

## **ROLE OF TEASER ADVERTISEMENTS IN CUSTOMER PURCHASE DECISIONS AN EMPIRICAL INVESTIGATION**

Dr. C. Revathy

Assistant Professor and Research Supervisor  
P.G & Research Department of Commerce  
Guru Nanak College (Autonomous), Chennai – 600 042  
revathy.c@gurunanakcollege.edu.in

Ms. N. Thamem

Ph.D. Research Scholar  
P.G & Research Department of Commerce  
Guru Nanak College (Autonomous), Chennai– 600 042  
akthameem1396@gmail.com

Dr. P. Balaji

Assistant Professor  
P.G & Research Department of Commerce  
Guru Nanak College (Autonomous), Chennai – 600 042  
balaji.p@gurunanakcollege.edu.in

### **ABSTRACT**

The proposed study intends to investigate the role teaser advertisements have in efficiently influencing consumers' buying decisions in Chennai. The researchers have adopted a questionnaire method to collect perception on teaser advertisement effectiveness among 214 respondents. In order to explore the findings in relation to the research objectives, statistical tools including simple percentage analysis, descriptive statistics, mean-based ranking, and multiple regression analysis were used. The outcome shows that the more enthusiastic teaser ads are, the higher the level of interest they generate and level of curiosity to know about the product advertised higher the sales of the product through the teaser ads. The study recommended that companies use various social media platforms to advertise their products because people who use those platforms often make impulsive purchases.

**Keywords:** Teaser Advertisements, Product Promotions, Purchase Decision, Social Media and Customer Perception.

### **Introduction**

Advertisement is considered to be an important aspect for the establishment and success of any product as most of the organizations of both large scale and small scale rely on marketing to generate attention from customers through the reliable use of the advertisement as it helps the marketer to find the target market and fulfill the advertising objectives. According to Kotler and Armstrong (2007) defines: "Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor". Advertising is a strategy used by businesses to promote their goods and services, increase sales, and build brand recognition by informing consumers about changes to already-existing goods or the introduction of new goods or services. An organization can have the best ideas, products or services but without the effective communication of the product information to the target market leads to being ignored.

In order to make the advertised information more interesting to the customer the marketer adopted the new technique to obtain the attention of the customers through the teaser advertisement. An effective teaser campaign aims to make people interested in a new product by giving only a little information about the advertisement and more information to be provided later. A teaser ad releases a very small amount of information about the product which induces the customers and creates curiosity to know more about the advertisement of product or services. Teaser advertising works to raise awareness of a brand and generate interest in a new product by using fascinating headlines, attractive visuals, and suspense. A teaser's primary objective is to capture consumers' attention. This form of advertising is used by marketers to announce the launching of a product and to inform people about the arrival of their new product. Teaser ads create an impact among the customers as people love anticipation.

Teaser advertising is described as follows by the 2007 editions of The Marketing Dictionary and Barron's Educational Series: "A brief advertisement designed to induce the public by offering only bits of information without revealing either the sponsor of the ad or the product being advertised". Teaser advertising provides a

creative promotion along with effective communication as the style of advertising serves as an effective communication tool since it not only grabs the target consumer's attention but also helps to stimulate their interest and explains the positioning and benefits of the product. Teaser advertisements are seen to be effective for reaching the target audience with the message, but they do so in a unique way by piquing their interest in the advertisement.

Phillip Kotler, Gary Armstrong (2001) suggests that customers might just be familiar with the product's name or a few basic facts about it, leaving them utterly ignorant of it. As a result, knowledge must be developed first, followed by awareness. Teaser advertisements serve as a source of inspiration for consumers to make purchases, which impacts the marketability of the goods. Henri Joannis (1995) claims that the teaser advertisement is actually a modified version of the AIDA model, which states that an advertisement must catch the public's attention, pique interest in the product, instill a desire to buy the product, and prompt action in the direction of making a purchase. It is a model of the way advertising has an impact that outlines the steps a customer takes to make a purchase. It comprises direct material costs and service costs. All types of organizations can benefit from using teaser videos to boost sales. Teasers can be utilized in almost every business for any kind of good, service, or event.

