

Impact of Family Sentiments on Indian Woman and Their Buying Behaviour

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Abstract

A woman basically is an emotional creature and woman without emotions is like cake without cream. They undergo all types of emotions like joy, fear, anger, humor, sex, empathy and love. Family sentiments are most powerful tools to push woman into emotional state of mind. Family sentiments in the form of relationships, sharing love, caring, security, warmth, sex, and living together are frequently used in the advertisements. This article studies family appeals impact on Indian woman. The age based factors are analyzed. Possible relations, associations and deviations of age factors with respect to family appeals impacting on Indian women are tested. The sample size is 753.

Key words: *Family and Relations Appeal, Advertisements, Indian Women, Age, Impact.*

1. INTRODUCTION

Complex Indian Woman are uniquely behaves in shopping and she is active in participating in family decisions. TV Advertising is powerful non-personal paid form of communication that created a greater scope for advertiser. Feelings are objects and elements generate emotions which are controlled by subconscious mind. Feelings store in emotions. Feelings are cross referred with emotions and Emotions are different.. Emotions varies based on degree of intensity of input, either it negatively stirs up and positively stirs-up, it can be warmth and smooth. Positive emotions are happiness, love, tenderness and negative emotions are anger, fear, sad etc. warmth emotions make woman cool behavior. Emotions create fluctuations in heartbeat, blood circulation, psychological changes and as well internal thinking and appraisal. Advertisers are confused with emotional appeals as well rational appeals. This unstoppable debate is continuing for decades after decades to find out which is more affective between emotional and rational methods to

reach their target customer group. Rational advertisements are traditional in which the advertiser sends clear advertising messages through elaborative information where as in emotional advertising advertiser tries to touch the emotional chord of the customer and pulls him to know the information by himself.

A woman is female human being though as per human rights commission irrespective of the age, female human being is called women, and typically women are capable of giving birth. Some cultures treats female human being as a woman and in some, a woman is only a female person who has experienced sex with male. In such cultures, female human who have not experienced sex will not like to be called 'women' to avoid embarrassment with those female who have experienced sex and they are called 'girls'. Indian, a multi cultured society with the population of more than 120 crores having almost half of the Indian population is women. Women played greater role in Indian society and participated in historic revolutions in the past. India respected women protecting them and treating them

as respectable in the family system. But there are some dark sides of women being treated in the Indian society. They are treated as kitchen makers and some groups of people rejected education right to the Indian women. They are still controlled by male counterparts in the family system and are being dominated in the society. Though they are facing some difficulties, they have proved their caliber in all the sectors, from home making to office bearers, politicians, educationalists, humanists, scientists and even spiritual leaders. Indian women shop in groups and search for brands extensively. They are stringent bargainers. They shop for family and they are proved major contributors in family shopping. Women are emotional by nature. Prolactin hormone leads women to be more emotional and this hormone leads them to release anger, tears, and depression etc, and Hormone changes during menses, puberty, pregnancy etc also makes women emotional.

Advertisers are targeting these biological weaknesses of women by creating emotive ads and sending their marketing messages to these women customer group using appropriate medium in appropriate time.

2. OBJECTIVES, SCOPE AND LIMITATIONS

The objective of the research is to examine whether family emotions in advertisements have any impact on Indian women and to examine if the role of Age factor exists in impacting Indian women by family emotional ads. The scope of the study covers five different emotional dimensional parameters and their relationship with different Ages of Indian women. The limitations of the study is such that only teenage and above age groups are studied and it is study of all family related emotional advertisements in general instead of any single advertisement. The study is only one 5 dimensional parameters. The Hyderabad city is selected to draw samples since it is one of the ethnocentric cities in India, which is covering the respondents from all over the country.

3. REVIEW OF LITERATURE

Marketing and advertising displays the way

of consumption but not the physical product. Advertising talks about what the product 'stands for' than 'what it is'. (*Tapan K. Panda, 2005*). Advertisement is a mass and paid form of communication to alter the attitude of customer to make a sale (*Collen 1961*). It is confirmed by Mr. Shudson who stated in his paper that advertisements influence cultural attitudes (*Shudson, 1984*). Advertising cannot be separated from promotion that leads to high change of sale making decision (*Adeolu B Ayawale, et al., 2005*). Advertising helps to promote newly launched products (*Sukumar Snigdha, et al., 2011*). Manishkumar discussed in his paper that Advertisements affects the shape society by influencing the people either intentionally or unintentionally (*Manish Kumar Srivastha, 2010*).

