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MESSAGE FROM DR. W. M. C. BANDARA WANNINAYAKE

CONFERENCE CHAIR – ICBA 2015

It is my pleasure to welcome all distinguished presenters and delegates for the International Conference on Branding and Advertising 2015. It is a great honor for me, being the Head of the Department of Marketing Management, University of Kelaniya, to host this utmost event and to serve as the Chair of this conference held on 05th and 06th of November 2015.

This conference is conducted under the theme of "Strategizing Brands for Competitive Stand". ICBA provides a comprehensive dialogue for scholars and practitioners to share and explore new heights in branding & advertising as the theme implies overall. It is a great pleasure for me to witness a significant participation by researchers from international & local Universities and industrial organizations and the potential for collaboration.

The Department of Marketing Management is one of the leading departments under the Faculty of Commerce and Management Studies at University of Kelaniya and it is the only ISO 9001: 2008 quality certified business management department in the country. We host this event with the talented organizing committee from the International Institute of Knowledge Management and it is wonderful to experience how this collaboration is creating a cherished platform to share thoughts and knowledge on branding and advertising principles.

Organizing an international conference of this extent would not be possible without the dedicated efforts of many individuals. The ICBA 2015 is indebted to many people who contributed to the various processes that make up the conference, including the Scientific Committee of the Conference and credit of the success should be shared among each and every personnel behind it.

It has been a great privilege for me to serve as the Chair of ICBA 2015 and it is my hope that you will find the conference stimulating, fulfilling and enjoyable and I wish you a pleasant experience in ICBA 2015.

Dr. W.M.C. Bandara Wanninayake
Head/ Senior Lecturer, Department of Marketing Management,
Faculty of Commerce and Management Studies
University of Kelaniya,
Sri Lanka.

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THE EFFECTIVENESS OF BRAND PERSONALITY DIMENSIONS ON BRAND LOYALTY: A STUDY ON MOBILE TELECOMMUNICATION SERVICES IN SRI LANKA

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Abstract

Telecommunication sector has evolved as a major business trend in worldwide. It is one of the major commercial activities in Sri Lanka also where many competitors are playing with different strategies to win a larger market share. This research is focusing on the mobile telecommunication industry in Sri Lanka where the industry players are using carefully planned marketing strategies to attract more customers into their share. The research is taking the approach of investigating the effectiveness of Brand Personality Dimensions on creating Brand Loyalty within the industry. Building upon the prior research on the concepts, Aaker's Brand Personality Scale was used as the base to measure the brand personality and attitudinal and behavioral loyalties were used to measure brand loyalty within the mobile telecommunication sector. The primary data was gathered using a self-administrated questionnaire from 100 users of mobile telecommunication networks using convenience sampling technique within the Western Province of Sri Lanka. The results indicated that the most important brand personality dimensions associated with the brand loyalty in the Sri Lankan mobile telecommunication industry were Excitement and Sincerity. Further it was found that Sophistication, Competence and Ruggedness dimensions of brand personality also significantly affects brand loyalty. Implication of the findings were highlighted and discussed based on the research findings.

Keywords: Brand personality, brand loyalty, mobile telecommunication industry.

INTRODUCTION

Background of the Study

Mobile telecommunication is one of the main businesses in services sector in the Sri Lankan market. With a total population of 20.5 million in 2013 (Central Bank Report, 2014), there is a remarkable identification of 20.3 million users of mobiles by the end of December 2013 (Telecommunications Regulatory Commission Statistics, December 2013). With such a situation spread out among the customers, it can be realized that the mobile had become like a life partner for customers. Providing telecommunication services and support to the mobile phone users is another sector which is rapidly spreading in every corner of Sri Lanka.

Industry Overview

Mobile connections grew by 8.9% during the year 2014 compared to a 5.7% rise in fixed line connections (News.lk). By end 2014, the fixed telephone penetration (connections per 100 persons) and the mobile telephone penetration stood at 13.0 and 107.0, respectively (News.lk). According to the year 2013 market share Dialog leads the mobile telecommunication industry in Sri Lanka, Mobitel stands as seconds to the Dialog while they are showing a rapid increment during the last few years (Figure 1.). Etisalat, Airtel & Hutch are staying next to the Mobitel.

Company	No. of Subscribers	Market Share
Dialog	6.78m	39%
Mobitel	4.00m	23%
Etisalat	3.48m	20%
Airtel	1.91m	11%
Hutch	1.21m	7%

Figure 1: Mobile Telecommunication Connections Market Share
Source: Daily FT, December 2013

The usage of mobile communication services are rapidly increasing among customers and the increased competition between mobile operators through promotional schemes, value added services with local and international services, and competitive pricing, coupled with the ease of obtaining services, internal labour mobility and increased incomes had been highlighted as some of the reasons of the changes in the sector (Daily FT, July 2013).

RESEARCH PROBLEM

Although many researches have conducted research on impact of brand personality of mobile brands towards customer buying intention, no research has been conducted to evaluate the effectiveness of brand personality preferences of customers towards the customer loyalty of mobile telecommunication in Sri Lanka. So there is a considerable research gap for the subjected topic. In Sri Lanka new competitors like Airtel / Hutch are offering many functional benefits and more economical charges to customers to catch the market, but still they are struggling to acquire a larger market share from the industry leaders. It is interesting to investigate whether customers are emotionally attach to some specific mobile telecommunication service provider more than the new comers in to the market. The current research is conducted to investigate up to what extend brand personality preferences of customers' impact on their loyalty among the mobile telecommunication service providers in Sri Lanka.

LITERATURE REVIEW

Brand Personality

Brand personality has been defined as the human characteristics or traits that can be attributed to a brand' (Azoulay & Kapferer, 2003, pp. 151). Brand personalities proposed significant managerial implications with respect to the relationship of consumer with brands. For example, Melin (1997 in Malik and Naeem 2013) states that the reason for building a brand personality is based on the idea that consumers choose which brands to buy in a similar way that they choose which fellow humans to socialize with. Hankinson & Cowking (1993) points out that the stronger the brand's identity fit together with the customer's, the customer will identify him or herself stronger with the brand and thereby have a stronger relationship. Kim et al. (2001) explained when similarities occur between brand personality and the consumer's self-expression, the consumer might see the brand as a human, or even a companion.

Therefore the brand personality concept provides new horizons for the brand management in rational marketing field (Ambroi, 2005 in Malik and Naeem 2013). Some important variables considered as value of brand personality is the literature includes frameworks in to brand personality, brand quality, attitudes towards brands, intention of future behaviors, attachment to the brand & trust in the brand.

With Aaker's brand personality dimensions in 1997, a new stream of research has been born which looked into measuring the brand personalities of various brands and their effectiveness. According to Aaker (1997), brand personality is consisting of multi dimension concepts such as Sincerity, Excitement, Competence, and Sophistication & Ruggedness.

The five dimensions in the model have been developed with subgroups consisting of aspects of the dimension to clarify the character and structure of the dimensions, as seen in figure 2 (Aaker, 1997). She continues by saying that the different dimensions

influence the consumer in different ways, for example the sincerity, excitement and competence dimensions affects the human's inner personality, while the sophistication and ruggedness dimensions attract consumers who desire this, but do not have it.

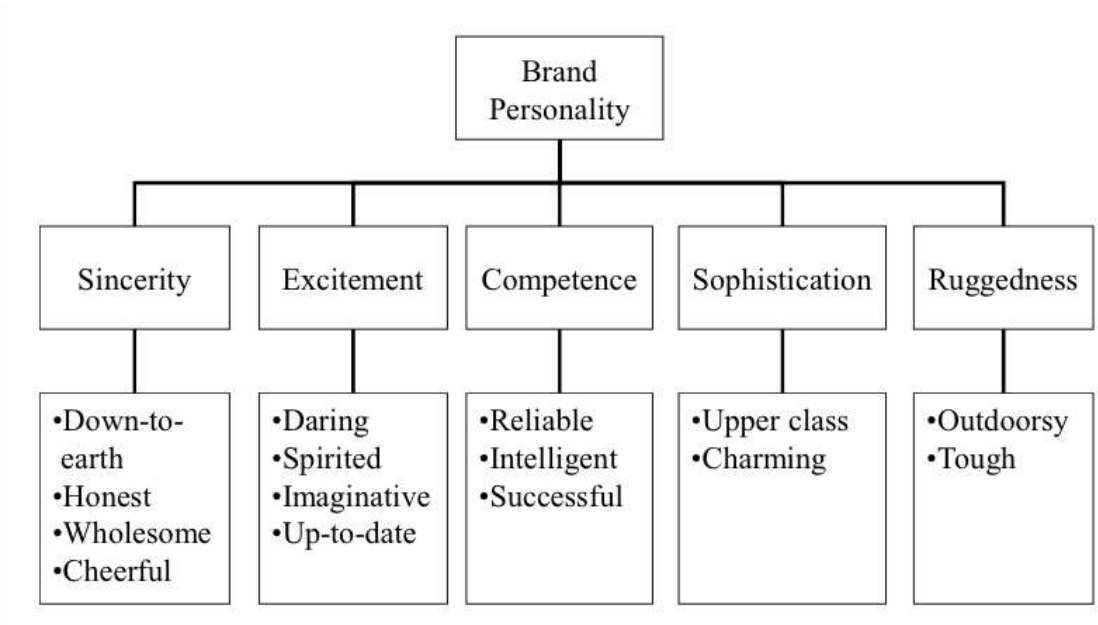

Figure 2: Dimensions of Brand Personality Source: Aaker, 1997

According to Sweeney and Brandon (2006) the brand personality research is very young compared to human personality studies. According to Malik and Naeem (2013) ongoing heavy criticism was leveled against Aaker's multi-dimensional model to measure brand personality construct. Aaker (1997) herself had states that though some factors may work with brands, as well as humans, others may not work in a given category. Finally, the brand personality framework developed by Aaker only includes positive brand attributes, while some brands are not so wholesome (Sweeney & Brandon, 2006).

Brand Loyalty

Loyalty is a core dimension of Brand Loyalty. Aaker (1991, p.39) defines brand loyalty as the attachment that a customer has to a brand. According to the Oliver (1999) brand loyalty can be measured through behavioral loyalty and attitudinal loyalty. Behavioral loyalty means the actual behavioral responses getting the precise data from the company's cooperation; however it cannot identify the spurious and latent customers (Dick and Basu, 1994). Attitudinal loyalty with attitude and behavior intent provides value to the company leading to the true behavior loyalty (repeat purchase) through the customers' survey (Aaker, 1991). Customer loyalty represents the repeat purchase, and referring the company to other customers (Heskett et al. 1994). He also stated that customer loyalty is a figure that may be measured directly as measuring the actual repeated sales to customers.

CONCEPTUAL FRAMEWORK & HYPOTHESES

According to the theoretical findings on Brand Personality, the following framework is constructed to investigate the relationship between the independent and dependent variables.

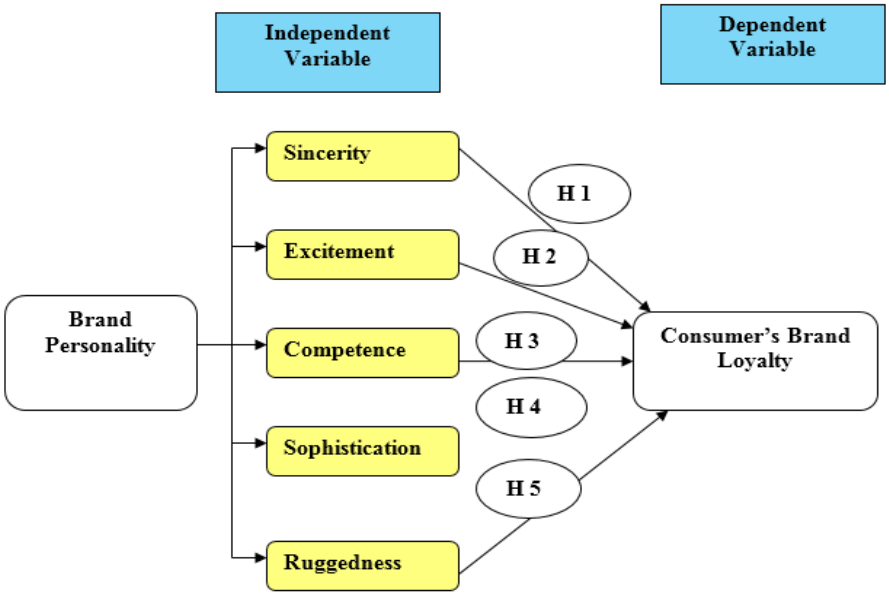

Figure 3: Conceptual Model. Source: Adapted from Aaker, 1997

Hypotheses

In the hypotheses development, researcher has identified five hypotheses based on the selected variables.

Hypothesis One (H1)

There is a significant positive relationship between Brand Sincerity & Consumers' Brand Loyalty on Mobile Telecommunication services in Sri Lanka.

Hypothesis Two (H2)

There is a positive relationship between Brand Excitement & Consumers' Brand Loyalty on Mobile Telecommunication services in Sri Lanka.

Hypothesis Three (H3)

There is a positive relationship between Brand Competence & Consumers' Brand Loyalty on Mobile Telecommunication services in Sri Lanka.

Hypothesis Four (H4)

There is a positive relationship between Brand Sophistication & Consumers' Brand Loyalty on Mobile Telecommunication services in Sri Lanka.

Hypothesis Five (H5)

There is a positive relationship between Brand Ruggedness & Consumers' Brand Loyalty on Mobile Telecommunication services in Sri Lanka.

METHODOLOGY

The research was carried out using deductive approach and focus is on quantitative technique. Both primary data and second data gathering was carried out to identify the impact of brand personality on customer loyalty within the telecommunication sector. A self-administrated questionnaire was developed using Aaker's brand personality framework (1997) to measure customer preferences on mobile telecommunication connections which was reinforced by the literature review of brand personality & brand loyalty. The questionnaire used 21 likert scale questions and the demographic data and customers' behavioral data were gathered using multiple choice questions, ranking questions, dichotomous questions and open-ended questions. Target population for the survey was customers who are using mobile telecommunication services in Sri Lanka from which a sample of 100 customers were selected using convenience sampling technique from Western Province of Sri Lanka.

DISCUSSION OF FINDINGS FROM THE RESEARCH

Reliability Analysis

Reliability results indicated that the data that was gathered from the questionnaire were reliable. According to the table 1 the Cronbach's Alpha values of all the measured variables are greater than 0.7 which is consistent with Sekaran's (2009) suggestion, alpha over 0.7 are reliable and acceptable.

Table 1: Reliability Analysis

Scale	No. of items	Cronbach's Alpha
Sincerity	04	0.741
Excitement	04	0.774
Competence	03	0.758
Sophistication	02	0.722
Ruggedness	02	0.731
Brand Loyalty	06	0.816

Source: Survey data, 2014

Behavioral Data of the Customers

Under behavioral analysis mainly customers' current mobile connection brand and the retention time period of that connection were analyzed.