### Review of Literature

Maximilian & Alessandro (2021), the study concentrates on the contribution and participation components of brand interaction and attempts to analyze customers' responses to brand announcements of less compatible new items on social media. Consumers are often more interested in social media posts that feature new products that are less compatible with their existing needs, according to a study that examines customers as essential stakeholders in how they react to such product releases. The study's results show that, while traditional brands may initially benefit from the constant introduction of new products that are inconsistent with their existing offerings, over time, traditional brands may experience a decline in the effect that low congruence has on arousing their customers' curiosity.

Daroach (2020), the purpose of the study is to determine how consumers feel about the promotions and marketing that businesses utilize on various social media platforms. The researcher has examined by quantitative study through a well-structured questionnaire for primary data from the students as their respondents adopting the survey method and the data were analyzed through descriptive and inferential analysis. The study concluded that the social media advertisement grabs the attention of the people as it helps the customers to recognize the brands and they do visit the product website with interest which makes the customers to be updated with the products availability in the market.

Chuan & et al., (2019) the study integrates the agency performance to look at how the relationship between advertising agencies and their clients affects their creative performance and implementation. The research looks towards how media planners and clients may maintain and grow their relationships. The researcher adopted the online questionnaire which focused on the client-agency relationship through adopting a structural equation model to analyze the client agent relationship. The study's findings suggest that emotional bonding can be used on its own to effectively reduce emotional and task conflict.

Jana & Maack (2019) the study explores the ability of several curiosities to pique people's interest, including novelty, information gaps, and ambiguity, which are all documented in the basic literature on curiosities and extensively used in brand building. The study has adopted an experimental analysis and the data were collected through a well-structured questionnaire. The study has resulted that the effect of curiosity on attitude towards the advertised product is mediated by heightened positive expectations with an increased positive affect. The researcher has suggested that expectation-driven evaluation and a misattribution of process induced positive emotions are responsible for the positive effect.

Prasanna (2018), the research examines the people perception towards online advertisements through digitalization as it's quick and easy to know about the information when compared to other advertising medium. The researcher has adopted the judgmental sampling technique and descriptive data analysis through a self-administrated questionnaire. The study results online advertising has a greater impact next to television advertisements and it's helpful for the companies for establishing their brands easily which leads to have a positive impact of the purchasing behavior of the consumers. The researcher suggests that online advertising create more impact and awareness among the consumers through digitize India, the companies can easily capture the market through online advertising.

Amit (2017) the determination of the study was to increase the attention of the product in the customers mind and to identify the consumer awareness towards the influence of the advertisement by celebrities. The study has adopted descriptive analysis and the data were collected through the convenience sampling method. The study has analyzed the effect of the celebrity advertisement on consumer choice creation. The study concluded that the advertising by celebrities is used as a promotional tool for increasing the sales in the market with an increase in expenditure on promotional tools through advertising campaigns.

Paul (2015), the study identifies as customers would be more interested in a product if there was positive ambiguity about future items, and they would also be more likely to spread product-related word of mouth. The researcher was assessing future-focused advertisements to those which focus on the present, the researcher looked at whether the latter could encourage strong word-of-mouth about the marketed product. The study concluded that consumer interest in the marketed product and their tendency to spread the word about it can both be increased by future advertising.

Mugge & et al, (2014) The study examines the impact of personalizing a product's appearance on the emotional link with a product and focuses on how consumers might be included in the design process of their own products through product customisation. In order to gather the primary information required to examine whether the process of product personalization encourages the building of an emotional relationship with a product, the researcher used the convenience sampling technique. The study's findings show that as a person gives more effort into a product during the personalization process, the product gains more self-expressive value and strengthens the emotional connection a person has towards it. This is due to the research concentrated on customizing a product's appearance.

Husan & Nai (2014) the main aim of the study was to examine the effects of SMS teaser ads and the significance of product curiosity in SMS advertising in an effort to arouse interest and the desire to engage with the advertiser. The study will deepen our understanding of the role well-known brands play in how consumers process mobile marketing communication messages by investigating the effect of brand familiarity on SMS teaser efficacy. This study offers fresh perspectives for the investigation of SMS teaser advertising's effects and is an initial step along the way. The results of this study indicate that when developing their advertising strategies, businesses might decide to try with SMS teaser advertisements.

Trehan & Maan (2013) the author of the study analyzed the significance of teaser advertising in brand promotion of goods and services. The study examined communication goals and how promotions work across product categories, consumer needs, interests, and motives. The study's conclusions show that teaser tactics, which use a combination of verbal and visual features in print and television media advertisements to grab the public's attention and promote a product, are becoming more frequent. The results suggest that teaser ads have created an arousal of interest and consumer engagement as it interacts with customers at different stages of the communication process.