Advertisements develop intensions and make a sale (*Be dabal Ray, 2008*). Manojit lahri claimed in his paper that advertisements are greatest phenomenal changes in recent times which are thought led, digitalized, print driven, cognitive imaged, street spoken (*Monojit Lahiri, 2006*). *Smith RE* has found in his research work that ads primarily impacts trial buying and then post trial advertisements strengthens the customer loyalty towards advertised brands and products (*Zeithmal V.A, 1988*). Shrevitt has found that the more the ads are telecasted, the higher the sales made and people perceived it as qualitative products ((*Shervitt, 2004*). Teng revealed in similar manner that advertisements influences brands and customer perceptions that ultimately leads to attitude change towards purchasing a brand (*Teng, et al., 2007*).

TV, invented in 1926 by JL Baird is best means of mass communication especially its audio and visual mediums that helps viewer to watch and hear either live or recorded (*N. Kathirval, 2009*). TV dominates all the means of channels and this mass media joins all the society together who are similar hence this TV is called mirror of the society (*Sr. Marry Harret, 2012*). TV assists in making sale, sending information, reaching out targeted customer and get media options (*Urvashi Makkar, 2012*). As per Advertising & Marketing Magazine, Indian TV is worth of Rs. 29700 crore and 130 million TV households (*Advertising &*

Marketing, 2011). One researcher has identified that 89% of customers preferred to watch TV and agreed that TV is most viewed (*K. Rama Mohan Rao, 2012*). ADEX India survey reported that TV is dynamic than print media since TV interaction level is higher than any other mediums (*Advertising Short Takes Column, 2007*). K. Pongiannan has revealed in his study that 50.2% customers like TV as their choice as medium and 63.4% of them recalled TV Ads (*K. Pongiannan, 2009*).

According to censuses 2011; the Indian women represent 48.46% of the total population and gender inequality index of India was 0.617 in 2011 (*Gurupreet Randhawa, et al., 2013*). Women occupied good positions in Indian society and achieved success and reached many mile stones and met impossible things, taken up challenges and became Leaders, Scholars, Scientists, Artists, Poets, Philosophers and political leaders (*Anuradha Mahesh, et al., 2008*). Women buy, search, consider, recall and go further. Women have easier access to both sides of the brain in any given decision and are better able to integrate the emotional with the rational (*Helen Fisher, 2003*). A survey found that college girls spend 86% of pocket money on shopping, 42% of college girls are satisfied (*N. Rajashekar, 2008*). 94% of women watch TV regularly and 50% watch TV 3-4 hours a day and 100% watch TV for entertainment, 90% know about the upcoming serials by advertisements (*M.A. Ansari, et al., 2012*).

Emotions are hardwired directly to the body through a fast track neural network and rational thinking is directly connected with the body's functioning. Emotions stimulates the mind 3000 times faster than regular thought and emotions move a person to act well before the rational mind has had a chance to catch up (*R. Rani Geetha Priyadarshini, 2006*). Levinson listed nine specific emotions that force marketers' effort. They are achievement, pride of ownership, security, self improvement, status, conformity, ambition, power, love and sentiments. (*R. Rani Geetha Priyadarshini, 2006*). Emotional marketing is a very powerful means brand loyalty. Emotional appeal based on life style and image supported by glitzy advertisements ad flashy packaging

ad becoming comparatively more common in recent times. The basic principle of emotional marketing is that one has to touch the customers heart and create a liking for the product through the use of intrinsic ('look at me' approach) and extrinsic (if you are beautiful, I will look at you' approach) criteria (*Bedabal Ray, 2007*). A researcher has found in her research that 18% of students liked heroic emotional advertisements, 16% love emotion, 14% humor emotion, 13% surprise emotion, 10% tranquility and others like pathetic, fear, horror, odious and vatsalya type emotions are liked within 5% to 7%. Most of the youth prefer Vira, Shringara, Hasya, Adbutha, Shanta etc., female respondents liked shringara and hasya but male respondents preferred veera and shringara. 40% of respondents said that emotional appeals were considered very effective in catching one's attention and also remain in the memory for long time. 30% of them said that this statement is just somewhat true (*Minakshi Chauhan Asopa, 2010*).

