









## References

- [1] Ajzen, I., & Fishbein, M. (1980). "Understanding attitudes and predicting social Behavior". Toronto, Ontario: Prentice-Hall.
- [2] Barbara J. P (1997) In defense of Advertising: A social perspective. Journal of Business Ethics. Vol. 16 Issue: 2 pp 109-118.
- [3] Batra, R. Affective advertising: role, processes, and measurement. In R.A. Peterson, W.D. Hoyer and W.R. Wilson (eds) The Role of Affect in Consumer Behavior. Lexington, MA: Lexington Books, (1986): 53-86.
- [4] Kotler, P., and Armstrong, G. (2008). "Principles of marketing" 12th ed., Pearson Prentice hall, 396-398.
- [5] Kotwal N, Gupta, N & Devi, A (2008), Impact of TV advertisements on buying pattern of adolescent girls, Journal of Social sciences, vol. 16 no. 1
- [6] Leiss, W.S. Kline & S. Jhally., (1986) Social Communication in Advertising: Persons, Products and images of Well-being. Methuen Publications, New York, NY.
- [7] MacKenzie, S.B. and Lutz, R.J. (1989) "An Empirical Examination of the Structural Antecedents of Attitudes toward the Ad in an Advertising Pretesting Context". Journal of Marketing, 53,2: 48-65.
- [8] Marchand, R. (1985) Advertising and the American Dream: Making way for Modernity, 1920-1940. University of California Press, CA.
- [9] McEwen, W.J. & Leavitt, C. (1976) "A way to describe TV commercials". Journal of Advertising Research, 16, 6 :35-90.
- [10] Mehta, A. (2000). "Advertising attitudes and advertising effectiveness". Journal of Advertising Research, 40: 6772. Nath. (2008)
- [11] Stone, G., Besser, D. and Lewis, L.(2000) "Recall, liking and creativity in TV commercials: a new approach". Journal of Advertising Research. , 40(2000): 7-18.
- [12] Verbeke, W (1992) Advertising, product quality and complex evolving marketing Systems. Journal of Consumer Policy. Vol.15 Issue:2 pp 143-158