

Television and Advertisement: The Historical Perspective Outlook

Sandhya Sharma^{1*}, Dr. Sanoj Singh²

¹ Research Scholar, Sunrise University, Alwar, Rajasthan

² Assistant Professor (Journalism and Mass Communication), Sunrise University, Alwar, Rajasthan

Abstract - This paper examines the use of television as a marketing tool. The impact of television on the advertising business in the media, as well as the history of television and advertising. The paper examines the pros and disadvantages of television advertisement from both an industrial and scholarly standpoint. The paper's conclusion section includes some predictions regarding the future of television advertising. It emphasises that, despite technological advancements, television advertising will remain a powerful medium. The screens will never cease, and with television's digitalization, advertising will continue to exist in this medium, but in a different shape and structure.

Keywords - Television, Advertisement, Technological Advancement

-----X-----

1. INTRODUCTION: THE USE OF TELEVISION AS A MARKETING TOOL

Television advertising has become one of the most popular forms of commercial advertising since its inception, owing to the fact that it supports both audio and visual content as ways of exposing viewers to the desired promotional message. Television advertising has a far greater impact on society than radio stations, newspapers, and magazines. According to the available statistics, people spend an average of five hours in front of the television screen because it is one of their favourite pastimes (Liaukonyte, Teixeira, & Wilbur, 2015).

This is why television advertising became extremely effective and is still one of the most widely used marketing media formats. Another reason why many businesses continue to use television advertising is because it allows them to capture viewer attention. However, when it comes to developing the ad and then purchasing a TV spot for it, they frequently face rising prices. The process of creating and delivering television advertisements is complicated since it comprises numerous processes that must be precisely repeated in order for the firm to gain from advertising in the first place (Taylor & Okazaki, 2015). Many organisations that focus on television advertising should first perform extensive market research to determine their goals and potential methods of crafting an effective message for their target audience.

Animation is one of the most popular modern advertising formats since it can last longer than any other presentation and can even be turned into a mini-

series, allowing viewers to learn new information with each episode. This is not only the finest technique to draw attention to the goods, but also a key opportunity to positively affect potential buyers (Hudders, Cauberghe, & Panic, 2016). While television advertising may not result in immediate sales, its impact on the audience frequently persuades viewers to acquire the services and items advertised during the commercial. Television advertising allows businesses to deliver their promotional messages in a captivating fashion that is centred on action, video, and audio material, whether on a regional or national scale. In order to reduce costs, several companies can form partnerships with independent stations and network channels. With the use of audio-visual content, television advertising is one of the best ways to elicit creativity and impact both existing and new customers (Klein, 2016). The purpose of this article is to examine the role of television in advertising, its major benefits and drawbacks, and to forecast the future of modern television advertising based on the elements mentioned above.

2. THE IMPORTANCE OF TV ADVERTISEMENT

Television, within the context of modern society, plays an important role in terms of advertising for a variety of reasons. The reach of commercial adverts to their end consumers is the first viable contribution to the expansion of TV advertising popularity. Given the prevalence of television sets, it's plausible to assume that the modern world would struggle to cope with the expanding amount of information without them (Coombs & Batchelor, 2014). In this

case, the role of television is to allow users to watch television even if they do not have a television set – numerous live streams are available online and can be easily accessed using smartphones and laptops, extending the role of television even further. The results of such a high prevalence show that the audience that television advertisements tend to reach grows on a daily basis and is represented by a much larger cluster of customers than the audience that listens to the radio or reads newspapers. According to Verhellen, Oates, De Pelsmacker, and Dens (2014), more than 99% of American households feature at least one TV set at home, which means that each of these particular individuals may be included in the list of potential customers, whatever the products could be. With the average American viewing live television for at least five hours per day, advertisers have numerous options to reach both adults and teenagers and offer their products and services without worrying about potential penetration and conversion rates (Blades, Oates, Blumberg, & Gunter, 2014). The only purpose that television advertisers have is to determine whether they are reaching their clients with the appropriate message so that they can evaluate their marketing plan on a regular basis. As a result, television's function in advertising is to set up the ad system in such a manner that it attracts as many customers as possible while also allowing them to access essential items and services more quickly.

