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USER PERCEPTION TOWARDS WEB, TELEVISION AND RADIO AS ADVERTISING MEDIA: COMPARATIVE STUDY

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ABSTRACT

The Internet revolution is well under way and the online audience is growing rapidly, in many countries. Many companies are coordinating all efforts so that they can send cohesive messages to their customers. Some companies are building brands with little or no use of traditional media advertising. The Web is emerging as a new advertising medium vying their communications strongly with the more traditional media. Despite the Web's capability of becoming a potentially powerful medium, the results explore how viewers perceive the Web site in relation to traditional media. This study is an effort to identify how do viewers perceive the Web vis-à-vis other media? The perception of the viewer's influences the advertisers' selection of the medium. To find the answers to these questions, the study focuses on the opinions of people who use the Web and television as well as the radio. The study primarily focuses on the consumer's perception of advertising media—the television, radio and the Web. Information Collected from the respondents about their reactions towards Web and TV and Radio advertising in all its various forms, and not towards a single advertisement or medium of advertising for a particular type of product or service. The results of a survey comparing the perception of viewers about Web, TV and Radio advertisements, which indicate that the Web is perceived as an efficient medium for conveying information. TV advertisements are not considered to be deceptive, Respondents has positive attitudes towards advertisement on TV and TV is perceived as efficient medium for entertainment, and respondents are very much emotional towards television advertisements.

KEYWORDS

Advertising Media, Perception, Radio, TV, Web.

INTRODUCTION

Advertisers have long used traditional media to build brands; many have now started taking the Web seriously to support their brands, as millions of consumers are now going online to access information. The Web has created a new communication environment for advertising campaigns, thus initiating a new era of firm consumer interaction. The Web has already become a significant Advertising medium and it will soon become a very important component of a company's media-mix. Many companies are now considering Web advertising as a viable alternative to advertising in traditional media.

The chances of an advertisement being carefully processed by the audience are lowered because of the high volume of advertisements competing for an individual's attention on a daily basis in different media. The job is made more difficult by the Web which has resulted in greater growth of online advertising.

In this age of advertising overload, viewers choose to see what they want to see and pay no attention to the rest. How do viewers perceive the Web vis-à-vis other media? Is Web advertising more effective than television and Radio advertising? The perception of the viewers influences the advertisers' selection of the medium. To find the answers to these questions, the study focuses on the opinions of people who use the Web, television as well as Radio.

The respondents in this study were asked to assess the advertisements in media - the Web and television and the radio - and then to evaluate the effectiveness of advertisements in each media. This approach made it possible to collect information from the Respondents about their reactions towards all Web and TV and Radio advertising in all its various forms, and not towards a single advertisement or medium of advertising for a particular type of product or service.

INTRODUCTION TO ADVERTISING

In modern times advertising prevails in all walks of human life. It has acquired the distinction of being the most visible and glamorous method of marketing communication

"Any paid form of non-personal presentation/promotion of ideas/goods/services by an identified sponsor".

"Advertising is, actually, a simple phenomenon in terms of economics. It is merely a Substitute for a personal sales force -an extension, if you will, of the merchant who cries Aloud his wares.

"Advertising is the ability to sense, interpret to put the very heart throbs of a business into type, paper and ink."

"Advertising -a judicious mixture of flattery and threats."

"Advertising may be described as the science of arresting the human intelligence long Enough to get money from it"

"Advertising is a lot more than just television commercials—it includes branding, packaging, celebrity spokespeople, sponsorships, publicity, customer service, the way you treat your employees, and even the way your secretary answers the phone."

Advertising can be used to build up a long-term image for a product (Coca-Cola advertisements) or trigger quick sales (a Sears's ad for a weekend sale). Advertising can reach geographically dispersed buyers efficiently. Certain forms of advertising (TV advertising) typically require a large budget, whereas other forms (newspaper advertising) can be done on a small budget.

Every year companies spend large amounts of money on advertising in different media. Not all the advertisements are successful in attracting the attention of the right consumers or persuading them to make a purchase. In this age of advertising overload, viewers choose to see what they want to see and pay no attention to the rest.

