dr.S.K.Khatik, Mr.Binoy Arickal	Commerce	10-13
5	A Conceputal Framework Of Green Supply Chain Management	Dr. Vipul Chalotra	Commerce	14-15
6	Perspectives Of Food Processing In India Under Tourism Segment	Dr. S. Asaithambi	Economics	16-19
7	Global Business Perspectives Of Tourism In The Globalised Era	Prof. S. Selvamani, Dr. M. Perumal	Economics	20-22
8	A Study Of Trade Diversifications In Saarc Region	Dr.Dinesh Kumar, Sanjeev, Ruchi Singh	Economics	23-25
9	A study of professional commitment among B. Ed. Teacher educators of Bangalore University	Dr. Kotreshwaraswamy A. Surapuramath	EDUCATION	26-27
10	Self Concept of Collge Students	Dr. S. K. Panneer Selvam	EDUCATION	28-29
11	Leveraging Technology For Enhancing Teaching Effectiveness	Dr Mahalaxmi Krishnan	Education	30-31
12	Utilization Of Computers In Secondary Schools	Dr. Praveena, K. B.	Education	32-33
13	New Scheme For Data Hiding Using N-Ary Tree Structure	D.Sampath Kumar, N. Suma	Engineering	34-35
14	Bioaccumlation Of Heavy Metal In Labeo Rohita From River Panchgang.	Ms.Pallavi T.Kininge, Ms.Sushma C.Bondre, Dr.Milind Kale, Dr.M.M.Pillai,, Ms.Amaraja Kulkarni	Engineering	36-39
15	Energy Optimization And Power Scheduling In Low Power Sensor Network	Prof.MS.Vaishali R , Prof.D.K.shende, Prof. MS. Shubhangi	Engineering	40-42
16	Analysis Of Power Transients In Transmission Devices For Stable Operation	Sunil Kumar Mahapatro	Engineering	43-45
17	Modeling Of Pv Module And Examining The Effect Of Irradiance In Matlab	Sangita S. Kondawar , Prof. U.B. Vaidya	Engineering	46-49
18	Role of ICT in Automobile Industry	Ms.A.Josephine Stella, Dr.K.Rajeswari	Finance	50-52
19	Collection And Services Of Special Libraries In Raebareli (India): A Survey	Dr. Sharad Kumar Sonker, Pooja	Library Science	53-55
20	Information Seeking Behaviour Of Medical & Engineering Professionals Of Lucknow: A Comparative Study	Vijeta Faraijia, Dr. M. P. Singh, Dr. Anurag Shrivastava	Library Science	56-60
21	Contact Details & Contact Number Of The Authors	Pushpendra Singh, Prof. K.L. Mahawar	Library Science	61-64

