

very mature children perceive the things different as adults perceive, he argues that after having just one exposure to a commercial, children can have the ability recall the advertisement's content and have a desire for that particular product.

“Bobo Doll experiment” that was especially for the children [10]. Social learning theory focuses on the learning that occurs within a social context. It considers that people learn from one another, including such concepts as observational learning, imitation, and modeling. Among others, Albert Bandura, is considered as the leading proponent of this theory. People can learn by observing the behavior is of others and the outcomes of those behaviors. There are different types of models. There is the live model, and the actual person demonstrating the behavior. There can also be a symbolic model, which can be a person or action portrayed in some other medium, such as television, videotape, computer programs. Many behaviors can be learned, at least partly, through modeling. Examples that can be cited are, students can watch parents read, students can watch the demonstrations of mathematics problems, or seen someone acting bravely and a fearful situation.

Methodology

Survey research

Survey research is the research method that is often used to assess the thoughts, opinions, and feelings. Shaughnessy et al. [11]. Survey research is one of the most important areas of measurement in applied social research. The broad area of survey research encompasses any measurement procedures that involve asking questions of respondents. This study is an analysis of advertisements' effect on illiterate and literate. It measures how is advertisement different for a literate on an illiterate person.

Population

The population in this study is the people who belong to Gujarat City.

Sample

People from Gujarat City are the sample for this study.

Sample size

200 people, both male and female are the sample size.

Data collection

The convenience method for data collection was used for the study. Questionnaire was used for asking questions from the respondents.

It was tried to address the following research questions.

1. How much television exposure does literates have?
2. How much television exposure does illiterates have?
3. How much commercial exposure do literates have?
4. How much commercial exposure do literates have?
5. Who like more advertisements either literates or illiterates?

Major concepts and conceptualization

Exposure to television First major concept of the study is to know how well a respondent has exposure to television. It is a primary need of the research that a respondent must have the habit of watching television for one hour _ 3 5 | 2 q , , ã æ í * í ± Š Ā í ~ < Ó

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