TABLE 1 : PROFILES OF MAJOR MEDIA TYPES ¹

Medium	Advantages	Limitations
Newspapers	Flexibility; timeliness; good local market coverage; broad acceptance; high believability	Short life; poor reproduction quality; small "pass-along" audience
Television	Combines sight, sound, and motion; appealing to the senses; high attention; high reach	High absolute cost; high clutter; fleeting exposure; less audience selectivity
Direct mail	Audience selectivity; flexibility; no ad competition within the same medium; personalization	Relatively high cost; "junk mail" image
Radio	Mass use; high geographic and demographic selectivity; low cost	Audio presentation only; lower attention than television; no standardized rate structures; fleeting exposure
Magazines	High geographic and demographic selectivity; credibility and prestige; high-quality reproduction; long life; good pass-along readership	Long ad purchase lead time; some waste circulation; no guarantee of position
Outdoor	Flexibility; high repeat exposure; low cost; low competition	Limited audience selectivity; creative limitations
Yellow Pages	Excellent local coverage; high believability; wide reach; low cost	High competition; long ad purchase lead time; creative limitations
Newsletters	Very high selectivity; full control; interactive opportunities; relative low costs	Costs could run away
Brochures	Flexibility; full control; can dramatize messages	Overproduction could lead to runaway costs
Telephone	Many users; opportunity to give a personal touch	Relative high cost unless volunteers are used
Web	High selectivity; interactive possibilities; relatively low cost	Relatively new media with a low number of users in some countries

THEORETICAL FRAMEWORK ON WEB, TV & RADIO ADVERTISING

WEB ADVERTISING

The Web has created a new communication environment for advertising campaigns, thus initiating a new era of firm consumer interaction. The Web has already become a significant advertising medium and it will soon become a very important component of a company's media-mix. Many companies are now considering Web advertising as a viable alternative to advertising in traditional media.

Advertising on the Web and in traditional media is not the same, since the Web can extend the function of advertising far beyond what traditional media are able to accomplish. Consumers can not only obtain information about the product or services offered by following the various links within the Web advertisement (ad) but also place orders online and download some products (such as e-books) to their computer. In contrast, these kinds of facilities are not available in traditional advertising media. So the Web provides the means for 'interaction' between buyers and sellers, and gives consumers the flexibility to do things themselves with ease, speed and at their own convenience.

The Web is a relatively new medium and it may be a little too early to set rules and define exactly what works and what doesn't. Many consumers find advertising annoying. The Web has become a proven medium for advertising and a feasible alternative to traditional media like television and billboards. Several different formats of Web advertising are being used currently, including banner advertisements, button advertisements, pop ups and pop under, interstitials or in-your-face advertisements, online advertising gaming and keywords advertisements.¹

With the emergence of the web, online advertising has received strong interest from both researchers and practitioners. Online advertising has been found to be effective both in communicating corporate messages and in strengthening brand equity. Additionally, the web offers more freedom of action for consumer, who can select a time and place for their website browsing. Thus; they actively manage their interaction with the medium. Due to the growing importance of the web, marketers increasingly are pursuing an integrated multichannel communication strategy to increase advertising effectiveness.²

The emergence and ubiquity of the Web has proven itself of having huge potential as an advertising medium. Online advertising has been the fastest growing part inside the whole advertising industry.³

TELEVISION ADVERTISING

The arrival of television advertising in 1955 changed the world of advertising more than anything before or since. For the first time, people were able to see moving images and hear sound in their own living rooms. And, for the first time, advertisers were able not just to communicate but to entertain. In a very short period, it became clear that those companies that used television to advertise their products were running away with market share.