22	Indian Banking Industry: Competition And Opportunities	Bind Kumar Tiwary, Bind Kumar Tiwary	Management	65-67
23	Advertisement Attraction Of Vodafone Mobile Services Television Commercials With Special Reference To Erode District	Dr. V. M. Senthilkumar, Dr. P.Anbuoli	Management	68-70
24	A Study On Customer Satisfaction Towards Tvs Scooty In Thanjavur District Of Tamilnadu	Mrs. R.RENUKA, Dr. M. K. DURGAMANI	MARKETING	70-72
25	Jhumur Dance In Tea Gardens Of Barak Valley: A Development Dimension	Dr Partha Sarkar	Mass Communication	73-74
26	Cytohistopathological Correlation of Thyroid Swelling	Dr. Chetna J. Mistry, Dr. T. Y. Vijapura, Dr. Rupti K Pande	Medical Science	75-76
27	Can hormonal influence be a cause of auditory neuropathy	Ms.Archana, Mr.AyasMuhammed ,Ms. Maya,Ms.Jyoti	Medical Science	77-78
28	Application Of Auditory Evoked Potentials In Differential Diagnosis Of Acoustic Schwannoma From Jugular Foramen Schwannoma –A Case Report	Ms.Archana, Mr.AyasMuhammed, Ms.Saffa	Medical Science	79-80
29	Prevalence And Antibiotic Susceptibility Pattern Of Methicillin-Resistant Staphylococcus Aureus In A Tertiary Care Hospital, Jamnagar, Gujarat.	Dr. Viral P Shah , Dr. Neetu Mundra , Dr. Swati Vachhani , Dr. Hiral Y Shah , Dr. Hiral Gadhvi , Dr. Hitesh Shingala , Dr. Mala sinha	Medical science	81-82
30	Audiological Profile In Osteogenesis Imperfecta: A Case Report	Ranjana Elizabeth James, Kishan M M, Prasanna V	Medical Science.	83-84
31	Preventive Modalities In The Management Of Obesity: A Review	Dr. Deep Inder , Dr. Pawan Kumar	Medical Sciences	85-86
32	Isolation And Antibiotics Susceptibility Patterns Of Acinetobacterbaumannii From Various Clinical Samples In Tertiary Care Hospital, Jamnagar , Gujarat.	Dr. Hiral Y Shah, Dr. Viral P Shah, Dr. Hiral MGadhavi , Dr. NeetuA Mundra , Dr. Hitesh K Singala , Mala sinha	Medical Sciences	87-88
33	Phenomenological Insights For A Critique Of Positivist Approach In Social Sciences.	Dr. Pardeep Kumar, Dr. Jatinder Kumar Sharma	Philosophy	89-90
34	Developing National Integration In India Through Physical Education Activities	Mr.S.Dhanaraj , Dr.A.Palanisamy	Physical Education	91-92
35	Microcontroller Based Color Measurement Using Rgb Leds	T. N. Ghorude , A. D. Shaligram	Science	93-95
36	Civil Society Role in Combating Corruption:A Small but Radical Idea	Dr.P. Sakthivel, Dr.H. Munavarjan	SocialSciences	96-97
37	Protozoan diversity of Kapsi lake kapsi (MS) India	Ade P. P.	Zoology	98-100
38	Cloud To Devising Messaging (C2dm) And Their Applications For Mobile Devices.	Biren M Patel, Vijaykumar B Gadhavi, Mr Ashish Kumar	Zoology	101-103

Advertisement Attraction Of Vodafone Mobile Services Television Commercials With Special Reference To Erode District



Management

KEYWORDS: Effectiveness of Advertising, Features of Advertisement, Advertisements of Vodafone, Consumers Interest

Dr. V. M. Senthilkumar

MBA., M.Com., M.Phil., PGDCA., Ph.D., Professor / Department of Management Studies, K.S.R. College of Engineering,

Dr. P.Anbuoli

Faculty, Department of Management Studies, Anna University of Technology Madurai,

ABSTRACT

Measuring the effectiveness of advertising is including to measuring of the effectiveness of advertising campaign, advertising copy and the effectiveness of individual media. Advertisement is an important element of marketing function, which decides the profitability of any concern. In this research an attempt was made to analyze the media effectiveness from the advertisers by the selected sample respondents in the study area. The main aim of this study was to observe the effectiveness of advertisements of Vodafone shown in the television programmes. Descriptive research was used for this study. The study used primary data and it was collected through survey method. From the analysis it was found that the majority of the consumers are watching advertisement to aware about the product and to make purchase decision. Advertising agencies should consider the offered findings and suggestion for the betterment of presenting the advertisement which may attract more for purchase various items.

Introduction

Television advertising provides an advantage of its impact, mass coverage, repetition, flexibility and prestige. The television advertising may be taken for good communication requirement to emphasis on the prime prospect and geographic sales analysis. All advertising efforts are directed mainly towards the achievement of business, marketing and advertising objectives i.e. to increase the sales turnover and thus to market the maximum profit.

Measuring the effectiveness of advertising is including to measuring of the effectiveness of advertising campaign, advertising copy and the effectiveness of individual media. Advertisement is an important element of marketing function, which decides the profitability of any concern. In this research an attempt was made to analyze the media effectiveness from the advertisers by the selected sample respondents in the study area.

