

A STUDY OF CUSTOMER TRUST IN ADVERTISING MEDIA AMONG THE STUDENTS OF MIZORAM UNIVERSITY

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for the Award of the Degree of MASTER OF PHILOSOPHY in Commerce

By

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December, 2015

DECLARATION

Mizoram University

December, 2015

I, **Lalhruaitluangpuii** hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute.

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CERTIFICATE

This is to certify that the dissertation entitled **“A Study Of Customer Trust In Advertising Media Among The Students Of Mizoram University”** submitted to the Mizoram University for the award of the degree of Master of Philosophy in Commerce, is a record of research work carried out by **Ms. Lalhruaitluangpuii** under my supervision.

She has fulfilled all the requirements laid down in the M. Phil regulations of Mizoram University. The dissertation is the result of her investigation into the subject. To the best of my knowledge, neither the dissertation as a whole or any part of it was ever submitted to any other University for any degree.

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First of all, I thank the Almighty God for everything.

*I would like to express my sincere gratitude to my supervisor **Prof. Bhartendu Singh, Department of Commerce, Mizoram University, Aizawl** for the continuous support of my M.Phil study and related research, for his patience, motivation, and immense knowledge. His guidance helped me in all the time of research and writing of this dissertation. I could not have imagined having a better supervisor and mentor for my M.Phil study.*

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Advertising is a paid, non-personal communication about an organization and its products or services that is transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail, outdoor displays, or mass-transit vehicles. The rising competition among marketers has made advertising an important aspect of business. Every company is trying to create awareness to consumers about their products, their product quality and prices. The aim of advertising is to create awareness among the customers about the products and services of the company by creating positive image of the organization.

Companies have invested a huge amount of money in advertisements and promotion every year. However, the customers are exposed to all these advertisements that they have formed opinions about the different types of media used to reach their attention and consequently trust or distrust each media in view of their past experience. An essential ingredient in successfully achieving these long-term relationships is the establishment and maintenance of trust. Thus, trust has become the subject of much discussion within businesses.

Chapter one consists of introduction to the research, its significance and scope, literature review, problem statement, objectives, hypotheses, research methodology and limitations of the study.

Chapter two is a brief discussion of the history of advertising, history and evolution of Indian advertising and discussions on the four selected media viz. newspaper, magazine, television and internet.

Chapter three is a detail analysis of customer trust towards the four selected media using the ADTRUST scale in terms of geographic location, gender and school.

Chapter four consists of a general summary of findings from the analysis, concluding remarks and suggestions from the findings

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List of Abbreviations

SEMIS	School of Economics, Management and Information Sciences
SSS	School of Social Sciences
Life Sc	School of Life Sciences
SES&NRM	School of Earth Sciences & Natural Resources Management
Phy Sc	School of Physical Sciences
SEH	School of Education & Humanities

CHAPTER-1:

INTRODUCTION

1.1. INTRODUCTION

Businesses are more and more focused on the development of long-term and mutually beneficial relationships with customers, other organizations, and employees. An essential ingredient in successfully achieving these long-term relationships is the establishment and maintenance of trust. Trust has become the subject of much discussion within businesses. Consumer trust in various forms of advertising and marketing has changed over the years, more so in last 5 years. The naming, packaging, pricing and distribution of a product or service are reflected in advertising. Companies invest a huge amount of money in advertisements and promotion every year. However, the customers are exposed to all these advertisements that they have formed opinions about the different types of media used to reach their attention and consequently trust or distrust each media in view of their past experience. While trust in advertising can lend itself favorably to consumers' goodwill toward a company, consumer willingness to take action as a result of exposure to a specific message is good proxy for how effective the advertising is.

1.1.1. Advertising in India

According to the FICCI-KPMG Indian Media and Entertainment Industry Report 2015, it is estimated that the Indian market is poised to grow at a CAGR of 13.9%, to grow from Rs.1026 billion in 2014 to reach Rs.1964 billion by 2019, a growth rate that is almost double that of the global media and entertainment industry.

Table 1.1.The Indian Media and Entertainment Industry: Size and Projections

Overall industry size (INR billion) (For Calendar Years)	2013	2014	Growth in 2014 over 2013	2015P	2016P	2017P	2018P	2019P	CAGR (2014-2019P)
TV	417.2	474.9	13.80%	543.2	631.2	739.6	854.6	975.5	15.50%
Print	243.1	263.4	8.30%	284.5	307.1	331.9	358	386.8	8.00%
Films	125.3	126.4	0.90%	136.3	155.6	170.7	186.3	204	10.00%
Radio	14.6	17.2	17.60%	19.6	22.3	27	32.7	39.5	18.10%
Music	9.6	9.8	2.30%	10.4	12	14.2	16.9	18.9	14.00%
Out Of Home	19.3	22	14.00%	24.4	27.1	29.6	32.2	35.1	9.80%
Animation and VFX	39.7	44.9	13.10%	51	58.7	68.5	80.6	95.5	16.30%
Gaming	19.2	23.5	22.40%	27.5	31.8	35.4	40	45.8	14.30%
Digital Advertising	30.1	43.5	44.50%	84	84	115.3	138.2	162.5	30.20%
Total	918	1,026	11.70%	1159	1330	1532	1740	1964	13.90%

Source: FICCI-KPMG Indian Media and Entertainment Industry Report 2015

*P=Projected

The growth in popularity of digital media continued to surge in 2014 with a significant growth in digital advertising of 44.5 per cent over 2013. At the same time, traditional media continued to exhibit healthy growth rates, with the television sector continuing on its path of cable digitization, advertising across media buoyed up by general election spends, and the emergence of e-commerce as a significant new category. Advertising revenues in 2014 grew at a growth rate of 14.2% over 2013, to reach Rs.414 billion, of which print (43%) and television (37 per cent) captured the lion's share (FICCI-KPMG Indian Media and Entertainment Industry Report 2015).

Table 1.2. Advertising Revenues and Projections

Overall industry size (INR billion) (For Calendar Years)	2013	2014	Growth in 2014 over 2013	2015P	2016P	2017P	2018P	2019P	CAGR (2014-2019P)
TV	135.9	154.9	14.00%	174.6	198.4	226.2	260.1	299.1	14.10%
Print	162.6	176.4	8.50%	192.6	211.8	232.9	255.2	280	9.70%
Radio	14.6	17.2	17.60%	19.6	22.3	27	32.7	39.5	18.10%
OOH	19.3	22	14.00%	24.4	27.1	29.6	32.2	35.1	9.80%
Digital Advertising	30.1	43.5	44.50%	62.5	84	115.3	138.2	162.5	30.20%
Total	362.5	414	14.20%	474	544	631	718	816	14.50%

(Source: FICCI-KPMG Indian Media and Entertainment Industry Report 2015)

*P=Projected

As per McKinsey Global Institute (MGI), India's consumer markets are anticipated to increase exponentially during 2005-2025, and during this period the total consumption in the country is projected to increase fourfold, rendering it the world's fifth largest consumer market by 2025. MGI expects the country's real gross domestic product (GDP) to increase at 7.3% per annum through to 2025 (IBEF August, 2014).

The Pitch Madison Media Advertising Outlook report for 2015 (released on 20 February) predicts a 9.6% growth in advertising spends in 2015. The market is expected to grow by over Rs 3,500 crore to reach Rs.40,658 crore. In 2015, print advertising is expected to grow by 5.3% owing to increased government spending and e-commerce players-led-advertising. Print advertising is projected to be the largest contributor to overall advertising with a share of 40%. TV is expected to grow by 9.5% in 2015 to reach a figure over Rs 15,500 crore. But its share, overall in the pie is expected to remain at 38%. Taking the total advertising market to Rs 1,362 crore, radio will grow by 6% in 2015. Out of Home (OOH) spends, expected to grow by 6.2%, will do so due to spends from e-commerce companies, retail, telecom, apparel, jewellery, handsets and

infrastructure companies. Digital advertising is expected to grow by approximately 30%, with revenues expected to reach Rs 5,135 crore. Cinema advertising is expected to grow by 9.2%, taking the total cinema advertising revenue to over Rs 201 crore credited to cinema digitisation, more multiplex screens, introduction to cinema monitoring system and Computer Aided Manufacturing (CAM) (Campaign India, 23 February, 2015).