Respondents Current Mobile Connection Brand

As per the figure 4, the findings revealed that from the sample almost 41% are using Dialog mobile connections and 25% are using Mobitel mobile connection. The specialty of the finding is the sample respondents' mobile connection depict the same trend in the industry mobile connection usage where Dialog and Mobitel are leading the market share.

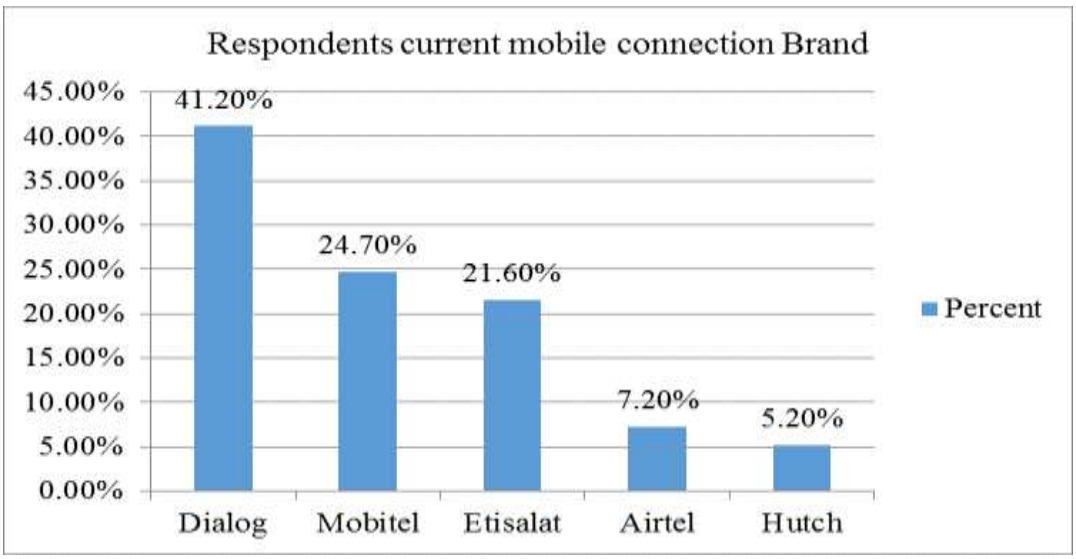

Figure 4: Respondents Current Mobile Connection Brand: Source: Survey data, 2014

Respondents Retention Period on His/ Her Current Personal Mobile Connection

The findings also revealed that almost 37% of the sample had been using the same connection for over five years and almost 20% had been using the existing connection in between 3-5 years (figure 5). The findings also reveals that most of the customers which is a figure of over 75% of the sample are having over 01 year of retaining period for their mobile connections which shows that the customers are not only using the connection due to economic benefits.

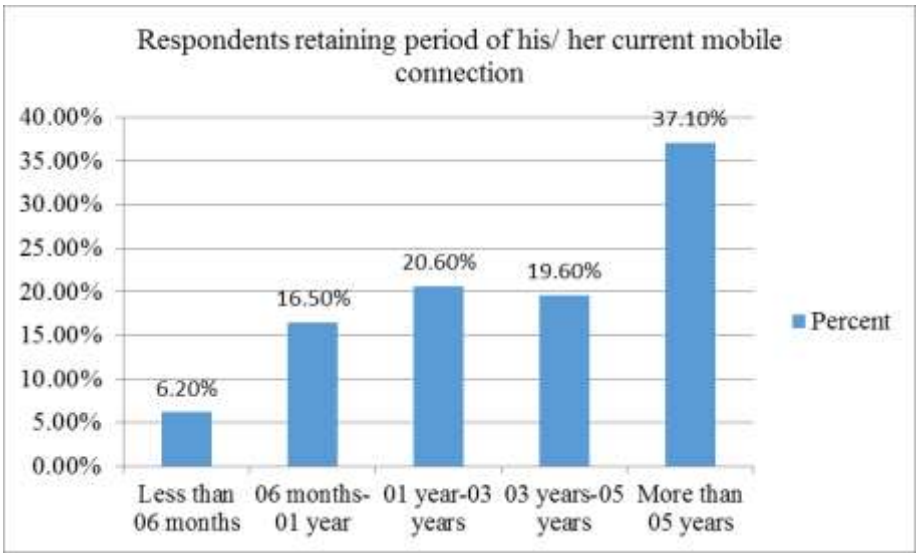

Figure 5: Respondents Retention Period on His/ Her Current Personal Mobile Connection. Source: Survey data, 2014

Descriptive Statistics

The mean values of each variables were more than 3 (table 2) which represents all the statements were accepted or respondents were agreed with the statements.

Table 2: Mean Values of Independent & Dependent Variables

Description	Variable Name	Mean Value
Dependent Variable	Brand Loyalty	3.6615
Independent Variable	Competence	3.5842
	Excitement	3.4845
	Ruggedness	3.3608
	Sincerity	3.7139
	Sophistication	3.4588

Correlation Analysis

A correlation analysis was carried out for the five independent variables representing customer preferences on mobile connection brand personality identified through Aaker's framework (1997) and the loyalty of customers towards mobile telecommunication industry. The bivariate correlation procedure was subject to one tailed of statistical significance at a highly significant ($p<0.01$) level.

Table 3: Correlation Analysis Results

Independent Variables	Dependent Variable	Correlation Value	Significant Level
Sincerity	Customer Loyalty	.627**	.000
Excitement		.661**	.000
Competence		499**	.000
Sophistication		.592**	.000
Ruggedness		.485**	.000

**. Correlation is significant at the 0.01 level (1-tailed). Source: Survey data, 2014

Based on Table 3, all five brand personality dimensions were positively correlated to customer loyalty towards mobile telecommunication industry with significant values that were less than 0.01. Excitement has the highest correlation coefficient (0.661), followed by sincerity (0.627). Sophistication (.592), Competence (.499) and Ruggedness (.485) also showcased a moderate positive correlation with brand loyalty.

Hypotheses Testing

The correlation coefficients of all five brand personality dimensions demonstrates that there is a moderate positive relationship between each of the dimensions, i.e. Sincerity (.627), Excitement (.661), Competence (.499), Sophistication (.592) and Ruggedness (.485) and customer loyalty among mobile telecommunication users of the country at a 99% confidence level. Due to this all five hypotheses were accepted.

CONCLUSION AND RECOMMENDATIONS

All five hypothesis given in the research have been successfully analyzed with the correlations & it is crystal clear that independent variables of customer preferred Brand personality dimensions such as Sincerity, Excitement, Competence, and Sophistication & Ruggedness have positive relationship with customer's brand loyalty.

Research could successfully found the brand personality dimension that mostly impact on customer's brand loyalty of mobile telecommunication in Sri Lanka is Excitement (0.661 correlation value). It means that whenever a new comer or existing mobile telecommunication provider comes with a new project, or innovation or even when promoting the existing services, they should highly concentrate on building the appeal through Excitement personality trait. Organizations should take initiatives and should concentrate on daring, spirited, imaginative & up to date characteristics of the connection or usability in customer mind through their marketing & promotional campaign.

This research also revealed that secondly most impact customer preferred brand personality dimension is Sincerity (0.627 correlation value). The market player's marketing & operation team should have a wider thinking about how to strengthen the Sincerity through their marketing & operational activities with down to earth, honest, wholesome & cheerful characteristics. New comers & existing giants in mobile telecommunication industry in Sri Lanka should have an ability to maintain the brand personality dimensions of Excitement & Sincerity both via their business activities. Telecommunication organization should smartly handle their business strategies to balance up these highly impact brand personality dimensions in their brand positioning and communication.

Further when mobile telecommunication organizations are deciding their marketing plan to motivate the customer retention & customer loyalty, it is not enough to strength the functional activities, but they should consider the emotional stimulation also in customer mind where the above investigations showed that most impact brand personality preferences are Excitement & Sincerity in Sri Lanka market.

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THE EFFECT OF NATIONAL BRAND IN ATTRACTING TOURISTS IN TOURISM INDUSTRY

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Abstract

After the Islamic Revolution, Iran got the 48th place in the list of attracting the foreign tourists, in 2013 by having 4 million and 700 thousands foreign tourist (UNWTO, 2013). Having no brand in tourism has been always an apprehension of authorities and activists of this industry, so with no excitement and by having a systematic and scientific approach, the present study assessed the role of factors such as top quality, better service and more attraction in management of tourism brand, through surveying the main three elements of management of tourism brand which are "brand identity, brand mentality and brand positioning; the goal of this study was compilation of tourism marketing strategies. To realize this, the researcher used "foreign tourists which visit ancient and popular sites" as the statistical population and "convenience sampling" as the method of research. Friedman tests, factor analysis and regression were used for studying the differences, ranking the factors and surveying the amount of each factor's effect on Iran's tourism industry. The result of this research showed that the factor of tourists' perception, cognition and attitude toward the destination was the most important factor on attracting tourists through national tourism brand.

Keywords: tourism brand, brand identity, brand mentality, brand positioning, Iran.

INTRODUCTION

The growth and development of one of the profitable industries (tourism) is linked to the development of today's world to the extent that many investors and economists are surprised of the capabilities of this industry and its impact on the trend of the global village. Therefore, many countries are trying their best to promote the position of their tourism industry. In this regard and for the prosperity of this young industry, incentive policies for tourists have been arranged such as shopping festivals, tourist tax refund or tax-free law and this way a good infrastructure has been made to attract maximum tourists (Yazdi, 1389,137). But after a while, another matter was emerged among tourism officials in most countries: **after the expansion of infrastructure and attracting the passengers, how can we keep the country alive in their mind and make loyal passengers to the country's tourism facilities and expect a continuous flow of tourists into the borders**?

According to experts, one way to achieve this goal is to produce a national brand for its tourism industry. Statistics show that, in the last hundred years Iran's total oil revenues is about 16 thousand billion, but America could earn this amount through tourism industry in 10 years! France hosts 74 million tourists annually; this means that a figure equivalent to Iran's population go to Paris every year to see Eiffel Tower, the Louvre and Champs Elysees, while Iran's share in global tourism market is hardly 0.04% , and at the best it hosts only 2 million tourism per year (Moazzez, 1392, 130). Turkey, Iran's neighbor, earns 20 billion $ and Egypt earns 15 billion $ per year through tourism industry; also UAE earns 14 million dollars per year through attracting foreign tourists from different countries who travel to this small country in the southern coast of Persian gulf (balouiee, 1391:26). Being a Muslim and developing country, Malaysia can be compared to Iran. Although it is not as vast as Iran and has less tourist attractions compared to Iran, it earns 15-20 million dollars per year through tourism industry. According to the statics presented by the World Economic Forum,

among world's 139countries, Turkey ranked 50th in the region of central Asia, which is the highest grade, while Iran ranked 114th which is one of the lowest grades. Iran's position will be further clarified with respect to other neighboring countries such as Georgia and Azerbaijan which ranked respectively 73, 83 and Armenia which ranked 90 with a degree of increase (soleimani 1391, 32). So the last action that has been taken by Cultural Heritage Organization of Iran to improve the situation of Iran in tourism industry, is to establish group work on producing tourism brand for the country. Although this is not a new subject in the tourism industry of the world or Iran, it was the main reason of doing the present research. Iran's map is called "CAT" and Persian cat is famous in the world; so is it possible to make a tourism bran using this point? Meanwhile, Homa has been known as a brand on Iran Airline (Homa[i]), so can we assign this symbol as the country's tourism brand?

Brand in tourism industry is defined by experts as: brand is a sentence, slogan, logo, Music or part of a film according to a particular country's tourism potentials that always remain in the minds of consumers as tourists. Branding or building up a reputation is an effective strategy in attracting customers and successful sale which leads to customer loyalty. Brand is effectively applied in tourism industry and companies which provide tourism services, compete using brand making strategies in tourism industry. Here it is necessary to introduce three main elements in tourism brand management. These elements are: brand identity, brand image and brand positioning (Barezani 1392, 66). Aaker (1991), believes that brand means: discerning goods or services of one seller or group of sellers and to differentiate these goods and services from their competitors' products. Ritchie and Ritchie (1998), define destination brand as a name, symbol, logo, trademark or any other graphic which both defines and differentiates the destination, and also promises a memorable trip (which is exclusively due to the characteristics of the destination) to the tourists. Also it integrates and consolidates good memories of the tourists from destination and makes it richer. Destination brand means the situation of a place which makes it attractive to visit, and according to Baker (2012) it is sometimes referred to as tourism brand. Many cities and places are more willing to tourism brand or destination brand compared to umbrella brand, because it is more effective and is more organized in declaring the properties of a special place. Morgan, Pritchard and Pride (2004) state that making a destination brand is the creation of an image or reputation which attracts investors or tourists to the destination. Kaplanidou, & Vogt (2003) state: destination brand creates an image from destination in customers' minds and is the tourist's main element and criteria for decision making. Therefore creating a strong brand for destination is a mechanism for attracting more tourists. Many researchers, including Hankinson (2004) and Deslandes (2003) and Ritchie, Blaine, and Levy (2005) believe that, there have not been many studies conducted about destination brand and this concept has not been used much in the field of tourism. So in the present study, referring to Iran's tourist trustee organizations, the researcher has tried to discover the status of tourist brand and branding activities in Iran (Hezarjaribi, 1391: 137).

LITERATURE REVIEW

As a theoretical background we can name works such as: brand architecture (cleverdon and Fabricius, 2006), elements of the brand (ETC, 2010), country branding (florek, 2005, Morgan et al., 2003, 2002), the Tourist gaze (Urry, 1990), tourist destinations branding model (saarinen, 1997, Iliachenko, 2005, ooi, 2001), A model of destination image formation (Baloglu and Mcclear, 1999), brand building matrix (Nworah, 2005: 3, and Olins, 2002: 244), the pyramid brand model (cleverdon and Fabricius, 2006: 9, Kaplanidou and Vogt, 2003: 2), Tourist characteristics and the perceived image of tourist destination (beerli and Martin, 2004), the hexagonal country branding (Anholt, 2005), 5 phase branding (Heath, 2007), Customer based brand equity for a destination (koneenik and Gartner, 2007), Destination identity elements model (Ahonen, Saraniemi and Tahtinen, 2007), decision making process on selecting destination model (Butler, McCartney, and Bennett, 2009), the brand equity model by Kim and colleagues (Kim et al., 2009), two-dimensional brand and destination image model (Saraniemi, 2009), destination image model in supply and demand domain (Saraniemi, 2009), the pattern of brand assets model (ETC / UNWTO, 2010), the brand cycle model

(ETC / UNWTO, 2010), the Qu et al. model (Qu et al., 2011), the Garcia et al. model, Gomez and Molina model,(2012), DMOs success factors (Bornhorst et al., 2010), branding and power (Prideaux and Cooper, 2002). As a background and executive experience we can name countries such as Turkey, Australia, India, Malaysia, Thailand, China and Bangladesh which have created brand in tourism industry. Spending million dollars for creating a brand by these countries illustrates the importance of the issue. For example Thailand has been able to use the brand of "**Land of Smiles"** and introduce it as a symbol in the minds of tourists. Australia is another example which is famous for its slogan: Land of kangaroos! Today, all of these brands are well-known in the minds of active or inactive tourists. Turkey, as Iran's neighbor, which has the strongest and most successful tourist attraction system in the region has spent about 40 million euros for creating brand or national brand.