STATEMENT OF THE PROBLEM

The present scenario of the all marketing activities is concerned with giving ideas, knowledge and promotion of the product in the place of market. The consumers are deeply intended to know about the product specifications, product price and the place where it is available etc. All the media of advertisement plays a vital role in stimulating and persuading the buyers to make purchase of the product. The formulation of research problem in the present study involves studying the effectiveness of television advertisement of Vodafone on the consumers of Erode District.

OBJECTIVES OF THE STUDY

1. To observe the effectiveness of advertisements of Vodafone shown in the television programmes.
2. To know the important features of advertisements that the consumers are interested in general.

RESEARCH METHODOLOGY

Descriptive research was used for this study. The study used primary data and it was collected through survey method. For collecting the data, questionnaire was used as a main tool. The data have been collected purely on random basis and the sample size is selected as 300. The collected data have been categorized and processed manually and also through computer. The statistical techniques used for the analysis include like Two-way tables and Chi-square test were employed. In addition to the statistical analysis, Henry Garrett's ranking technique was used to ascertain which features of advertisement part mostly comes in respondents mind.

LIMITATIONS OF THE STUDY

The sample size of the study is limited to 300 respondents residing in Erode District only. So the results may not be generalized to other places. The survey was made both urban and rural people. Since some of the rural people were illiterate, every question was needed to be translated. The attitude of people tend to change time to time so sometime the present result may not give the correct future picture.

ANALYSIS AND INTERPRETATIONS

TABLE 1.1

GENDER AND EFFECTIVENESS OF TELEVISION ADVERTISEMENT

S.No.	Gender	Effectiveness of Television Advertisement					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
1	Male	15 (16.1%)	39 (41.9%)	25 (26.9%)	0	14 (15.1%)	93
2	Female	65 (31.4%)	109 (52.7%)	20 (9.7%)	11 (5.3%)	2 (1.0%)	207
	Total	80	148	45	11	16	300

From the above table reveals that maximum (41.9%) level of male respondents agreed and maximum (52.7%) level of female respondents agreed with the effectiveness of television advertisement. It is concluded from the above analysis that maximum of the female respondents are opined that the television advertisement have more effectiveness than other media.

TABLE 1.2

GENDER AND EFFECTIVENESS OF TELEVISION ADVERTISEMENT (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Gender	48.613	13.277	4	Significant at 1% level

From the above table shows that the calculated Chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis "gender of the respondents and their level of Effectiveness of television Advertisement are associated" holds good. It evaluated that there is a close relationship between respondents' gender and level of Effectiveness of television advertisement.

TABLE 2.1
AGE AND EFFECTIVENESS OF TELEVISION ADVERTISEMENT

S.No.	Age	Effectiveness of Television Advertisement					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
1	Below 20 years	32 (28.3%)	39 (34.5%)	21 (18.6%)	8 (7.1%)	13 (11.5%)	113
2	20 to 40 years	43 (27.0%)	86 (54.1%)	24 (15.1%)	3 (1.9%)	3 (1.9%)	159
3	Above 40 years	5 (17.9%)	23 (82.1%)	0	0	0	28
	Total	80	148	45	11	16	300

The above table reveals that maximum of the above 40 years of the respondents opined that the television advertisement have more effectiveness than other media.

TABLE 2.2
AGE AND EFFECTIVENESS OF TELEVISION ADVERTISEMENT (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Age	37.070	20.090	8	Significant at 5% level

From the Table point out that there is a close relationship between age of the respondents and level of Effectiveness of television advertisement.

TABLE 3.1
MARITAL STATUS AND EFFECTIVENESS OF TELEVISION ADVERTISEMENT

S. No.	Marital status	Effectiveness of Television Advertisement					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
1	Married	18 (30.5%)	39 (66.1%)	2 (3.4%)	0	0	59
2	Unmarried	62 (25.7%)	109 (45.2%)	43 (17.8%)	11 (4.6%)	16 (6.6%)	241
	Total	80	148	45	11	16	300

From the above table highlighted that, maximum of the married respondents opined that the television advertisement have more effectiveness than other media.

TABLE 3.2
MARITAL STATUS AND EFFECTIVENESS OF TELEVISION ADVERTISEMENT (CHI-SQUARE TEST)

Factor	Calculated χ^2 value	Table Value	D.F	Remarks
Marital status	17.802	13.277	4	Significant at 1% level

From the above table explains that there is a close relationship between marital status of the respondents and level of Effectiveness of television advertisement.