India's share in the global advertising market is likely to see little change in 2015 despite nearly 10-12 per cent growth projected for the year by media agency groups such as Madison and Group M. According to Madison World, India's share in global advertising for 2013 and 2014 remained in the 1.4 to 1.5% bracket. This was despite cumulative growth over 2013 and 2014 touching 27.5%. The Indian ad industry grew at the rate of 11.1% in 2013. The 27.5% figure has been calculated after adding growth rates of 2013 and 2014 (Business Standards, February 25, 2015).

1.1.2. Trust in Advertising in India

The most credible advertising comes straight from the people we know and trust. More than eight-in-10 global respondents (83%) say they completely or somewhat trust the recommendations of friends and family. But trust isn't confined only to those in our inner circle. In fact, two-thirds (66%) say they trust consumer opinions posted online—the third-most-trusted format. Owned (brand-managed) online channels are also among the most trusted advertising formats. In fact, branded websites are the second-most trusted format, with 70% of global respondents saying they completely or somewhat trust these sites. In addition, more than half of respondents (56%) trust emails they signed up for (Global Trust in Advertising-nielsen.com).

Advertisements on television, in newspapers and in magazines continue to be among the most trusted forms of paid advertising. Trust in television advertising increased from 56% in 2007 to 62% in 2013. Six-in-10 respondents trusted advertising in magazines, a rise of 4% points from 2007. Newspaper advertising were the only format to decline in the six-year period—61% of respondents found newspaper advertising credible in 2013, down from 63% in 2007. Although global advertising spend grew only a marginal 1.9% in the first quarter of 2013, traditional paid media continues to own the majority share of spend, with TV in the top spot owning 59% (Source: Nielsen Global AdView Pulse Report, 17th September, 2013).

Recommendation by personal acquaintances is the most trusted form of advertising for Indian respondents, followed by traditional forms such as advertisements in newspapers and television. While this category tops the survey with 91%, Online Consumer Reviews jumps four places with 77%, to become the second-most trusted form of advertising, beating even brand websites and traditional forms like television and newspapers ads. In India, there has been a substantial decline in forms of advertising like advertising on TV, where the figure has dropped from 76% in 2009 to 55% in 2011. Similarly, advertising in magazines witnessed a 14% drop to 59% and newspaper advertising saw a 17% fall to 60%. In 2009, the category of advertising before movies had seen a significant gain in consumer trust; however, in the latest survey in 2011, it dipped 12%; only 49% of respondents trust this form of advertising. Brand websites and editorial content such as newspaper articles maintain their place in the top five with 75% each. But when it comes to brand sponsorships and outdoor advertising including billboards, only 55% said they found them credible. Trust in radio advertisements also took a knock, witnessing an 18% drop to 48% vis-à-vis the 2009 figure. Thirty-six per cent of global online consumers report trust in online video advertising and 40% say they believe advertising viewed in search

engine results. Sponsored advertising on social networking sites are deemed credible only by 36% of global respondents. However, in India, the numbers are higher with 48% online consumers trusting online video advertising and 52% believing advertising viewed in search engine results. Sponsored advertising on social networking sites fare better with 54% of respondents trusting this form of advertising. Clicking just 43%, text advertising on mobile phones, continue to be the least trusted form of advertising by Indian respondents. The performance is marginally better when it comes to display advertising on mobile devices, which saw 47% trusting this form of advertising (In India recommendations and online consumer reviews most trusted form of Advertising-nielsen.com).

1.1.3. The ADTRUST scale:

Soh, Reid & King (2006) developed the ADTRUST Scale. It is a 20 item Likert scale which consists of the four components of ad-trust - Reliability (9 items), Usefulness (4 items), Affect (3 items), and Willingness to Rely On (4 items). Reliability and Usefulness reflect the cognitive evaluation of advertising; Affect reflects the emotional response of advertising; and Willingness to Rely On reflects the behavioral intent to use the information conveyed in advertising. The four trust components support the proposed conceptualization that trust in advertising is a multi-dimensional construct having cognitive affect, and conative dimensions. The items forming the Reliability component suggest that Reliability includes integrity (defined as not lying) and reliability (defined as keeping its promise), the first two hypothesized trust components. The second component, Usefulness, refers to consumer feeling of how useful advertising is for purchase-related decision making. The Affect component reflects the likeability of advertising. Willingness to Rely On reflects behavioral intent to act on the basis of the information conveyed in advertising (Soh, Reid & King 2006).

According to Soh, Reid & King 2009, the ADTRUST scale is literature-grounded, and provides an inter-disciplinary typology of trust constructs that in turn can provide advertising researchers with the opportunities to understand and explore trust from the perspective of other disciplines. The ADTRUST Scale sufficiently represents the four trust factors; exhibits high reliability and concurrent, convergent, discriminant, and nomological validity; and reflects a combination of (1) consumer perception of reliability and usefulness of advertising, (2) consumer affect toward advertising, and (3) consumer willingness to rely on advertising for decision making. The introduction of the ADTRUST scale as a valid measure of the construct of trust in advertising should help advertising researchers develop a more in-depth understanding of how consumers respond to advertising. The ADTRUST scale brings inter-disciplinary research on the trust construct into advertising research.

1.2. SIGNIFICANCE AND SCOPE OF THE STUDY

Trust is important to the study of advertising because there is a consistent tendency for consumers to distrust advertising. From a rational perspective, a primary communication function of advertising is to inform consumers about market offerings to help them weigh one purchase choice against another. Crucial to the fulfillment of this function is the belief that consumers must trust advertising for it to perform effectively as an information source. Past research suggests three points about trust in the advertising context: (1) trust is an established antecedent of persuasion and has been long studied in attitude theory; (2) trust in mediated communication is a demonstrated correlate of information acceptance, liking, and other processing effects; and (3) trust is fundamental to consumer/seller relationships (Soh, Reid & King 2007). Advertisers must have grounds to evaluate in which media it would be best to launch their campaign and be able to base that decision on empirical knowledge.

Different media may appeal in different ways to consumers and trust is an important factor to consider as a part of consumers perception of advertising.

The scope of the study is limited to the postgraduate students of the all functional schools within Mizoram University. Mizoram University is selected for this study as it is the largest university in Mizoram.

1.3. REVIEW OF LITERATURE:

Lahiri (1974) suggested that the role of advertising in transforming apparently like products into brands with distinctive and individual personalities should be clear. Thus, by being a primary means of expressing the total personality of the brand, advertising becomes an important element within the added values. Advertising helps to tie together all the elements of communication - name, style, pricing, promotions, and the like - with the physical product and the pack, and gives the brand personality a coherent totality. By appealing to the senses, the reason, and the emotions, advertising enables the brand to stand out as immediate and constantly unique.

Larkin (1977) stated that it appears that while on the surface students have very anti-advertising attitudes, it can be seen that they do so for very different reasons-some of which include a basic favorable attitude toward advertising in general, but a negative attitude toward some of the specific activities of advertisers and their advertisements.

Kurian (1978) stated that there is need for advertising in India. Neither advertising expenditure nor advertising expertise is commensurate with the need that exists. There is, however, an opposite view, and it would be useful if the matter were fully debated in planners' forums. This would help us to evolve a national policy, or a national consensus, or national guidelines, on advertising. If such a policy accepts the widespread use of advertising, professionalization must

be attempted, with provision for education, training, and codes of ethics and self-regulation. If the harassment of the advertising practitioner is thus ended, and some encouragement, recognition, and a sense of direction and discipline, substituted in its place, there is a reasonable chance that advertising in this country will be attuned to national goals.

Moore & Moschis (1978) observed in their study that young people retain advertising information when they are likely to make consumption decisions (because they have money to spend or work to satisfy consumption needs). Thus opportunities for consumption may condition the child's perception of the importance of various types of information in television advertisements, making such information important for the child. The study found that mere exposure to advertising did not set the scene for interpersonal communication about consumption.

Sandage and Leckenby (1980) said that advertising students have a significantly more favorable attitude toward the institutions than toward the instruments of advertising. The same was true for state government, labor union, and education. Interestingly, advertising fared better at the institutional level than others, except education. At the instrumental level, advertising did not show so well, although it scored more favorably than either state government or labor union.