Vatsalya Rasa is regarded as most beautiful feeling. The love of parents or mother in particular towards children can be kept under this emotion. Karuna Rasa is treated as opposite word to Hasya Rasa. It is a sympathetic response created in situation such as the time of departure of relatives, personal loss, death of a loved one etc., (*Minakshi Chauhan Asopa, 2010*). The researcher has found in his research that single adult households responded positively to all family cereal advertisements. Dual adult households have shown preference and response towards children cereal advertisements. The households who have more than two children who are teens have behaved like as if they don't have any children. There is a significance difference between the families with children and families without children ad there is a difference between families with single children ad dual children (*Eileen Bridges, et al.,*)

4. HYPOTHESIS

Null Hypothesis 1: There is no significant impact of family emotional advertisements on Indian women.

Null Hypothesis 2: There is no significant role of Age factor in influencing Indian women with

respect to family emotional advertisements impact on the Indian women.

5. RESEARCH METHODOLOGY

The data has been collected from women. The stratified sampling has been adopted. The samples are stratified based on different age groups. The 5-point likert scaling is used for framing a questionnaire. The respondents are shown three different advertisements like Santoor mummy ad, Raymonds father in law ad and idea working couple ad for better understanding of family emotions in the advertisements as model family appeal ads and they were shown to selected respondents before responding to questions on

different variables. The period of the study is three years. Hyderabad is selected for samples since it is ethnocentric, multi linguistic city with women from different states. The sample size has been 753. Anova regression, chi square and correlation are mainly used.

6. ANALYSIS OF RESULTS AND DISCUSSION

Indian women preference of family advertisements:

Woman is family oriented. Though she is treated secondary in the family system and may undergo different turmoil in the family by male counterparts irrespective of the caste and creed, she

**Table No. 1
Family and Relationship Ads – Responses**

Statements/ Age (Years)	SA	A	N	DA	SDA	Total	% of +	% of =	% of -
F&R Ads are liked to watch by Indian Women	236	334	82	69	32	753	75.70	10.89	13.41
Indian Women will recollect F&R Ads during shopping	137	258	125	184	49	753	52.46	16.60	30.94
F&R Ads can change the mood of the Indian Women	66	171	192	201	123	753	31.47	25.50	43.03
F&R Ads connecting Indian Women life	168	290	158	109	28	753	60.82	20.98	18.19
Indian Women suggest to make more F&R appeal Ads	159	317	206	30	41	753	63.21	27.36	9.43
Indian Women feel that F&R Ads can make sales	101	315	152	157	28	753	55.25	20.19	24.57

F&R Ads: Family and Relationship Ads.

is groomed as potential shopper. The urban woman is growing in number and being targeted by the advertisers. It is a challenge for women to select among the best alternative products that are advertised through electronic medium. In such cases, the important observation for the advertiser is to know if family sentiments in the advertisements will attract the woman or not. It is proved that women are family sentimental. 75.70% of Indian Women like family and relationship advertisements and 13.41% don't like.

Memory is an important aspect in advertising

research. Advertisers aim for creating long term memory in the viewers. Woman memorizes many issued relating to family. Memory is not experience of psychological and cultural needs rather they are social driven. Irrespective of the dialogue length, a woman recalls memory when it touches their emotional chord and family needs (Graham Smith, 2007). It is related with the result of research that 52.46% of Indian women recalled family and relationship ads during shopping and 30.94% don't recall.

Women are stressful. They generate chemical from body when they are stressed. Sentiment may lead

to stress and women cry often due to this reason during family difficulties. High volume family sentiments in advertisements make women sentimental with their emotional advertisement elements and concepts and telecast for longtime to make women relate those sentiments to their close personal belongings especially family members. But in such a short duration of advertisement, it is challenge for the advertisers to change the mood of the customers. It is evidential. 43.03% of Indian women don't accept that family and relationship ads will change their mood after watching them and 31.47% accepted. 60.82% accepted that family and relationship ad concepts are close to their daily life incidents and they connect to their life and 18.19% don't accept this. 63.21% of Indian Women desired to watch family and relationship ads again in their near future if the ads repeated but and 9.23% doesn't want to watch again. Larry Pinci stated that sales won't be made by experience, product, service

and even pricing but feelings will make sales. He further claimed that the one who can't raise feelings can't raise sales. Once of the feelings the Larry Princi suggested is 'care and love feeling'. Family and relationship appeal advertisements are mainly designed with love and relationship appeals. These ads generate strong feelings in the women and hence trigger sales motives. 55.25% of Indian Women accepted that family and relationship ads will instigate them to make a purchase but 24.57% only disagree with it.