The current baby boomer demographic accounts for more than half of the US population and is in charge of almost 75% of all nonrefundable income (Grau & Zotos, 2016). Therefore, Advertisers use television to deliver important information that can be presented in a compelling way a message or a campaign aimed at attracting the right audience and engaging them in an activity purchasing patterns. With the average American watching 28 hours of television every week (as of 2012), As highlighted by Buijzen (2014), the role of television in advertising can also be emphasised. As new families arrive daily, it is necessary to promote the products to every possible buyer. The amount of time spent watching TV and making purchases is dramatically increased.

Another key concept relating to the importance of television in advertising is that television advertisements tend to stand out visually, resulting in a stronger message than one delivered via radio or newspaper. Advertisers consciously employ a variety of tools to sway potential customers and create a film that is appealing both in terms of advertising and entertainment content (Kellner, 2018). Customers will remember what they see on TV and then buy it in real life, recalling how much they liked the advertisement when they first saw it on TV - this effect cannot be reproduced with radio or print ads, which is why television is so important.

Potential clients become far more motivated and knowledgeable as a result of television advertising before purchasing nearly anything product based on how much they liked the product's advertisement

(Segev, Wang, & Fernandes, 2014). Customers in today's world are very attentive to the messages that brands send out, therefore it's only natural to utilise television as a primary source of knowledge.

The relationship between cable television and commercial advertising, which introduced a whole new way of communicating with potential clients, is another element impacting the function of television in advertising. To begin with, it should be noted that cable television implies a much closer interaction between the marketer and the audience (Xue & Muralidharan, 2015). Even though the audience will most certainly shrink, the number of viewers may increase later, but production costs will always be lower than network-based advertising. Small and medium-sized businesses could now participate in the "fight" for clients and achieve economic success regardless of their advertising budget. When it comes to genuine commercial advertising, any potential buyer who sees ads on television will naturally think that the company is trustworthy and that the products are of reasonable quality if they are advertised on a global (national) scale (Belch & Belch, 2014). Even though television advertising is typically seen to be prohibitively expensive, there are several ways to create less expensive ads that nonetheless attract viewers to a certain product while also building brand trust.

Television's most important contribution to advertising is the creation of an increasing number of branding opportunities for organisations and enterprises of all kinds. Knowing that people are more inclined to buy things that they can remember, it's critical to use a combination of music, voice, text, brand image, action, and visuals to establish and promote a brand personality (Kelley, Sheehan, & Jugenheimer, 2015). The ability of a firm to establish a strong, outstanding image for itself is the power of branding, and television advertising becomes an instrument that considerably simplifies the process of developing a well-defined brand image. Whether it's a new brand seeking to get into the market or an established brand trying to reassess its position, television comes to the rescue and allows all of them to breathe new life into any project. The fact that Facebook, Google, and many other large brands use television to sell their products and innovations contributes considerably to television's mediating role, in which it provides opportunities for businesses to showcase their products and attract new clients (van Reijmersdal, Boerman, Buijzen, & Rozendaal, 2017). However, it may be difficult for certain firms to develop a more interesting customer experience and to incorporate various methods of advertising into play in order to influence potential customers. Another reason television is significant in advertising is because it broadcasts a large number of live events that attract massive crowds of potential buyers – such as the Super Bowl (Hartmann & Klapper, 2017). Even though the Internet now allows Americans to watch such events via streaming, the audience still prefers traditional television, despite

the fact that live advertisements cannot be avoided – during the Super Bowl, there are hundreds of advertising spots taken by the biggest brands who come up with the most unique, funny, and memorable ads. The numbers show that Super Bowl advertising viewership far outnumbers its streaming counterpart (111 million versus 1.4 million, respectively), which could be a sign that traditional television remains one of the most effective ways to reach out to potential customers and persuade them to buy a particular product (Chandrasekaran, Srinivasan, & Sihi, 2018). Here, the role of television also consists in the fact that it motivates viewers to visit social media websites and engage into discussions with each other. The recipe that many businesses are using today is a paid search option being paired with the traditional television advertising, which creates premises for the development of an outcome-driven campaign.