Wills and Ryans (1982) stated that advertising's role as a source of information for consumers is the focal point of diversity in attitudes that spells continued controversy, and these differences are greatest between managers and consumerists. At one end are managers who hold generally positive attitudes toward advertising; at the other extreme are consumerists who hold rather negative attitudes toward advertising. In the middle ground are students and academicians. Students are rather volatile in their attitudes because they are presumably forming their opinions, but generally they align more closely with the

consumerists. Academicians are generally closer to managers in their attitudes; however, they are not as positive overall about advertising as the managers, and they do express some criticism.

Muehling (1987) had shown in their study that the results of the thought-elicitation exercise support the notion that individuals are likely to have stored images of advertising in institution as well as instrument-related terms, though thoughts about the advertising industry and the users of advertising are also somewhat prevalent in the minds of subjects. From a practical standpoint, it suggests that, at the time of advertising exposure, individuals may draw from a quite diverse store of impressions (i.e., not limited to the methods of advertising). Each category of impressions is potentially influential in shaping attitudes toward specific ads.

Johnson & Auh (1998) proposed that regarding the firm-level trust environment, a high trust relationship between employers and employees should increase the average level of quality and subsequent satisfaction. It should also lower the proposed inflection point and increase the slope after the inflection point through its signal value. Finally, the degree to which customers empathize with employees or suppliers likely moderates the impact of firm-level trust on customers. Research on firm or organizational trust identifies two other important trust factors. Both identification-based trust as well as predisposition-based trust should exhibit the proposed effects on the customer satisfaction-loyalty relationship.

Hoffman, Novak & Peralta (1999) found that lack of trust on the web arises from the fact that cyber consumers feel they lack control over the access that Web merchants have to their personal information during the online navigation process. These concerns over privacy span the dimensions of environmental control and secondary use of information control.

Kraeuter (2002) stated that starting from a functional perspective trust was seen as distinct but potentially coexisting mechanism for reducing the uncertainty and complexity of transactions and relationships in electronic markets. Because in the near future trust will remain the decisive factor for success or failure of e-businesses, it is very important for Internet companies to act in a way that engenders consumers' trust. Efforts to increase the security of e commerce systems and trustworthy behavior of online-retailers will prove to be of advantage for both consumers and companies engaging in e commerce.

Banerjee and Bandyopadhyay (2003) suggest that the existence of consumer heterogeneity, which slices the market into discontinuous segments, introduces local convexities in the firms' objective functions. These often lead to outcomes and marketing implications, which cannot really be inferred from marketing models that rely on conceptualizing consumer heterogeneity on a continuum.

Beard (2003) pointed out that negative attitudes toward the believability of advertising could work against its effectiveness as a business strategy. Moreover, such negative attitudes could potentially encourage support for public policies that could lead to problems for advertisers and the advertising industry. The findings indicate that college students today are either favorable or neutral in their attitudes toward the economic effects or consequences of advertising. The findings suggest that college students believe strongly that advertising can cause people to buy things that they shouldn't. College students possess a fairly healthy sense of skepticism toward advertising, most notably in their concern for its potential to manipulate consumers. On the other hand, predominantly neutral attitudes toward the characteristics of advertising- e.g., that it should be more tasteful, more realistic, on a more adult level – should work in favor of the continued effectiveness of advertising as a business tool used to reach today's college students.

Tellies (2004) states that there are numerous measures of advertising and its effects. All these measures can be broadly classified as belonging either to inputs, processes or outputs of a system in which advertising can play a role. The inputs themselves can be classified into three groups: intensity, media and content, in order of increasing refinement. Outcomes can be classified as brand choices, purchase intensity and accounting, depending on the level of analysis. The processes can be classified as cognitive, affective and conative, corresponding to the three different dimensions of mental activity. The effects of advertising relate to each other through a hierarchy of effects, which is specific for each brand, product category and consumer segment. Identifying this hierarchy and advertising's role in it is essential to evaluating how, when and why advertising works.

Dertouzos & Garber (2006) in their study stated that depending on the budget, advertising through television, radio, magazines, and (tentatively) newspapers can help to increase sales. Second, if only a rather small budget is available, it seems best to advertise only in print media; as budgets expand, it becomes optimal to add radio advertising to the mix; and as budgets expand further, television should also be used.

Eisingerich & Bell (2006) found that both technical and functional elements of service quality had a positive and significant impact on customer trust was not particularly surprising. Clients' trust in an organization is affected by a variety of factors that are tied to technical competence and the process by which the core product is delivered. The study also indicates that customer education has a significant, direct and positive effect on customer trust. It may be argued that customer education not only keeps clients' information up-to-date, but also builds further credibility with customers about the sincerity of the organization's efforts. The results highlight the differential effect of customer education on the service quality-trust relationship. The results illustrate that the positive impact of technical

service quality dimensions on trust decreased as customer education increased. Functional service quality, on the other hand, had an even stronger positive effect on trust as customer increased.

Li & Miniard (2006) mentioned in their study that prior experience is not an essential prerequisite for the seeds of trust to be planted, as advertising with a simple trust appeal for an unknown brand was able to enhance the perceived trustworthiness of the advertised brand. It is interesting to note that advertising was able to enhance a brand's perceived trustworthiness even in the absence of any overt trust claims. Finally, the effectiveness of simplistic trust appeals was found to be contingent on the presence of additional advertising claims about the brand's competency and benevolence.

Chong Ju Choi et al (2007) implied that consumer trust allows an organization to take risks that are fundamental to new business innovations and productivity. In the knowledge based society of the 21st century, the increasingly intangible and tacit nature of knowledge assets and resources requires a greater level of and understanding between consumers and organizations, taking into account the social welfare of both consumers and organizations.

Eisingerich & Bell (2007) show that investments in enhancing customers' service knowledge strengthen customer trust in an organization and thus can act as an important service differentiator. Customer education initiatives, however, also affect the impact of perceived service quality on customer trust. Successful marketers should be aware of the dynamic relationships between customer education, expertise, and service quality in managing customers' attitudes toward firms. The findings suggest that customer education affects the relative importance of technical and functional service quality for building customer trust in a firm. Research implications point to new business opportunities for service differentiation and relationship marketing.

Soh, Reid & King (2007) showed in their study that trust has been investigated by behavioral and social scientists from different disciplines. Despite the interdisciplinary research, studies of advertising trust are not abundant in the literature, though both academic and trade investigations have incorporated and measured the construct. This study was conducted to examine consumer trust in different advertising media and the relationship of that trust to media credibility. Results indicate that (1) advertising media are neither especially trusted nor distrusted by consumers; (2) there is variation in consumer trust across different advertising media; (3) trust in specific ad media is differentially associated with education and income; and (4) trust in advertising media and media credibility are correlates, though trust in advertising is distinct and separate from the credibility construct.

Calvert (2008) in her study found that marketing practices such as repetition, branded environments, and free prizes are effective in attracting children's attention, making products stay in their memory, and influencing their purchasing choices. Immature cognitive development, however, Children as Consumers: Advertising and Marketing limits the ability of children younger than eight to understand the persuasive intent of commercials. Thus, public policy regulates how advertisers can interact with children via television. Online environments are now and probably always will be less heavily regulated than more traditional media.

Sharma & Sharma (2009) suggested to take into consideration that advertisement expenses is not the only factor to determine sales revenue of an organisation. Advertisement expenses are one of the various factors, though crucial, which determine sales of any company through increasing popularity of products/services among customers. So, the organizations need to take care of this factor, while formulating their strategies relating to the spending of advertisement expenses. It can be wrapped up by stating advertisement is

considered as one of the most important medium of communication influencing the organizations' performance in more than one ways. But its influential role may be suppressed by the operation of other factors which also seeks equal attention at the time of framing of any sales promotion policy.

Halliburton & Poenaru (2010) found that overall trust was most influenced by the customers' trust in their interaction with front line employees, self-service technologies and marketing communications, followed by the service providers' management policies & practices and thirdly customers' previous experience. The most important influence factor of emotional trust is rational trust (average 56%) followed by front line employees, management policies, and marketing communications. Rational trust is most influenced by the front line employees, followed by management policies and satisfaction with previous experience.

Banerjee & Banerjee (2012) in their study stated that the marketer's integrity is considered to be the most important factor influencing consumers' online trust. The marketers in the virtual world can gain the consumers' confidence and faith by delivering the products on time, undamaged and according to the specifications mentioned by the customers, and sending error free bill. Online merchants can enhance their integrity by providing the consumers' the option of tracking their shipments, easy and quick ways of placing orders, and multiple ways of payment. Two important factors that act as antecedents to Indian consumers' online trust are security and privacy, and useful information content in the web site. The other antecedents to consumers' online trust are convenience in using the web site, the web design, and word of mouth promotion.