During '50s, it was not surprisingly the message in advertising that was seen as being the key to effectiveness. As Reeves proclaimed, [television] advertising was "the art of getting a unique selling proposition into the advertisements of the most people at the lowest possible cost" (Reeves, 1961). And as Barclay, Doub, and McMurtrey observed in the Journal of Advertising Research a few years later, "Recall of commercial content was the principal measure of communication effectiveness" (1965).⁴

Television has its own strengths—it provides entertainment for the whole family and is easy to use. Advertisers use creativity in developing advertisements in all media. TV commercials use sound, moving images, and pictures, and a commercial on TV varies in duration—ranging from five seconds to ninety seconds. TV on the other hand contains both intensely moving images and sounds that are effective attention grabbing devices. TV advertising is reportedly the most entertaining. TV is mainly an emotional medium.¹

RADIO ADVERTISING

Radio advertisement was based on reading aloud a print brochure. Radio advertisements offer little opportunity for the receiver to select or focus on particular relevant or interesting parts of the advertisement, or to control the length of the transmission, or the order of the presentation. Thus, radio advertisements are externally controlled. Consequently, it may be difficult for receivers to perceive the content of the advertisement. The sender risks other parts of the advertisement, such as background music or slogan, dominating the receiver's perception of the advertisement. Hence, radio advertisements might be less useful in changing or influencing consumers' attitudes towards products.⁵

Radio commercials hold a marginal share among the main media categories, for example newspaper and television. However, it is still regarded as an important and useful medium in marketing and advertising in large cities and metropolitans. The broadcast of commercials on radio needs real feel orientation and voice is the single major determinant that draws the attention of listeners. Programs on sales and market news are the principal preferences of urban commuters for large metro radio stations. The majority of short and informative advertisements for consumer products in an urban setting use radio advertising with communication appeal related to the efficacy of products and psychosocial enhancement of consumers at retail outlets. Promotional efforts by manufacturing and retailing companies appear to focus on positive emotional appeal to influence consumers through radio advertisements.

Though the print and television media has taken the major share of revenue from commercials, advertisements on radio still hold audience of large cities. However, little research has been published on the impact of commercial broadcast by AM or FM radio on urban consumers. Most studies did not consider radio and outdoor advertising as principal research agenda, despite their importance in business communication, consumer behavior and towards sale stimulation for retailers.⁶

LITERATURE REVIEW

The following section discusses various studies that have dealt with advertising media.

Starch, Daniel (May/Jun 1958)⁷ the research ascertains that what advertisements people do read. Similarly, whether these same people buy the product within some reasonable time period after reading the advertisement. And the main intention of study is to find out to what extent purchases by readers are due to the reading of the advertisement.

James S. Frideres (Feb1973)⁸ research attempts to address the latter hypothesis; specifically, to study the impact of toy advertising upon young children and their parents' subsequent buying patterns.

Kent M Lancaster and Peggy J Kreshel and Joya R Harris (May 1986)⁹ Advertising theory and practice require that media plans be developed and evaluated in terms of advertising exposures, or other desired communication effects, rather than media vehicle exposures. This often means that, when evaluating media schedules in terms of effective reach, for example, media vehicle audience ratings must be weighted. Also, optimum levels of message frequency typically must be feasible within an appropriate time frame. This article focuses on how leading advertising agencies implement theoretical constructs concerning effective reach when evaluating media plans. Media executives from 91 leading advertising agencies describe their agencies' procedures for weighting audience ratings, including the magnitude of weights typically applied to vehicle audience estimates in major media categories. Alternative definitions of effective reach and rationale supporting the use of various time intervals for media plan evaluation are also presented.

Pedrick, James and Zufryden, Fred (Spring 1991)¹⁰ They proposed a model to analyze the impact of advertising media plans and point-of-purchase marketing variables on a brand's market performance. Model integrates brand choice, purchase incidence, and exposure behavior within a non stationary stochastic framework. Moreover, it considers various aspects of consumer heterogeneity including individual differences in loyalty levels, purchase rates, and exposure probabilities for a population of consumers. The integrated model provides a relationship of advertising exposures from media plans, and other marketing variables, to measures of a brand's performance that include market share, penetration and depth of repeat patterns over time. In this paper, they focused on a multi-brand model formulation and stress its application to the analysis of advertising media plans.