Trehan & Maan (2012) the study examined the role of teaser advertising in product promotion as an effective technique for communicating with the target audience by arousing interest in order to capture the attention, the study looked at the role of teaser advertising in product marketing. In order to provide a conceptual foundation for the original creative execution, the study looks at the body of existing research on teaser advertising. The study's findings show that the information gap caused by teaser advertising encourages consumers to investigate the final advertisement, discovering the brand name and ultimately trying the product.

Yang & Smith (2009) the research examines the fundamental persuasion and emotional mechanisms through which innovative advertisements affect customer viewing and purchase intentions. The study investigated the potential for creative advertising to have a substantial affective impact because the emotions evoked by advertisements can influence brand attitudes and purchasing behavior. The study looked into the ways during which and under what situations creative advertising affects consumer response and processing. Consumer involvement, in accordance with the study's findings, moderates the cognitive impacts of creative advertisements, and advertisers can create distinct ad campaigns to target high- and low-involvement consumer segments.

### **Objectives of study**

The study intends to address the following study objectives.

1. To investigate how teaser advertisements are perceived.
2. To examine the value and effectiveness of teaser advertisements in relation to the intended audience.

### Scope of the study

The purpose of this study was to determine how people generally felt about teaser commercials. Teaser commercials are a tactic that marketers use to increase consumers' curiosity. The current study will shed further information about the present pattern on the way in which the consumers get influenced and attracted towards the teaser advertisement through the level of fulfillment and the purchase intention of the consumers on seeing the teaser advertisement.

### Research Methodology

This study's research methodology was quantitative and descriptive in character, and the researcher used a non-random convenient sampling technique to choose the study's participants. 110 people were used as the sample size for the primary data collection on consumer perception of teaser commercials. The researcher, however, also made an effort to comprehend the body of current knowledge related to the study field through journals, newspapers, magazines, and books.

### Questionnaire Design

A screening question was included in a structured questionnaire that was created to determine how people felt about teaser advertisements. Two distinct portions of the research equipment have been finalized by the researcher. The first part deals with the demographic characteristics of the respondents such as, gender, age (in years), educational qualification, occupation, monthly income level (in Rs.) and area of living. The second part deals with level of satisfaction, emotions on viewing the teaser ads and perception towards teaser advertisement which was measured in the appropriate 5 point Likert scale, as strongly agree to strongly disagree ranging from 5 to 1 respectively.

### Results and Discussion

The study's research objectives were taken into consideration when the primary data were analyzed and interpreted using SPSS version 27.0 and statistical methods such simple percentage analysis, descriptive statistics, and multiple regression analysis.

Demographic Characteristics (N = 214)	Frequency	Percentage
<b>Gender</b>		
Male	74	34.6
Female	140	65.4
<b>Age</b>		
15-25 Years	186	86.9
25-35 Years	24	11.2
35-45 Years	4	1.9
<b>Educational Status</b>		
Under Graduate	170	79.4
Post Graduate	20	9.3
Professional	18	8.4
Others	6	2.8
<b>Occupation</b>		
Self Employed	20	9.3

Salaried	34	15.9
Professional	14	6.5
Others	146	68.2
<b>Monthly Income Level</b>		
<Rs.10,000	122	57
Rs.10,001-Rs.25,000	66	30.8
Rs.25,001-Rs.50,000	20	9.3
>Rs.50,000	6	2.8
<b>Area of Living</b>		
Urban Area	146	68.2
Semi-Urban Area	26	12.1
Rural Area	42	19.6

Table 1. Demographic Characteristics of the Respondents

Table 1 indicates the following demographic characteristics of the respondents.

**Gender:** Majority of the respondents is female (65.4%) followed by male respondents (34.6%).

**Age:** Majority of the respondents are within the age group of 15-25 years (86.9%) followed by the age group of 25-35 years (11.2%) and the age group of 35-45 years (1.9%).

**Educational Qualification:** Sizable portion of the respondents are graduates (79.4%) followed by post graduates (9.3%), professionals (8.4%) and others (2.8%).

**Occupational Status:** Majority of the respondents are others (68.2%) followed by salaried (15.9%), self-employed (9.3%) and professionals (6.5%).