Another major role of television in the advertising environment is that it assists advertisers in managing the fragmented attention span of viewers. It's vital to note that nearly 90% of Americans who watch TV do so while concurrently using their phones and (or) laptops (Lotz, 2014). As a result, television becomes a powerful motivator for potential buyers because they have the opportunity and willingness to introduce themselves to the new product that they just saw on TV. According to statistics, a person utilising a second (or even third) gadget while near the television will examine the commercial and conduct an online search to check if the product is relevant. Television acts as a mediator, favourably influencing the level of audience involvement, while businesses supplement their TV-based advertising with social media efforts and other internet tools (Lehnert, Till, & Ospina, 2014). The combination of TV advertising with internet media has increased the effectiveness of the former in terms of driving more online conversions and making the most of social drivers like hashtags and others.

According to statistics, a person utilising a second (or even third) gadget while near the television will examine the commercial and conduct an online search to check if the product is relevant. Television acts as a mediator, favourably influencing the level of audience involvement, while businesses supplement their TV-based advertising with social media efforts and other internet tools (Lehnert, Till, & Ospina, 2014). The combination of TV advertising with internet media has increased the effectiveness of the former in terms of driving more online conversions and making the most of social drivers like hashtags and others. As Voorveld, van Noort,

Muntinga, and Bronner (2018) state in their research, despite the growing age of television, the latter still plays an important role in advertising because it contains an element of surprise and does not overlook such instruments as multi-platform advertising and tracking, promo offers, and hashtags, for instance, that allow the viewers gain a better understanding of the brand's proposition and image.

3. THE HISTORY OF TELEVISION ADVERTISEMENT

The term "television commercial" refers to a manually produced television programme that has been developed and disseminated to raise product awareness and provide something appealing to both current and new customers. The most notable advantage that television advertising provided its early users was the audio-visual form of material transmission, which greatly expedited the process of reaching out to customers but put a strain on company budgets due to the higher costs of such marketing. A 30-second commercial during the Super Bowl, for example, costs around \$3 million (Condry, 2017). The history of television advertising includes at least seven decades and it is rather important to discuss its impact on different industries from the moment of its first deployment to how it has changed in the modern days.

In the summer of 1941, a watch manufacturing business named Bulova started the first commercial television advertising campaign in the United States (Fennis & Stroebe, 2015). Not only was this the first television advertisement in the United States, but it was also the first television advertisement in the entire world. The advertisement was straightforward, with merely a map and a clock overlaying a map of the United States - the duration of the advertisement was 10 seconds (Fennis & Stroebe, 2015). Advertisers opted to show the commercials on NBC shortly before the game between the Philadelphia Phillies and the Brooklyn Dodgers in order to reach as many potential customers as possible.

As a result, the phenomenon of television advertising accelerated the expansion of audio-visual content's potential. Bulova's marketing efforts spawned a slew of television ad gurus who realised the market was unexplored and needed to be explored for greater profit and a bigger consumer base. Botany Worsted Mills and Pan American, two of the largest firms at the time, were at the forefront of making the greatest use of television advertising, creating innovative commercial spots for them to stand out in terms of marketing and company-customer relationships (Bell, 2016). According to McDonough and Egolf (2015), this eventually led to the formation of the American Association of Advertising Agencies, a regulatory group tasked with regulating the advertising business and, if necessary, enacting legal changes.

During the next decade, the United States (and the entire television advertising industry in general) were exposed to the single sponsor trend, which eventually swept the country and provided fertile ground for further advertising development. The concept behind being a single sponsor was that one corporation would support the entire programme and then create advertising to market their products and services (Andrews & Shimp, 2017). This is in stark

contrast to what we see now, where businesses purchase advertising places on the network, allowing space for multiple enterprises. Colgate and General Electric were two firms that successfully leveraged the single sponsor trend to their advantage (Turow, 2018). During the 1950s, the first television advertisements were broadcast on European television, with the first toothpaste commercial for Gibbs Toothpaste being broadcast in 1955.