Herbjørn Nysveen and Einar Breivik (2005)⁵ The study compares the effectiveness of web advertisements (pop-ups), print advertisements (posters) and radio advertisements for an airline ticket and for a weekend stay at a hotel. The advertisement copies were developed specifically for this study by a professional agency. Advertisements were developed to utilise specific medium characteristics, and the control of advertisement content was attained through the brief. Furthermore, the relative quality of the advertisements was used as a covariate in the analysis of media effects. The results indicate that both advertising media and the relative quality of the advertisements presented in the various media influence the effectiveness of the advertisements. Web and posters were found to be more effective advertising media than radio.

Komal Nagar (Sep2009)¹ The study presents the results of a survey comparing the effectiveness of Web and TV advertisements, which indicate that the Web is perceived as an efficient medium for conveying information. Web advertisements are not considered to be deceptive. However, TV advertisements help in changing and maintaining attitudes towards the advertised products/services better than Web advertisements. Advertising clutter in both the media generate a high level of irritation among users. Web advertisements have come of age, and may soon be comparable to TV on all the factors of advertising effectiveness.

Wakolbinger, Lea M. and Denk, Michaela and Oberecker, Klaus (Sep2009)² The analyzes advertising effectiveness of print and online media as well as the impact of combining these two media forms on overall advertising effectiveness. Study supports existing findings that print and online advertising feature the same advertising effectiveness. Our experimental data, however, also indicate advantages of cross-media advertising.

Rajagopal (January 2009)¹ Study examines the impact of growing congestion of shopping malls in urban areas on shopping convenience and shopping behaviour. Based on the survey of urban shoppers, the study analyses the cognitive attributes of the shoppers towards attractiveness of shopping malls and intensity of shopping. The results of the study reveal that the ambience of shopping malls, assortment of stores, sales promotions and comparative economic gains in the malls attract higher customer traffic to the malls.

Rajagopal (Jul2011)⁶ study aims at analyzing the impact of radio advertisements on urban commuters towards buying behavior in retail stores and attempts to determine the role of radio advertising on dissemination of information on the sales promotions. The impact of radio advertisements on the store choice and buying preferences are analyzed based on empirical investigation. The study reveals that shopping behavior of urban consumer at retail stores in response to radio advertisements is highly influenced by the physical, cognitive and economic variables.

ROBERT G. HEATH AND HORST STIPP (March 2011)⁴ Research has been instrumental in supporting new ideas about how advertising works, no matter how unpopular their implications. In 1971, Herb Krugman presented evidence that television watching was low involvement compared to print. Three years later, Andrew Ehrenberg postulated that repetition—not persuasion—was how advertising influenced most people. Received wisdom, however, still holds that television advertising works persuasively and works best at high attention levels. This article critically examines this assumption, concluding that the continued success of television advertising in building strong brands most likely will depend not on its ability to persuade but on how well it is able to influence emotions at low levels of attention.

RESEARCH DESIGN AND METHODOLOGY

STATEMENT OF THE PROBLEM

How users perceive the web as a medium of advertising in comparison to other traditional media specifically television and radio.

OBJECTIVES OF THE STUDY

1. To measure the degree of Informativeness in Web, TV and Radio advertisements.
2. To measure the degree of Consumer Attitudes toward Web, TV and Radio advertisements.
3. To measure the degree of entertainment experience in Web, TV and Radio advertisements.
4. To measure the degree of Irritation in Web, TV and Radio advertisements.
5. To measure the degree of Deceptiveness in Web, TV and Radio advertisements.
6. To measure the degree of Emotions in the Consumption Experience of Web, TV and Radio advertisements.
7. To identify the relationship between variables.

PURPOSE OF THE STUDY

- This study aims to understand how users perceive the Web as a medium of advertising in comparison to other traditional media i.e. Television and Radio.
- This study analyses the responses of customers who are users of the television, Web and radio.

VARIABLES AND OPERATIONAL DEFINITIONS

ATTITUDE

Fishbein identified an attitude as "a learned predisposition of human beings"¹².

