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## A STUDY ON EXPECTATION OF THE RURAL WOMEN TOWARDS THE ADVERTISEMENT WITH SPECIAL REFERENCE TO TIRUPUR DISTRICT

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### ABSTRACT

Rural women in India play the important roles in economic and social aspects of the home as well as to the society. But the recognition for the efforts taken by rural women is not given in the society. Particularly in rural area in India, women are involved in the farm activity more often. Also, rural women play the very important role in the house to make major decision related to the household activities. They influenced more on purchase of the essential and household items. So, it is very important for the manufacturer and retailers of the goods and services needs to understand the women purchase behaviour. Promotion plays important role in enhancing the sale of product and services. Advertisement is the one of the promotional activities, which portrays the benefits of the product in interesting way to create the attention of the customer towards the brand. To reach more customers, marketer needs to understand the expectation of the customer towards the advertisement. In this paper, the researcher wants to study the expectation of the rural women in Tirupur district towards the advertisement. With the objectives in mind, the researcher has developed structured questionnaire and used descriptive research method to conduct the research. The data collected through convenient sampling method to collect data and used SPSS to analyse the data.

**Keywords:** Customer, Women purchase behaviour, Advertisement, Descriptive research method

### INTRODUCTION

In order to achieve food security, generate income, improve livelihoods of rural and well being of the society rural women contribute more. Rural women also actively participating in the agriculture and rural entrepreneurial activities. These contributions of the rural women fuel the local, country and global economy.

Rural women in India hugely contribute in economic and social development of the home as well as to the society. Farm activities of the rural women plays important role in their livelihoods. Empowering the rural women is crucial for the economic security of the individual, family as well as the society.

The major household activities of the women are cooking, cleaning and laundry. Women acted as a primary decision maker for the purchase of the household accessories and home décor. In some activities of the home, men share equal tasks. When it comes to take care of the children on the daily basis, buy groceries, washing the dishes and buy cloths women plays a major role. So, it is very important for the manufacturer and retailers of the goods and services needs to understand the women purchase behaviour.

## ADVERTISING

Advertising is a means of communication with users of the product or service. According to Advertising Association of UK, Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.

### Role of Advertisement

1. Creating awareness on unique features and price of the product among the audiences.
2. Product details like usage, features and benefits comparing to other brands.
3. Encourage the customers to buy the product by portraying the superiority of the brand by creative ads, demonstration in trade fair, offers and free gifts.
4. Develop positive attitude and correct the negative attitude about the product.
5. Remind the positive attitude of the product through tag line.
6. Enhance the brand image and brand loyalty by effective advertisement.
7. Competitive advertisement to counter the competitor claim.
8. Expansion of the market from the local to regional, national and international level.
9. Educate the target audience regarding handling and use of the brand of product.

### CUSTOMER EXPECTATION

Customer expectation includes anything that customer expecting from the product or services. It is also termed as set of ideas about the goods and services in the minds of the customers. Customer expectation about the product or services are developed through the experience they have encountered while using a product or availing the service along with the previous knowledge. Customers have both implied and explicit expectation towards the product or services.

### Expectations from Advertisement

- Deliver truthful, effective and quick information about the product or services.
- Advertisement should engage the customer personally.
- Creative of the advertisement with humour is the important expectations.
- Flexibility in medium of advertisement is also expected by the customers.
- Customer expect trustful information useful for differentiating the brands from others.

### OBJECTIVE OF THE STUDY

- To study the exposure of the rural women to the advertisement media in Tirupur district.
- To study the association of demographic factors on expectation from the advertisement, advertisement medium liked and Influence of Ads on Purchase of the rural women in Tirupur District.
- To study the impact of the demographic variable on the expectation of rural women on information about the product feature and price details from the advertisement.
- To reduce the number of the factors related to the expectation of the rural women towards the advertisement by using factor analysis.

### LITERATURE REVIEW

Vinod Kumar Bishnoi and Ruchi Sharma (2009) have conducted a study on The Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban and Rural Teenagers. Some of the results of the study are rural teenagers like TV ads more comparing to the urban teenagers, TV ads has improved the involvement of the respondent towards the product selection and purchase, Rural teenager make purchase decision depends on the influence of the family member and TV ads on the other hand urban teenager purchase product when it is required and not influenced by ads most of the time.