**Monthly Income Level:** Majority of the respondents are with the monthly income of less than Rs. 10,000 (57%) followed by the income group of Rs. 10,000 to Rs. 25,000 (30.8%) and the income group of Rs.2510,000 to Rs. 50,000 (9.3%) and greater than Rs. 50,000 (2.8%)

**Area of Living:** Majority of the respondents are from urban areas (68.2%) followed by rural areas (19.6%) and in semi-urban areas (12.1%).

<b>Media Gets Attention &amp; Influence</b>		
Print	2	0.9
TV	44	20.6
Social Media	150	70.1
Board Hoarding	2	0.9
Word of Mouth	16	7.5

<b>Frequency of Visit to retail outlets</b>		
Once in a Month	94	43.9
2-3 Times in a Month	44	20.6
More than 3 Times	28	13.1
Occasionally	48	22.4
<b>Describe the Emotions on Seeing the Teaser Ads</b>		
Happy	110	51.4
Angry	16	7.5
Surprised	16	7.5
Curious	72	33.6
<b>Describe Teaser Ads</b>		
Creative Ads	72	33.6
Attractive Ads	56	26.2
Unique and Attention Getting Ads	74	34.6
Boring Ads	12	5.6

Table 2. Perception of Teaser Advertisements

Table 2 indicates that the media through which the consumers get attention and influenced by the teaser ads, where the majority of the consumers are influenced by social media (70.1%) followed by the TV ads (20.6%) then through the word of mouth (7.5%) and followed by the print ads and board hoarding (0.9%).

Frequency of visit to the retail stores: Majority of the respondents visit the retail stores once in a month (43.9%) followed by the consumer who visit occasionally (22.4%) and who visit 2-3 times a month (20.6%) and those who visit the retail stores more than 3 times in a month (13.1%).

Emotions of the consumers on seeing the teaser ads: Majority of the consumers feels happy on seeing the teaser ads (51.4%) followed by the consumers who feel curious about knowing the teaser ads (33.6%) and then surprised on seeing the ads (7.5%) and at last angry on the repeated ads without the informing the content (7.5%).

Majority of the respondents feel as the teaser ads are unique and attention getting ads (34.6%) followed by the consumers who feels as teaser ads are creative (33.6%) and by the people who feel the teaser ads are attractive (26.2%) and followed by the people who feel bored on teaser ads (5.6%).

<b>Factors Influencing Purchase Seeing Teaser Ads</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Rank</b>
Teaser ads creates something interesting about the product	3.03	0.691	3
Level of curiosity to know about the product advertised	3.13	0.726	1
Innovation creates eager to identify the ads	3.11	0.676	2

Level of enthusiasm on teaser ads	2.99	0.732	4
-----------------------------------	------	-------	---

Table 3. Reverse Weighted Average Mean Based Ranking for the Factors Influencing Purchase Decision

Table 3 indicates the factors which influences the purchase the product on seeing the teaser ads which is importantly influenced are the level of curiosity to know about the product advertised (Mean = 3.13; Rank 1) followed by the innovation creates eager to identify the ads (Mean = 3.11; Rank 2), followed by teaser ads creates something interesting about the product (Mean = 3.03; Rank 3) and level of enthusiasm on teaser ads (Mean = 2.99; Rank 4).

Variables	Mean (SD)	R	R <sup>2</sup>	Adj.R <sup>2</sup>	Std. Error	F-Value (Sig.)	Unstandardized Coefficients	Standardized Coefficients	t-Value (P-Value)	Collinearity Statistics
							B (Std. Error)	Beta		Tolerance (VIF)
<b>Dependent Variable</b>										
Perception of Consumer Teaser Ads	3.85 (0.615)	0.508	0.258	0.248	0.533	24.370 (0.000)				
<b>Independent Variable</b>										
(Constant)							2.215 (0.197)		11.270 (0.000)	
Level of enthusiasm on teaser ads	2.99 (0.732)						0.204 (0.062)	0.243	3.293 (0.001)	0.647 (1.545)
Level of curiosity to know about the product advertised	3.13 (0.726)						0.194 (0.059)	0.230	3.310 (0.001)	0.734 (1.362)
Teaser ads creates something interesting about the product	3.03 (0.690)						0.136 (0.065)	0.153	2.100 (0.037)	0.662 (1.509)
Innovation creates eager to identify the ads	3.11 (0.676)						-0.100		-0.141 (0.888)	1.546 (0.617)