Kotler stated that "an attitude is a person's enduring favourable or unfavourable evaluations, emotional feelings, and action tendencies toward some object or idea".

ENTERTAINMENT

Entertainment consists of any activity which provides a diversion or permits people to amuse themselves in their leisure time. Entertainment is generally passive, such as watching opera or a movie. Active forms of amusement, such as sports, are more often considered to be recreation¹³.

DECEPTIVENESS

Advertisements are deceptive when the claim.¹⁴

- (1) is factually incorrect;
- (2) is subject to multiple interpretations, one of which is false;
- (3) Omits relevant information;
- (4) Is true but the proof is false; and
- (5) is "literally" true but creates a false impression.

EMOTION

Emotion is a valenced affective reaction to perceptions of situations (Clore. and Collins 1988). Emotion is a state in which feeling and sentiments are experienced by the individual (Smith, Sarason, & Sarason, 1978)¹⁵

IRRITATION

Aaker and Bruzzone (1985): the negative, impatient, and displeasing feeling of individual consumers caused by various forms of advertising stimuli.¹⁶

INFORMATIVENESS

Ability of a media to convey information and details about the product/service. And to provide quick and convenient access to information of all kinds on various products and services.¹³

CONCEPTUAL MODEL**FIGURE 1 CONCEPTUAL MODEL**

Variables: Informativeness, Attitudes, Entertainment, Irritation, Deceptiveness, Emotion.



User Perception Towards Web, Television and Radio as Advertising Media:

HYPOTHESES

According to Ducoffe, advertising value is understood as an overall representation of the worth of advertising to consumers, i.e. the value of advertising in general. To understand what makes advertising valuable, Ducoffe identified the dimensions of advertising which include informativeness, irritation, deceptiveness and entertainment.

Ducoffe also found out that these dimensions are predictors of the value of advertising which affects the consumer's attitude towards advertising, and that Web advertising high in value would also tend to hold more favourable general attitudes. Advertising value as defined by Ducoffe is 'a subjective evaluation of the relative worth or utility of advertising to consumers'. The value of advertising is thus understood to be comprised of informativeness, emotions, attitude, entertainment, irritation, and deceptiveness.

The various hypotheses that are tested in this study are then laid out.

ATTITUDE

H0: TV is not effective in changing and maintaining attitudes as compared to the Web and Radio advertisements.

H1: TV is more effective in changing and maintaining attitudes as compared to the Web and Radio advertisements.

ENTERTAINMENT

H0: Television advertisements are less entertaining than Web advertisements and Radio advertisements.

H2: Television advertisements are more entertaining than Web advertisements and Radio advertisements.

DECEPTIVENESS

H0: Consumers consider Web advertisements to be more deceptive than advertisements on TV and Radio advertisements.

H3: Consumers consider Web advertisements to be less deceptive than advertisements on TV and Radio advertisements.

EMOTION

H0: Television advertisements are less effective in creating consumer emotions when compared to Web advertisements.

H4: Television advertisements are more effective in creating consumer emotions when compared to Web advertisements.

IRRITATION

H0: Advertisements on the Web cause less irritation among users than TV and Radio advertisements.

H5: Advertisements on the Web cause more irritation among users than TV and Radio advertisements.

INFORMATIVENESS

H0: Consumers will not perceive Web advertisements to be more informative than advertisements on television and radio.

H6: Consumers perceive Web advertisements to be more informative than advertisements on television and radio.

METHODOLOGY**RESEARCH TYPE**

Comparative Study and Exploratory Study

SAMPLING DESIGN**STRATIFIED RANDOM SAMPLING**

Under this sampling design item has an equal chance of inclusion in the sample. All choices are being independent of one another. It gives each possible Sample combination an equal probability of being chosen. A stratified random sample is obtained by separating population elements into non-overlapping groups (strata) and selecting a simple random sample from each stratum.

SAMPLING UNIT

The data source is primary and data collected through survey using questionnaires. Respondents are MBA Students of JSSCMS, SJCE, Mysore.