Mortimer & Danbury (2012) showed that advertising can assist in creating and maintaining a trusting image. Advertisements that are simple, straightforward and clear are perceived as being more trusting. Consumers are also quite critical of current advertising efforts in building a trusting brand image.

Vuuren, Lombard & Tonder (2012) concluded from their study that customer satisfaction seems to have the largest influence on customer loyalty. As a result, the manager would predominantly need to develop strategies and put procedures in place to ensure the degree to which the service offered by the business matches or exceeds the expectations of the customer. Furthermore, customers felt that their administrative complaints could have been managed in a more professional manner. The manager would consequently need to provide more training initiatives for support staff. In addition to customer satisfaction, the manager would need to pay attention to the other two variables investigated (trust and commitment), as the analysis of the empirical results showed that, consistent with the literature review, they too could have an impact on the loyalty of customers.

Aydin (2013) stated in their study that the levels of trust in the advertising among the participants in general can be judged as at an average level. The study shows that participants have the highest trust in newspaper ads. They can make purchase-related decisions, depending on the information they have obtained from this medium. The newspaper medium is followed by the magazine and outdoors. It can be concluded from these evaluations that the participants have the highest trust in the printed media. The ad media with the lowest level of trust for the participants is the internet.

Chang and Fang (2013) stated in their study that website characteristics affect consumer trust and distrust. Website that provide useful and accurate information and maintain a reliable order fulfilment track record will be perceived as having

high online trust. In the online purchasing context, attention should focus on enhancing brand strength, a key distrust-avoiding factor. The empirical results of this study show that a reputable brand may not enhance sense of trust, but can significantly reduce sense of distrust.

Draganska, Hartmann, and Stanglein (2014) found that accounting for differences in pre-existing brand knowledge is paramount in obtaining valid comparisons across advertising formats because people who are exposed to Internet display ads have significantly lower levels of pre-existing brand knowledge than television viewers. Without considering the differences in these “initial conditions,” television advertising seems to be more effective than advertising on the Internet, but when the pre-existing differences among media formats are taken into account, the brand recall lift measures for Internet ads are statistically indistinguishable from comparable television lift measures.

Dutt & Kashyap (2014) observed in their study that consumer psychology correlated negatively with attitudes towards advertising, which indicates that negative belief towards consumer psychology would result in an increase in negative attitudes towards advertising. There is also a positive effect of informativeness about product on attitudes towards advertising. They also stated that Entertainment is important in designing advertising campaign for businesses, because belief in entertainment tends to generate positive attitudes towards advertising. Income also had a positive influence on attitudes towards advertising which indicates that there is a significant effect of economic situations in a particular society with respect to consumers’ attitude towards advertising. Materialism also has a positive influence on attitude towards advertising.

Swaminathan & Bansal (2014) observed in their study that all practitioners felt that reflection of consumer culture influences whether advertising is effective or not. Culture in Indian advertising is perceived as family, togetherness,

achievement, relationship aspirations and success. Since culture is an abstract concept, there are challenges faced by advertisers to use cultural dimensions as effective stimuli in advertising. This study indicates that the depiction of culture plays a central role in advertising communications and that there is a major transformation in Indian culture. For advertising to be more effective, cultural cues can become a stimulus that can built advertising properties in the campaign and enhance creativity. The five waves identified viz. change for the better, change to succeed, change in traditions, change in the concept of globalization and change in perception of value for money can serve as communication platforms that help in differentiation and unique brand positioning and creative strategies.

The above studies stated about the influence of advertising on consumers and their reactions toward advertising. Some of the studies mentioned about the reaction of youths in particular, towards advertising, some of them studied about the different forms of advertising and their effectiveness. The studies also mentioned about consumers' trust towards advertising and their various possible causes.

There have been a number of valuable studies regarding consumer trust towards advertising. However, it remains a matter of serious concern that only few studies have been carried out in India and significant study have been carried out within the scope of Mizoram. This study is expected to fill in the research gap.

1.4. STATEMENT OF THE PROBLEM

The information delivered by advertising is an important factor affecting the buying decision of the customers. Advertising is a multidimensional and multifaceted business activity and has become a vital marketing tool for the business organizations. Being the most visible activity of marketing, it has become controversial too. Certain aspects of advertising have been criticized by

researchers, consumerists, feminists, advocates, public policy makers and social scientists. On the other side, it has been considered by the practitioners as one of the most potent tool in the armory of a marketer. Certain objectionable aspects of advertising, however, need extensive research from the point of view of those who are frequently exposed to it. Whether advertising is perceived by target customers in the same way as the experts or otherwise, is a debatable question (Khan & Khan 2002).

In attempting to evaluate the effectiveness of current advertising instruction and to find ways in which to improve it, it becomes essential to gain insights into the opinions and attitudes of college students toward advertising (Larkin 1977). According to Beard (2003) exploring and tracking the attitudes of college students toward advertising is important for several reasons. College students represent an important segment of consumers for many marketers, negative attitudes toward advertising on the part of college students could lead to their support for restrictive regulation in the future, and there are potentially negative consequences concerning the effects of advertising that college students uniquely share with other youth markets.

According to Halliburton & Poenaru (2010), trust is the key in guaranteeing the success of business relationships. Thus the customers' trust in the advertising messages as well as the advertising media plays an important role. In order to launch a successful advertisement, it is essential for business houses to know the extent to which consumers trust the different advertising media.

However, till date, there is no significant study on consumer trust in different advertising media among youth in Mizoram, let alone in Aizawl. Therefore, this study focuses on customer trust among the university students in Mizoram in relation to different advertising media.

1.5. OBJECTIVES

1. To find out the level of customer trust, among the university students, towards advertising media namely newspapers, magazines, television and internet.
2. To study the relationship between the demographic variables of the customers and the level of trust.
3. To give suggestions to the advertising media, advertisers, etc.

1.6. HYPOTHESES

1. There is no significant difference in customer trust between print media and electronic media.
2. There is no significant difference in customer trust between newspaper advertising and magazine advertising.
3. There is no significant difference in customer trust between television advertising and internet advertising.
4. There is no significant difference in customer trust between male and female.
5. There is no significant difference in customer trust among the schools of Mizoram University.
6. There is no significant difference in customer trust among urban, semi-urban and rural areas.
7. There is no significant difference in customer trust among different age groups.

1.7. RESEARCH METHODOLOGY:

The proposed study will be based on secondary data as well as primary data.

Secondary data will be collected from various published and unpublished sources, such as journals, magazines, books, the internet, newspapers etc.

Primary data will be collected from the randomly selected respondents through well-structured and standardized questionnaire developed by Soh, Reid & King

(2007), as discussed above. Chronbach's Alpha is used for testing the internal consistency reliability of the ADTRUST Scale.

The respondents of the study will be students of Mizoram University undergoing post-graduation courses. At present (i.e. 2015) there are eight schools of studies in the university, out of which one (viz. Schools of Engineering and Technology) is offering only under graduate (B.Tech) studies while another school (viz. School of Fine Arts, Planning and Architectures) is yet to start its first batch. Other than these there are six schools of studies. The selection of respondents will be done based on multi-stage stratified random sampling technique, which will be drawn as under:

Population: Students undergoing post-graduation study at Mizoram University

Sampling frame-Annual Report of Mizoram University, 2014-15 (see Annexure-1)

Sampling technique –Multi-stage Stratified random sampling

Sample-All IV semester students of one department of each school

In order to select the respondents, first of all one department of each school will be randomly selected, and then at the second stage all the students of IV semester of the selected department will be assumed as target sample. As such, six departments across the schools will be selected.

The data so collected will be tabulated and analyses using appropriate statistical tools.

1.8. LIMITATIONS OF THE STUDY

The study has various limitations in terms of the sample, data collection, and media selection. The sample selected for the study is limited to the fourth semester students of six schools in Mizoram University. Thus, the sample selected may not represent the opinion of all the students of Mizoram let alone

the students of all other Universities in Mizoram. The response rates from some of the schools are lower than 50% of the total samples. This may affect the accuracy of the study. Only four media are selected for the study which may not represent the media in general.