The following decade was significant for television advertising because it introduced the concept of commercial breaks - a crucial milestone for corporations because it allowed them to interrupt TV shows to promote their products and services. During the 1960s, the single sponsor trend faded from the forefront of television advertising since several corporations could collaborate on the same advertising platform instead of competing for a single advertising space (Newcomb, 2014). Because firms like Crest and Tide quickly realised that television advertising might be one of the most resourceful forms of marketing, this option eventually became the ideal potential for businesses to expand. Newcomb (2014) also claimed that throughout the 1960s, the typical duration of commercial spots was 30 to 60 seconds, with a total of about 10 minutes of advertising across a one-hour television programme.

In television advertising, the 1970s were a time of both innovation and controversy. For example, the administration rigorously regulated television advertising, and all commercials promoting cigarettes and smoking were quickly outlawed (Kellner, 2018). Because television networks gained heavily from cigarette commercials, and an update to their commercial policy would lower the amount of financial gains, this produced a huge conflict between the firms behind the ads and the government. According to Bell (2016), throughout that decade, the growth of alcohol businesses' marketing could also be seen as television advertising began to expand and reach out to other industries.

From the 1970s to the 1990s, the length of commercial spots expanded from an average of 10 minutes to an overall of 20 minutes, paving the way for even more expansion of television advertising. Closer to the end of the twentieth century, TiVo — a television scheduling programme that could be used to skip advertisements — was introduced to American television, drawing harsh criticism from corporations that gained considerably from their marketing efforts (Ansari, Garud, & Kumaraswamy, 2016). The 1990s were also the decade in which well-known athletes and celebrities began to participate in television commercials, paving the way for a whole new breed of commercials that might reach even more prospective customers.

The emergence of cable television, which allowed smaller businesses to sell their products on television, was the most significant element of television advertising that grew during the last decade of the

twentieth century (Ansari et al., 2016). The main difference was that smaller businesses could not reach a national audience and had to sell their services and products on a local level. As a result, television advertising's five-decade history might be defined as having both unique advantages and disadvantages.

There are both favourable and negative perspectives on modern television advertising, as there are two broad groups - those who promote television advertising and those who oppose it. Because television corporations are going toward a digitalized form of television, data reveal that far fewer people are viewing live television than in the previous century (Kitchen & Proctor, 2015). Some people who still watch 'traditional' television exhibit similar patterns, with the exception that they frequently record programmes to watch later. Generations X and Y are currently watching television on a variety of platforms, including television sets and other streaming gadgets. On the other hand, Baby Boomers do not spend as much time checking social platforms and YouTube, for example. Nonetheless, all of the generations still spend time watching television — either live or delayed — which benefits advertisers.

Millennials, on the other hand, have rather distinct viewing habits (similar to Generation Z), since they are willing to customise their own viewing experience and choose only the sources of information that are relevant to them. Instead of watching television, these people use Instagram, YouTube, and a variety of other online channels to express themselves (Campbell, Martin, & Fabos, 2018). Television advertising is still effective with these groups, as Generation Z and Millennials still watch live television, although their average time spent in front of the television is more chequered than their elders. This is why the concept of television advertising is constantly evolving and attempting to approach the target audience with attention in order to maximise advertising effectiveness even among groups who do not watch much television. Modern television advertising are mostly utilised to help firms to target elderly individuals who are more accustomed to watching television than scrolling through their Facebook or Instagram feeds (Bellman, Robinson, Wooley, & Varan, 2017). Because younger populations may regard their control over viewership to be one of the primary advantages related to online contact with advertising, television should be used with caution as an advertising strategy to allow the corporation to reach as many target customers as feasible.