Age is one of major factors to influence women purchase behavior. Teens are aggressive and thoughtless and they are experimental. Teens always try to test their possible products. They spend money for their favorite products. It is very difficult for the marketer to convert teens as loyal customers since they are experimental with new products in the market.

Angela Oswalt, a psychiatrist stated that teens are emotionally matured where they realize the

Table No. 2
Family and Relationship Ads – Parameter Wise –Descriptive Statistics

Age	n	Test	Likeness	Recall	Mood Changes	Connecting to Life	Desire of Repetition	Making Sale
13-20 yrs	166	Mean	3.67	3.19	2.70	3.66	3.43	3.66
		SD	1.09	1.15	1.16	0.97	1.10	0.87
		Skewness	-0.53	0.18	0.54	-0.04	-0.60	-0.71
20-30 yrs	173	Mean	4.16	3.45	2.95	3.47	3.85	3.32
		SD	0.93	1.20	1.21	1.16	1.01	1.12
		Skewness	-1.24	-0.44	-0.18	-0.39	-0.94	-0.33
30-40 yrs	151	Mean	3.81	3.04	2.69	3.45	3.41	3.23
		SD	1.14	1.04	1.32	1.24	1.07	1.15
		Skewness	-1.28	0.35	0.28	-0.26	-0.65	-0.14
40-50 yrs	113	Mean	3.74	3.27	3.22	3.47	3.75	3.39
		SD	1.22	1.27	1.29	1.30	1.11	1.23
		Skewness	-1.01	-0.25	-0.40	-0.63	-0.68	-0.52
50-60 yrs	75	Mean	3.97	3.80	2.49	3.99	3.99	3.47
		SD	1.01	1.37	0.96	0.58	0.58	0.96
		Skewness	-0.99	-1.33	-0.03	0.00	0.00	0.05
60 + yrs	75	Mean	4.09	3.60	2.61	3.99	4.11	3.35
		SD	0.95	1.24	1.00	0.71	0.61	0.99
		Skewness	-1.17	-0.93	0.01	0.02	-0.05	0.01

importance of parenthood to them and the author also clarified that teens are no more dependant from their family members because they are emotionally mature and understand their feelings self and try to meet needs of their own. Indian women belong to teenage groups (13-20) liked family advertisements (3.67) and teens are not homogeneously responded because they are different to one another at least in intensity of agreeing that the family appeal ads are liked. Teens brain is sharp than a normal adult. Teenage women recalled family and relationship ads during shopping (3.19). Hanse D Marghava, a Psychiatrist stated that teens focus on homework, friends related stories, love and new relationships, breakups and keep themselves distanced

from family related emotions. Hence the family related advertisements failed to change their moods (2.70). Teenage girls are attached to their mother since they are habituated so. She used to go under many restrictions and hence sting to parents always during childhood. They watch carefully family relations moving close with mother. They are leant of family relations. Whenever they see mother care in advertisements, they feel that these ads are connecting to them (3.66) and feel to repeat watching of them again (3.43). Teens buy eating foods, electronic items and education related items. Teens agreed that family sentiments in the advertisements made them to buy such products (3.66).