Muhammad Ehsan Malik, Muhammad Mudasar Ghafoor, Hafiz Kashif Iqbal, Qasim Ali, Hira Hunbal, Muhammad Noman and Bilal Ahmad (2013) have conducted a study on Impact of Brand Image and Advertisement on Consumer Buying Behaviour. The study reveals that brand image and advertisement have strong impact on the consumer buying behaviour. Researchers conclude that if the customer aware of the product brand, good association and perception and loyal towards the brand, then the brand image will be high and brand is the part of their purchase decision. Advertisement also have played significant role in purchase behaviour of the consumer.

Dr.D.Prasanna Kumar and K. Venkateswara Raju (2013) have conducted a study on The Role of Advertising in Consumer Decision Making. Major findings of the research are advertisement acted as medium to change the opinion of the customer, advertisement should be neither too long or too short and deliver the proposed message to target customer.

IrumShahzadi (2014) has conducted a study on impact of advertisement on buying behaviour of IUB. Study reveals that advertisement, perceived value, emotional response, social class and awareness have huge impact on the purchase conduct of the customer. Advertisement is positively related with the buying behaviour, perceived value, social class and buying behaviour of the customer. Awareness and buyer behaviour are strong positively correlated. Perceived value and emotional response are positively correlated.

Hitesh Kumar Pant, Pratibha Pant and Amit Joshi (2016) have conducted a study on buying behaviour of rural consumers: Impact of advertisements on FMCG purchases in rural Uttarakhand. The study reveals that FMCG sales are significantly related to the advertisement. Researcher found that income of the consumer and consumption of non-durable product are significantly related with each other. According to the study advertisement in TV and printed media are very important factor in inducing the rural consumer to purchase non-durable product in Uttarakhand.

Geeta Rani (2017) have conducted a study on Role of rural women in purchasing consumer products. Some of the outcomes of the research are Television ranked first and most popular media among the rural women, people like to visit retail store rather than the branded showrooms in rural areas, responsibility of buying convenience goods decreased when age increases, while education improves the responsibility of the rural women to buy suitable product increases.

G Nirmala and Dr. N. Panchanatham (2019) have conducted a study on Television advertising and buying behaviour of women consumers towards cosmetic products in Puducherry. This study reveals that television advertisement and the buying behaviour of the women consumer with respect to the cosmetic product are positively related. Also, age category of the women consumer has significantly differed with the various factor that determine them to buy cosmetic product. In this study researcher found that social class of the women consumer and their age category have significant difference.

## RESEARCH METHODOLOGY

In this study researcher want to describe the expectation of the rural women towards the advertisement in various medium in Tirupur district. Hence the research applicable for the study is descriptive research. Researcher has chosen both primary and secondary data. Secondary data for the study is collected through reading the different articles and studies from the journals, magazine, reported proceedings of the conferences, internet and books. The primary data collected through structured questionnaire prepared by the researcher by keeping the objective of the study in the mind. Samples for the study are chosen by using non-probabilistic sampling. 120 rural women from Tirupur district are selected as the sample by convenient sampling method. The collected data is entered in statistical package SPSS by create the variables according to the questionnaire. The data are analysed with the help of statistical tolls like frequency analysis, multiple response analysis, Chi-Square test, One-wayanova and factor analysis.

## FINDINGS AND DISCUSSIONS

### DEMOGRAPHIC PROFILE (FREQUENCY ANALYSIS)

- 43% of the respondents in the age range of 21-40 years. 23%, 20% and 14% of the respondents are in the age category up to 20 years, 41-60 years and above 60 years respectively. Hence nearly half of the respondents are young rural women.
- Among 120 respondents, 30% of the education category is school level, 26% are graduates, 20% are professionals, 13% are illiterate and 10% are post graduate. Illiterate is low as 13% indicate better rural education.
- Marital status of the 54%, 30%, 9% and 7% of the respondents are married, unmarried, widow and divorced respectively. More than half of the respondents are married.
- Professional status of 37%, 18%, 17%, 16% and 12% of the respondents are private employee, government employee, professional, self-employed and unemployed respectively. This indicates the improvement in the professional status of rural women.
- Monthly family income of the 37%, 30%, 22% and 11% of the respondents are ₹25,001 to ₹50,000, ₹50,001 to ₹75,000, up to ₹25,000 and above ₹75,000 respectively.