TABLE 4.1
EDUCATIONAL QUALIFICATION AND EFFECTIVENESS OF TELEVISION ADVERTISEMENT

S.No.	Educational qualification	Effectiveness of Television Advertisement					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
1	Illiterate	0	10 (83.3%)	2 (16.7%)	0	0	12
2	School Level	13 (34.2%)	18 (47.4%)	4 (10.5%)	0	3 (7.9%)	38
3	Graduate	55 (25.2%)	109 (50.0%)	32 (14.7%)	11 (5.0%)	11 (5.0%)	218

4	Professional Degree	7 (30.4%)	7 (30.4%)	7 (30.4%)	0	2 (8.7%)	23
5	Others	5 (55.6%)	4 (44.4%)	0	0	0	9
	Total	80	148	45	11	16	300

From the above table observed that maximum of the illiterate respondents opined that the television advertisements have more effectiveness than other media.

TABLE 4.2
EDUCATIONAL QUALIFICATION AND EFFECTIVENESS OF TELEVISION ADVERTISEMENT (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Educational qualification	23.482	26.296	16	Not Significant

From the Table No. 4.3 assess that, there is no relationship between the education of the respondents and the effectiveness of television in advertisement.

TABLE 5.1
PRESENT STATUS AND EFFECTIVENESS OF TELEVISION ADVERTISEMENT

S.No.	Present status	Effectiveness of Television Advertisement					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
1	Business	0	7 (77.8%)	2 (22.2%)	0	0	9
2	Professional	14 (100.0%)	0	0	0	0	14
3	Private employee	9 (11.8%)	45 (59.2%)	19 (25.0%)	0	3 (3.9%)	76
4	Govt. Employee	19 (42.2%)	13 (28.9%)	6 (13.3%)	5 (11.1%)	2 (4.4%)	45
5	Home Maker	4 (19.0%)	17 (81.0%)	0	0	0	21
6	Student	34 (25.2%)	66 (48.9%)	18 (13.3%)	6 (4.4%)	11 (8.1%)	135
	Total	80	148	45	11	16	300

From the above table measured that maximum of the professionals opined that the television advertisement have more effectiveness than other media.

TABLE 5.2
PRESENT STATUS AND EFFECTIVENESS OF TELEVISION ADVERTISEMENT (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Present status	86.588	37.566	20	Significant at 1% level

From the above table identified that, there is a close relationship between the present status of the respondents and level of effectiveness of advertisement on television.

TABLE 6.1
MONTHLY FAMILY INCOME AND EFFECTIVENESS OF TELEVISION ADVERTISEMENT

S. No.	Monthly family income	Effectiveness of Television Advertisement					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
1	Below Rs.5000	27 (18.1%)	74 (49.7%)	39 (26.2%)	6 (4.0%)	3 (2.0%)	149
2	Rs.5001-10,000	36 (33.3%)	55 (50.9%)	6 (5.6%)	5 (4.6%)	6 (5.6%)	108
3	Rs.10,001 - 15,000	17 (43.6%)	19 (48.7%)	0	0	3 (7.7%)	39

4	Rs.15,001 & above	0	0	0	0	4 (100.0%)	4
	Total	80	148	45	11	16	300

From the above table explains that maximum of the Rs.5000-10000 family income respondents are opinion that the television advertisement have more effectiveness than other media.

TABLE 6.2
MONTHLY FAMILY INCOME AND EFFECTIVENESS OF TELEVISION ADVERTISEMENT (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Monthly Family Income	111.059	26.217	12	Significant at 1% level

From the above table noted that there is a close relationship between the monthly family income of the respondents and level of effectiveness of advertisement in television.

7. HENRY GARRETT RANKING TECHNIQUE

Henry Garrett rank method was employed and the ranking has been ascertain based on the total Garrett points and mean scores. The details of the ranking results are shown in the underneath table.