Table No 3
Family Emotional Appeal Ads – Hypothesis Testing

S. No.	Factor	Mean	S.D.	KS Test		ANOVA Regression		Chi	
				K-S	Sig.	F	Sig.	Chi	Sig.
1	F&R Ads are liked	3.984	1.078	8.129	.000	6.383	.000	440.632	0
2	F&R Ads are recalled during shopping	3.332	1.211	6.42	.000	6.682	.000	158.122	0
3	F&R Ads can change the mood after watching them	2.803	1.209	4.934	.000	22.475	.000	84.444	0
4	F&R Ads connect to daily life	3.612	1.094	6.769	.000	3.051	.016	242.704	0
5	F&R appeal Ads are desired to watch again	3.695	1.021	6.853	.000	8.519	.000	381.044	0
6	F&R Ads can make sales	3.404	1.073	7.226	.000	9.532	.000	295.891	0

In case of early adulthood women, before 1960s women are married at the age 20 years and post 1960, women started looking for self independent life and kept their choices exploring and it turned double after 1980. Now, early adulthood women are par with men in choice making and taking the family in their fold sharing equal responsibility par with men. Now women are taking dependence on parents as humiliation and looking for early earnings and that has

led women as great shoppers in the early age itself. They become mothers before 30 years. They shift focus on family and their children. They become family oriented during this early adulthood. The researcher identified in similar results in this research. 20-30 years age group Indian women liked family appeal ads used in commercial advertisements they watch telecasting in television (4.16). Women memory in the early adulthood is sharp and significant. They recalled family

and relationship advertisements during their shopping (3.45). But they didn't change their moods after watching family and relationship advertisements (2.95). They felt these ads connected to their life after watching them (3.47) and they are willing to repeat those advertisements again (3.85) and they turned potential buyers intrigued by family and relationship advertisements used by advertisers (3.32).

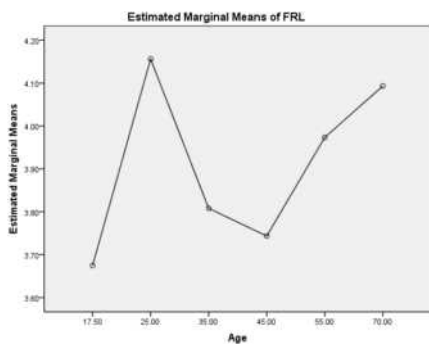
Middle adulthood Indian women are focused on family and child care domestic issues irrespective of their work professions. They care for their children and become child guards. Not only guarding the children at home, they even become blessing goddess to their kids to fulfill the wishes and wants of their kids at home. They spend high and shop more for their kids more than men. They buy products to satisfy their children rather seeking their own satisfactory choices.

They are family seekers and they look for such promotional advertisements where their emotions will reach about their children and their interest. The research results are similar to this observation where middle adulthood women in India liked family and relationship advertisements (3.81) and recalled these types of advertisements (3.04) but failure of family and relationship ads in changing the moods of Indian women (2.69) continued and they didn't agree that family and relationship ads are such strong where they change their usual moods to sensitive moods.

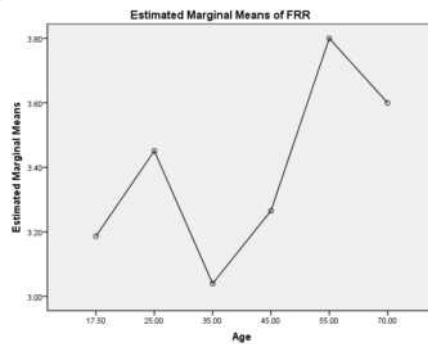
As it is observed, Indian women who are in middle adulthood ages proved to be sentimental with their family and as Indian family sentiments are portrayed during advertisements, Indian women saw their daily lives in these advertisements in which similar characterization is portrayed to touch their emotional