The importance of branding for destination

Murphy and others (2007) state that tourism brand of a destination, gives information to the visitor to know and identify the destination, differentiate it from its competitors and make some expectations about the trip before he/she start it. Ritchie and Ritchie (1998) believe that even the information after travel are affected by destination brand. Clark (2000) cites six advantages in tourism branding: 1.branding helps to reduce the choice; 2.branding helps in reducing the impact of intangibility (because knowing the physical properties of the destination brand and its symbolic concept deactivates intangibility); 3. Branding conveys consistency across multiple outlets and ensures that tourists' expectations about destination will be fulfilled; 4. Branding can reduce operational risk, social risk, economic risk and psychological risk; 5. Branding facilitates precise segmentation; 6. Branding helps to provide a focus for the integration of producer effort, helping people to work towards the same outcome. Countries often have the same reasons for branding. The most important reason is to differentiate the destination and making a special position for it in order to encourage tourists to expend more, and raise the living standards of the residents. According to Park and Patrick (2006), economic well-being of residents by the help of tourism development, destination image management and tourist attraction is possible only by creating a favorable image. Blaine et al. (2005) state that brand of a country highly influences on tourist decision when choosing a destination. Gras (2008) says that the achievement of this goal is possible only by applying the concepts of branding and trying to create a positive image in the minds of the present and future visitors; this way they may travel to a specific destination among numerous competitors (Barezani 1392:76).

Conceptual Framework of the Research

The model used in this research is close to Hankinson's model because it contains more considerations and is easy to understand. There is a plan in this model or brand framework for developing the brand and instilling it to the target group which may be listed in the prospects of the trustee organization. This kernel has three components:

1. Brand Identity; which consists of three components: (a) functional attributes or tangible elements of the brand which contain business and tourism activities (e.g., restaurants, hotels, recreational activities and facilities, museums, etc.). (B) Symbolic characteristics or intangible elements that ascertain the need for social approval, self-esteem and self-expression. Characteristics of the visitors, type and quality of services and behavior of service staff are some examples for this case. (C) experimental features that are the result of the merger of two previous features; this component is more general and explains the real feelings of experiencing the place, such as relaxation, excitement, happiness, … and clarifies the overall atmosphere or created character of the place for the visitor.
2. Brand positioning which reflects position of the brand according to the competitive context, in the sense that it shows similarities and differences with its competitors. Similarities like a national monument or mosque in several destinations, and differences like a certain feature that may be in a mosque in a particular destination.
3. Brand image and genuineness which means the loyalty to the brand promises

and commitments. Brand personality or whatever related to the destination brand must be real and should have a logical support. Innovative branding needs accurate marketing and smart investments in facilities and services. Without investment and developing services and unique features, the core of brand will not be strengthened and brand loyalty and frequent purchase will not be achieved (Moazzez, 1392: 135).

RESEARCH METHODOLOGY

The variables of this study are divided into two main categories based on selected conceptual model: a) independent variables which are determined based on three basic elements of the model (i.e., understanding, knowledge and attitudes), and b) dependent variable which is the central factor of the model (brand). Each one of the dependent and independent variables have some components and sub-categories. In general, independent variables have 9 sub-categories and dependent variable has three sub-categories. Each of the 9 sub-categories of the independent variables has been compared to one of the three sub-categories of the dependent variable. The assessment basis of the impact of independent variables on the dependent variables, is based on population responses and will be tested by ANOVA model and regression analysis. Among 150 experts of the tourism trustee organization (Cultural Heritage, Handicrafts and Tourism) by referring to the chart and using a Likert 5 option (1-strongly disagree and 5 strongly agree), the opinions of 113 people are collected about whether the independent variables, reinforce the dependent variable or not. To check the reliability of data collection tool (questionnaire) with pre-test and Cronbach's alpha has been done. The alpha value (everywhere) is more than minimum acceptable value (0.7) and no restriction on the use of written questionnaires was observed. At the beginning of the questionnaire demographic information such as age, gender, experience in the field of tourism and education, is questioned; so it is determined that the sample contain 56 percent women and 44 percent male (this reflects the relative balance of the sample), and more than 76 percent of the sample have over 5 years of work experience and 46% have over 10 years of work experience in tourism. This confirms the ability to cite and authenticate respond and comment on the investigation subject. 64% of respondents have B.A and lower and 31 percent have masters and 5 % have Ph.D. In addition, about 71% of the population are under 40 years, which indicates the relative youth of the respondents.

ANALYSIS OF RESULTS

Table number 1 shows the results of factor analysis that is somehow a factor authentication of the variables used in this research; Cronbach's alpha coefficient is shown in the table as well. It should be noted that the items which had low factor loading and their presence did not help to explain variance, were excluded. So the items reported in the table below, are not all the items mentioned in the final research questionnaire. Finally, after factor authentication, Cronbach's alpha coefficient was reported to confirm internal and final consistency of the items. Kayser Meyer Olkin measure of sampling adequacy (KMO) was fluctuating between 62% - 81%, which indicates the suitability of data for factor analysis.

Table 1: Exploratory factor analysis variables and their reliability

Cronbach Alpha coefficient	Defined variance percentage	Kmo (index)	variables
0.81	0.42	0.81	attitude
0.79	0.71	0.78	understanding
0.77	0.71	0.62	Knowledge

Source: calculations of the present study, 1394

According to the tourists' descriptive statistics of the dependent and independent variables of the research, as it is clear in the table 1, the average of the all variables is more than the mean. Meanwhile, "knowledge about destination" and "understanding about the other variables" (as two variables) had lower mean**.** According to size and condition of the sample, Friedman test and regression were used to evaluate the effect of national brand in attracting tourists to Iran. Given that all variables are normally distributed (according to Kolmogorov test – one-sample Smirnov -Table 2), this test can be used to check the research.

Table 2 : Kolmogorov test – one-sample Smirnov (dependent variable: brand identity, brand positioning and brand image)

knowledge	attitude	understanding	Z-statistic and significant coefficients
1/076	0/894	0/732	Kolmogorov – Smirnov z-statics for brand identity and character
0/117	0/141	0/223	Significant coefficients for brand identity and character
0/564	1/124	0/830	Kolmogorov-Smirnov z-statistic for brand positioning
0/315	0/092	0/212	Significant coefficients for brand positioning
1/261	1/276	0/836	Kolmogorov-Smirnov z statistic for brand image
0/083	0/077	0/202	Significant coefficients for brand image

Table 3: mean test results of a society

Test result	Maximum	minimum	t-statics	Sample numbers	Average standard deviation	Score mean	Dependent variables	Independent variables
Tourists' understanding from Iran hasn't led to strengthen tourism brand identity and character.	-0/91	-1/16	-16.49	113	.06301	1/96	Brand identity and character	Understanding
Understanding of tourists from Iran hasn't led to Iran's ascendency in compare to its competitors.	-0/93	-1/17	-17.30	113	.06105	1/94	Brand positioning	
Understanding of tourists has not led to maintenance of Iran's brand image	-1/05	-1/31	-18.05	113	.0655	1/81	Brand image	
Tourists' attitude toward Iran hasn't led to strengthen tourism brand identity and character.	-1/16	-1/41	-20.4	113	.06314	1.71	Brand identity and character	Attitude
Tourists' attitudes toward Iran hasn't led to Iran's ascendency in compare to its competitors.	-0/12	-1/37	-19.90	113	.06259	1.75	Brand positioning	
Tourists' attitude toward Iran has not led to maintenance of Iran's brand image	-1/26	-1/48	-25.25	113	.05448	1.62	Brand image	
Tourists' knowledge about Iran hasn't led to strengthen tourism brand identity and character.	-1/14	-1/37	-21.64	113	.05822	1.74	Brand identity and character	Knowledge
Tourists' knowledge about Iran hasn't led to Iran's ascendency in compare to its competitors.	-0/95	-1/24	-15.09	113	.0727	1.9	Brand positioning	
Knowledge of tourists has not led to maintenance of Iran's brand image	-1/25	-1/47	-25.04	113	.0545	1.63	Brand image	

In determining the extent of effect, according to Tables 4 and 5, the regression analysis has progressed only for two steps. In the step I tourists' understanding is entered the equation and its coefficient of correlation (R) with the dependent variable is 0.504. In this stage the coefficient of determination is R^2 = 0.454 and the coefficient of adjusted determination is R^2_{AD}= 0.241. In the second step, when the second variable, the attitude of multiple correlation coefficient, is R = 0.561, coefficient of determination increases to R^2 = 0.314, adjusted determination coefficient increases to R^2_{AD}= 0.710.

In other words, based on the adjusted determination coefficient which is 71%, changes of dependent variable are explained by two variables: brand perception and attitude to the brand.

Table 4: stepwise regression analysis

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	Tourists' understanding	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	receptiveness	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
a. Dependent Variable: Iran tourism brand.			

Table 5- stepwise regression analysis: Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.504[a]	.454	.541	5.64279	.454	19.721	1	112	.000
2	.561[b]	.614	.710	5.45674	.060	5.022	1	111	.071

a. Predictors: (Constant), dark

b. Predictors: (Constant), dark, negaresh

c. Dependent Variable: Iran tourism brand

F-value is significant at 99% (SIG = 0.000) that means regression is significant at the level of 99 percent.

Table 6. ANOVA was performed to determine the significance of regression: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	627.951	1	627.951	19.721	.000[b]
	Residual	1846.782	112	31.841		
	Total	2474.733	111			
2	Regression	777.498	2	388.749	13.056	.000[c]
	Residual	1697.235	111	29.776		
	Total	2474.733	113			

a. Dependent Variable: Iran tourism brand
b. Predictors: (Constant), dark
c. Predictors: (Constant), dark, negaresh

In Table 7, it is shown that “changing” variable is significant at the level of 99% and “attitude” variable is significant at the level of 95%. It should be noted that error rate of other variables is greater than 0.05, so they didn’t enter the regression equation.

Table 7- coefficients of regression equation

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.412	5.086		3.620	.001
	Understanding	.518	.117	.504	4.441	.000
2	(Constant)	13.948	5.307		2.628	.011
	understanding	.401	.124	.390	3.224	.002
	attitude	.446	.199	.271	2.241	.029

a. Dependent Variable: Iran tourism brand.

Based on the amount of B in the table above, regression equation is written as follows:

Y=13.948+0.401(dark)+0.446(negaresh)

But judgments about the role of each variable in explaining the dependent variable should be done by the standard values of beta, which help to compare variables and determine the role of them.

Although B value of attitude coefficient is more than understanding coefficient, role of understanding in explaining the dependent variable (tourism brand) is stronger than attitude's role, because based on obtained beta for "understanding", for a unit of change in standard deviation of "understanding variable", a change at the amount of 0.390 will occur in standard deviation of "tourism brand" while "attitude variable" makes a change at the amount of 0.271 in standard deviation of the dependent variable (brand). Also T in the above table shows that both variables, understanding and attitude, are significant and effective for estimation of value of Iran's tourism brand.

DISCUSSION AND CONCLUSION

The ultimate goal of this study is to evaluate the effect of Iran's tourism brand on attracting tourists to the country; although the only focus, at the present, is on tourism branding concepts. If we accept branding as a useful measure on the basis of logical thinking and the needs of the target market, a product or a destination brand must have functionality in order to advance the goals of marketing. In the Islamic Republic of Iran, we have no tourism brand. The results show that none of the independent variables have an effect on the dependent variable. Therefore, it can be argued that there is no tourism brand at the center of the model. In the current situation of country, branding has no apparent output and is not present in any dimension of the network connection. The results, relying on the opinion of tourism experts in the country, illustrate that despite having website, slogan, publications, videos, photos and few advertisements, Iran's tourism has no brand. According to available literature, the lack of tourism brand or its non-optimal performance can be consequent of two things:

If we imagine the brand core as a beating heart that pump a wave of brand identity into its four communication artery, and any developments in the brand experience originates from the central core, so the core of Iran's tourism brand (including the three elements of brand identity and character, brand positioning, brand image and originality) is not properly explained and its requirements, characteristics and consequences are not developed clearly.

No sufficient attention and investment have been specified in development of value and quality of tourists' understanding and knowledge and reformation of their attitude. The study results show that one reason of the improper function of brand communication network and not strengthening the central core by the independent variables, is the weakness in the explanation of the country's brand personality. When the brand properties are not real and there is no consensus among interested people, the achievement of such results is foreseeable. In fact, it is easy to understand the lack of clarity in brand personality by referring to Iran's official tourism sites and publications of tourism trustee organizations such as books, brochures, etc. Each named item, contain a set of features and attributes without any order or proposition; even each one has its own slogan for Iran's tourism and there is no integrated thought. No substantial image or presentations in line with destination values cannot be found in these sites and publications. Also, Visual identity, design, color and logo are not homogeneous and clear. Finally it is not clear for possible visitors that how really Iran is as a destination and what expectations they may generate before consumption. When the identity is not clear, positioning is not possible for the tourism brand, and distinguishing it and comparing it to the competitors will be very difficult and almost impossible. A brand without a clear identity cannot transcend its competitors. There is no promise or originality, if we don't know destination and the expectation we should generate. In fact, no distinct experience about the place authenticity has been promised to the tourists, so the destination doesn't have a clear program to act upon it or provide services and facilities. In explaining the second leading cause of Iran's tourism brand situation, we can say for creating a successful brand, we need to spend enough time and money.

None of the relevant parties cannot reinforce Iran's brand, and this is a consequence of neglect and lack of investment in creating knowledge, understanding and correct attitude toward the destination. Relying on these findings, it is recommended that: a branding committee with executive powers and the specialized knowledge should be established by a trustee organization to determine the optimal model for branding and selecting logo and an efficient slogan, and pursue the required strategies to achieve the following set:

- The central core of Iran's tourism brand should be defined accurately, scientifically and upon reality, and based on an investigation of country's assets and properties.
- Investment and "attention to the sections relating to the creation of knowledge and attitude" should be accomplished, in line with the destination values and based on tourism brand.
- Media relations and international cooperation should be improved to strengthen and stabilize the tourism brand.
- Iran tourism target markets should be selected logically and based on brand.
- A strong network of interested pparties should be created in order to fulfill the brand's obligations.
- Service-oriented approach should be taken in order to improve the quality of the tourism experience

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[i] In the ruins of Persepolis which was the capital of the Achaemenid two stone statues of Homa have been found. This suggests that Homa has been bird of welfare in ancient Iran. Homa (Homai) has had a prominent place in literature. In the poems of many poets, homa is mentined as the bird of happiness and prosperity. In Persian literature it is considered as a symbol of glory and luck.