Table 4. Determinants of Perception of Consumer Teaser Advertisements Effectiveness

Table 4 indicates that Ordinary Least Square (OLS) model provides a strong fit for multiple regression analysis, and the linear combination of interest in teaser advertising and interest in learning more about the promoted product was significantly correlated with consumer perception of teaser ads {F = 24.370, p<0.001}. The multiple correlation coefficient is 0.508, which shows that 24% of the respondents' consumer variance is towards teaser advertisements. From all these it could be said that level of enthusiasm on teaser ads and level of curiosity to know about the product advertised significantly and positively influences the perception of consumer teaser ads whereas; Teaser ads creates something interesting about the product and Innovation creates eagerness to identify the ads do not have the significant influence on the perception of consumer on teaser ads. Therefore, the result proves that higher the level of enthusiasm on teaser ads and level of curiosity to know about the product advertised higher the sales of the product through the teaser ads.

Items	Mean	Std. Deviation	Variance	Skewness	Kurtosis	Kolmogorov-Smirnov <sup>a</sup>	Shapiro-Wilk	Reliability Statistics (Cronbach's Alpha)	
	Statistic	Statistic	Statistic	Statistic (SE = 0.166)	Statistic (SE = 0.331)	Statistic	Statistic	Corrected Item-Total Correlation	Squared Multiple Correlation

Perception of the Consumer Teaser Ads								0.919	
I feel connected with the company by the teaser ads	3.71	0.899	0.808	-1.118	1.927	0.309	0.805	0.680	0.646
I feel connected with an exciting campaign	3.75	0.857	0.734	-0.845	1.438	0.289	0.833	0.723	0.599
Teaser ads creates more impact on advertisement than the celebrities ads	3.97	0.781	0.610	-0.787	1.331	0.299	0.820	0.647	0.476
I feel like having a interpersonal communication with the ads	3.67	0.772	0.597	-0.594	0.732	0.309	0.835	0.724	0.674
I feel attracted by the ads and enjoy seeing teaser ads	3.95	0.704	0.495	-0.424	0.317	0.312	0.813	0.719	0.614
I will remember the teaser ads on seeing the actual advertisement	4.03	0.731	0.534	-0.335	-0.260	0.270	0.827	0.639	0.472
Teaser ads are more interesting which stay in memory for long time	3.96	0.698	0.487	-0.284	-0.026	0.297	0.818	0.661	0.547
Teaser ads increase the curiosity to purchase the product	3.84	0.846	0.716	-0.910	1.368	0.313	0.826	0.740	0.616
It would make the consumer to learn about the product	3.93	0.716	0.512	-0.369	0.119	0.303	0.822	0.685	0.496
I feel teaser ads pleasing to see repeatedly	3.74	0.742	0.551	-0.510	0.978	0.301	0.828	0.756	0.641

Table 5. Descriptive Statistics and Reliability Statistics of Perception of Consumer Teaser Advertisements  
 Table 5 shows that the findings of the Kolmogorov-Smirnov Test of Normality and the Shapiro-Wilk Test of



Normality are evidence that the data has a normal distribution since the mean values are higher than the standard deviation and the measure of distribution is stable (Standard Deviation is less than 1/3 of Mean). Further, “Cronbach’s Alpha Reliability Coefficient were applied to measure the reliability and consistency of the data” and results proves that the values for dimensions such as “I feel connected with an exciting campaign, I feel like having a interpersonal communication with the ads, I feel attracted by the ads and enjoy seeing teaser ads, Teaser ads increase the curiosity to purchase the product, I feel teaser ads pleasing to see repeatedly is more than 0.700 ( $\alpha = > 0.700$ ), which proves that data must be dependable and consistent in nature.

### Recommendations and Conclusion

Teaser advertising campaigns are used not only in tangible goods but the idea of advertising works even in promoting the services and ideas. It helps the marketer to create hype for the product or services before the actual launch. The teaser advertising perfectly positions it to play the roles of messenger, mediator, and multiplier in the context of integrated marketing and communication. Any advertisement in a world where the customer is in control can only be effective if it interacts with the consumer at different stages of the communication process. Passive communication is no longer acceptable. Even the consumer wants to be a part of the creative process in teaser advertisements. Campaigns with teasers do this. They accompany them on a promotional communication journey during which the consumer carefully examines and preens to choose the right goods. Teaser messages are displayed on signposts at each stop, assisting customers in following the correct route. Another element that draws users' attention to an advertisement would be its position in consumers' minds. The respondents stated that the data made available by different sellers regarding their goods on social media informs consumers and keeps them up to date. Although they may not need the things, people do purchase them after watching the advertising. Social networking sites are used by some businesses to advertise their goods, and people who use those sites are more inclined to make impulse purchases.