Graph No. 1
Age Based Mean Graphs

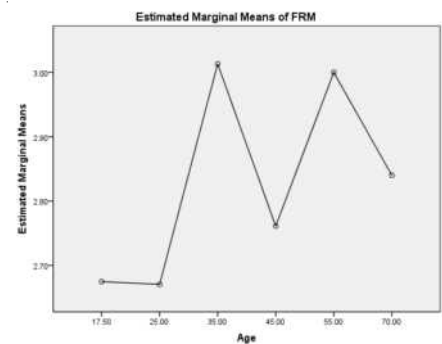
Likeness of family Appeal Ads



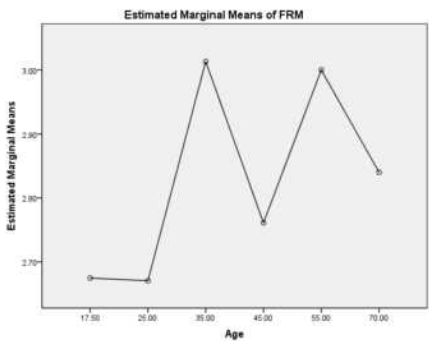
Recall of family Appeal Ads



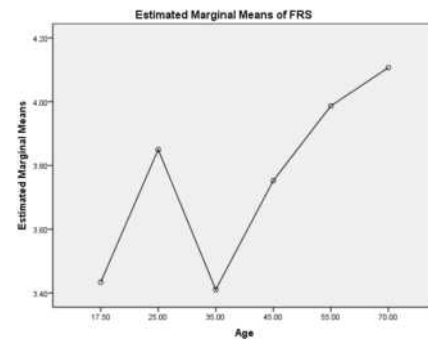
Mood change by family Appeal ads



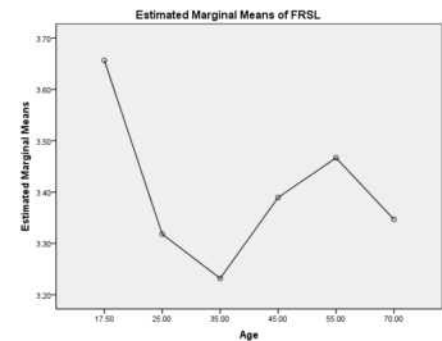
family Appeal Ads connects to Life



Desire of watching again by family Appeal Ads



family Appeal Ads Ability to make sales



chords.

Women felt that family and relationship advertisements are connected to their lives (3.45) and expressed their willing to watch again such advertisements (3.41) if they come across in future

course. Not only feelings elevated by these ads, these motional feelings led to the purchase of their product brands whose are promoted with emotional advertising. They agreed that they buy products after watching family and relationship ads (3.23).

Table No. 4
Family and Relationship Appeal Advertisements – Age wise – Hypothesis Testing

Parameter	Dependent Variable	ANOVA		Pearson Correlation		Chi-Square	
		F	Sig.	r	Sig.	χ^2	Sig.
AGE	F&R Ads are liked	4.765	0	0.05	0.175	112.737	0
	F&R Ads are recalled during shopping	5.791	0	.104	0.004	159.141	0
	F&R Ads can change the mood after watching them	2.159	0.057	0.064	0.08	39.470	0.006
	F&R Ads connect to daily life	5.331	0	.110	0.003	132.616	0
	F&R appeal Ads are desired to watch again	9.562	0	.165	0	85.482	0
	F&R Ads can make sales	2.98	0.011	-0.05	0.171	68.209	0

Post 40 and pre 50 years old women are focused on reaching their life purposes. They settled in family relations and looking for their children management. They are close to reaching their life ambitions and turn to their children aims and achievements. They monitor the progress of their children and their ambitions and live in the hope for their children successes. They spend highly on their children with the hope of taking in return once their children years and treat this as their last efforts on them. In this transaction, they shop highly on their children. It touches their emotional chords if the advertisements are close to meeting their dreams about their children. These age group Indian women liked

family and relationship appeal advertisements (3.74) and they recalled these ads (3.27). Family and relationship ads in fact failed in changing mood levels of the Indian women of all other age groups (<3) but these emotional appeals were successful in meeting the needs of this age group women and hence the Indian women in this groups changed their mood levels after watching family and relationship advertisements (3.22). they also felt these ads are made in such a way that their own lives are reflected in the making of these advertisements (3.47) and hence felt they are worth of watching these advertisements again in future course of action (3.75). They agreed that they are influenced by these family and relationship advertisements and

purchased products hence the family and relationship advertisements are worth of triggering sales.