SAMPLE DESCRIPTION

As study incorporated stratified sampling total sample size of 90 for different group of respondents formed 30 in each group for each media [i.e. Web, TV, Radio] respondents belong to the age group between 20 - 30.

DATA COLLECTION METHOD

Information Collected from the respondents using questionnaire about their reactions towards Web and TV and Radio as advertising media in all its various forms, and not towards a single advertisement or medium of advertising for a particular type of product or service.

STATISTICAL TOOLS USED FOR ANALYSIS

- Factor analysis.
- Reliability analysis (Cronbach alpha).
- One Way Anova
- Correlation Using SPSS.

SCALE DEVELOPMENT

A total of 58 statements were written for the proposed scale. A 5-interval scale from 'strongly disagree' to 'strongly agree' was employed in the questionnaire to measure the response to each item.

The instrument was administered to 90 [30 respondents for each media] respondents. Subjects were asked to respond to scale statements by taking into consideration their perception of advertising in general, i.e. not a single advertisement or advertising for a particular product.

To empirically test the scale, a factor analysis via SPSS to assess the factors of advertising perception 39 statements were dropped due to either factor loadings less than 0.60, or proportionate factor loading on more than one factor. Thus, 19 statements out of 58 were grouped under six factors. With six underlying factors - Attitude, Entertainment, Deceptiveness, Emotion, and Irritation, Informativeness.

DATA ANALYSIS AND FINDINGS OF THE STUDY

In order to find out perception of three media—the Web, TV, Radio, and to test the hypotheses laid out earlier, Anova test and partial correlation was applied. A brief description of the results of the study is presented below.

TABLE 2 : REACTIONS TO ADVERTISING ON THE WEB AND TELEVISION AND RADIO: MEASUREMENT MODEL

Variables	Means			Scale Reliability	F- Value	Significance (ANOVA)
	WEB	TV	RADIO			
ATTITUDE	0.11	0.32	-0.44	0.88	5.01	0.01
ENTERTAINMENT	-0.05	0.40	-0.35	0.89	4.66	0.01
DECEPTIVENESS	-0.29	-0.41	0.70	0.73	14.42	0.00
EMOTION	0.15	0.31	-0.46	0.73	5.45	0.01
IRRITATION	0.21	-0.35	0.13	0.82	2.84	0.06
INFORMATIVE	0.54	-0.20	-0.33	0.67	7.59	0.00

FINDINGS OF THE STUDY**ATTITUDE**

Respondent has different Attitude for all 3 media so the given data is significant therefore null hypothesis rejected and alternative hypothesis accepted.

The respondents consider TV advertisements to be more effective in helping people change their attitude and beliefs and in changing their attitude towards the image of the advertising company.

Respondents has positive attitude towards advertisements on TV followed by web and negative attitude towards radio

i.e. mean of variable Attitude is low (negative) for radio where as for TV it is high (Positive).

ENTERTAINMENT

The results reveal that there is significant difference in the entertainment capability of the Web and television and radio.

Therefore null hypothesis rejected and alternative hypothesis accepted.

The respondents feel that television advertising generate entertaining advertisements followed by web.

i.e. mean of variable entertainment is low for radio whereas for TV it is high.

DECEPTIVENESS

Results reveal that there is a significant difference between television and the Web and radio on the deceptiveness level.

Therefore null hypothesis rejected and alternative hypothesis accepted.

The respondents rated radio advertisements to be more deceptive in nature than television advertisements and Web advertisements.

i.e. mean of variable Deceptiveness is high for radio where as for Web it is low.

EMOTION

Results reveal that there is significant difference between television and the Web and radio on creating emotional quotient on viewers.

Therefore null hypothesis rejected and alternative hypothesis accepted.

Respondents are more emotional towards advertisements on TV then web followed by radio.

i.e. mean of variable Emotion is high for TV where as low for radio.

IRRITATION

The results indicate that there are no significant differences between the Web and television and radio on the irritation dimension.

Therefore null hypothesis accepted and alternative hypothesis rejected.