**EXPOSURE TO ADVERTISEMENT MEDIA**

Multiple Response Analysis				Weighted Average			
Exposure to Advertisement Media	Responses		Percent of Cases	Advertisement Medium	Total Weight	Weighted Average	Rank
	N	Percent					
Magazine	38	7	32	Television	495	4.1	1
Newspaper	76	15	63	News Paper	602	5	2
Tele calls	34	7	28	Tele calls	630	5.3	3
Television	97	19	81	Social Media	641	5.3	4
Direct Mailing	37	7	31	Direct Mailing	650	5.4	5
Internet/ E-Mail	43	8	36	Internet/ E-Mail	651	5.4	6
Social Media	54	11	45	Radio	653	5.4	7
Radio	36	7	30	Poster Display	715	6	8
Poster Display	65	13	54	Magazine	725	6	9
Hoarding	29	6	24	Hoarding	838	7	10
Total	509	100	424	The least average weighted average ranked 1.			
a. Dichotomy group tabulated at value 1.							

**Multiple Response Analysis**

The above table describes the multiple response analysis for the exposure of the rural women on the advertisement media. Out of the 120 rural women, 97 have exposure to the television advertisement. So, television is considered to be the most popular advertisement media with 81% of respondents and 19% of the total response (509). Newspaper is second most popular media with total of 76 constitute 63% of the total respondents and 15% of the total response. Poster display is the 3<sup>rd</sup> most popular advertisement media with 54% respondents and 13% of the response has exposure to poster ads. 45%, 36%, 32%, 31%, 30%, 28% and 24% of the respondents have exposure to social media, internet/ e-mail, magazine, direct mailing, radio, telephone calls and hoardings respectively.

**Weighted Average- Advertisement Medium**

The above table describes the weighted average of the advertisement medium with respect to the popularity and exposure among rural women in Tirupur district. Television is ranked 1 with the minimum weighted average 4.1. Newspaper ranked 2 with weighted average 5. Tele calls, social media, direct mailing, internet/ e-mail, radio, poster display, magazine, and hoarding ranked 3, 4, 5, 6, 7, 8, 9 and respectively with respective average 5.3, 5.4, 5.4, 5.4, 6.0, 6.0 and 7.0. Hoarding is ranked 10 and considered to be least popular.

**EXPECTATION AND INFLUENCE OF ADVERTISEMENT (FREQUENCY ANALYSIS)**

- From the frequency analysis 34% rural women respondents expect the product information from the advertisement, 26% of the women expect price related information, Respondents' expects discount and offer and brand related information from the ads 20% each. Hence product and price related information are expected from ads by the 60% of the rural women.
- 42%, 35% and 23% of the respondents feels that influence of the advertisement on their purchase is moderate, strong and weak respectively. That is about 77% of the respondents strongly/ Moderately influenced by the advertisement. Hence advertisements are more powerful in reaching the customer.



## ASSOCIATION OF DEMOGRAPHIC VARIABLE ON EXPECTATION, MEDIUM LIKED AND INFLUENCE OF ADVERTISEMENT (CHI-SQUARE TEST)

Hypothesis 1: There is no significant association between the row variables (Age, Education, Occupation and Income) and expectation from the Advertisement.

Hypothesis 2: There is no significant association between the row variables (Age, Education, Occupation and Income) and Advertisement Medium Liked.

Hypothesis 3: There is no significant association between the row variables (Age, Education, Occupation and Income) and Influence of Ads on Purchase.

Demographic Variable	Expectation from the ads	Value	Df	Asymp. Sig. (2-sided)	Hypothesis
Age	Expectation from the Advertisement	17.3454 <sup>a</sup>	3	.224	Accepted
Education		30.453 <sup>a</sup>	12	.002	Rejected
Occupation		15.774 <sup>a</sup>	12	.254	Accepted
Income		8.001 <sup>a</sup>	12	.047	Rejected
Age	Advertisement Medium Liked	27.824 <sup>a</sup>	9	.040	Rejected
Education		18.433 <sup>a</sup>	12	.243	Accepted
Occupation		27.999 <sup>a</sup>	12	.036	Rejected
Income		7.129 <sup>a</sup>	12	.436	Accepted
Age	Influence of Ads on Purchase	18.732 <sup>a</sup>	6	.240	Accepted
Education		29.413 <sup>a</sup>	8	.003	Rejected
Occupation		27.999 <sup>a</sup>	8	.036	Rejected
Income		14.774 <sup>a</sup>	8	.224	Accepted

Age and occupation of the rural women is not associated with the expectation of the respondents. On the other hand, education and income are significantly associated with the expectation of the respondents from the advertisement. It has been inferred that the expectation from the advertisement like brand, product, price and offer and discount related information are differing with respect to the educational as well as the income category of the respondents.

