



# **KAAMADHENU ARTS AND SCIENCE COLLEGE**

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Sathyamangalam, Erode(Dt), Tamilnadu - 638 503.*

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## **PROCEEDINGS**

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# **CONSUMERS' ATTITUDE ON TELEVISION ADVERTISING IN THE INTERNET ERA**

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## **Abstract**

The whole world is moving towards the realm of Internet. The industries like textile, food, education, bank etc. have started doing their business through internet. So it is to know whether the most important and primary media of communication that is be considered as Television, still plays a predominant role in capturing the minds of people through television advertising or not. So an attempt has been made to know whether the viewers have the belief over the television advertising which helps in knowing the attitude of them. Samples of 672 respondents were taken for the present study using convenience sampling technique. KMO and Bartlett's test were used to adequacy of Belief Dimension Factors. Chi-Square test has been carried out to find out the level of significance among the belief dimension variables.

**Keywords:** Industry, Television, Advertising, Belief Dimensions.

## **Introduction**

Television plays an important role in communicating the necessary information to a mass group of audience. It helps in passing on the day to day activities of the whole world to every nook and corner. It makes it simple and easy way to convey a message to a large group of people in a short span of time. Advertising in television has been found to be a convenient way for the sellers though seems to be little costlier than other traditional media of advertising due to its advantage of covering a large volume of people and as it is a readily available media of advertising too. The whole world is moving towards the realm of Internet. The industries like textile, food, education, bank etc. have started doing their business through internet. So it is to know whether the most important and primary media of communication that is be considered as Television, still plays a predominant role in capturing the minds of people through television advertising or not. Television advertising helps in conveying the message of promoting and helps to achieve the aim of promoting the product or service of the sellers. Television advertising has the benefit of using animation, popular

music, celebrities, and real time audience were used in the advertisement to create a belief on it. The present study is hence an attempt in knowing the belief dimension factors of the television viewers in the contents given through television. It has taken into account the factors such as Information Benefits of television advertising and its availability and the attitude of the viewers about the negative content in television advertising. The attitude of the viewers about television advertising can be found out by means of knowing the belief dimensions on the above said factors.

### **Statement of the Problem**

Television advertising, though plays an important role in capturing a large group of audience geographically spread throughout the world, still there are likely a lot of criticism on the content of television advertising that it is corroding the reliability of its content many of the times, it manipulates the originality of the content information and said to be in the act of promotion of materialism. It is always a debatable subject since its inception. Though it has been debated in such way, still it is a universally acceptable truth that television advertising is still an important media of advertising. Television advertising is either easily ignored by the individuals or is perceived to have little value which leads to the doubts of knowing what would be the attitude of the viewers of television advertising? Whether they believe in the information content, availability of the information about the content and the negative content prevailing in advertising? Hence it has become the need of the hour to find out the answers for these questions as the emergence of internet is increasing at a greater height and the world is turning out as digital. So an attempt is being made to get answers for the above questions from this present research work. Though greater emphasis is being given for television advertising, very little research has been carried out in the areas of Belief Dimensions which leads to viewers' attitude about television advertising. Hence the present research study is carried out to bring out the prominent results for the above raised queries. Based on the statement of issues made, the underlying objective has been framed.

### **Objectives of the Study**

The following objective has been framed in order to find out the answer for the questions raised in statement of problem by considering the factors involved in reviewing the belief dimensions of the viewers of television advertising.

## **Methodology**

The present study has been carried through the collection of primary data. About 700 respondents were taken for the data collection, out of which 672 completely filled in questionnaires were taken for the present study. Convenience sampling technique has been adapted for data collection and the data were collected through a structured questionnaire. KMO and Bartlett's test were used to adequacy of Belief Dimension Factors. Chi-Square test has been carried out to find out the level of significance among the belief dimension variables.

## **Analyses of the Study**

The following analysis has been carried out among the attributes relating to belief dimensions in order to find out the above said queries.

## **Belief Dimensions**

The attributes of belief dimensions of the respondents are categorized as:

- Information Benefits
- Availability
- Negative Content

## **Assumption and Reliability Tests for Belief Dimensions**

The sample adequacy of belief dimension variables is evaluated using KMO and Bartlett's test. It is interpreted that if the KMO is less than 0.5 and the Bartlett's test value is more than 0.05, the factor model cannot be accepted. For the belief dimension variables, the KMO value is found to be at 0.708 and Bartlett's value is 0.00. Thus the belief dimension factor model is acceptable for further analysis. The Cronbach's Alpha test is employed in order to determine the reliability of the items measuring belief dimension. The preferred measure of alpha is the score over 0.70. The results of Cronbach's Alpha test for belief dimension observed at 0.784, which is a good degree of internal consistency.