INFORMATIVENESS

Results reveal that there is a significant difference between television and the Web and radio on the degree of Informativeness.

Therefore null hypothesis rejected and alternative hypothesis accepted.

The respondents considered the web to be a more effective medium on the Informativeness scale the respondents feel that web advertising generate more information followed by TV.

i.e. mean of variable Informativeness is high for web where as low for radio.

The findings reveal that the new age consumer is hungry for information, and wants complete and up-to date information which is conveniently available.

CORRELATIONS ANALYSIS

		ATTITUDE	ENTERTAINMENT	DECEPTIVENESS	EMOTION	IRRITATION	INFORMATIVENESS
ATTITUDE	Pearson Correlation	1	.328**	.027	.222*	.074	.349**
	Sig. (2-tailed)		.002	.802	.035	.487	.001
	N	90	90	90	90	90	90
ENTERTAINMENT	Pearson Correlation	.328**	1	-.087	.371**	.182	.180
	Sig. (2-tailed)	.002		.416	.000	.086	.089
	N	90	90	90	90	90	90
DECEPTIVENESS	Pearson Correlation	.027	-.087	1	-.107	-.072	.051
	Sig. (2-tailed)	.802	.416		.314	.503	.630
	N	90	90	90	90	90	90
EMOTION	Pearson Correlation	.222*	.371**	-.107	1	.057	.247*
	Sig. (2-tailed)	.035	.000	.314		.593	.019
	N	90	90	90	90	90	90
IRRITATION	Pearson Correlation	.074	.182	-.072	.057	1	.095
	Sig. (2-tailed)	.487	.086	.503	.593		.374
	N	90	90	90	90	90	90
INFORMATIVENESS	Pearson Correlation	.349**	.180	.051	.247*	.095	1
	Sig. (2-tailed)	.001	.089	.630	.019	.374	
	N	90	90	90	90	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Variable Attitude is significantly and positively correlated with the variables Entertainment, Emotion and Informativeness.
 I.e. Attitude of respondents depends upon entertainment, emotion, and informative factors.
 Variable Entertainment is significantly and positively correlated with the variables Emotion.
 I.e. Entertainment factor of advertising media will create emotional [PAD] quotient in respondents.
 Variable Emotion is significantly and positively correlated with the variable Informativeness.
 I.e. Emotional factor facilitates to perceive advertising media as informative.

CONCLUSION

Study also reveals that the Web is a good medium for conveying information and detail. There are several possible reasons for this result. The Web as a medium for advertising provides the user with a plethora of information. An information hungry user can search on the links provided on the site and get more information related to the product/service. The same is not possible for television and radio viewers.

"When consumers hear about a product today, their first reaction is 'Let me search online for it.' And so they go on a journey of discovery: about a product, a service, an issue, an opportunity. Today you are not behind your competition. You are not behind the technology. You are behind your consumer."

— Rishad Tobaccowala Chief Strategy & Innovation Officer VivaKi

The results of this study indicate that Web advertisements are less effective in changing attitudes. Web advertisements are not as effective in catching the user's attention as TV advertisements, and therefore are also less effective in changing beliefs and attitudes towards the products and services advertised.

The results of this study indicate that TV advertisements are considered to be more deceptive in comparison to Web advertisements. Web advertisements are designed to include a number of related links that a user can click on to know more about the advertised product/service.

Many viewers find Web advertisements and television & radio advertisements to be irritating. This may be due to the fact that a user is over exposed to advertisements every time s/he visits the site or watches a programme on television. Most of these advertisements may not be of the slightest interest to the viewer. Viewers/ users do not appreciate advertisement clutter either on television or on the Web. The results of this study indicate that Respondents are more emotional towards advertisements on TV then web followed by radio. This is because of respondents may have experienced pleasure, arousal and dominance in television advertisements.

Study also reveals that the Television advertisements are efficient medium for entertainment. There are several possible reasons for this result because television provides entertainment for the whole family and is easy to use.

Advertisers use creativity in developing advertisements in all media. TV commercials use sound, moving images, and pictures, and a commercial on TV varies in duration—ranging from five seconds to ninety seconds. TV on the other hand contains both intensely moving images and sounds that are effective attention grabbing devices.

