

ORIGINAL ARTICLE

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IMAGE BUILDING THROUGH  
TELEVISION COMMERCIALS

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ABSTRACT

Brand Image is the impression in the consumers mind for a brand's total personality (real and imaginary qualities and shortcomings). It is a set of beliefs held about a specific brand. It should highlight an organization's mission and vision to all. Advertising is defined as any paid form of nonpersonal communication about an organization, product, service by an identified sponsor. The purpose of conducting this research is to study how a firm employs effective television commercials to create and sustain image of a brand in consumers mind.

Article Indexed in



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## REVIEW OF THE ARTICLE

### Image Building Through Television Commercials

Aditi R Khandelwal

#### Abstract:

The title was clear and well phrased. The abstract was complete and essential details were presented.

#### Introduction:

Brand Image is the impression in the consumers' mind for a brand's total personality (real and imaginary qualities and shortcomings). It is a set of beliefs held about a specific brand. It should highlight an organization's mission and vision to all. Advertising is defined as any paid form of non-personal communication about an organization, product, service by an identified sponsor. Introduction was apologizing.

#### Methodology:

Objectives of the study stated clearly. A descriptive study method was used. convenience sampling method was used.

#### Presentation of Results:

The text was well written and easy to follow. The vocabulary was appropriate. The content was complete and fully congruent. The manuscript was well organized. The data reported were accurate and appropriate; tables and figures were used effectively and agree with the text. Advertisements helps in building brand image. They build a positive image in the minds of consumers about a brand. People are aware of the group company's advertisements.

#### Conclusions:

Major conclusions were, the maximum of respondents feel that advertisement is the most important factor which influences the purchase behavior. The second most important factor which affects the buying behavior of customer is the price of the products offered by a company. The third important factor is the quality and features offered by the product.

#### Scientific Conduct:

There were no instances of plagiarism. Ideas and materials of others were correctly attributed.

#### Relevance:

The study was relevant to the mission of the journal or its audience.

#### References:

Prior publication by the author(s) of substantial portions of the data or study was appropriately acknowledged. Add some more references.

### SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas		✓			
4.	Timelines	✓				
5.	Sufficient information to support the assertions made & conclusion drawn		✓			
6.	Quality of writing (Organization, Clarity, Accuracy Grammar)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)			✓		

### FUTURE RESEARCH SCOPE:

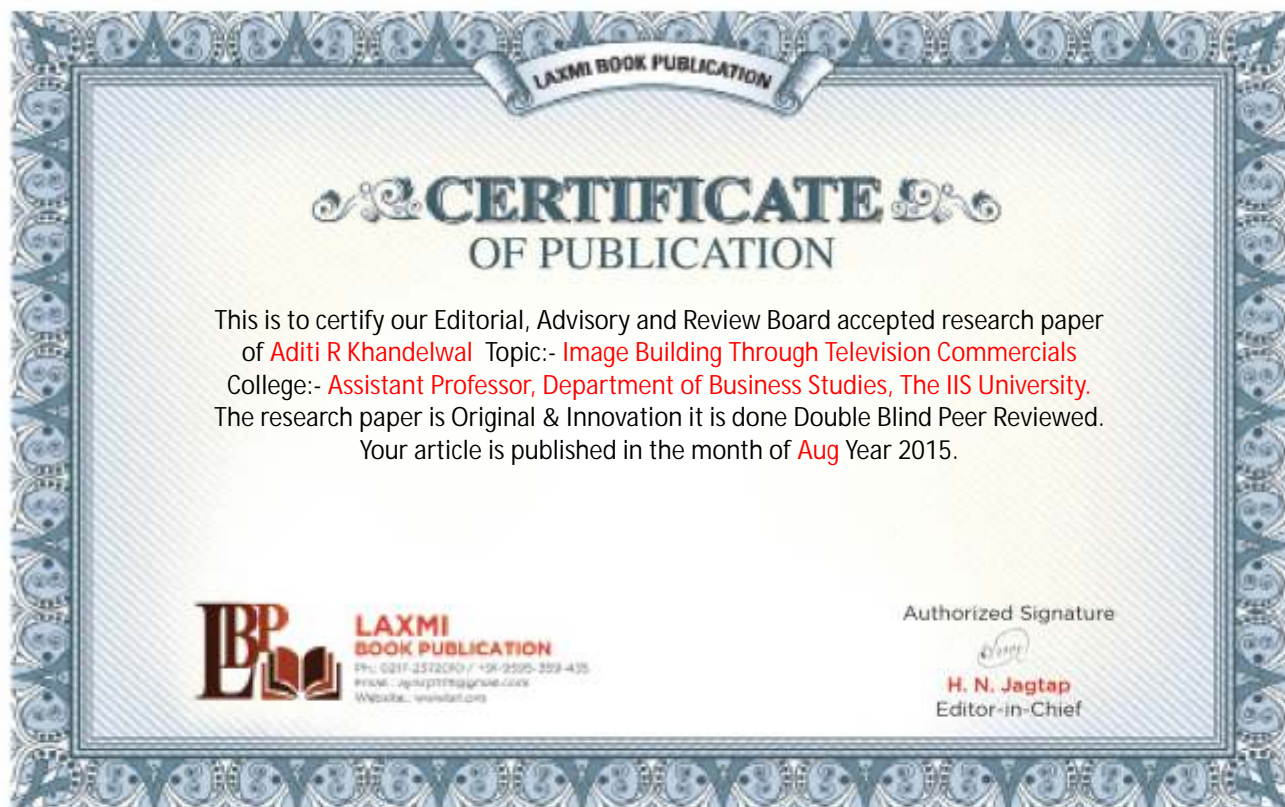
- 1.Impact of Celebrity Endorsements on Brand Image.
- 2.Traditional Media vs. New Media.
- 3.Broadcasting, Videography & Photography Resources.
- 4.The role of mass media in facilitating community education and child abuse prevention strategies.
- 5.Advertising Design:Message Strategies and Executional Frameworks.

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*Reviewed By :-*

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