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GENDER PORTRAYALS BY INDIAN BRANDS

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Abstract

Gender representation on the smallest scale has always been important for one to understand what it means to be male or female. So to look at it in terms of advertising (possibly considered the most powerful and influential medium in this ever-increasing commercial society) is to look at it with a more serious eye. From the images inflicted upon us in the patriarchal mass media that surrounds us, it is assumed that we have been encouraged to mould ourselves into a set ideal. For a woman, it means having beauty, elegance, passivity and good domestic ability and for a man that means being tough, 'rough n ready', competitive and business minded. Sitting in the 21st century however, it would seem too many that these ideals are no longer essential in gaining acceptance into society although they may still be prevalent. Today, women are frequently self-reliant and career focused whereas many men 'feel they have the right to self-expression and self-indulgence, to love and be loved'. This paper tries to examine the actual portrayal of women by few established brands in India

Keywords: gender, female, portrayal, brands, images.

INTRODUCTION

Gender representation on the smallest scale has always been important for one to understand what it means to be male or female. So to look at it in terms of advertising (possibly considered the most powerful and influential medium in this ever-increasing commercial society) is to look at it with a more serious eye. From the images inflicted upon us in the patriarchal mass media that surrounds us, it is assumed that we have been encouraged to mould ourselves into a set ideal. For a woman, it means having beauty, elegance, passivity and good domestic ability and for a man that means being tough, 'rough n ready', competitive and business minded. Sitting in the 21st century however, it would seem too many that these ideals are no longer essential in gaining acceptance into society although they may still be prevalent. Today, women are frequently self-reliant and career focused whereas many men 'feel they have the right to self-expression and self-indulgence, to love and be loved' (Barthel 1992:148).[1] The new man and new woman might be present in today's society but to what extent are television advertisements an accurate account of this new lifestyle? The main focus will centre on few main groups of television advertisements: The household product advertisements and the beauty advertisements.

The Household Product

Over the past decade, more and more women have either been ignoring the housework altogether, or combining it with a career. Today 54 % of woman with pre-school children, are (largely accepted as being due to the feminist movement) either in full or part-time employment (Social Trends 2000[2]). And to compliment this, an increasing amount of househusbands are emerging. Given these facts then, why is it that women still stand as the predominant feature in household product commercials? According to Dow (1995:200, cited in Holtzman 2000:80[3]), 'one of the reasons why television is resistant to the messages of feminism... is that they (sponsors) view those messages as conflicting with woman's desire to consume.' Advertisers do not want to present a liberated woman because this new woman does not want and thus will not buy their products. For this reason the advertisers' homely woman image lives on.

Another reason for this could be the fact that men dominate the workplace. 3% of directors in general are women. (Paten, 12th March 2002)[4]. The advertising industry itself has particularly high men to female ratio. Based on statistics produced in Campaign November 11th 1983 (TCU report 1984:23[5]), it was revealed that only 17 out of 244

advertising directors were women and in an industry so greatly dominated by men is it not likely that consciously or subconsciously the adverts produced will be biased? Even with the bigger freedom of choice given to women nowadays we are still to a certain extent living in a patriarchal society which looks through the male gaze. Women are still being portrayed as being dependent on men. In the most recent Toilet Duck advertisement for example, the housewife's attempt at cleaning the toilet proves unsuccessful. The voice-over (female) tells us of Toilet Duck who provides active tablets to wash away the grime. It is not explicitly stated but by his top hat and tails we are encouraged to believe him to be male, indicating that the woman needs a man to invent products in order for her to do the work well. The man is the adviser and the woman shows her gratitude by blowing him a kiss. She could not do it without him, resulting in the traditional message that women need men. Voice-overs represent authority and it has been reported that over 94% of voice-overs are male. (Chandler, 1998)[6.] The use of a female voice indicates that voices of women are coming to represent knowledge and intelligence. Yet, female voices are really only used for advertising household products, 'women's products', advertisements which encourage 'flattery to hail women as experts well versed in the finer points of household management (Macdonald 1995:78)[7].

The Beauty Advertisement

Women have always been very beauty conscious and insecure about their appearances and advertisers have exploited this by bombarding them with ways in which to 'improve themselves'. In recent times however, the introduction of western terminology such as 'independence' and 'intelligence' in association with women has helped their liberation. Threatened by these terms, the Japanese have overcome them by 'interpreting them against the background of traditional values,'(Tanaka 1994:131)[8] using these terms to encourage the female to gain independence but only through buying products. A phrase which they used in an advertisement was: 'Chiteki-de joohinna shiruku burausu', meaning 'An intelligent and noble silk blouse.' How is an intelligent blouse possible? They have stretched the meaning of intelligence to encompass impressions of elegance and splendor. They have done this so that women will be conned into believing that intelligence comes through clothes rather than mental study. (Tanaka 1994:110) This thereby seems to conclude that to find any sort of financial success is to start by being beautiful, 'Japanese group ideology and male chauvinism have been rescued' (Tanaka 1994:131).

Pressure on women to look good however is not new but it is only really in the last decade that men too have started to feel pressurized into enhancing their natural looks. Advertising has encouraged a feminization of culture, as it puts all potential consumers in the classic role of the female: manipulable, submissive, seeing themselves as objects. If women's advertisements cry "Buy this product and he will notice you" men's advertisements similarly promise that female attention will follow immediately upon purchase'(Barthel 1992:148).

A current example of this is the Gillette advertisement Mach 3. (A razor.) A handsome, topless, muscular man shaves with a Mach 3, cuts to demonstration of the blade shaving smoothly to the skin, cuts to a beautiful woman feeling his smooth face. A female voice-over tells the male audience of the razor's attributes: a close shave but (possibly more important for a man) the appeal this look will have for a woman: 'You'll love the difference and so will we.' In this instance a female voice-over is used for a product outside the household, but it does not stand to represent the intellectuality of women, it is only used to play on men's emotions, to try and encourage them to buy the product because this supposedly will get the girl.

To a fair extent, advertisers have been changing their campaigns to correspond with changing lifestyles, demonstrated in the respect that on television advertisements we see men as well as women doing the housework and wanting to look beautiful. Despite this however, according to the study, 4/6 people believe that television advertising's portrayal of men and women is not an accurate portrayal of society whereas 2/6 people are unsure. This suggests that the advertising industry has a long way to go if it is to paint us a picture of the sexes that we are going to recognize in our everyday lives. At the same time however, it should be considered that the advertising industry (in general) is not there to meet our social needs but is there to make sales and deal with big

money[10]. Their power comes from our pockets, and as long as we keep buying, they are not going to change a thing.

Examples of Television advertisements with unnecessary women portrayal in India:-

Seven advertisements that had women representation in them were identified for the survey. The advrtisements identified were:-

- Amul Macho,
- The Axe Effect,
- Amul Manthan Story,
- Virgin Mobile,
- J.K. Super Cement,
- Slice
- Parle Hide n Seek.

The survey was broken into two parts, Part A consisted of 8 close ended questions and part B had a rating system of popular TVCs in order of relevance, likeness, requirement of use of women and storyline on a scale of 1 to 10 wherein 1 was considered least likable and 10, most likable.

Survey Analysis Part A

1. 1. Do you find the presence of skimpily clad women in commercials for products, like-invertors/cement etc relevant?
   21% said yes, 79% said no.
2. 2. Have you ever bought a beauty product after watching its commercial?
   60% said yes, 25% said No, 15% said maybe.
3. 3. Have you ever felt insecure about your body while watching a commercial on TV?
   45% said yes, 55% said no.
4. 4. Do you think there is an influx of commercials containing sexual content in the last 5 years?
   80% said yes, 12% said No, 8% said maybe.
5. 5. Have you ever felt a major impact on yourself by an advertisement?
   30% said yes, 55% said No, 15% said maybe.
6. 6. Do you think that indecent representation of women in Indian advertisements may have led to increase in crime against women?
   28% said yes, 40% said No, 32% said maybe.
7. 7. Do you feel uncomfortable with modern protection/anti-pregnancy pills and sanitary products advertisements?
   28% said yes, 62% said No, 10% said maybe.
8. 8. TVCs for modern protection and sanitary products etc. raised sexual awareness or vulgarity.
   50% said Sexual Awareness, 35% said Vulgarity, and 15% said neither.

Survey Analysis Part B

Part B of the questionnaire was calculated by finding Arithmetic Mean more commonly called average. The overall ratings given to each of the 7 advertisements are:-

Name	Ratings
Amul Macho	2.75
The Axe Effect-	5.15
Amul Manthan Story-	5.42
Virgin Mobile-	3.87
J.K.Super Cement-	3.47
Slice-	3.59
Parle Hide n Seek-	4.40

It can be seen from the average ratings that television viewers look for content in television commercials, not blind use of women just to add oomph or glamour factor.

Students and young professionals are more articulate about indecent exposure of women in TVCs. On the other hand, housewives and middle-aged respondents are more tolerant towards any such TVCs. More than 50 percent of professional in metros believe that advertisements have not been able to portray the actual status of women in India, there is a strong sentiment that education, financial independence and decision making power have helped to bring about a change in portrayal of women. But on the flipside some of them (20%) also consider independent women to be too modern

In general, respondents in the age group of 15-25 years of age are more critical about TVCs than those in the age group of 26-40 years of age.

It can be seen from the survey conducted that younger generation of today that is more professionally and politically active and aware have strong views and decision making abilities. They are intolerant towards superficiality of any kind, including that of television and commercials as a whole and are critical about issues such as brand value; consumerism and propagandist nature of advertisements. The survey was conducted with a random sample size of 40 people in the age group of 15-65 years from across the country.

The bottom line is that a woman in Indian society commends respect and admiration. She is being adored and respected from time immoral. But the small screen for sake of entrainment is responsible for women's image for being tarnished for the benefit of few. Television is being view widely from villages to major cities and also viewed by all. When women are being portrayed in this way it is giving negative impact on young minds, which is damaging our society. For decades women have been portrayed as housewives, dependent on men & sex objects in advertisements. Silverstein and Silverstein in their study on television commercials marked that:-

1. Men are usually announcers, due to the attributed "voice of authority and trust."

2. Women were shown in the home with greater frequency than men.

3. Men were more likely to give advice to women

4. A woman's occupation was rarely evident.

5. Women were eight times more likely to be as portray subservient roles in their interactions with men.

However from past one decade, representation of women in advertisements has been experiencing a shift from the house wife centric advertisements to the career women advertisements. Research shows a consistent picture of gender stereotyping as portrayal of adult women have stressed on passivity, deference, lack of intelligence and credibility, and punishment for exerting significant effort. On the other hand, men have been shown as constructive, powerful, autonomous and achievement oriented[11] Also, it looks into how in spite of this slight shift, women still are dominantly restricted to the age old gender constructions and traditional roles.

The advertisement for a certain shampoo on the Television portraying two of the most sensuous and physically attractive star models, (who were once an off-screen pair in real life) is an indicator of how sex roles have changed in Indian advertising. Cinematographed in monochrome with the right shades of darkness and mood lighting, the word 'hot' recurs like a double-edged metaphor in the advertisement, an adjective that has no direct relationship with the product being advertised.

This and other contemporary advertisements raise pertinent questions about perspectives on gender in media representations of men and women. The Bipasha Basu-John Abraham advertisement mentioned above for instance, underscores how men in Indian advertisements are being presented in a much more macho-dominant manner than they were before. Another advertisement for male underwear shows a number of females with pseudo-coy expressions on their faces coming out of a toilet. The camera cuts to a shot inside the toilet where a handsome male model lies prostrate with telltale lipstick marks across his body. Again, the product advertised does not really bear a direct relationship with the message or the script since few Indian males would be caught dead before females catch them in their underwear inside what appears to be a public toilet! These are Western concepts imposed on Indian advertisement scripts and prove that visuals need not necessarily represent the social norms of a society.

On the other hand, while sports and athletics sported more men than women in the past in India and in the West, today however, real achievers like Sania Mirza have changed all that. Also, you may see a cricketer like Mahendra Singh Dhoni as often as you see Mirza, never mind the product they are posing for. Women in Indian advertisements are being presented in less dependent roles than they were before. An advertisement for a leading women's fortnightly recently carried a delightful image of an ageing

woman in bridal attire. It later transpires that her daughter is getting her married again! This is an example of positive advertising that subtly carries a social message. Many mother-daughter advertisements in recent times bear out female bonding, in effect, subtly marginalizing the role of men by cutting them out completely from such advertisements. Yet, women do not appear in advertisements for 'solid' products such as steel and cement and even if they do, they are sidetracked within the script.

This area is marked by a paucity of research, but a study authored by Mallika Das[12] revealed interesting findings.

The Sex Roles study drew similarities and differences in the way women and men are portrayed in Indian magazine advertisements and the way they are portrayed in other countries. The similarities, according to the study, largely borne out by fact seem to be that (1) overall, men and women in Indian advertisements are also portrayed in stereotypical ways; (2) the stereotypes in India also seem to be changing and softening, albeit slowly; (3) as in the case of western advertisements, women and men appear for different types of products in Indian advertisements; and (4) role portrayals seem to be affected by the nature of the product in the case of women, as in other nations.

In the case of male role portrayals, the following major differences were found:

1. The study quoted an earlier 1997 US study (Kolbe and Albanese) which found that men were often portrayed in athletic roles. By comparison, the study recorded that only 11.4 per cent of Indian advertisements showed men in such roles. This percentage was less than 9.5 per cent in previous years.

2. Although men in Indian advertisements appeared more often in traditional ways, the study also recorded that men were not portrayed in very negative ways. This seems contradictory to findings from other nations, where male portrayals have changed to a lesser extent than female role portrayals over the past few decades.

In addition, there is an increased appearance of men in Indian advertisements. This may be attributable to a number of factors. First, India is one of the fastest growing markets for consumer durables and several "male-oriented" products such as insurance, medical, industrial, and technology-related products. Because men are more often considered to be the primary decision makers for such products, the increase is understandable. Second, the number of advertisements in business and general interest magazines in India has increased tremendously while the number in women's magazines has not. Both of these factors could have led to an increase in the number of men appearing in Indian advertisements.

Three, the increased visibility may also be attributed to stars, sportsmen and celebrities from different fields stepping into the modeling world. No one would have dreamt of Amitabh Bachchan modeling for any product when he was at the peak of his career as hero. Today, he is modeling for nearly 70 products across the board. Female stars were popular as models earlier, and this has changed. Today, male stars from Shahrukh Khan to Amir Khan to Akshay and Aftab, and even smaller names like Irfan Khan, Zayed Khan and Emraan Hashmi are into modeling. Those who were already models but are now celebrated stars such as John Abraham are chased by agencies to function as brand ambassadors.

Two major differences in female role portrayals are common;-:

1. Some of the common stereotypical portrayals seem less prevalent in Indian advertisements. For example, unlike in British magazine advertisements, women in Indian magazine advertisements were more likely to be portrayed in "neutral/other" ways and less likely to be portrayed as sex objects. Women modeling for mobile phones, cars and two-wheelers, painkillers, and as protagonists carry neutral portrayals. Women were also less likely to be portrayed in "dependency" roles in Indian advertisements than in British advertisements. It is noteworthy that these results are similar to those found in two other Asian countries--Korea and Japan--where, again, females were less likely to be portrayed in very negative stereotypical ways than in western nations. As mentioned earlier, the religious and cultural differences between India and western nations may account for this finding.