LIMITATIONS OF THE STUDY AND SCOPE FOR FUTURE RESEARCH

Although this study provides significant insight into the Perception of advertising in the three media—the Internet, television and Radio - it is not without its limitations. One of the limitations of the current study is that the comparison is made between all Web, TV and Radio ads in general.

The findings of this study may be extended by adding the views of advertising managers. Also, this study focused on only three media of advertising, namely television, radio and the Internet. Future research could make a comparative Analysis of traditional media with all the other media of advertising. The effect of multiple sources of information could also be studied. The results of this study are based on a survey of the users of television, Radio and the Web.

A follow up study is needed in the next two to four years to determine if the recent changes in the three media have further led to a change in the perception of consumers and whether advertisers have been able to exploit the potential of the Internet as a popular advertising media in the future.

Study focused only on opinions of MBA students follow up study is needed by changing the Sampling unit i.e. by considering engineering students, households, professionals as respondents to identify their perception of advertising media.

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ANNEXURE

SCALE ITEMS USED IN QUESTIONNAIRE

SL.NO	SCALE ITEMS
1	Advertisements on the internet are good sources of information
2	Advertisements on the internet provide significant information
3	Advertisements on the internet provide timely information
4	Advertisements on the internet are the sources of up-to-date information

5	Advertisements on the internet makes information immediately available
6	Advertisements on the internet are convenient sources of information
7	Advertisements on the internet delivers complete information
8	I pay attention to advertisements on the internet
9	Advertisements on the internet are eye catching
10	Advertisements on the internet are attractive
11	I watch advertisements on the internet
12	Advertisements on the internet are effective in producing attractive messages
13	I often like to recognize myself with advertisements on the internet
14	I am likely to purchase after being exposed to advertisements on the internet
15	Advertisements on the internet have more powerful persuasive influence
16	Exposure to an internet advertisement can have a significant impact on purchase consideration
17	Advertisements on the internet give more specific information that matches my purchase situations is more likely to be processed
18	The information presented in the internet advertisement gave me a useful base to decide whether or not to buy .
19	I feel that the internet advertisement gave me good decision support
20	An advertisement on the internet aggressively helps me to make buying decision
21	Advertisement on the internet are appealing
22	Advertisements on the internet are favourable
23	Advertisements on the internet are affable
24	Advertisements on the internet are pleasant
25	I feel I can trust internet advertising
26	I am more likely to notice and remember advertisements on internet than elsewhere
27	Internet advertisement helps raise my standard of living
28	I am impressed by internet advertisements
29	Internet advertisement is useful.
30	Advertisements on the internet are entertaining
31	Advertisements on the internet are enjoyable
32	Advertisements on the internet are pleasing
33	Advertisements on the internet are funny
34	Advertisements on the internet are exciting
35	Advertisements on the internet are very impressive
36	Advertisements on the internet are overdramatized
37	Advertisements on the internet are annoying
38	Advertisements on the internet are irritating
39	Advertisements on the internet are contrived
40	Advertisements on the internet are phony
41	Advertisement on the internet are provoking
42	Advertisement on the internet are silly
43	Advertisements on the internet lie
44	Important facts are left out from the advertisements on the internet
45	Advertisements on the internet are "literally" true but create a false impression
46	Advertisements on the internet insult my intelligence
47	I often feel that I am offended by advertisements on the internet
48	I feel internet advertisements are factually incorrect
49	I am pleased to watch Advertisements on the internet
50	Advertisements on the internet makes me Happy
51	Advertisements on the internet are Monotonous(boring)
52	Advertisements on the internet makes me feel Relaxed
53	Advertisements on the internet are Calm in nature
54	Advertisements on the internet are Stimulated
55	Advertisements on the internet gives Inspiring feeling
56	Advertisements on the internet makes me Feel free
57	Advertisements on the internet serves as guider
58	Advertisements on the internet are Unconstrained (not limited)

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With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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