

STUDY OF RELATION BETWEEN BRAND ATTITUDE AND UNREALISTIC CONTENTS IN INDIAN TELEVISION ADVERTISEMENT

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ABSTRACT

This research paper contributes in offering insights in to the effects on branding with relation to the Television Advertisement having Non realistic contents in them. For this a structured questionnaire was completed with a sample of 245 people mainly from Mumbai region after showing them the real advertisements which are predominantly having non realistic contents. Two major factors that are observed are entertainment and irritation. The study will be helpful to companies in deciding whether non realistic contents in the advertisement go well with the brand attitude or not.

KEY WORDS: Advertising, Branding, Non Realistic Contents, Irritation, Entertainment.