**TABLE 1**  
**MEAN, STANDARD DEVIATION AND RELIABILITY VALUES**  
**FOR BELIEF DIMENSION VARIABLES**

<b>Construct</b>	<b>Item</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Cronbach's Alpha</b>
<i>Belief Dimension Variables</i>				
<b>Information Benefits</b>	IB1	3.4315	1.04934	<b>0.895</b>
	IB2	3.6101	1.15417	
	IB3	3.6890	1.20233	
<b>Availability</b>	AV1	3.8869	.85228	<b>0.821</b>
	AV2	3.9539	.84187	
	AV3	3.9866	.86226	
<b>Negative Content</b>	NC1	3.1890	1.31765	<b>0.887</b>
	NC2	3.3616	1.25041	
	NC3	3.2753	1.20979	

*Source: Primary Data*

Table 1 shows the mean, standard deviation, and Cronbach's Alpha scores of each belief dimension variable. Relatively higher mean scores are found for IB3 (3.6890) among information benefits items, AV3 (3.9866) among availability items, and NC2 (3.3616) among negative content items. Similarly, the order of magnitude is found to have higher deviation for information benefits - IB3 at 1.20233, availability – AV3 at 0.86226, and negative content– NC1 at 1.31765. Eventually, among the attributes of belief dimension, the higher degree of internal consistency is observed for information benefits at 0.895 and lower degree of internal consistency is noted for availability at 0.821.

### **Convergent and Discriminant Validity for Belief Dimension Variables**

The convergent and discriminant validity are the notable subtypes of construct validity. The Chi-square value and regression weights of confirmatory factor analysis for the belief dimension variables are displayed in the following table 13 and table 14 respectively.

**TABLE 2**  
**CONFIRMATORY FACTOR ANALYSIS – CHI-SQUARE VALUE:**  
**BELIEF DIMENSION**

<b>Notes for Model (Belief Dimension)</b>	
<b>Computation of degrees of freedom (Belief Dimension)</b>	
Number of distinct sample moments:	45
Number of distinct parameters to be estimated:	21
Degrees of freedom (45 - 21):	24
<b>Result (Belief Dimension)</b>	
Minimum was achieved	
Chi-square = 1190.565	
Degrees of freedom = 24	
Probability level = .000	

**TABLE 3**  
**REGRESSION WEIGHTS OF CONFIRMATORY FACTOR ANALYSIS FOR**  
**BELIEF DIMENSION VARIABLES**

Factors			Estimate	S.E.	C.R.	P	Label
BDIBQ14	<---	Information Benefits	1.000				
BDIBQ13	<---	Information Benefits	1.104	.044	25.031	***	
BDIBQ12	<---	Information Benefits	1.058	.041	25.544	***	
BDAVQ17	<---	Availability	1.000				
BDAVQ16	<---	Availability	1.711	.120	14.294	***	
BDAVQ15	<---	Availability	1.973	.148	13.298	***	
BDNCQ20	<---	Negative Content	1.000				
BDNCQ19	<---	Negative Content	1.197	.050	23.731	***	
BDNCQ18	<---	Negative Content	1.276	.054	23.830	***	

From table 2, it can be observed that the Chi-square value is significant for belief dimensions. Hence the confirmatory factor model is satisfied.

### **Categorization of the Level of Belief Dimension**

Applying the mean and standard deviation scores, based on the responses on a five point Likert scale, the respondents are classified into three groups, such as: Low, Moderate, and High. The Table 4 represents this categorization.

**TABLE 4**  
**CATEGORIZATION OF THE BELIEF DIMENSION VARIABLES**

<b>Belief Dimensions</b>					
<b>Groups</b>		<b>Frequency</b>	<b>Per cent</b>	<b>Valid Per cent</b>	<b>Cumulative Per cent</b>
<b>Valid</b>	Low	177	26.3	26.3	<b>26.3</b>
	Moderate	319	47.5	47.5	<b>73.8</b>
	High	176	26.2	26.2	<b>100.0</b>
	<b>Total</b>	<b>672</b>	<b>100.0</b>	<b>100.0</b>	

*Source: Primary Data*

It is found from the table 4 that, out of 672 respondents, the majority (47.5%) of the respondents are found to be at moderate degree, which is followed by low degree at 26.3%, and high degree at 26.2%.

### **Findings of the Study**

The relationship between belief dimensions towards the viewers' attitude has been analysed and it is found that among the belief dimensions' factor – information benefits factor is not significant with the viewers' attitude. It has also been found from the present study that among the belief dimensions variables – negative content and availability factors are found to have greater influence on the viewers' attitude.

### **Suggestions from the present Study**

The study brought out the fact that consumers' belief dimensions are primarily determined by the advertising content. It is also established that information benefits, like: explicit product information and fundamental knowledge of the new products are expected in

a good TV commercial by the consumers. Hence it is suggested to the marketers that, in order to enhance the product / brand impression among the consumers, it is always better to disseminate the application oriented dimensions of the product rather than telecasting the negative content of the competitors, so as to create a positive attitude among the consumers about the product.

## **Conclusion**

Television still playing a predominant role among the people in large group though in the era of internet, shall be used more effectively and by giving only the reliable content in advertisement. This would help in increasing the belief of the television advertisements' viewers which in turn help in increasing the brand image of the products advertised. The present study and the findings of it may give out a clear view on consumers' attitude and their belief in television advertising.

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This is to certify that Dr/Mr/Mrs/Ms P. Vijayachitra, Asst Prof, PG Dept. of  
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