4. THE BENEFITS AND DISADVANTAGES OF USING TELEVISION AS A MARKETING TOOL

4.1. The Benefits

The first benefit of using television as a marketing strategy is the capacity to reach a larger audience, as a single television commercial might expose a

company's products and services to a large number of potential customers (Crommelin, Gerber, & Terblanche-Smit, 2014). Given the ubiquity of television viewing, it's not uncommon to see viewers visiting online or physical stores after seeing a television commercial. More than half of modern television viewers are likely to make a purchase immediately after seeing an advertisement, which is significantly greater than social media advertising and other forms of internet media. Radio stations' potential client base is substantially lower than that of television advertising, for example, because there are a greater number of local radio stations that typically cater to a single demographic (Brasel & Gips, 2014). Television, on the other hand, creates wider segments that react differently to advertising and are often more open to marketing initiatives presented through TV advertisements. The more innovative a television commercial is, the more popular it becomes with the public which is why Super Bowl advertisements may be more anticipated by viewers than the sporting event itself.

Another advantage of television advertising is the ability for businesses to target any audience they desire. This is also a vital way to increase interaction on other platforms like social media and provide room for the company's expansion based purely on the power of advertising (Qualter, 2016). Because they have the right and ability to purchase spots at different times, television advertisers have practically limitless capabilities: for example, toy manufacturers typically market their products during Saturday morning cartoons, whereas local bars could make the most of sporting events to market their services. The decision could also be related to whether to maintain the demographic restricted or broad, or whether to support a local or national television station (Creeber, 2015). Television commercials are a clear approach to urge viewers to buy a product since a clever TV spot may increase brand awareness and reach and with the help of social media campaigns and emerging technologies, this chore could become even easier. Given how much time many viewers spend with their smartphone, tablet, or laptop in their hands, it's not surprise that their friends might be persuaded to buy a product once the viewer shares some appealing information with them (Stafford & Faber, 2015).

The ability to attract a captive audience is the most important advantage that modern television advertising has over its competitors. Even though an advertisement is only ten seconds long, if it is intriguing and extraordinary, it will be enough to entice people to purchase the product because it will be highlighted (Spotts, Purvis, & Patnaik, 2014). Because television advertising has little in common with other print media kinds, where commercials are typically smaller in size and placed near direct competitors' ad spots, there will be no rival ads put anywhere near them. In the case of radio, a corporation may need to establish contracts with many radio stations in order to reach every potential client because radio listeners

frequently switch stations and may miss the company's call-to-action (O'Guinn, Allen, Semenik, & Scheinbaum, 2014). As a result, television is a powerful promotional tool since it separates the original company's product from its competitors and appropriately presents it, emphasising all of the positive aspects that other products lack.

Even while television commercials are often more expensive than radio or newspaper commercials, the latter do not provide the same level of dependability and client loyalty. The cost of covering financial expenses associated with television advertising is repaid in the form of audience influence: television advertisements are among the most reliable options on the market, regardless of the type of promotional material supplied by marketers (Gillan, 2014). Television advertising also has the advantage of providing opportunities for complexity and exposing the audience to audio-visual stimulation that much outnumbers any other advertising medium. The team could experiment with camera angles, presentation, an overall picture of the product, and many other features that radio advertising or printed materials could never reach. The corporation might describe the fundamental benefits of its products or services while exhibiting them in real life using a combination of photographs (or videos) and sound in a television commercial (Chen & Lee, 2014). Although compelling headlines used to draw viewers to printed ads and sound effects used in radio advertisements are significant, it is far more effective to use them both at the same time.

Because it might be viewed as visiting potential customers' homes and explaining them why the supplied product was the greatest while also showing it, a smart television advertisement spot could be able to catch one's attention regardless of what they were doing at the time (Wharton, 2014). As a result, television advertising reaches people right where they are and allows them to see the goods without having to go to a store. Television advertising, on the other hand, is a strong weapon because it can elicit empathy and a range of other human emotions, all of which can lead to a purchase. Television ads do not simply retell the benefits of a products but present it in a way that makes the audience react (Belova, Chang Rundgren, & Eilks, 2015). Some ad spots are created to make the audience laugh, other make one cry, but the benefit remains the same for all – television advertising is a thought-provoking approach to marketing that can be controlled just enough to cause certain behavioral patterns in the audience.