2. The polarizing trend found in the West, i.e., a tendency to portray women in dependency and housewife roles and in nontraditional activities, career-oriented, and authority figure roles (in British magazine advertisements), was not found for India by a' study. 'Polarizing' means strong opposites where one woman is shown driving all alone in a car with an expression of confidence on her face juxtaposed against the image of a woman sensually posing for a cosmetic product or spouting forth the advantages of a health drink for children. In India, the trend seems to be to portray women less often as housewives or concerned with looks, but not more often in nontraditional, career-oriented, or authority figure roles. Instead, there seems to be an increase in neutral portrayals of women, due, in part, to the dramatic increase in the number of advertisements for such products.[13]

This might be attributable to the fact that although Indian society is changing, it is still a patriarchal society and dramatic changes (such as portraying women in non-traditional ways) may not be accepted as easily in Indian society as in western ones. One classic case is that of Unilever where for a product (AXE) there is a 'Hot Girl' ideal and for another (DOVE) it spoofs the same principle. Any change in role portrayals of women have to be done while being posited clearly within dominant ideology, not from without. Furthermore, as studies by G Ramu (1988)[14] and S Bharat (1995)[15] had found, Indian men and women, regardless of their educational level or career status, hold conservative perceptions of women's roles within the family.

Thus, although portraying women in neutral ways may be acceptable to Indians, portraying them in nontraditional ways may not be. Besides, there is an increasing trend in 'family' and 'couple' representations in advertisements for consumer durables like washing machines, refrigerators and micro-wave ovens, products earlier dominated by women alone.

Still, with the increasing number of female models shown in advertising today, the media seem to give more equality to female images, but the underlying messages still emphasis sexuality, often presenting women as sex objects. Also, the number of women in "decorative roles" had actually increased over time, according to a 1993 US study by L J Busy and G Leichty.[16]

The challenge faced by advertisers presently is to portray women realistically in diverse roles, without alienating any segment of women. Experts agree that today's women wants to see women portrayed with a new freedom , but also as a mature, intelligent person with varied interests and abilities.[17] But the advertisers to make a product attractive, associate their product with an 'attractive' image. This is always a woman, who provides the "desirable" image for the ad, irrespective of her relevance to the advertisement. In the advertisements for "Blenders Choice" [18] liquor & "Hindware Sanitary ware"[19], the women are just means to attract attention. .The Blenders choice advertisement portrays the woman as a thing to be tasted and the Hindware advertisement strategically places the product on the women's breast. Both advertisements merely objectify women .The women have no relevance whatsoever to the product that iis being promoted. Women are also portrayed in advertisements as unthinking beings preoccupied with trivial matters. The advertisements for "Ansal Plaza"[20] & "Grooms In"[21], portray them as shallow, and have mundane thoughts such as shopping and good clothes. The tag line in an advertisement illustrates "Her husband has an extramarital affair and she knows it", so as to say that she is not worried or bothered about her marriage as much as she is about her shopping in the mall. In another advertisement, two brides are 'willing' to marry the groom, for he is wearing the salwar suits manufactured by their brand.

The women in most advertisements for women's attires are highly sexualized especially so in advertisements for jeans. The advertisements for "Levis red loop"[22] which one can see on many billboards of Bangalore, show the model wearing "just" the jeans and covering her torso with her hands. The "Lee cooper "advertisement [23]shows the female model again "covering" her upper part of her body with a bead necklace. Why must be a woman's torso be exposed for advertising a pair of jeans? The bodies of women have been reduced to an object of exploitation for the male sexual urge in such advertisements.

Some of the misconceptions that are read , by the target audiences as pre-requisites for women to be

considered beautiful are to be thin and perfectly toned with flawless skin as illustrated in advertisements for Skin care, Health & Beauty clinic[24]. One of the popular readings is that, women need to be 'embarrassed' if they are not thin. These advertisements make women feel insecure about them. The women in these advertisements, who are 'doctored' to appear perfect, are taken up as role models .These advertisements vicariously influence societal notions about beauty which in turn pressurize women to resort to the stereotypical mould.

The typical portrayal of the housewife, as dependent on her husband is still prevalent in advertisements. The "ICICI" Insurance advertisement[25] urges a man "to give his shoulders the satisfaction of protecting" his wife. The wife in the advertisement is shown resting her head on her husband's shoulder so as to represent her dependence on him. The woman is shown as someone rather "incapable of looking after herself and requires a husband to do so"[26]

Another advertisement [27] welcomes "Home Ministers" to their furniture showroom "Nu Looks" to check out the new "modular kitchens". Although women are beginning to be economically independent, the advertisements continue to delineate domestic arena as the rightful place for a woman. Women celebrities are used as brand ambassadors for endorsing products. Even here, their sensuality is emphasized upon rather than their talent as a celebrity. Their achievements are not focused on enough. For example, a few of "Malaika Arora-Khan's" advertisements talk about her curvaceous body rather than her success as a video jockey, or an actor. Such advertisements promote the notion that, in order to be successful one should have 'beautiful' bodies. However there are a few exceptions. The "Movado" advertisement[28] features "Twinkle Khanna" as a successful award-winning actor. The text in the advertisement associates the actor's artistic talents with the products quality. Her brand image as being the talented successful actor is stressed on to promote the product. We also have The Allen Solly advertisement[29] portraying women as independent, educated & successful but such positive portrayal of woman is very limited.

The portrayal of woman has not changed much over the years. Women in advertisements represent what the society holds as an ideal image of her. Women are continued to be predominantly portrayed as sexual beings, unthinking, dependent, caretakers, preoccupied with beauty. . Advertisements perpetuate the notions of femininity & reinforce them every time these advertisements are read or watched by the audience.

Since the last few decades have seen tremendous changes in the lifestyles of men and women across all over the globe and particularly so in our own country. Globalization, market economics and above all, fast strides in technology have affected virtually all facets of life be it religion or education, politics or employment, fashion or health care. With the advent of computers and telecommunications, media has also undergone a sea of change. Media in India, which until a few years back used to comprise of the morning newspaper, the radio broadcasts and the sole Television network screen images of "Doordarshan", comprises today of a dazzling and at times mind boggling array of communication devices. The media, which was earlier merely a reporting device, is today a vibrant means of shaping, molding and influencing public opinion.

However, in spite of all these changes, the media has not managed to overcome the typical stereotypes that are associated with women in India. While there are certain departures from this, the fact remains that by and large, there is a huge potential for better and a more realistic projection of women. It does not require any detailed analysis to conclude that the media is in a state of confusion and are perhaps unsure of the way they want to see women. On the one hand they still have this eternal image of a woman who is confined to the boundaries, duties and responsibilities of her home and her family. Even a contemporary television advertisement, like that of "MOOV" is based on the same philosophy. The lady in this advertisement is shown as the single person doing all the housework, and attending to the whims and fancies of all her family members, from her husband to kids, to mother and father-in-law, and simply everybody. She is allowed a break from her work only when she cries out in pain from a backache. And then the family decides to recognize her presence by passing a tube on ointment around, and the husband offering to apply the ointment for

her. But those moments of respite are few, as she is back on her feet the moment the pain recedes, and the bombardment of orders and requests begin again. The docile, subservient nature of the woman is apparent, although not meant to be so perhaps.

Another image of women in India that has grown in the recent years is the one that we have aped from the west and which gradually is gaining momentum. This is the portrayal of the woman as a showpiece or an icon of glamour. We hardly come across an advertisement these days where we don't see a pretty model beaming at us, be it the advertisement of a new model car or that of a cold drink. We see the advertisement of the new "Maruti Zen" where the tiger stalks a young woman in a dark alley. The advertisement had to be withdrawn due to public pressure. In other words, the portrayal of women in the Indian media oscillates between these two extremes: the "mother India" and the "glamour girl" image.

What the media does not see and project is the image of a woman as a serious partner in decision-making, a serious contender as a professional: doctor, engineer, teacher or a computer specialist, a serious politician or leader. This is so in spite of the fact that we have today a large number of working women, and there is hardly any field that does not have women representatives. We have women administrators, entrepreneurs, doctors, police women, computer specialists, politicians and most surprising the entire media business is full of women practically performing all types of activities.

It is indeed a very sad phenomenon. For example, companies like Wipro, Infosys, IBM, Microsoft etc employ almost equal number of men and women. But when it comes to a television advertisement regarding computers, we always find that it is the projection of a man behind the monitor!! The woman has to use 'fair & lovely' and wear a pink dress to become a cricket commentator.

There is no end to such examples and though as a nation and we have progressed by leaps and bounds, the fact remains that the usage of women as perceived in our country oscillates between these two extreme stereo types.

Challenging Stereotypes

Recent positive signs from advertisements suggest that they are doing what cinema could not do as they continue to portray stereotyped images in the movies:-

- The Kohima Ad (KBC promo):- Here a girl from North-East skeptically asks the host–How many people actually consider North–East to be a part of India? She actually makes a statement about the negligence of the Indians about the North-Eastern states.
- The Live-In Ad: - Here the advertisement depicts a couple living-in. The screen also flashes the word "Move on."
- The Second Marriage Ad (Jewellery Brand):- The advertisement shows a mother and daughter getting ready for mother's second marriage. During the ritual the groom lifts the daughter and the three complete the 'pheras'.
- The Wife is Boss Ad (A mobile service provider):-In this commercial, the lady boss wants a certain assignment to be completed and is firm about that when the man requests her if he can finish the project later. At home she calls up her husband who is the same man and here she is a loving wife asking her husband to come home before dinner gets cold.
- The-Come-Out-of-The-Closet Ad (A clothing Brand):-This is the first lesbian advertisement in India. Here two girls come out of a closet both in the process tugging on their clothes. Tagline reads- "Come out of the closet. Move on."
- Marriage Pressure (A Watch Brand):- This advertisement tells women not to get pressured into marriage.
- Appreciation to mothers (A Health Drink):-Applauds mothers for raising active and capable daughters.
- Women Empowerment (Insurance):-A young daughter writes a cheque for her dad's new car with her own savings and

her dad accepts after an initial hesitation with a look of pride on

The Importance Of Media Literacy

The danger in all this is that the age of Information and entertainment is still relatively new, and how our constant and growing use of media is affecting us in ways big and small may be easily overlooked. We get used to things very easily, and often the many media images and messages we see and hear enter our brains very quickly, and on a subconscious instead of conscious level. Experts call it passive vs. active processing of information.

This is precisely why it is important to stand back and notice what is going in to our eyes and ears and our brains, how much and how often, how it might affect what we think about, how we think about it, and what we do. This is called Media Literacy or Media Education or Media Awareness. Media Literacy teaches people to analyze messages conveyed by the media, consider the commercial or political purpose of the image or message and who is responsible for it, and other ideas that it implies. It increases our ability to react to and appreciate (or not) media images and messages in a genuine and conscious way. It provides information and statistics on media and culture, and provides a set of tools for critical thinking that can be applied to any media "product" or setting. It is a movement in education and culture that is growing alongside the growth and expansion of the media, each day throughout the country and the world.

It is true that things have changed in a big way for women in the last thirty years due to lots of women (and some cool men) speaking out and acting for progress and equality for women and girls, there's more that needs to be done. We've got all sorts of new, 21st century kinds of challenges---and old problems that still need lots of our attention and energy. These include: good health; genuine self-esteem; understanding of and comfort with sexuality; relationships based on mutual respect and equality; safety from domestic and sexual violence; goal-setting and career success; sound financial judgment; educated participation in government and democracy; and overall power-sharing in society for women and girls.

Lessons in media literacy, articulated clearly or indirectly through public service advertising, posters and so on, can empower women and girls to handle problems that result from a fixation on physical attractiveness rather than on intellectual growth, on wholesome good health rather than on stringent dieting that could lead to chronic psychological trauma like anorexia nervosa and so on.

In the meantime, gender roles in Indian advertising continue to change. Taking celebrities as an example, Amitabh Bachchan is advertising for a brand of diamonds that across the world till this day is known as a woman's best friend. Bachan's role is a kind of revolution, since even today, every other diamond advertisement on the small screen and the print media exclusively uses women as main models.

The primary focus in images of Indian women changed from portrayals of women as domestic housewives and mothers, to women as sexual beings who often work outside the home and who have become westernized. Drawing on the concept of cultural hegemony, a content analysis is carried out of the top 10 rated programs being broadcast on private Television networks in India in July 2007. It is found that women are gaining greater visibility in Television programming. However, the characters are constructed primarily through patriarchal and nationalist interests, often reverting any progress made in gender-role portrayals to a more traditional status quo[30]. There is also evidence of the process of cultural hegemony being manifested through mass media channels.

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COMPETITIVENESS OF SATV IS MEASURED BY CERTAIN FACTORS IN THE BANGLADESHI TV INDUSTRY

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Abstract

Branding is the only element in marketing and advertising area through which any organization can differentiate themselves from others and strategize their initiatives accordingly. SA Channel Pvt Ltd is the first ever high definition (HD) executed channel among all the infotainment television industry who has already created some differentiation in making drama, news, films, talk shows & experimental productions etc and the result was quite obvious in the national viewership report in recent times. In spite of having a huge parallel competition in the industry, it has been proving its differentiation in televising better quality programs chasing up with some giant ones since from the inception of its glorious journey. In my whole paper I will utilize the quantitative research approach and in order to get the at most unbiased findings where at least 10 giant competitors will be invited in an open interviewing session who will be allowed to give their opinion individually to find out the efficiency of strategizing individual brands along with some in depth comparative and competitive analysis of our television industry in recent time through investigating it's various related dependable factors that are connected with the executing or implementing tools of building brand image gain the competitive and first mover advantage in media industry.

Keywords: Branding, SA Channel Pvt Ltd, High Definition (HD), Infotainment television industry, Differentiation, viewership, competition, unbiased, first mover advantage.

INTRODUCTION

SA Channel Pvt Ltd (Sister Concern SA group) started its journey in the broadcasting media industry on 19th of January, 2013 following a particular mission and vision toward the goal of televising and creating a differentiation in the market compared to competitor's initiatives with high definition (HD) screen and highly equipped technologies and expert manpower in all the departments.

Strategizing brands carry some direct and indirect meanings and different approach of market positioning. The competitive stands of SA Channel Pvt Ltd will be clarified through analyzing their different ways of strategizing and brand positioning in order to hold a better position according to the survival point of view competing with the other players in the same industry.