TABLE 7
VARIOUS FEATURES OF VODAFONE ADVERTISEMENT IN TELEVISION

S.No.	Features	Total Score	Mean Score	Rank
1.	More and Latest Fashion	17404	58.01	II
2.	Genuine	15826	52.75	X
3.	Special Offers	16672	55.57	VI
4.	More Comfortable	17052	56.84	IV
5.	Look No Further	14785	49.28	XII
6.	Cool and Fun	16431	54.77	VII
7.	Total Experienced & Exclusive	16131	53.77	VIII
8.	Happiest	17403	58.01	III
9.	Less Stressed	16942	56.47	V
10.	Guaranteed Result	15507	51.69	XI
11.	Smart	15960	53.20	IX
12.	More Intelligent	18795	62.65	I
13.	Others	11760	39.20	XIII

From the above table observed that, observations of various features of advertisement in television. The more intelligent was

ranked first in their preference with a score of 18795 points. Look No Further was placed in the twelfth position with a score of 14785 points. On the other hand, the other features were ranked in the last position in watching television advertisement, which scores 11760 points. From the analysis maximum of the respondents are more observed by the features like more intelligent in television advertisement.

FINDINGS, SUGGESTIONS AND CONCLUSION FINDINGS

It is found from chi-square test that, the female respondents are opined the television advertisement have more effectiveness than other media. It is found that above 40 years of the respondents opined that the television advertisement has more effectiveness than other media and the married respondents opined that the television advertisement have more effectiveness than unmarried respondents. The illiterate respondents opined that the television advertisement have more effectiveness than other mode of advertisement.

The professionals opined that the television advertisement have more effectiveness than other status of the respondents. The Rs.5000-10000 family income respondents are opinion that the television advertisements have more effectiveness than other income level of the respondents and the Garrett ranking technique revealed that, maximum of the respondents are attracted by the feature like more intelligent in television advertisement.

SUGGESTIONS

1. From the study, respondents opined that personalities and theme are the most attractive feature was in the Vodafone advertisement. And also it can be suggested that the advertisement companies and advertising agencies should concentrate the presentation.
2. It can be suggested that all the companies can use television media to create more awareness about their product.
3. Language is important for communicate with others. Hence, the advertisement agencies and the companies should give more attention, towards regional languages.
4. Maximum of the companies have paid more attention towards television advertisement. Hence, the companies have followed different advertisement strategies and retain the customers and also increase the customer value.

CONCLUSION

The Television is the media regularly used by companies. In fast moving world everyone is busy with his or her work. Advertising agencies are using various media's and advertising strategies to stimulate the consumer for purchasing the brand. From the analysis it was found that the majority of the consumers are watching advertisement to aware about the product and to make purchase decision. Advertising agencies should consider the offered findings and suggestion for the betterment of presenting the advertisement which may attract more for purchase various items.

REFERENCE

- C.H. Sandage, Vernan fry burger, Kiru Ketzoll, Richard, D. Advertising theory and practice, Irwin inc, Homewood, Illincis, eleventh edition. | C.R. Kothari, Research Methodology, Wishwa Prakashan, New Delhi. | David A. Aaker, Rajeev Batra, John G. Myers, Advertising Management, Prentice Hall of India (P) Ltd., New Delhi, 1996. | Mohan Manendra, "Advertising management concepts and cases", Tata McGraw Hill, Twelfth edition, Delhi, 1998. | Timothy J Scrase, "Television, the Middle Classes and the Transformation of Cultural Identities in West Bengal, India", Gazette, Vol. 64, No. 4, pp.323-342, 2002. | Carrie La Ferle, Hairong Li, Steven M. Edwards and Hairong Li, "An Overview of Teenagers and Television Advertising in the United States", International Communication Gazette, Vol. 63, No. 1, 7-24, 2001. |



Sara Publishing Academy
INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH
Journal for All Subjects

The Editor,
INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH
8-A, BANAS, Opp. SLU Girls College, NR. Congress Bhavan,
Paldi – 380006. Ahmedabad-Gujarat. (INDIA)
Contact: +91 98247 02127, +91 88660 03636
Website : www.theglobaljournals.com
Email Id: ijsr@theglobaljournals.com