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# Advertising Effectiveness Of Straight Versus Dramatic Ads



**LAMBERT**  
Academic Publishing

Advertising Effectiveness of straight versus dramatic ads of perishable consumer products presented in visual medium to young adults- Males and Females. The investigation was a laboratory experiment,(involving 2\*2 Factorial Design). The advertising effectiveness was measured by "An Index of Advertising Effectiveness". Two-way ANOVA was used to verify the truthfulness or falsity of the research hypotheses set before hand.

M.sc in Applied Psychology from Rajabazar Science College(INDIA). I like challenging responsibilities where I would get the opportunity to explore my knowledge & skills while being resourceful, innovative & flexible.



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