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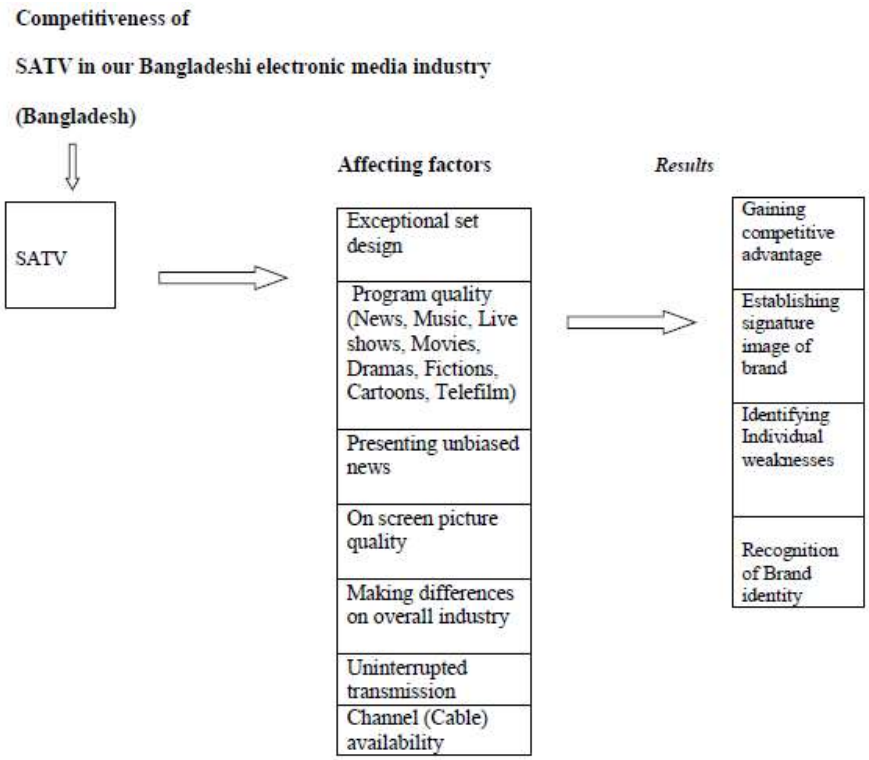
The whole research will be diagnosed through sitting the face to face interview session with the prominent personalities who are acting as competitors in the infotainment industry of Bangladesh. In the open session they were asked some questions regarding their individual implemented and executed strategy in order to gain the competitive and first mover advantage through establishing their brand identity among all the competitors with parallel market operation. In the session they rated their competitors through their own point of view.

Couple of factors was being focused in interviewing session. Some questions required and demanded some descriptive answers and were emphasized to justify their self defensive points considering their competitor's strategy with executions and implementation. All these efforts were given to find out the total pathway of strategizing brands for competitive stands of SA Channel Pvt Ltd.

CONCEPTUAL FRAMEWORK (QUANTITATIVE)



RESEARCH PROBLEM

How the electronic media industry of Bangladesh is strategizing and surviving to gain the competitive and first mover advantage over each other?

RESEARCH OBJECTIVE

The government is allowing too many competitors to play in this industry since the market size is unchanged and this is creating problem in terms of survival point of view. This research is going to be analyzed to give the comparative explanation to demonstrate that how our electronic infotainment industry is strategizing them to survive in the market individually in order to figure out the strategizing brands of SATV for its competitive stand and how they are currently implementing these strategies accordingly.

RESEARCH BACKGROUND

The ministry gave its approval a few days ago for issuing licenses to those who it deemed qualified. The Awami League-led alliance government gave approval to 13 new television channels, 14 FM radios and around 60 Community Radios just before stepping down from office. Following the final approval, the information ministry gave its permission to issue licenses to credible and qualified applicants.

The Awami League government of Bangladesh had previously approved 18 TV channels. Of those, on October 20, the government approved Channel Bayanno and on November 6, Bangla TV. Jamuna TV got its licence back on Jul 29 this year. In October 2009, the government gave the permission to Ekattor TV, Mohona Television, Channel 9, Somoy TV, GTV, Independent Television, Maasranga Television, ATN News, My TV and Bijoy TV while Channel 24, SA TV, Asian TV, Dipto Bangla Television and Gan Bangla were awarded licences in 2010.

http://www.dhakatribune.com/bangladesh/2013/nov/27/13-tv-14-fm-radio-stations-get-licence

INTERVIEWING SESSION

The brief interviewing session are chronologically described as follows in alphabetical order. The following data were gathered through talking face to face with 100 different samples including filling out a questionnaire from 12 different television channels:

Asian TV

In order to grab viewer's attention SATV is trying to produce colorful drama on the basis of Indian mega serial pattern and they have already created that milestone.

They are televising live musical programs 365 days throughout the year and have their individual FM station that are boosting up and adding their initiatives to achieve competitive and first mover advantage.

They discovered the threatening part of the channel is lack of technical support service and unorganized operational activities.

They rated SATV in a better position in the electronic industry in studio set up and external outlook with differentiated set design.

ATN Bangla

ATN Bangla is strategized to devote itself serving mid level and root level viewers and it co-ordinate the marketing activities and synchronizes their program segments accordingly. On the basis of its target audience and channel positioning he considers ATN a successful channel where no other channels are considered to be their competitor who has strategized their products, promotions & brand in a parallel way especially in the segment of films and serial drama.

They also mentioned that the dominance of Indian channels and copying its pattern in all of our national programs are becoming a threatening element in our electronic media industry.

They appreciated SATV's better screen quality than any other channel. They also rated it in higher position in the arena of overall program presentation which is quite more impressive and eye catching to watch.

Baishakhi TV

Though Baishakhi TV doesn't have any particular brand identity for any segment of program, once it had an image of executing some big events with arranging mega entertaining live shows with Indian superstar Shahrukh Khan, Salman Khan, Akshay Kumar during 2010 and 2011 through the interference and support of its mother company Destiny Group but after that it has been suffering from the problem of not utilizing the financial back of it since the managing director of destiny group is kept in prison for political reason and only for that reason they couldn't take further initiatives for reinvestment of any prospective programs that is causing them to hunt first for getting sponsorship of any program before implementing and executing.

They acknowledged SATV's financial strength of reinvesting any programs because SATV first approves the program budget themselves and starts producing it even before hunting the sponsorship from market without taking into consideration the profit and loss matters. They appreciated SATV's status technological advancement especially for execution of HD technology. They praised SATV's entrepreneurship of arranging big budgeted events like Bangladeshi Idol with bigger and more beautiful set.

Bangla Vision

Bangla Vision is the 2nd satellite channel in Bangladesh after national television who televises Azan everyday 5 times for awaking the devout Muslim community to say their prayers at mosque and they manage that time cutting it from their usual TVC time that built a different identity and deserves appreciation.

On the other hand they have captured the whole market in televising dramas throughout the year and placed almost an unbeatable and unparallel position in the electronic media industry. They showed his deep concern for facing pressure of the too many competitor as too many channels in recent time have got their entry pass in the electronic industry though the financial market size remains same.

They rated SATV as technologically advanced channel specially for executing the HD technology for ensuring its better screen quality

Channel I

Channel I became pioneer and got the first mover advantage in the in the genre of talk and agricultural, environmental and ethnic documentary program. In the category of model and kids musical talent hunt reality show it has the immense reputation like. The team introduced very first in Bangladesh different types of analyzing news segment and documentary based Islamic travel program.

They showed his disappointment and rated 'very weak' in the side of drama. To him it's very lower in quality compared to other channels. The management is taking it into consideration for its improvement.

They considered SATV better compared to them in the category of dance related programs, Islamic programs. They considered SATV as one of the leading channel in the area of screen quality which is genuine HD.

Channel 9

Channel 9 considers GTV as one of their competitors as both of their product segmentation is same that is sports specially cricket. Since GTV got their right from Bangladesh cricket board (BCB) in June, 2014 to televise cricket for 5 years, Channel 9 couldn't properly capture their market through cricket which was dominantly under control of them before that. Currently they are strategizing to get hold of sports right in other segment of cricket like Bangladesh Premier League.

They considered SATV in a better position in the area of HD screen quality including its high quality of drama and appreciated SATV's initiatives to televise the world famous talent hunt reality show 'Bangladeshi Idol'.

ETV

ETV holds a better position especially in the area of talk shows and news.

They added that ETV faced some transmission problems in some areas due to some unavoidable internal problems. When they were asked some personal questions about their present they mentioned that although they are committed to deliver accurate news to the common people, only because of the present political unrest conditions they are gradually losing that right and becoming unable to present unbiased news.

They congratulated SATV's entrepreneurship initiative for organizing a world class big reality talent musical reality hunt show 'Bangladeshi Idol' ever first in Bangladesh on its screen.

GTV

GTV doesn't consider anyone to be their competitor as their strategic product segmentation track is based on sports emphasizing sports especially cricket besides other entertaining programs and consequently its target viewers are far more different and unique than others creating a massive impact on viewer's choice and gaining first mover competitive advantage. To them GTV don't have any special problems that could be noted ahead except not getting proper sponsorship at the right time on the basis the level of their segmented expectation that are predicted from a certain level of sources.

They considered SATV a better position in the area of bigger space management for designing a better set. They appreciated its news team co-ordination and congratulated the program team for producing special programs of different celebrating events like Valentine's Day, yearend concert, and birth and death anniversary of our national personalities etc.

Massranga TV

Massranga TV have targeted their viewers group from middle class to upper-upper class and it has positioned and adjusted their channel and product positioning accordingly with strict supervision and maintenance and that is why it gets extra favor in getting sponsor from outside financer.

They also explored that it has some extra advantage from the reputation of their mother company 'Square Group' as people have a good faith on it and its products which led toward gaining a positive attention of the viewers and it became interrelated in building their signature image.

They appreciated SATV's HD screen quality along with its non compromising financial initial initiatives from own fund with every program before running

into the market with a view to ensuring quality productions.

NTV

NTV doesn't consider anyone to be their competitor. They are still on their way to improve the quality of the program and make the some differences in Bangladeshi electronic industry so that no one could come forward to beat them and take parallel initiatives and strategy to gain the first mover attempt. They considered NTV as a strong channel especially in the area of making specialized drama, reality programs and presenting unbiased news to their viewers.

They appreciated SATV for its better screen quality though they showed their concerns that in some most of the rural areas it is very hard to see SATV as it uses its latest technology for ensuring its HD quality screen. They suggested SATV to take care of this issue.

RTV

RTV is emphasizing to produce more live music programs and reality initiatives.

RTV is the only channel in Bangladesh who has their individual award programs to make motivated with their creativity based on their performances on their screen.

They considered the influence of Indian culture in our Bangladeshi electronic media industry as a threatening element as most of the channels are trying to give the Indian shadow in all the programs especially dramas. It is creating an identity crisis and increasing a gap gradually in coming closer to our root and soil.

STRATEGIZING SA CHANNEL PVT LTD (SATV) AFTER ANALYZING THE COMPETITORS

SATV is prioritizing strategies for winning over audiences who are fond of Indian channels and programs. Keeping a close look of this issue, it is trying to introduce such programs so that it can reinforce to get their target viewers back in their side through building their signature image and brand identity. The following summarizing points are explained below for giving justification of our brand significance:

Crystal clear high definition (HD) executed screen: SA TV executes the accurate HD (High Definition) technology in the infotainment media and television industry that ensures high quality picture and crystal clear resolution. In order to maintain the screen quality SATV has to spend a huge a lot of money every month. Although all the television channels claim to give HD quality careen, actually they are not giving it because only SATV ensures screen size 1920/1080 which is the actual HD screen while others maintain the screen size 720/576. SATV introduced this screen first time in Bangladesh in the year of 2013 and got the first mover advantage and since from then it has been creating history and gaining competitive advantages over rivals through making this differentiation. Some of the points need to be notified here to differentiate ours from others:

- SATV uses touch screen for news/sports/business/financial updates which is unique in our electronic media
- Encoding & decoding including our muxing is done fully in true high definition mood. Therefore, our picture output credibility goes to high definition 1920/1080i a career level of MPEG-4/DVB-S2 type

An owned luxurious station: Among very few channels in Bangladesh SATV runs its operation in their own 6th storied premises. It is situated at Gulshan 1, one of the busiest the industrial point of Dhaka city and for that reason It gets extra benefits and opportunities of gaining more attention and focus of the industrial owners to promote and advertise their products on SATV screen. It has immense reputation of owning one of the lucrative channels in Bangladesh who has ensured a luxurious interior and exterior design that has been designed by world class designers.

A place with different ethnic manpower where equal employment opportunity' is maintained : SATV always welcomes the top most efficient manpower, experts and believes in the process of expatriation without the concern of country, citizenship, region, religions and other issues. They only prefer talents and gives values accordingly. In

the year of 2013 Mr Scott Robert Craig was the in charge of News Department and gave a revolutionary change in this particular segment. SATV recruits it.

A differentiating stage and set design with a highly aristocratic graphical presentation: Compared to other channels SA TV created a benchmark in giving a unique presentation both in stage designing and on screen graphical works. As the screen size is quite differentiating, the production and graphical team get a better chance to decorate the stage and screen from their own way to get attracted by the viewers. On the other hand SATV management doesn't allow many sponsors of allow limited number of sponsors and gives them limited access to put their logo on screen so that too many logos couldn't affect the beauty of the screen. SATV doesn't compromise the outlook and beauty of screen with anything

Secured and safety working environment: SATV gives a strong emphasize in ensuring a safety working environment. Recently national fire security people of Bangladesh trained all SATV employees officially regarding some related issues of fires like how and why fire takes place in a business area and gave some suggestions and techniques about the process of getting rid of through arranging a real life practice session at the office premises. HR and administration department always give a close look and a different department and people are assigned particularly in order to take care of this security matters.

Supplementary brand reputation: SA Channel Pvt Ltd (SATV) is sister concern of SA Group. SA Group is mostly known by SA Paribahan who has a strong brand image in the business of parcel and courier service sector. SATV brings some extra values and got public faith as a co-brand of SA Group specially SA Paribahan.

S.A. Paribahan (SAP) is an unparalleled or matchless organization in courier and parcel service sector in Bangladesh. It is providing successful service since 1982 with the government authorization throughout their belief on courier document and parcel. All sectors of SAP are also very careful to deliver customer's goods to their desired destination. And customer also prefer courier and parcel services for quality and feel comfortable in sending goods from one place to another.

http://www.ccintlbd.com/directory/carrying-and-fowarding/s-a-paribahan-parcel-coach-services-s525.html

Very selective and choosy in program selection: Among all the television channels in the Bangladeshi electronic industry, SATV is the 2nd channel after national television 'Bangladesh Television (BTV)' who has its individual preview committee for filtering selecting the quality ones in order to ensure the quality issues from all the submitted projects submitted my different directors, producers and vendors etc. It has a research and expert team who are assigned for brainstorming activities of its future programs and prospects that has the higher probability to attract the future target audiences. SATV doesn't encourage and inspire producers and directors to produce and direct any less quality productions which are not adjustable with our HD screen through proper filtering process in terms of televising advertisement as well. From the beginning till now it has been welcoming quality productions that are somehow exclusive in some areas and it might be rich and dependant on some factors like shooting location, artist selection, production script, overall making etc.

A reputation of delivering the positive combined musical approach in accelerating our national music along with welcoming international music simultaneously: SATV encourages world music especially western classical and Indian combining our national own country music that makes a wonderful worldly musical phenomenon. Blending up with them SATV creates a space to enrich our own music. As a consequence of this SATV invited Indian music sensation Mika Singh to perform in our stage live along with the presence and performance of our renowned artists and arranged first one live musical international concert in Nepal which was differentiated approach taken in the history of electronic media industry. SATV tries always to contribute new diversified steps in our music and already has grabbed viewer's attention in regard of this.