4.2 The Disadvantages

The most serious problem with television advertising is that there is no guarantee that viewers will see ads at all, as they frequently choose to work on personal

matters during commercial breaks (Lim, Ri, Egan, & Biocca, 2015). As a result, they will return to the series without seeing the advertisement, and the marketing effort will receive no views. On the other side, television advertising is quite expensive, and it can have a significant impact on a company's budget, with the latter having to spend vast sums of money simply for a single commercial (especially if that spot might be aired during prime time). The idea that viewers can use remote controls with built-in zipping and zapping capabilities (zipping implies skipping commercials, while zapping means switching channels to avoid advertisements) strengthens the problem (Fransen, Verlegh, Kirmani, & Smit, 2015). The process of developing high-value advertising, on the other hand, entails employing video professionals, script writers, actors, and a slew of other people who deserve to be paid. Because the impact of an advertisement can only be increased by repetition, the corporation will have to pay more money to purchase additional ad spots.

Another problem with television advertising is that any changes are nearly hard to make during the final stages of rollout. When using a broadcast or print source, any flaws may be swiftly corrected, however advertisers using television are stuck with the final result unless they invest in re-editing and reshooting (Harun, Teo, Hussin, & Nasir, 2014). There is no guarantee that the incorrect ad will not show multiple times before the proper one is given to the content editors.

Advertisements, on the other hand, may be a poor decision because the process of targeting potential clients is either a win or a loss, with no in-between result that is advantageous to the organisation. This is why many organisations fail to penetrate the market and prosper when they try to advertise their products to everyone and waste money on ad spots that have nothing to do with their target demographic (Cole, DeNardin, & Clow, 2017). Instead, firms should seek to reduce the number of potential clients in order to be as specialised as possible.

This leads us to another disadvantage of television advertising which consists in the lack of choosiness available to viewers. Television, as an advertising tool, often leads to overexposure because businesses fail to point out the audience that would be willing to receive the message and purchase products or services being marketed (Redondo & Aznar, 2018). It creates less options for cost-effectiveness and averts advertisers from realizing the potential of resources available to them. Out of the entire population, the team would not be able to distinguish a particular group regarded to as the target audience. Knowing that practically all television commercials are created to go beyond the target audience, it is not surprising that the amount of financial resources required to create a successful ad campaign quickly goes out of range of small- and medium-sized enterprises (Duffett, 2015). Currently, promoters are trying to make the best use of selectivity but it is hard to compete in terms of choosiness with newspapers, radio, and other

conventional sources of advertising such as direct mail.

5. CONCLUSION: TELEVISION'S FUTURE IN THE GLOBAL ADVERTISING MARKET

The first conceivable shift that will most likely have an impact on television advertising is that television channels will be phased out entirely. The migration to on-demand technologies, which would free consumers from having to watch television programming via specific channels (Kumar & Gupta, 2016), is the biggest potential that television advertising may help advertisers fulfil. The present evolution of technologies such as IPG and VoD allows television businesses to transmit their programming more freely and not be bound simply to television sets. Advertisers might generate more ad possibilities for their companies by establishing a user-controlled experience that is dependent on the size of their audience. This would also allow for the advertising of individual episodes rather than having to advertise the entire programme all of the time (Strangelove, 2015). Television firms might capture greater attention from viewers and develop advertising that was not dependent on timings or programmed commercial breaks by switching to on-demand operations.

On the other hand, given the fact that revolutionary technologies allow for novel ad insertion and delivery possibilities, we are most likely to witness how the segmentation process will develop. Current management activities are heavily reliant on data analytics, indicating that this tendency will continue in the future (Liaukonyte et al., 2015). As a result, television advertising will contribute to the reporting process by allowing advertisers to acquire a better understanding of how their brand is regarded and what critical areas of impact need to be reinforced. The fact that product placement call-to-actions continue developing, the role of television advertising could also be transforming into a campaign-creating instrument that could help the team integrate even more ad spots into the most popular series (Tryon, 2015). In the future, all kinds of entertainment presented via television would become the branded versions of themselves, giving rise to infomercials and smooth transitions to ad integrations.