CHAPTER-2

MEDIA OF ADVERTISEMENT

Due to advance technology and globalisation, the world has become a global market. As a result, the competition among marketers has become more and more severe. Every company are trying to create awareness to consumers about their products, their product quality and prices. This makes advertising an important part of the selling process among the marketers as the aim of advertising is to create awareness among the customers about the products and services of the company by creating positive image of the organisation.

The American Marketing Association (AMA) has defined advertising “As any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor”. It indicates that advertising is a paid, non-personal communication about an organisation and its products or services that is transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail, outdoor displays, or mass-transit vehicles. In the new, global community, advertising messages may be transmitted via new media, especially the Internet (Lee & Johnson 2007).

Advertising has seen a tremendous growth recently due to the increased number of goods and services in the market. Advertising thus became the most important activity and supporter of marketing in any economy. Even though advertising helps the manufacturer, the wholesaler, retailer, salesman and the consumer, its main objective is to increase sales and profit of the company. Sharma& Kumar (2003) highlights that advertising activity is the study of a system of interacting organisations and institutions that plays a role in the advertising process. Advertising is the decision to invest funds in purchasing time and space in mass media. There is but one objective of

advertising activity-to increase sales turnover and make maximum profits. Advertising quickly transforms the wants into motives for buying.

Advertising tends to represent the economic progress of societies and in this respect it ranges from the sophistication of the industrialised world to the new life styles of developing nations. A nation's prosperity is reflected in the extent to which advertising is used (Jain & Singh 2007). Therefore it is necessary to study about the different types of advertising, their advantages, disadvantages and contribution to the economy.

2.1. HISTORY OF ADVERTISING

2.1.1. History of Modern Advertising

From the ancient times, some sort of advertisements have been practiced by the marketers. According to Chunawalla & Sethia (2011), the form of advertising for the transmission of information dates back to ancient Greece and Rome. Criers and signs were used to carry information for advertising goods and services well before the development of printing. Even during the Middle Ages, advertising signs were very extensively used. These signs generally consisted of illustrations of symbols of the products advertised. Such illustrations of symbols had been replaced by written words or messages when the printing techniques were developed. Jethwani & Jain (2008) mentioned that advertising as it is known today can be traced back to the invention of the printing press, with movable types, in 1441.

Most of the earlier newspaper advertisements were known to be in the form of announcements for the introduction of new products that have not been marketed before. According to Chunawalla & Sethia (2011), this advertising was primarily "pioneering advertising" in its nature. Competitive advertising came much later in the 18th century in England, when various ads attempted to convince the reader about the advertised product's superiority over similar products.

The world's first advertising agency was started in Philadelphia U.S.A which was founded by Volney B. Palmer in 1841. After the civil war, another category of agents, known as wholesale space buyers, emerged. These wholesalers purchased space from newspapers in bulk and then resold to smaller agents and advertisers at varying prices, depending on demand. This was pioneered by George P. Rowell in 1865 and remained the most successful agent for a long time (Jethwany & Jain 2008).

In 1869, George Rowell brought out the first American Newspaper Directory. Francis W. Ayer was the first to sign an 'open contract' in 1875. John Powers is considered to be the first copywriting superstar in the 1880s. Adolphus Green is said to have brought in the concept of branding around the 1890s. Albert Laskar is remembered for shaping the modern advertising agency in the beginning of the twentieth century. With the development in science and technology, many innovations like radio, cinema and television were made. Radio went commercial in 1926 and television in 1947 (Jethwany & Jain 2008).

2.1.2. History and Evolution of Indian Advertising

According to Jethwany & Jain (2008), the Indian advertising can be broadly classified into the following advertising periods:

- The 'personal selling' era: It was the barter era in which people exchange goods with goods. The sale of slaves, animals, grains and ironware for households was through the process of personal selling. Advertising was not possible due to the absence of any mass media.
- The 'product' era: The emphasis in this period was on how to manufacture products that attracted consumers.
- The 'sales' era: In this era, there is a transition from information to persuasion. The whole process was geared towards hard selling-the 'salesman' approach.

- The 'consumer' era: During this phase, human behaviour began to be studied. Various theories of human psyche and behaviour, especially those propounded by Abraham Maslow and Sigmund Freud, were studied to understand the complexities of human mind and to apply them to gather consumer insights. This period witnessed the emergence of various phenomena such as the study of consumer psychology, lifestyle advertising, in-depth research, subliminal advertising and the emergence of the concept of unique selling proposition (USP).
- The 'positioning' era: In this era, advertisers opted for a small, consistent share of the mind of consumers instead of a wider and more scattered effort, in the belief that 'half a mind is half better than none'. The period witnessed some major trends, including the demise of the concept of USP.
- The 'value marketing' era: The current age can be designed as the 'value marketing' period. Internationally, there is a movement towards more responsible advertising. The emerging trend includes globalisation while keeping local flavour and fervour intact.

Advertising in India was pioneered by Dattaram & Company in 1905 from Girgaon, an area in Mumbai. Advertising in 2005 completes its 100 years of its existence in India (Chunawalla & Sethia 2011). This was followed by the launching of the India-Advertising Company in 1907 and the Calcutta Advertising Agency in 1909. ITC (then Imperial Tobacco Co. Ltd.) launched Gold Flake in 1912. In the 1920s the first foreign owned ad agencies entered the Indian advertising market. Gujarat Advertising and Indian Advertising were set up. Expatriate agencies emerged and formed the Alliance Advertising and Tata Publicity. LA Stronach's merged into today's Norvicson Advertising and D.J. Keymer gives rise to Ogilvy & Mather and Clarion J (Sharma & Singh 2009).

During the inter-war years, a few Indian agencies sprang up, the most notable being the Modern Publicity Co. in Madras, the Calcutta Publicity (1924),

Central Publicity Service (1925) in Bombay and Calcutta, Oriental Advertising Agency in Tiruchirapalli (1925). Among British agencies launched was D.J.Keymers which opened an office at Calcutta in 1928 and a while later a branch in Bombay. J.Walter Thompson opened an office in Bombay in 1928 and later at Calcutta. In 1931, the first full-fledged Indian ad agency, the National Advertising Service, was established (Kumar 2012)

Walter Thompson Associates through its Indian associate, Hindustan Thompson Associates was formed in 1929. Venkatrao Sista founded Sista Advertising and Publicity Service in 1934. Lever set up an advertising department which later became Lever International Advertising Service (LINTAS) in 1939 (Chunawalla & Sethia 2011).

During the post-independence era, the advertising business was well on its way to growth and expansion. The Indian Society of Advertisers was formed in 1951 and in May 1958, the Society of Advertising Practitioners was established. The Audit Bureau of Circulation had been set up in 1948, and the Advertising Agencies of India in 1952. The phenomenal growth in the media, especially television and cable in the 1990s gave a boost to Indian advertising (Kumar 2012).

The Directorate of Advertising and Visual Publicity (DAVP) has empanelled 7,800 newspapers, comprising small, medium and big entities. The total annual value of display advertisements released through the DAVP by different departments to empanelled newspapers was around Rs. 298 crore during 2014-15. As of March 31, 2014, 99,660 newspapers were registered in India, of which 19,755 submitted their annual statements (The Hindu).

There are 798 television channels in India as of July, 2014 (telecomtalk.info). In India, there are 245 private radio stations in operation according to the Telecom Regulatory Authority of India (radioandmusic.com) and a good number of outdoor hoardings.

According to Chunawalla & Sethia 2011, the front pages of many newspapers carried ads, relegating the news to inside pages in the 40's. The budget were small and till the early fifties the ad revenues spent were only Rs. 5 crores of which 70% was accounted for by the press. The Indian advertising industry has many faces over the years. The ads during the pre-independence period was mainly about ladies' goods, gents' clothes, travelling, eating places and entertainment for the Britishers in India. However, the post-independence advertisements has shifted from prestigious and luxury products to consumer durables bought mainly for time and labour-saving purposes due to the difference in the backgrounds of the customers.