Have a great word of mouth brand accomplishments in designing special programs from celebrating special events: Since from the beginning till now SATV has a brand image of producing special programs for celebrating our national and international special events like 31st of December (Year end celebration), 14th of February (Valentine's day), 14th of April (Bangla New Year), 1st of May (International labor day), 21st of February (International Mother Language day) etc along with celebrating the birth anniversary and remembers the death anniversary of different world renowned poets, leaders and cultural personalities etc.

CSR (Corporate Social Responsibilities) activities: SA TV tries to highly involve with any types environmental, educational and other social related issues as a media partner. Starting from promoting educational campaign to raising voice in favor of unbalanced social, moral, environmental factors SATV wants to give their footsteps and tries to notify it to the concerned department of Government along with their recommendations.

The reputation of the chairman for the common people and society: Mr Salauddin Ahmed is well known as a social worker both nationally and internationally. He first introduced the courier service business in Bangladesh and got instantly first mover advantage.

Mr Salauddin is the owner and the publisher of Bengali Daily The Janapad. Apart from this, he is involved with many social welfare activities. He is The President of Bangladesh Parcel Service Owners Association Mr. Salahuddin Ahmed wants to contribute more for the wellbeing of this country. Alongside business, Mr. Salauddin Ahmed is contributing enormously by attaching himself with many social development programs and for this he has been venerated by many socio-cultural organizations several times. Mr. Salauddin also visited many countries of the world in connection with his business and personal purposes also.

http://reflectionnews.com/salauddin-ahmed-chairman-managing-director-s-a-paribahan/

SA Residence-one of the aristocratic residential brand in Bangladesh: Mr Salauddin Ahmed, Managing director of SA Group is well known in the media as one of the personality who has a luxurious posh mentality of owning the most aristocratic ownership. The brand reputation of SATV is somehow connected with his regard. He built his residence named 'SA Residence' by architect Rafiq Azam who has received one prestigious 'the Emirates Glass Leading European Architects Forum (LEAF) Award 2012' as an Asian architect:

Bangladeshi architect Rafiq Azam has won the Emirates Glass Leading European Architects Forum (LEAF) Award 2012 for his SA Residence project. Rafiq's SA residence project, a three-storey building in the shape of a square and made from only cast concrete, won the award in the 'Residential building of the year (multiple occupancy)' category, said a press release yesterday.

http://archive.thedailystar.net/newDesign/news-details.php?nid=255483

Created example in area of musical reality show in Bangladesh: From the approach of endeavoring to differentiate things toward gaining public interest and faith along with achieving first mover competitive advantage SA TV is the first ever television channel who owned the famous talent hunt musical reality patterned 'IDOL' franchise based on the original UK show Pop Idol who has spawned idol more than 40 countries including United States of America, Canada, Australia Brazil, Germany, France, Indonesia, Malaysia, India, Singapore and so on and televised it in the year of 2013 through the American based production and distribution Delta.

Idols • have aired in more than 129 series, in about 43 territories so far. It's is a knock-out music talent show that follows each contestant's life story and follows it from auditions to the final, thereby involving the audiences into the heart of the format. The auditions for the competition will begin in February.

http://archive.thedailystar.net/newDesign/news-details.php?nid=265190

Individual in house production: SA TV has its own multimedia production unit named SA Multimedia & Production. It started its journey officially on 24th January, 2014. At that time SATV was the first channel that had its own individual multimedia

production in order to produce its own production that led the greater possibility to gather more revenue in our pocket without the interference of agency.

Company's tagline matches with group's overall motto: The tagline SATV is in Bangla 'Sathe Achi Shobshomoy'. If we translate it in English we can say 'Always everywhere we are with you'. Connecting with the statement SA Channel Pvt Ltd (SATV) has strategized all of its actions, planning and strategies through proper communication of all its group wings. SA Group is comprised with six sister concerns including SATV.

SA Group is better known in the market for the services of SA Paribahan Pvt Ltd who is the oldest parcel and courier service provider company and committed to maintain the smooth delivering process of throughout Bangladesh. The significance of the tagline of SATV is signified in SA Real Estate that has been running since 2009 to give the commercial and residential solution. Besides this it is planning to establish it individual SA Agro Feeds Ltd in order to provide quality food products. In order to be more diversified SA Group is diversifying them into another wing named SA World focusing the boutique productions which is dedicated to give fashionable quality clothing in order to create differentiation in Bangladeshi apparel industry. Besides SA multimedia & production is committed to produce better quality programs to make SATV fulfilled and independent.

So its entire business theme is connected with SATV tagline and this actually gradually led toward gaining public appreciation.

International recognition: Considering the above mentioned points third generation private television channel SATV has been selected to receive world acclaimed award the *'International Quality Crown' in gold category*.

Spain based organization Business Initiatives Directions, (BID), credited with work from past 29 years for building better quality innovation across the globe has scheduled to hand over the award at a gala event through a system of votes and recommendations because of its contributions in terms of leadership, quality and excellence. The international IQC convention will take place in London on the 21st and 22nd November 2015, with the award presentation held at the Guoman Tower Ballroom.

RESEARCH FINDINGS ANALYSIS AFTER INTERVIEWING SESSIONS

Political interference: Some channels are facing political pressures in delivering unbiased news for the common people. While interviewing them some channels showed their frustration and accused the unbalanced and unrest political conditions of Bangladesh that are constantly pulling back our electronic media industry and letting it to operate and broadcast in an awkward environment.

Marketing constraint: Government is giving licenses and letting in too many channels to operate in electronic media industry. This phenomenon is giving a threatening impact for each of their survival as the market size is unchanged. Some channels are already facing unavoidable problems in order to touch its expected profitable margins and not even breakeven margin within their probable time boundary. As too many competitors are in the market offering a competitive TVC rate, it is becoming harder for them to survive and the problem rises even more when any old channels want to increase their TVC rate in the midst of too many players.

Channel positioning through program segmentation: Most of the channels are segmenting their strategy based on programs. Some channels are branded in the electronic media based on programs. Some are focused on dramas while some others on music or sports.

Reputation of the mother company and its financial back up: Some channels are doing great based on their financial strength. Keeping it on its favor some channels are prioritizing their initiatives focusing more on making quality programs before going to the field of hunting sponsors though it can lead toward the level of uncertainty to some extent. Some channels have acknowledged the reputation of their mother company in creating their signature image and brand identity.

Technological advancement along with technical expertise: Some channels are strategizing their brand

based on technological advancement along with its advanced technical support manpower in all the departments through maintaining an elaborate national and international recruiting procedure

Dominance of Indian culture in Bangladeshi electronic industry: Some of the channels are segmenting their program culture based on international demand especially Indian culture. In recent time this has become a common phenomenon for any electronic channel while producing any drama and mega serial and somebody has identified it a big threat raising identity crisis.

Campaigning programs, not channels to create an identity: It is noticeable fact that based on individual strength some channels keep some certain budget to campaign and emphasize the promotional activities not only on its own screen but also in other screen too that can automatically led creating a unique identity.

SATV RESEARCH FINDINGS:

After surveying 200 people the following results it was received:

40% people think that SATV is gaining competitive advantage through screen HD picture quality

20% people think that SATV is gaining competitive advantage through making exceptional set design.

15% people think that SATV is gaining competitive advantage through on airing exceptional program quality.

10% people think that SATV is gaining competitive advantage through making differences on overall industry.

5% people think that SATV is gaining competitive advantage through presenting unbiased news.

5% people think that SATV is gaining competitive advantage through cable availability.

5% people think that SATV is gaining competitive advantage through maintaining uninterrupted transmission.

PLEASE SEE APPENDIX

So people have a positive impression about SATV for its HD screen picture quality. After analyzing the interviewing part that had been conducted with 12 different channels so recommendations can be drawn regarding which part they need to upgrade and which part they need to modify and that has been explained thoroughly in the following part.

APPLICABLE RECOMMENDING NOTES FOR SATV

Launching On line version: SATV should launch its online TV version where they can engage SA Multimedia production in order to produce special categorized short films for making a difference and make some change in our monotonous entertainment world.

Start the operation of its newspaper: Since SA group has the license of daily newspaper the daily Janopad, it should start its operation as early as possible. It will create an added wing to promote its products in a better way as SATV need to get more exposure in print media so that it can energize its initiatives in making brand identity.

Channel & Product positioning: Proper channel and product segmentation and positioning should be finalized if it wants to reach in a better position from now on and strengthen it compared to other channels in the infotainment media industry and it can be done either through focusing in drama/ music/film/news/sports etc. It shouldn't be 'jack of all trade and master of none'

Proper compilation of each business segment: Business segments should be compiled in such a way that creates invisible bonding with each other whose mission and vision are similar and reflects indifferent brand identity.

Cost analysis communicating with marketing department: Based on the probability of getting sponsorship amount of money the production cost should be settled through the concern and consultation with the marketing department so that the ratio and probability of profitability increases. Proper consultation and communication with marketing department are mandatory for this.

Ensuring rural transmission: Excluding the issue of target age group, geographical & biographic segmentation SATV should ensure its transmission in every corner of the country especially in the rural areas so that the middle class common people got to know about our programs. Proper communication with all the cable operators is mandatory with our broadcasting team.

Creating self identity: SATV should go forward with making liaison with the government for making it a law in order to reduce the interference of Indian channels in our border as most of the channel is suffering from identity crisis and becoming insecure day by day promoting our own culture that is throwing a threatening future for our future generation

Organizing a national award program: SATV can come forward organizing a award program yearly basis nationally to motivate our national artists that will help them to gain the first mover advantage.

Campaign products, not channel: SATV should more cultivate their strategy emphasizing on campaigning its specialized segmented program rather than channel. If the programs are promoted highly, automatically the channel will get the spotlight of brand identity and come in front row

Channel segmentation: SATV can submit one proposal to Govt. urging to take initiatives on channel segmentation. Govt. can enforce transmission rules for positioning it programs based on particular segment that is either news or dramas or music or mega serial. It is like if one channel will televise drama, no other channel will get the right to televise the same segment. In that way competition will be automatically reduced because each channel will be assigned to televise some particular segment without harming any one's business

Entertainment segment at SATV.TV: SATV can introduce entertainment news segment in its website. It can publish updated recent news taken from our entertainment industry where it can reflect the artist feature, album/movie/drama news etc so that the hitting of our website increases automatically that can led to our individual brand identity.

Venturing with a leading FM station with barter system: SATV can come up with an a yearly barter bilateral agreement with a leading FM station so that both of us can promote each other's products.

Remuneration package deal with cable operator: SATV can make any agreement deal with cable operators so that they can tune up SATV within 1 to 7 serial. The SATV authority will supervise all of their activities and can motivate them with remuneration.

Minute buying in other channels: SATV can promote their programs in other electronic channels so that everyone can take a look at our programs trailors. The whole process can be done through barter systems.

CONCLUSION

The infotainment industry of Bangladesh is strategized and devoted to serve the audiences concerning different class, people, and program segmentation as well as channel positioning and target viewers. All the channels have their individual and unique brand identity and strength to occupy some certain portion of viewers utilizing its own strategy and in this way they are trying to entertain the whole Bangladesh. Some barriers and lacking were noticed and caught while doing this investigation. As per the concern of recommendations regarding these burning issues, the solutions are not always in our hand and truly speaking some are beyond our capability if the proper logistic and administrative supports are provided from govt. and other related agencies and organizations. Above all the infotainment channels should keep in mind that we are Bangladeshi and we have our own identity, norms, values that should be practiced not only in our real life and but also in our life of our entertainment because if we don't welcome ourselves and keep our entity in a safer way into us, who will welcome us, who will be responsible & in charge of our norms and who will hold and spread our pride so that we can deliberately push forward our cultural identity outside of our border.

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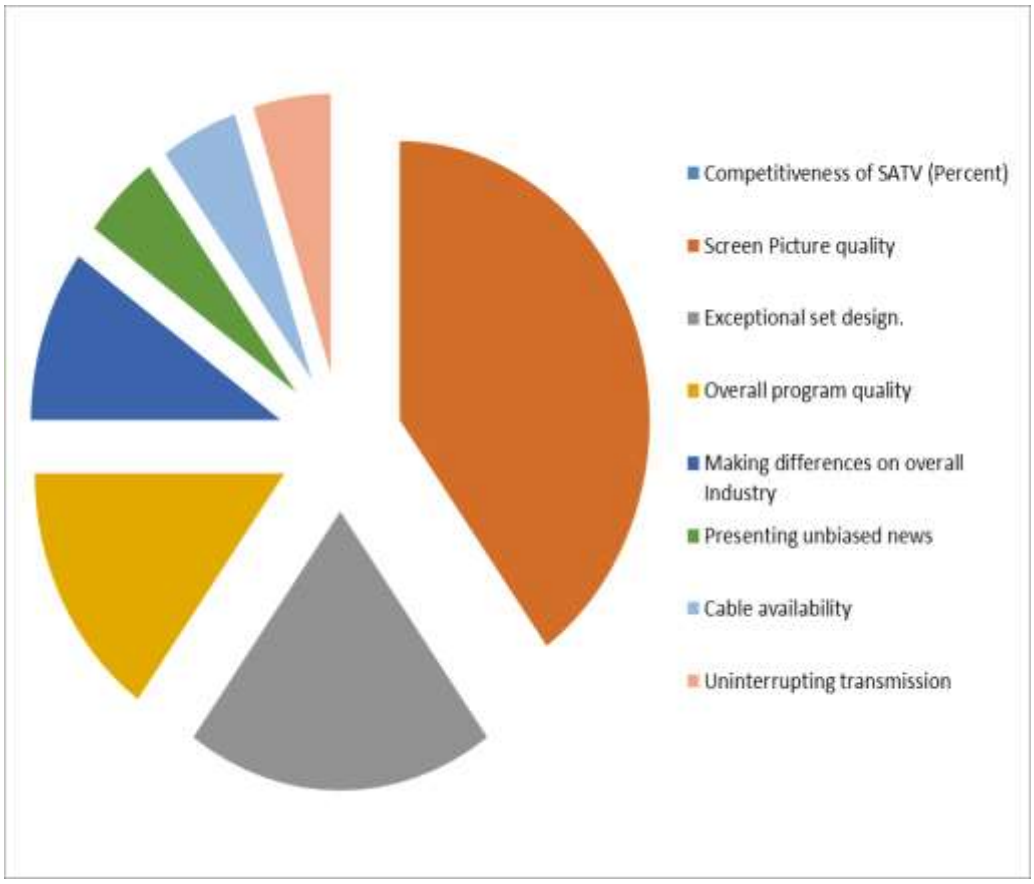
APPENDIX


Competitiveness of SATV (Percent)
Screen Picture quality
Exceptional set design.
Overall program quality
Making differences on overall Industry
Presenting unbiased news
Cable availability
Uninterrupting transmission

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IMPACT OF TELEVISION ADVERTISEMENTS ON YOUTH BUYING BEHAVIOR: WITH SPECIAL REFERENCE TO FRUIT DRINK MARKET IN SRI LANKA

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Abstract

This study aims to establish whether the effects of Television advertisement influences today's youth for buying decisions for fruit drink market in Sri Lanka. A television advertisement has enhanced their involvement in product selection and purchase, people prefer to buy TV advertised products and helpful in buying the new products. Today competition of the fruit drink market is increasing rapidly and compared to the competition industry growth. Therefore the study was conducted on youth males and females between 18-25 of age group who are studied in University of Kelaniya, Youth segment in Kiribathgoda and working crowd at Maradana area. Data was collected through pre structured questionnaire and analyzed by using descriptive and inferential techniques with the help of SPSS 20.0 software. According to the findings, the youth of Sri Lanka always not believe that products are as good as demonstrated in TV advertisements. And also they are expecting to buy fruit drinks after watching Television Advertisements up to some extent. People believe that they can aware of new products; existing products and they can expand their knowledge by watching Television Advertisements. Youth segment think that using celebrity is a good way to remember the product name, to create positive attitude but they do not believe always it will not be true. To attract the youth segment Television Advertisement should be attractive and for that can use beautiful sceneries, interesting letters and attractive people.