Another thing that will change is the level of individualism featured in television commercials, as advertisements will become even more specific than they are now. According to current trends, television advertising has every opportunity to break out from the segmented strategy and reach out to individual clients based on their unique qualities and interests (Gimpel, 2015; Lotz, 2014). The increased amount of personalisation would also imply that businesses using this type of television advertising are conscious of their consumers' uniqueness and are prepared to support it in any way they can. Most probably, future advertising will be able to change essential elements of commercials in order to tailor it to the customer's wishes – for example, car color,

car driver, even the message that is conveyed to the viewer (Katz, 2016). Compared to its prior iterations, future television advertising would become much more based on metadata so as to cut the costs and allow for dynamic automated modifications contingent on the customer.

It's also important to note that, in the future, television advertising will allow viewers to not only customise their viewing experience but also participate in the adverts. It's logical to expect conversion rates to rise as a result of the increased user interaction (Bellman, Kemp, Haddad, & Varan, 2014). Brands might continue to establish integration opportunities and associate television programming with ad spots by using popular movie characters. As the concept of television advertising expands and new apps supporting tailored ad placements are deployed, new kinds of marketing will emerge. For example, there may be an application where a model from a current television show helps viewers choose the appropriate attire. (Bellman et al., 2014). To summarise, future television advertising could make the most of 3D and virtual reality technologies in order to contribute to increased interaction with television adverts. Despite these drawbacks, the future of television advertising appears bright, as new technologies provide up even more opportunities for development and customization. Because the modern audience prefers participatory activities, it may be vital to promote television as a global marketing tool because it provides irreplaceable chances and builds audience trust.

REFERENCES

1. Andrews, J. C., & Shimp, T. A. (2017). Advertising, promotion, and other aspects of integrated marketing communications. Scarborough, ON: Nelson Education.
2. Ansari, S., Garud, R., & Kumaraswamy, A. (2016). The disruptor's dilemma: TiVo and the US television ecosystem. *Strategic Management Journal*, 37(9), 1829-1853.
3. Belch, G., & Belch, M. (2014). The role of new and traditional media in the rapidly changing marketing communications environment. *International Journal of Strategic Innovative Marketing*, 1(3), 130-136.
4. Bell, D. (2016). *Historicizing lifestyle: Mediating taste, consumption and identity from the 1900s to 1970s*. New York, NY: Routledge.
5. Bellman, S., Kemp, A., Haddad, H., & Varan, D. (2014). The effectiveness of advergames compared to television commercials and interactive commercials featuring advergames. *Computers in Human Behavior*, 32, 276-283.

6. Bellman, S., Robinson, J. A., Wooley, B., & Varan, D. (2017). The effects of social TV on television advertising effectiveness. *Journal of Marketing Communications*, 23(1), 73-91.
 7. Belova, N., Chang Rundgren, S. N., & Eilks, I. (2015). Advertising and science education: A multi-perspective review of the literature. *Studies in Science Education*, 51(2), 169-200.
 8. Blades, M., Oates, C., Blumberg, F., & Gunter, B. (2014). *Advertising to children: New directions, new media*. New York, NY: Springer.
 9. Brasel, S. A., & Gips, J. (2014). Enhancing television advertising: same-language subtitles can improve brand recall, verbal memory, and behavioral intent. *Journal of the Academy of Marketing Science*, 42(3), 322-336.
 10. Buijzen, M. (2014). The family's role in children's interpretation of advertising. In *Advertising to Children* (pp. 137-157). London, UK: Palgrave Macmillan.
 11. Campbell, R., Martin, C., & Fabos, B. (2018). *Media essentials: A brief introduction*. New York, NY: St. Martin's Press.
- Chandrasekaran, D., Srinivasan, R., & Sihi, D. (2018). Effects of offline ad content on online brand search: Insights from super bowl advertising. *Journal of the Academy of Marketing Science*, 46(3), 403.

Corresponding Author

Sandhya Sharma*

Research Scholar, Sunrise University, Alwar, Rajasthan