Education and income of the rural women is not associated with the type of advertisement medium liked by the respondents. Age and occupation of the respondents are significantly associated with the type of advertisement medium liked by the rural women. Hence, we conclude that the respondent from the different age group and occupation category have different choice on advertisement medium.

Age and income are not associated degree of influence of ads on purchase. Education and occupation of the rural women are significantly associated with the level of influence of advertisement on purchase decision. We conclude that respondents from different educational and occupation category have the different degree of influence of ads on purchase decision.

**RELATIONSHIP BETWEEN DEMOGRAPHIC VARIABLES AND EXPECTATION (ONE WAY ANOVA)**

Hypothesis 4: There is no significant relationship between the expectation on information about features and characteristics of the product on ads and factor variables (Education, occupation and income).

Hypothesis 5: There is no significant relationship between Expectation about price details of the product on ads and factor variables (Education, occupation and income).

Dependent Variable	Factor Variables		Sum of Squares	Df	Mean Square	F	Sig.	Hypothesis
Expectation on information about features and characteristics of the product on Ads	Education	Between Groups	18.9	2	9.8	6.5	0.00	Rejected
		Within Groups	182.1	117	1.7			
		Total	201.0	119				
	Occupation	Between Groups	1.9	3	0.7	0.6	0.71	Accepted
		Within Groups	130.4	116	1.2			
		Total	132.3	119				
	Monthly income	Between Groups	2.4	4	0.7	4.0	0.02	Rejected
		Within Groups	16.9	115	0.2			
		Total	19.3	119				
Expectation about price details of the product on Ads	Education	Between Groups	17.7	3	8.6	5.5	0.01	Rejected
		Within Groups	129.4	116	1.1			
		Total	146.1	119				
	Occupation	Between Groups	2.1	4	0.5	3.5	0.03	Rejected
		Within Groups	17.1	115	0.1			
		Total	19.2	119				
	Monthly income	Between Groups	1.8	3	0.6	0.5	0.68	Accepted
		Within Groups	128.9	116	1.1			
		Total	130.7					

Expectation on information about features and characteristics of the product on ads is significantly related to the education and monthly income of the rural women in Tirupur district. But expectation on information about features and characteristics of the product on ads is not significantly related with occupation.

Expectation about the price details of the product on ads is significantly related to the education and occupation of the rural women in Tirupur district. But expectation on information about price of the product on ads is not significantly related with monthly income.

**EXPECTATION ON ADVERTISEMENT (FACTOR ANALYSIS)****KMO AND BARTLETT'S TEST (EXPECTATION ON ADVERTISEMENT)**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		<b>0.687</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	1587.61
	Df	105
	Sig.	0.000

Kaiser-Meyer-Olkin measure of sampling adequacy value (0.687) is greater than 0.5 indicates that factor analysis is suitable for reducing the 12 variables in to the 4 factors. Chi-Square value (1587.61) and significant value 0.000 of Bartlett's Test of Sphericity designate that there are significant associations among the expectations of the rural women on ads.

Communalities for the expectation of the rural women on advertisement is vary from 47.5% to 78.3%. Among 11 variables consider to study the expectation of the rural women towards the advertisement consider for the study, factors with Eigen Value greater than 1 are taken for the dimension reduction using principle component analysis. 4 factors have Eigen value greater than 1 and have explained total variance 65.4. The variance explained by 4 factors is 20.0%, 16.5%, 15.3% and 13.6% respectively.

**Expectation towards the Advertisement**

Communalities			Eigenvalues										Rotated Component Matrix			
Expectation from ads Statements labels	Initial	Extraction	Component	Initial Eigenvalues			Extraction Sums of			Rotation Sums of Squared			Expectation from ads Statements labels	Component		
				Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %		1	2	3
EOA 1	1	0.783	1	3.8	25.7	25.7	3.8	25.7	25.7	2.9	20	20	EOA 6	0.678		
EOA 2	1	0.677	2	2.2	16.1	41.8	2.2	16.1	41.8	2.8	16.5	36.5	EOA 1	0.748		
EOA 3	1	0.528	3	1.6	12.4	54.2	1.6	12.4	54.2	1.9	15.3	51.8	EOA 5	0.732		
EOA 4	1	0.567	4	1.5	11.2	65.4	1.5	11.2	65.4	1.8	13.6	65.4	EOA 7	0.722		
EOA 5	1	0.726	5	0.9	7.8	73.2							EOA 10	0.6		
EOA 6	1	0.689	6	0.9	6.2	79.4							EOA 9		0.788	
EOA 7	1	0.745	7	0.8	5.3	84.7							EOA 4		0.482	
EOA 8	1	0.598	8	0.8	5.1	89.8							EOA 2		0.835	
EOA 9	1	0.67	9	0.6	4.2	94							EOA 11			0.626
EOA 10	1	0.678	10	0.5	3.8	97.8							EOA 3			0.59
EOA 11	1	0.475	11	0.5	2.2	100							EOA 8			0.794
Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization.																