Keywords: buying behavior, television advertisements, youth.

INTRODUCTION

In the soft drink market, there are lots of products available such as carbonated drinks, non-carbonated drinks and fruit drinks. In the sense carbonated drinks are the leading products. Now days though the need of fruit juices is increasing the demand for fruit drinks is slowly moving in the world as well as Sri Lanka. A reason for that is fruit juices are healthier than other carbonated drinks but the message has not clearly communicated. Before introduce the fruit drinks soft drinks were common for all the individuals. But after introducing fruit drinks, with the changing lifestyle and income levels, people are shifting their consumption patterns and therefore become more health conscious thus leading to increase in demand of fruit drinks. Now there is a huge competition between fruit drinks and other carbonated drinks. There are so many brands have come to the market. With those many brands customer will stuck when they are purchasing products. They have to compare quality, price and features. In order to be successful in the marketplace, one has to think in terms of health innovation, flavor innovation, ingredient innovation and specific age groups. Therefore awareness of the brand is must in this competitive environment. To increase the awareness of new products and existing products Television Advertisements are heavily used by current businesses.

Out of the population of 22.3 million in Sri Lanka most of the population lies under 35 years of age. So, Sri Lanka has more youth generation. They are

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more like to maintain their health. This young group can be heavily influenced by Television Advertisements. Therefore the advertising field has turned into youth generation from the elders and family. And also according to previous information with the increasing of employment of youth segment marketers have got new potential buyers to target. This youth segment is more open to new products, innovations and trends influenced by the advertising world.

But when it comes to Sri Lankan market the ethics plays major role for advertising. Since Sri Lanka is Buddhist country there are some cultural differentiations when comparing to other countries. Therefore the impact of television advertisements for fruit drink market is very crucial thing to think for the marketers.

RESEARCH PROBLEM

With the huge competition in the industry there is a major challenge for the marketers to identify the factors affecting on customer buying behavior. And also the advertisements are playing major role when influence customer buying behavior. Therefore it is clear that to change and influence youth segments buying behavior towards fruit drinks, advertisements are more important and useful. In this research the researcher tries to find how the fruit drink manufacturers use advertisements to influence buying behavior on youth segment. The problem here is how to use advertisements effectively to influence buying behavior of youth segment favorably on fruit drink market to increase the market share. Accordingly, this study was focused on ***"How far TV advertisements impact on Youth buying behavior of fruit juice market in Sri Lanka".***

TELEVISION ADVERTISING AND CONSUMER BEHAVIOR

Consumer behavior refers to the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that would satisfy their needs (Schiffman & Kanuk, 1996). Their buying behavior is influenced by various economic factors like the price of a product, family income, size of the family, disposable personal income and various non-economic factors like age, education, occupation, personality, life style, area of residence etc. Consumers consist of children, teenagers, adults and aged people. Almost every child and teenager in Sri Lanka is a regular viewer of television. They spend most of their free time in front of television watching programs/channels of their choice. They also watch family programs along with other family members during peak time i.e. from 7 pm to 10 pm and during weekends and on holidays.

Television Advertisement is generally considered the most effective mass market advertising and this is reflected by the high prices television networks charge for advertising airtime during popular television events (McLuhan, 1964). Although television advertising has been found to have great influence on consumer behavior, many people still deny being influenced by advertisements. However, Levis (1995) found that individuals who deny being influenced by advertisements unconsciously bought widely television advertised products. Advertisers through television can reach a whole spectrum of consumers.

Youths are now more knowledgeable. They are truly get their news and information primarily from television. The television medium is the most attractive and important place to advertise (Liebeck, 1998). By watching television, youths may gain information about products, brands, stores and shopping as well as information about as to how products are used and fit with certain lifestyle (Moschis, 1980).

Advertising to the youth is a delicate issue. Because of the combination of color, sound and action, television attracts more viewers than any other medium. Soft drinks companies focus their attention and advertising budgets on the youth market, through sponsorship of music events and link-ups with the most attractive and popular movie stars, pop singers and sports celebrities. Together, Pepsi and Coca-Cola spend INR 11,000 crores on advertising in a single year (Nawathe, Gawande, Dethe). The use of celebrities in order to increase the sales and/ or the recall value of a brand is very much important. The people watch films as their source of entertainment and watch sports also.

Cricket and Movies are very popular in Sri Lanka. Celebrities which might be cricket stars like Kumar Sangakkara, Mahela Jayawardena and Anjelo Mathews or film stars like Shah Rukh Khan , Ranbir Kapoor or Katrina Kaif . The people treat them and believe them like what these celebrities wear, the way they talk, their statements and style of fashion. Marketers use this very preposition so as to influence their target customers may exist or potential ones. Celebrity endorsement can play a vital leading role when it comes to leading the public's decisions, in a market which has a vast number of local, regional, and international brands. However, a study by Sharma (2007) finds that nowadays consumer is not easily swayed by a celebrity in an advertisement but he needs full fledge information about the product also, followed by brand name, overall appeal, and music/ jingle. Advertisements being endorsed by celebrities are found to be less attractive and that the use of celebrities may not change the buying behavior of consumers significantly.

CONCEPTUAL MODEL AND HYPOTHESES

According to the theoretical findings, the following framework is constructed by including the factors which influence on buying behavior of youth in fruit drink market in Sri Lanka. In conceptualizing the study, researcher attempted to build up relationship between key variables in which four factors impact to buying behavior are taken as independent variables and buying behavior as dependent variable. According to the previous researches and articles based on foreign context, researcher has recognized that information given by the advertisements, using celebrity in advertisement, using jingles/Music and time belt are the main variables for buying behavior at television advertisements in fruit drink market. Going through this researcher has identified four variables such as information, celebrity endorsement, music/jingles, and attractiveness of the advertisement. This would enable the researchers to interpret the findings in a more comprehensive manner. The conceptual model that has been developed indicating their relationship is given below.

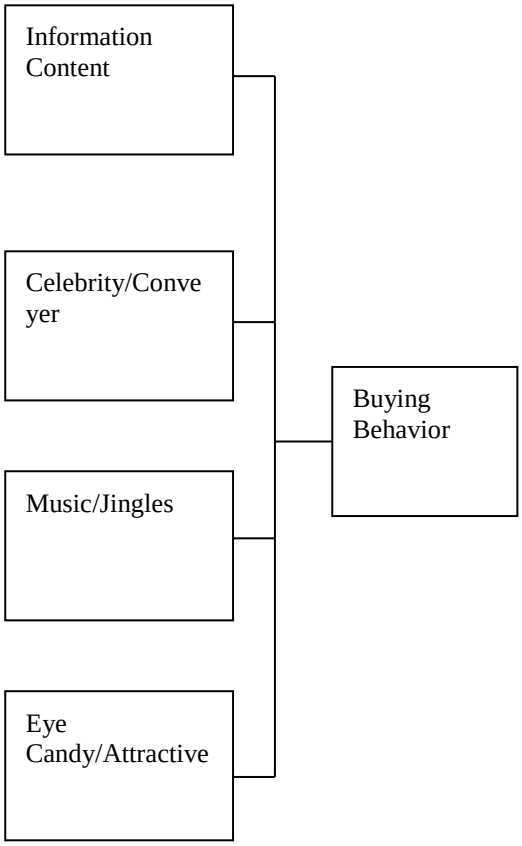

Figure 1: Conceptual Framework

HYPOTHESES

In the hypotheses development, researcher has identified four hypotheses based on the selected variables.

H1: There is a significant relationship between Information Content of the Television advertisement and buying behavior of youth segment.

H2: There is a significant relationship between using celebrity/conveyer and buying behavior of youth segment.

H3: There is a significant relationship between using Music/jingles to Television advertisement and its impact of buying behavior of youth segment.

H4: There is a significant relationship between Eye candy/attractiveness of the Television advertisement and buying behavior of youth segment.

METHODOLOGY

The research methodology is based on both qualitative and quantitative techniques in data collection. But this research is more focusing on quantitative technique. In this study the researcher has gathered both primary and secondary data in order to identify the impact of Television Advertisements on youth buying behavior towards fruit drink in Sri Lanka. The main instrument to collect data was a research questionnaire. Through that can identify and understand the relationship between independent variables and dependent variable (cause and effect relationship). The Questionnaire prepared and filled through the selected sample size from the selected field. The Secondary data were collected from different magazines and newspapers. For the Literature of review certain online journals has also been collected. The sampling technique used in the sample design process is the convenience sampling which is one of the non-probability sampling techniques in which the population elements were selected. The target population is the youth generation among the age of 18-25. Data collection has been done from the sample size 200 of young girls and boys of University of Kelaniya, Maradana and Kiribathgoda area.

To analyze the collected data the researcher used correlation analysis. For that purpose SPSS 20.0 software has been used. The responses were entered by using different values and then analyzed as needed. The normal distribution was used to test the hypothesis, based on the results the hypothesis were rejected or accepted.

DATA ANALYSIS AND RESULTS

Table 1:Reliability Analysis

Scale	No. of items	Cronbach's Alpha
Information Content	04	0.739
Celebrity/Conveyer	04	0.684
Jingles/Sounds	04	0.731
Eye Candy	04	0.809
Buying Behavior	03	0.817

Source: Survey Data (2015)

In order to determine the internal consistency researcher has tested the reliability. According to that the alpha coefficient for the four items in Information Content is 0.739, suggesting that the items are highly reliable. The alpha coefficient of 0.684 of the four items in the Celebrity/Conveyer is suggesting that the items are probably reliable and have relatively good internal consistency. And also for the scale of Jingles/Sounds alpha coefficient is at 0.731 shows that the items are highly reliable. For the items in the Eye Candy, the alpha coefficient shows a figure of 0.809 suggesting that the items have relatively high internal consistency. The alpha coefficient for the three items in Buying Behavior is .817, suggesting that the items are highly reliable.

Table 2: Descriptive Statistics

Factor	Mean
Buying Behavior	3.12
Information Content	3.77
Celebrity/Conveyer	3.22
Music/Jingle	3.79
Eye Candy/Attractiveness	3.89

Source: Survey Data (2015)

The mean values of each variables were more than 3 which represents all the statements were accepted or respondents were agreed with the statements.

Table 3: Correlation Analysis

Independent Variable	Dependent Variable	Correlation Value	Significant Level
Information Content	Youth Buying Behavior	.432**	.000
Celebrity/Conveyer		.445**	.000
Music/Jingle		.462**	.000
Eye Candy/Attractiveness		.337**	.000

**. Correlation is significant at the 0.01 level (1-tailed).

Source: Survey Data (2015)

According to above table, all variable's Pearson correlation value takes less than the 0.5 and more than the 0. Therefore it implies a significant relationship. And also hypothesis can be accepted at a significant level of 0.01, as there is a positive relationship between Television Advertisements and youth buying behavior.

DISCUSSION OF FINDINGS

Demographic Factors

The sample consisted with both male and female equally in which 134 respondents were undergraduates and 54.5% of the sample was below Rs.10,000 income earners. In addition to that 46% of the respondents are employed in private sector and 42.5% of the respondents are students.

General Information

Considering the general behavior of respondents almost all the respondents are watching television and also television advertisements. When looking at the viewing time of the television majority of the respondents have time to watch television in the night and they have 1-2 hours to watch television per day.

When considering whether TV Advertisements have made urgency to buy the product, nearly 80% respondents have stated that TV Advertisements are creating urgency to buy the products. It is a special point to care for the marketers.

When looking at the consumption of fruit drinks currently available in the Sri Lankan market 86.5% of the respondents are purchasing fruit drinks currently available in the market. When considering the satisfaction about current fruit drink TV Advertisements moderately respondents are satisfied with the current TV Advertisements because 52% of respondents are satisfied with the TV Advertisements while 48% are dissatisfied. 29% of the respondents have purchased Minute Maid fruit drink just by attracted to the Television Advertisement. But 42% of the respondents have not purchased any fruit drink product just by attracted to the TV Advertisement.

Information Content

It has revealed that majority of the respondents believe of information on Television Advertisements and they strongly agree with that they can aware about existing products or new products in the market through TV Advertisements. And also the information of products on TV Advertisements can

easily understand and through that can get the knowledge regarding many aspects.

Celebrity/Conveyer

As per the analysis of Celebrity/Conveyer, it has discovered that consumers have not a tendency to buy products or even trust the product is good when there is a celebrity appears in Television Advertisement. But they believe using a celebrity helps to create positive attitude regarding the product as well as can remember the product name in their mind.

Jingles/Sounds

It has revealed that majority of the respondents pay their attention to TV Advertisement when they hear Jingles or sound and also can remember the product easily with the Jingles or Sounds. And also reasonable amount of respondents can feel the product when they hear the Jingle or Sound as well as the jingle or sound can change the mood of them.

Eye Candy/Attractiveness

Majority of the respondents like to watch attractive Television Advertisements. When it has used attractive words and letters, bright colors, beautiful sceneries and beautiful persons they like to watch Television Advertisements.

This study has further revealed that using Jingles or Music and Celebrity or Conveyer impact much more to the Buying behavior of youth segment. Although Information Content of the Television Advertisement impacts directly to Buying Behavior of youth segment. Compared to other factors Eye Candy/Attractiveness of the TV Advertisement impact in a low level to the Buying Behavior. This study implies that there is a positive relationship between Television Advertisement aspects and Buying Behavior of youth segment towards the fruit drinks.

CONCLUSIONS

Television Advertisement is a factor that every marketer should concern as it may urge the youth buying behavior. Therefore marketers should pay their attention and focus on this area in order to generate the sales and drive their business toward the success. Fruit Drink companies should concentrate on the factors which impact youth buying behavior. The Television advertisement practices are needed to be integrated and well-coordinated with the other marketing activities in which it can deliver a distinctive message to the consumer and ultimately get them to make a purchase. Youth segment think that using celebrity is a good way to remember the product name, to create positive attitude but they do not believe always it will not be true. To attract the youth segment Television Advertisement should be attractive and for that can use beautiful sceneries, interesting letters and attractive people.

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