### References

- Ackermann, L., Mugge, R., & Schoormans, J. (2018). Consumers' perspective on product care: An exploratory study of motivators, ability factors, and triggers. *Journal of Cleaner Production*, 183, 380-391.
- Balaji, P., & Murthy, S. S. (2019). Web 2.0: an evaluation of social media networking sites. *International Journal of Innovative Technology and Exploring Engineering*, 8(10), 752-759.
- Chou, H. Y., & Lien, N. H. (2014). Effects of SMS teaser ads on product curiosity. *International Journal of Mobile Communications*, 12(4), 328.
- Chu, S. C., Cao, Y., Yang, J., & Mundel, J. (2019). Understanding advertising client–agency relationships in China: A multimethod approach to investigate Guanxi dimensions and agency performance. *Journal of advertising*, 48(5), 473-494.
- Daroch, B. (2017). Consumer’s perception towards social media advertising. *International Journal of Research in Business Studies*, ISSN: 2455-2992, 2(2).
- Daume, J., & Hüttl-Maack, V. Consumers’ Situational Curiosity: A Review of Research on Antecedents and Consequences of Curiosity in Marketing-Relevant Situations.
- G.S. Maan, K. T. (2013). Uses and Functions of Teaser Campaigns in Advertising and Promotion: A Content Analysis of Newspaper and Television Advertisements in India. *Journal of Mass Communication Journalism*, 03(01).
- Gerrath, M. H., & Biraglia, A. (2021). How less congruent new products drive brand engagement: The role of curiosity. *Journal of Business Research*, 127, 13-24.
- Indumathi, R. (2018). Influence of digital marketing on brand building. *International Journal of Mechanical Engineering and Technology (IJMET)*, 9(7), 235-243.
- Joannis, H. (1995). *De la stratégie marketing à la création publicitaire: la création publicitaire dans les magazines et les affiches, à la télévision, à la radio*. Dunod.
- Ketelaar, P., Van't Riet, J., & Dahlén, M. (2015). How do teaser advertisements boost word of mouth about new products?: For consumers, the future is more exciting than the present. *Journal of Advertising Research*, 55(1), 73-80.
- Kotler, P., & Armstrong, G. M. (2010). *Principles of marketing*. Pearson Education India.
- Kotler, Philip, and Gary Armstrong. *Marketing: edición para Latinoamérica*. Pearson Educación, 2001.
- Kumar, A., & Haryana, S. (2017). Consumers’ Perception Towards Advertisement done By Celebrities. *International Journal of Business Quantitative Economics and Applied Management Research*.
- Prasanna, R. P. I. R., Jayasundara, J. M. S. B., Naradda Gamage, S. K., Ekanayake, E. M. S., Rajapakshe, P. S. K., & Abeyathne, G. A. K. N. J. (2019). Sustainability of SMEs in the competition: A systemic review on technological challenges and SME performance. *Journal of Open Innovation: Technology, Market, and Complexity*, 5(4), 100.

- Revathy, C., & Balaji, P. (2020). Determinants of behavioural intention on e-wallet usage: an empirical examination in amid of covid-19 lockdown period. *International Journal of Management (IJM)*, 11(6), 92-104.
- Shantharam, B. B., Balaji, P., & Jagadeesan, P. (2019). Impact of Customer Commitment In Social Media Marketing on Purchase Decision–An Empirical Examination. *Journal of Management (JOM)*, 6(2).
- Tamilselvi, R., & Balaji, P. (2019). The key determinants of behavioural intention towards mobile banking adoption. *International Journal of Innovative Technology and Exploring Engineering*, 8(10), 1124-1130.
- Trehan, K. (2012). Teaser Campaigns: An Effective Advertising Execution for Varied Goods, Services and Ideas. *Journal of Mass Communication and Journalism*, 02(11).
- Yang, X., & Smith, R. E. (2009). Beyond attention effects: Modeling the persuasive and emotional effects of advertising creativity. *Marketing Science*, 28(5), 935-949.