Advertising can also be classified into different types. According to Jethwani & Jain (2008), advertising is classified as follows:

- Personal Advertising: Advertisements that are placed by individuals with a specific purpose, such as matrimonial, situations wants, sale of household goods or obituaries are termed as personal advertisements.
- Vacancy or Appointment Advertising: These are the advertisements that detail situations/ job vacant. It is placed either by the employer or placement agencies, without naming the company.
- Consumer/Product Advertising: These advertisements aim at giving a positive image to a brand of consumer products.
- Retailer Advertising: These are the advertisements that are carried out in local markets by organisations and businesses to promote sales or increase consumer traffic.
- Trade Advertising: These are company advertisements that are aimed at the supply/distribution channel.
- Business-to-business Advertising: Advertising that is aimed at wholesale buyers of goods and services, generally companies are known as business-to-business advertising. This kind of advertising is also known as industrial advertising.

- Institutional Advertising: These type of advertising promotes a company's mission and philosophy.
- Service Advertising: Advertising that is aimed at publicising services such as advertising by hotels, airlines, insurance companies, telecommunication services, etc.
- Financial Advertising: This type of advertising aimed at selling financial products such as bonds, debentures, and fixed deposits. This kind of advertising is done when companies decide to collect money from the primary market.
- Educational and NGO Advertising: Advertising by educational institutions aimed at students concerning the choice of courses is called educational advertising. NGO advertising refers to advertising by non-governmental sectors espousing various causes aimed at gaining support.
- Advocacy Advertising: Advertising that aims at convincing various sections of the public to accept an organisation's position on certain issues.
- Generic Advertising: Advertising that does not talk about a particular brand but a category of products such gold and diamonds is called generic advertising.
- Comparative Advertising: These advertising make indirect or direct comparisons between brands, implying that one brand is better than the other.
- Political Advertising: These include advertising by various political parties during elections. Such advertising either talks about the political agenda of the sponsoring political party or aims at deriding the opposing political party.
- Surrogate Advertising: Surrogate advertising refers to the strategy used by companies and advertisers to promote a product clandestinely, because the law of the land may not permit the advertising of that particular product.

2.2. MEDIA OF ADVERTISEMENTS

Media is the plural term for medium. In terms of advertising, medium is the mean or channel of communication, such as newspapers, magazines, television, radio, internet, etc. It is the mean for carrying sales messages of the business to consumers at large. The advertiser has to select the medium, which is most suitable to him keeping in mind the various economic and social considerations such as cost, size and nature of business, funds allocation, coverage of the media and the number and class of the audience (Sharma & Kumar 2003). Advertisers sometimes use more than one medium at a time in the same market or different medium in different markets.

The media of advertisements can be classified into the following categories:

1. Print Media
 - Newspapers
 - Magazines
2. Broadcast Media
 - Radio
 - Television
 - Narrow-cast Media
3. Outdoor or Mural Advertising Media
 - Posters
 - Boards
 - Electric display
 - Vehicular Advertising
 - Sandwich Boards
 - Sky-writing
4. Direct Mail Advertising Media
 - Circular
 - Business Reply Envelopes and Cards
 - Price-lists
 - Catalogues

- Leaflets and folders
- Booklets
- Gift Novelties
- Personal letters

5. Promotional Advertising Media

- Window Display
- Interior Display
- Showrooms
- Exhibitions
- Trade Shows
- Demonstration
- Samples, Coupons and Premiums

6. Miscellaneous Advertising Media

- Cinema and Cinema Slides
- Loudspeakers

7. Internet

In this chapter, only four media namely newspaper, magazine, television and internet will be discussed in detail, which will be broadly classified as print media and electronic media.

2.2.1. Print Media

Advertising in the print media is the oldest type of advertising media. It is also the most common form of advertising which still holds the largest share in advertising spends. Advertisers spend more money on newspapers and magazines than any other medium. In India, more than Rs. 1050 crores were spent on newspaper and magazine advertising in 1991. According to the FICCI-KPMG Report 2015, the total number of registered publications stood at 99,660, out of which there were

13,350 dailies and 86,310 periodicals. Of the total registered print publications in India, over 40 per cent are Hindi and nearly 47 per cent vernacular (including bilingual and multilingual publications) as on 31 March 2014. There

are two sources of income for newspapers and magazines viz. circulation and subscription, referred to as circulation revenue and advertising revenue. Advertising revenue is generated from the sale of space in the publication. Print media is preferred by businesses due to its cheaper rates. Television advertisements are too expensive that print media seems to have a revival. Although FMCG have not yet submitted to the usefulness of print media, durables rely more on print media. There are various cross sectional studies on advertising media which shows that print media is still the leading medium in advertising.

2.2.1.1. Newspapers

Newspapers are still the main source of local advertisements. Even today, newspapers are still continuing to make major contributions in the total revenue generated by the print industry in India. Newspapers contain mostly local advertisements even though there are also some national advertisements. This enables newspapers to provide advertising even in a geographically segmented market. As the local and regional newspapers are meant for the native people, the contents of the newspapers create interests in the local and regional people. Thus the advertising message on such newspapers is more effective than the advertisements in other newspapers. Lee & Johnson 2007 also mentioned that because newspapers allow for immediate communication, retailers use this medium to announce sales and offer discount coupons. Many people buy the newspaper specifically for the coupons and sale information.

Newspapers are of different types such as daily, weekly, morning/evening, etc. They can also be classified as national, regional, local, etc. Newspapers are also classified on the basis of their size apart from their frequency and geographical area. They can be grouped into standard size which has about 8 columns, each approximately 2 inches wide and 22 inches deep and tabloid type also called as “tabs” which are approximately half the size of the standard newspaper. They have 5 columns and 14 inches deep.

According to Lee & Johnson 2007, newspaper advertising is classified into four types:-

- Classified Advertising- These ads usually appear under subheads that describe the class of goods or the need the ads seek to satisfy. Classified rates are typically based on the number of lines the ad occupies and the number of times the ad runs.
- Display Advertising- this is found throughout the newspaper and generally uses illustrations, headlines, white space and other visual devices in addition to the copy text. Display advertising is further divided into two subcategories – local and national.
- Pre-printed Inserts- These are ads that do not appear in the paper itself but are printed by the advertiser and then taken to the newspaper to be inserted before delivery. A retail adviser who wants to reach only those shoppers in its immediate trading areas can place an insert in the local-zone editions.
- Public Notice- These include a variety of governmental and financial reports and notices and public notices of changes in business and personal relationships.

Newspapers are preferable due to various reasons. Since newspaper is available at a cheaper rate than other medium, it is preferred by many advertisers and marketers. Being the cheapest medium of advertising as far as cost per reader is concerned the messages of advertisements may be carried to the readers without any additional expenditure by the advertisers as newspapers are read by millions of people. According to Sharma & Kumar (2003), newspapers are also flexible as they can be changed according to the needs and convenience of the advertisers. Their shapes, sizes and appeal maybe frequently changed to suit the need of the day. Message given have timely impact. Current events can be easily capitalised.

Readers generally perceive newspapers, including the advertisements, to be current and credible information sources. Since consumers can control when

and how they read the paper of their choice, they view newspaper ads positively (Wells, Burnett & Moriarty 2005).

Newspapers are time flexible since the advertisements that have been prepared before can be easily inserted at the last minute if there is an advantage in taking some special marketing situation. Newspapers are used to experiment new advertising ideas where advertisements are run on a small-scale and on a regional basis at a relatively low cost. Geographic flexibility is also offered by newspapers. Advertisers can choose to advertise in some markets and not in others. Newspapers also offer production flexibility. Unusual ad sizes, full-colour ads, free-standing inserts, different prices in different areas, sample products and supplements are all newspaper advertising options (Wells, Burnett & Moriarty 2005).

A newspaper is more popular in one region than in the other parts of the country. Different newspapers are popular in different regions even in our country. When an advertiser wants to introduce the products especially to the consumers of a particular region, he can easily choose the most suitable newspaper for his advertisements (Wells, Burnett & Moriarty 2005). In addition to the national newspapers, there are also a number of local newspapers that are popular among the regional people which helps the advertiser to reach the local customers easily in a cost efficient manner.

According to Sharma & Kumar 2003, the daily newspaper offers an opportunity to the advertiser to repeat his message at a short interval of only one day. This will help the advertiser in popularising the products and services. This is of particular use when the advertiser is introducing a new product or service to the market. The public response is also quick in case of newspaper advertisement. The message reaches the public when it is still fresh by pinpointing the shopping opportunities which makes quick results.