Before rotation component matrix is not interpretable. The rotation method used for the analysis is Varimax with Kaiser Normalization. After 7 rotations component variables are grouped. 11 variables considered to study the expectation on advertisements are grouped in to the 4 factors.

**NAMING OF FACTORS (EXPECTATION ON ADVERTISEMENT)**

<b>Factors (Variance)</b>	<b>Label</b>	<b>Statement about the expectation on</b>	<b>Loadings</b>
Factor 1 Expectation on Product Details (20)	EOA 6	Portray the usefulness of the product	0.689
	EOA 1	Information on Quality of the product	0.783
	EOA 5	Feature and characteristics of the product	0.726
	EOA 7	Describe the performance of the product	0.745
	EOA 10	Design of the product (Color, Packaging, compactness etc.)	0.678
Factor 2 Expectation on price and promotion (16.50)	EOA 9	Attractive advertisement about the product	0.67
	EOA 4	Discount or Offers available on the product	0.567
	EOA 2	Price details of the product	0.677
Factor 3 Expectation on knowledge about the product on ads (15.3)	EOA 11	Previous experience on using the product	0.475
	EOA 3	Information on availability of the product	0.528
	EOA 8	Influence the friends and relatives	0.598

Five variables relating to the expectation such as Portray the usefulness, Information on Quality, Details about feature and characteristics, Describe the performance and Show the Design of the product (Color, Packaging, compactness etc.) with respective factor loadings .689, .783, .726, .745 and .678 are grouped as expectation on product which explains 20% variance.

Three variables attractive advertisement, discount or Offers available and price with respective factor loadings .783, .726 and .745 are grouped in to expectation on price and promotion which explains 16.5% variance.

Three variables related to the expectation on ads Previous experience, Information on availability and Influence the friends and relatives with respective loads are .475, .528 and .598 are grouped in to expectation on knowledge about the product on ads which explains 15.3% variance.

**LIMITATION OF THE STUDY**

- This research has limited demographic reach as only rural women respondents are considered for the study.
- The result of the study is based on the outcome of the response from the Tirupur district. They same result may not be obtained for some other geographic region.
- The expectation of the rural women may change in short period due to social, economic, cultural and technological development happen over the period of time.
- The result of the study is based on the samples collected. The accuracy of the result may be limited due to the smaller sample size.

**RESULT AND CONCLUSIONS**

Role of women on purchase of the essential and household items is enormous. So, it is very important for the manufacturer and retailers of the goods and services needs to understand the women purchase behaviour in better way.

Advertisements are more powerful in reaching the customer and television is most popular advertisement media with 81% of respondents and 19% of the 509 response. Television advertisement have good exposure and popularity among rural women in Tirupur district followed by newspaper. Also, the different age group and occupation category have different choice on advertisement medium. It has been concluded that the manufacturer and retainer should be very conscious on choosing the advertisement medium and Television and Newspaper would be the best choice for attracting rural women in Tirupur District. Also, respondents from different educational and occupation category have the different degree of influence of ads on purchase decision. So, advertiser should deliver the information in logical and promising way in the advertisement to attract all social classes.



Researcher have reduced 12 variables to study the expectation of the rural women towards the advertisement into the four factors like expectation on product details, expectation on price and promotion, expectation on knowledge about the product on ads and expectation on brand and trade mark on ads by using factor analysis. It has been identified that three fourth of the rural women in Tirupur district are expecting product and price related information from advertisement. Expectation from the advertisement like brand, product, price and offer and discount related information are differing with respect to the educational as well as the income category of the respondents. Expectation on information about features and characteristics of the product on ads is significantly related to the education and monthly income of the rural women in Tirupur district. It has been concluded that the advertiser should develop the advertisement that contain the product, price, product knowledge and brand to attract the rural women.

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