It is fact that after 50 years, women are closer to death than the birth. Most of the women treat 50 years as milestone to differentiate between young and old. It is restrictive one side and liberalizes another side. They are hurry to fulfill their wants and desires if they realize they are ahead to close their life in short span. In USA they call women cross more than 50 years as 'over the hill' and in Canada "seen Sarah". Many bodily changes take place like developing problems with menopause, loosing hair or turning color, deteriorating vision, sagging neck, bulging stomach, drooping breasts, wrinkling face, fish bellying under arms, suffer knee and back ache etc., as per Linda Lowen, in this duration women wants to experiment. They shop old products more than current products. They look liberal in buying since some of them are unrestrictive unlike in young age struggles with spouse. They won't shop for their children unlike middle aged women but they shop for themselves. They meet similar aged girl friends freely and shop since they are not restricted to go out unlike in young age. They shop for their grand children. They sit before television and enjoy movies and serials. They gather more information about products from the advertisements telecasted in the television. Family and relationship advertisements will remind them their olden days as mother, wife, and daughter in law etc, and recollect their memories from these ads. The researcher found that these old women of 50-60 years and 60 plus year liked family and relationship advertisements (3.97, 4.09) and they recalled those ads during shopping (3.80, 3.60). But family and relationship ads failed to change the moods of these aged women (2.49, 2.61). They found that family and relationship ads are connected to their life (3.99, 4.11) and this emotional appeal is worth of repeating of such ads again in future (3.99, 3.35). They agreed that these family and relationship ads will trigger them to make a purchase of the specified brand shown in the advertisement. Statistically Age factors are not correlated with likeness, mood changes and making a sale though there is significant impact of age on these parameters.

7. FINDINGS

- i) 75.70% of Indian Women like family and relationship advertisements.
- ii) 52.46% of Indian women recalled family and relationship ads during shopping
- iii) 43.03% of Indian women didn't change mood after viewing family appeal ads.
- iv) 60.82% of Indian women lives are connected with family concepts in ads.
- v) 63.21% of Indian Women want to watch family appeal ads again.
- vi) 55.25% of Indian Women made purchase after viewing family ads.
- vii) Indian Teenage women liked family advertisements
- viii) Indian Teenage women recalled family ads during sopping.
- ix) Indian Teenage women didn't change their moods after watching family ads.
- x) Indian Teenage women's lives are connecting with family concepts in ads.
- xi) Indian Teenage women want to watch family ads again.
- xii) Indian Teenage women made sales after watching family ads.
- xiii) Indian Early adulthood women (20-30) liked family appeal ads.
- xiv) Indian Early adulthood women recalled family ads.
- xv) Indian Early adulthood women didn't change moods after viewing family ads.
- xvi) Indian Early adulthood women connected their lives to family ads.
- xvii) Indian Early adulthood women want to watch family ads again.
- xviii) Indian Early adulthood women made sales after watching family ads.
- xix) Indian Middle adulthood women (30-40) liked family ads.
- xx) Indian Middle adulthood women recalled

- family ads.
- xxi) Indian Middle adulthood women didn't change their mood after watching family ads.
 - xxii) Indian Middle adulthood women connected their lives to family ads.
 - xxiii) Indian Middle adulthood women want to watch family ads again.
 - xxiv) Indian Middle adulthood women made sales after watching family appeal ads.
 - xxv) Indian Late adulthood women (40-50) liked family ads.
 - xxvi) Indian Late adulthood women recalled family ads.
 - xxvii) Indian Late adulthood women changed their mood after viewing family ads.
 - xxviii) Indian Late adulthood women connected their lives to family ads.
 - xxix) Indian Late adulthood women want to watch family ads again.
 - xxx) Indian Late adulthood women made sales after watching family ads.
 - xxxi) Indian Aged women (50 plus) liked family ads.
 - xxxii) Indian Aged women recalled family ads.
 - xxxiii) Indian Aged women didn't change moods after watching family ads.

- xxxiv) Indian Aged women connected their lives to family ads.
- xxxv) Indian Aged women want to watch family ads again.
- xxxvi) Indian Aged women made sales after watching family ads.
- xxxvii) Age is not correlated with likeness, mood changes and making a sale by family ads.

8. CONCLUSION

This research is carried out as part of doctoral degree aiming to test if family and relationship appeal advertisements has any impact on Indian women. Family and relationship ads are clearly impacted Indian women. Indian women revealed that they liked, recalled, found mood changes in them, felt connected to their daily living incidents, accepted to watch again and made sales of family and relationship appeal advertisements. Age wise analysis has revealed the similar results are repeated in case of Indian Teenage women, Indian Early adulthood women, Indian Middle adulthood women, Indian Late adulthood women and Indian aged women. The results are contrary in case of mood changes in the Indian middle adulthood women whose moods are changed after watching family and relationship ads. It is observed that Age is not correlated with likeness, mood changes and making a sale by family ads.



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