Although newspaper advertising is preferred by many advertisers, it also has various setbacks. Newspapers have short span of life which is generally just a

day. They are usually read as soon as they are received and then thrown away. If the advertisement is not seen on the day of receiving for any reason, the appeal made in the advertisement goes waste. Also, consumers usually do not keep safe the copy for a long time or pass it on to others.

Even though the market coverage of newspapers are wide, certain market groups do not read frequently. Nowadays, newspapers normally do not reach a large part of the age group under 20 years. Since there are not much national newspaper, they often cannot provide total market coverage for national advertisers due to cost.

The quality of newspapers are generally poor since they are printed rapidly on course wood pulp paper called newsprint and use high speed rotary printing process, artworks cannot be displayed in fine details of photographs or paintings. Despite the introduction of new production technology, with the exception of special printing techniques and pre-printed inserts, the reproduction quality is poor for newspapers (Wells, Burnett & Moriarty 2005).

The effectiveness of advertising on newspapers is also based on the fact that they are being placed in the right position. Due to their position and placement in the newspapers, advertisements are easily missed by the readers. Some of the advertisements are placed on the front page while others may be placed at the back and inner part of the newspapers. Advertisements placed in the front page are having higher probability of being seen and read by the readers than those placed on some corners of the newspaper. Products that need to be demonstrated should not be advertised in newspapers.

2.2.1.2. Magazines

Magazine is another medium of advertising in print media. Magazines may be weekly, fortnightly or monthly. Unlike newspapers, people read magazines leisurely when they are prepared mentally to receive advertisements. The lifespan of magazines are longer than newspapers and hence the same copy can be read by larger number of people, which give magazine a value greater

than its circulation. Magazines are of different types. There can be different types of classification based on audience, region, frequency and publication which the advertiser has to keep in mind for selecting the suitable medium.

1. Based on Audience:

Different types of magazines printed are so diverse that Lee & Johnson 2007 classified them into the following categories based on the audiences that they service:-

- Consumer Magazines- Advertisers do not choose magazines as medium as often as they once did for general mass-appeal products. Yet magazines are very good at reaching certain kinds of consumer segments- target groups. Even for the same general target market, magazines appeal to specific consumer interest and lifestyles. For instance, there are publications for women who decorate, garden, cook and sew. There are also magazines about weddings, travel, fitness, fashion, etc. General interest magazines try to cover a little bit of it all.
- Business Magazines- Whereas consumer magazines are directed at those who buy products for their own consumption, business magazines are directed at business readers. There are several types of business magazines: industrial magazines directed towards manufacturers, trade magazines directed towards middlemen and professional magazines directed towards a specific profession.
- Farm Magazines- The third category of magazines is farm publications, directed towards farmers and their family or to companies that manufacture or sell agricultural equipment, supplies and services. Some advertisers overlook the farm publication marketplace or may not use it effectively.
- Online Magazines- These magazines are published on the internet. These days, many well known print publishers also publish their magazines online, many of which can be accessed and read free of cost. Some of these magazines are accessible for a fee. The main

advantage of online magazines is said to be reader loyalty and niche targeting.

2. Based on Region:

On the basis of regional publications, Tyagi & Kumar (2004) classified magazines into the following types:

- National Magazines- Many specialised magazines have nationwide circulation. They serve the interests of specialized people living in any part of the country. Some magazines are in demand in foreign countries as well.
- Regional Magazines- The circulation of these magazines is restricted to a particular region, community or religion. Many national magazines have national circulation because they are also published in regional languages.
- Local Magazines- Local magazines are published by local people for local circulation.

Advertisements designed to appeal to all sections of society may be inserted in national, regional and local magazines.

3. Based on Frequency:

Based on frequency, a magazine can be classified as weekly, bi-weekly, monthly, bi-monthly, quarterly, semi-annual or annual. Products which are seasonally produced may be advertised in the weeklies.

4. Based on Publications:

Tyagi & Kumar (2004) classified magazines into the following categories based on their publications.

- Independent Magazine- These have their separate organisation. They collect, assimilate and publish the information. Magazines are

recognised journals and their organisations are known by the name of the magazines.

- Insertions- the insertions are publications of the advertisers. The split-run insertions are given to some magazines which publish them in their own issues. Advertisers are given space in magazines, which print them according to their needs and policies.
- Supplements- Many supplements are provided by advertisers. Saturday and Sunday magazines prepared by newspapers are very effective media of advertising. Newspapers charge higher rates for advertisements in their magazines sections. In newspapers having a wide circulation, the supplement reaches a larger population than magazine.

Magazines have various advantages over other media. Magazines have longer life span as they are not read in just one sitting, but picked up and read several times till a new issue is available. Magazines are kept for a longer period and maybe used as references (Tyagi & Kumar 2004). This shows that advertisements in magazines get full attention of the readers.

The quality of magazines is much higher than newspapers in printing and colour since they are usually printed on good quality papers that provide superior photo reproduction (Wells, Burnett & Moriarty 2005).

Magazines offer flexible formats that permits different sizes of ads as well as inserts and scent strips, often used by perfume companies to allow readers to sample new scents. A “bleed” page is one in which the dark or coloured background of the ad extends to the edge of the page. The advantages of bleeds include greater flexibility in expressing the advertising idea, a slightly larger printing area, and a more dramatic impact. Advertisers may also choose multipage spreads (Lee & Johnson 2007). Advertisers often choose a magazine insert rather than a standard page as the advertiser can print the ad on special, high quality paper and send the finished ad to the publisher for insertion into the magazine at a special price.

Magazines make a considerable impact on audience (Tyagi & Kumar 2004) since industrial products can be advertised in industrial magazines and consumer products can be advertised in consumer magazines separately. Thus, an advertiser can easily select any specialised magazine to suit his product.

Although there are many advantages in magazine advertising, there are also various limitations associated with magazine advertising. It takes up a lot of time before the first appearance of the advertisement which can sometimes last for weeks and months. The art work alone takes up a lot of time, not to mention the time taken up by the engravers to make colour plates.

Magazines are normally published weekly or monthly. Because of the significant amount of content, pictures and ads included in a typical issue, it takes weeks to lay out one issue. Publishers usually require that the ad be submitted well in advance, four to six weeks ahead of the publication date. Discounts for earlier submissions are common. This limits the ability to deliver a timely message or promotion which leads to submitting a more general brand-building message.

Magazines continue to get bigger, but much of the additional content is advertising-driven. Since magazines offer a targeted connection to specific customers, they attract many companies in the same industry competing and aiming for the same customers. This makes it difficult for ads to stand out from the crowd in a magazine. Effective design, visuals and colour combinations are helpful in attracting the attention of readers as they flip through the pages. This leads to more investment in colour, design and other features to get attention. Magazines generally gauge their success in terms of the number of advertising pages they attract. Thus, clutter becomes a very big problem for the advertisers (Lee & Johnson 2007).

2.2.2. Electronic Media

Electronic media are ways of communicating information that are electronic rather than using papers such as television and the internet. Electronic media can also be described as the media that use electronics or electromechanical energy for the end user (audience) to access the content. This is in contrast to static media (mainly print media), which today are most often created electronically, but do not require electronics to be accessed by the end user in the printed form (Wikipedia). Electronic media is easier to use, quicker to use, and is much cheaper.

2.2.2.1. Television Advertising

Television provides a scientific synchronisation of features of sound, sight, motion and immediateness that no other medium has been able to provide so far. That is why T.V is the best-selling method ever invented (Sharma & Kumar 2003). There are many techniques available to the advertisers for the production of commercial messages such as line action, puppet show, cartoons, documentary films and stop motion.

Television was introduced in India on September 15, 1959, as a pilot project in Delhi (Chanawalla & Sethia 2011). Then it soon spread to the other metropolitan and other important cities. Television advertising has been replacing radio advertising since then. The medium of television is available to the advertiser in two principal forms namely broadcast and cable T.V. The difference between them is that broadcast T.V reaches its audience through the air by transmitting electro-magnetic waves across some geographic territory while cable T.V reaches its audience through wires, either strung from telephone poles or laid underground.

- Broadcast Television- It has grown faster than any other advertising medium in history. From its beginning after World War II, broadcast T.V emerged as the medium that attracts the largest volume of national

advertising. However, increasing competition from cable T.V is taking viewers from the national network programs.

- Cable T.V- Cable television is a system of delivering television programming to paying subscribers via radio frequency signals transmitted through cables or light pulses through fibre-optic cables. Subscribers of cable T.V pay a monthly fee to the cable operator and receive roughly 50 channels, including the local network programmes. Cable T.V offers more programme options to the advertisers as well as the viewers. Many cable systems also carry independent local stations that use satellites to send signals nationally to cable operators who make them available to subscribers. Such superstations also carry also carry national advertising (Jain & Singh 2007).

Television has supremely good impact that no other medium can ever compete with it as far as an effective presentation is concerned. It is able to attract the attention of the viewer's immediately. In addition, computer graphics has made it still more attractive. Print media needed deliberation to attract the interest and attention of the viewers while it comes spontaneously in television.

Many advertisers view television as the most cost-effective way to deliver a commercial message because it has such a wide reach. Millions of people watch some TV regularly. Not only does television reach a large percentage of the population, but it also reaches people that print media misses (Wells, Burnett & Moriary 2005).

Television has excellent quality of production. The quality-content and product-wise of the programmes have been improving over the periods. It combines all the merits of radios and film advertising and also of sound and of sight (Sharma & Kumar 2003). Television also contains the familiar and friendly voices of the models whose presence are reassuring. The audiences like the face and welcome it. The models attract attention in his or her own

way which adds pleasure for the audiences. This is a remarkable advantage of the television advertising.

Since retailers also watch televisions, both the consumers and distributor are the viewers. In print media, the retailers might miss out the advertisements but they are exposed to television ads which make them feel inclined to stock these products. Television is advantageous for advertisers whose products needed demonstration. The products can be shown on television where their qualities and unique features may be well explained through this medium.

Targeted audiences can be easily reached through television advertising. It is possible to show the product and the brand with human qualities. Television can give the experience of what it will be like to own and use the product. Eatables, toys and other products for children can be advertised in cartoon and other children's programmes and channels, products meant for housewives could be advertised during the soap operas, etc. In the words of Chunawalla & Sethia (2011), television triggers off nostalgia, tenderness, generosity, kindness and such other emotions. The special effects enhance the impact.

Television has a unique blend of sight, colour, movement, sound, timing, repetition and presentation in the home. Put together it has more attributes than any other medium. It, therefore, produces quick results. Only the product should be a nationally marketed consumer product (Jain & Singh 2007). The interaction of sight, sound, colour, motion and drama creates a level of consumer involvement that often approximates the shopping experience itself. It can make mundane products appear important, exiting and interesting. It can also create a positive association with the sponsor if the advertisement is likable (Wells, Burnett & Moriarty 2005).

Television advertising on the other hand is an expensive medium. It can be undertaken only by those who can afford it. The cost is not bearable by an average advertiser since just a thirty second programme works out to

thousands of rupees. Television is said to be the costliest among all the advertising media.

Many consumers generally have a negative attitude about television commercials. When a television programme is loaded with advertisements, people do not like to watch them. For example, viewers in India used to switch on their respective sets only at about 9.15 a.m. although the Mahabharata, the most popular serial, started at 9.00 a.m. because 15 minutes are used up for advertising purposes (Tyagi & Kumar 2004). This which means that the advertisers are paying to send a message to people who typically prefer not to see it. There are many things that can distract the viewers from watching the advertisements like leaving the room, talking to friends, texting, flipping channels, reading or simply spacing off. Consumer controls like digital video recorders also assist customers in skipping through commercials altogether. Unlike the static print media, televisions have fleeting messages. A television commercial runs only for 30 to 60 seconds in general. During which the viewer's attention has to be captured and hit him with a persuasive message. Normally, a person has to be exposed to an ad three to six times before he remembers it. This enhances the negative point about high costs (Neil Kokemuller- Demand Media).

Although the networks attempt to profile viewers, their demographic and psychographic descriptions are quite general, offering the advertiser little assurance that appropriate people are viewing the message. Television advertising includes a great deal of waste coverage- communication directed at an unresponsive audience that may not fit the advertiser's target market characteristics (Wells, Burnett & Moriarty 2005).

Making changes in a television advertisement is difficult which adds to the limitation of this advertising medium. If a television advertisement is properly produced, it is difficult to make changes to the message conveyed about the business efficiently and quickly. The script has to be updated and the entire advertisement has to be re-shot which, unlike newspaper advertising where

updating sale price or special offer is as simple as swapping out a coupon, additional costs are incurred for the advertisers.

The viewership of commercials is less than the viewership of the programme which accompanies them. The lengthier the chain of commercials less is the viewership. Several studies in India have shown that the total audience for commercial for an average T.V programme is substantially lower than that of the programme, sometimes below over 50 per cent. The figure is further eroded due to a large passive audience of the commercial audience. The duration of a commercial does not seem to play a significant role in brand name recall. Top rate programmes on any channel have high commercial clutter leading to poor add recall (Chunawalla & Sethia 2011).

2.2.2.2. Internet Advertising

The Internet, also referred to as cyberspace or the information superhighway, permits the electronic transfer of information. It is a global network of interconnected computers where an individual connected to one network can speak to any of thousands of other computers if network is linked to other networks. Geographical boundaries are irrelevant. Regardless of the operating system of the network or personal computer, the Internet offers several modes of information exchange (Lee & Johnson 2007). Since the arrival of the Internet, the world has been changing at a great speed. Any information on all topics is just a click away on the computer. Online advertising comprises of search, display, mobile, social media, email and video advertising.

According to Wells, Burnett & Moriarty (2005), Internet advertising can be delivered in the following formats:

- World Wide Web Home Page- The Web page delivers basic information about the sponsor, and also carries advertising and other sales messages. In addition, the B2B web page can carry the same or supplementary information used by the field sales forces. Finally, the

web page can identify retailers and other product providers that can prove useful to the consumer.

- Banners- IBM introduced banner ads in 1994. Banner advertisements are easy to create and are usually placed on a Web site featuring complementary products. Creating a banner advertisement simply by trimming down a print ad does not seem to work on the Internet. New technologies including plug-ins, Java script and media streaming provide an interactive component.
- E-Mail- The improved databases allow marketers to reach target prospects with unsolicited e-mail. In fact, the response rate for an unsolicited e-mail campaign is 5-15 times higher than for a banner advertising campaign.
- Skyscrapers- The extra-long, skinny ads running down the right or left side of a Web site are called skyscrapers. Response rates for skyscrapers, which began to be used aggressively by more companies can be 10 times higher than traditional banner advertisements.
- Minisites, Pop-Ups and Superstitials- Pop-up advertisements burst open on the computer screen, and dish up games and product information. Through these advertisements, minisites allow advertisers to market without sending people away from the site they are visiting. Superstitials, unveiled by online marketer Unicast in April 1999, are thought of as “the Internet’s commercial.” Designed to work like Tv ads. When gone from one page to on a website to another, a 20 second animation appears in a window.
- B2B Networks- Business-to business (B2B) advertising networks means deciding which small-business segment an advertiser would like to target with its next campaign. B2B ad networks, the oldest of which appeared in early 2000, link together B2B websites vertically and horizontally. These networks produce something similar to a custom directory of B2B web sites for each advertiser, helping advertiser target a precise business audience with the right message. The networks then

track the response to advertisements on different web sites and adjust the campaign as appropriate.

Internet has jobs for marketing and advertising managers, content managers, IT professionals who have completed web-centric courses. A system analyst manages the programming tasks and a web designer designs the website. Internet is not all technology. It is also a question of understanding client needs. Internet ideally requires a technological and creative mix (Chunawalla & Sethia 2011).

According to a recent advertising industry survey, it was revealed that Internet advertising will be generating \$428 billion revenues in 2015. This is a remarkable amount in comparison to the previous year's \$220 billion. It has been now proved that approximately 21 per cent of Internet users consider online advertising to be the most relevant advertising system. Internet advertising has rather overtaken other traditional advertising media such as newspapers, magazines, and radio.

Thousands of companies launched their websites where they offer advertisements for their products and services. These are also called homepages and are used to disseminate promotional materials such as press releases, backgrounders, newsletters and consumer education materials. To facilitate online traffic, software agents called "shopbots" allow consumers to compare products and prices from a virtual database of available products on a variety of websites (Lee & Johnson 2007).

Internet advertising is expected to become the largest advertising segment. Global total Internet advertising revenue is forecast to grow from US\$135.42bn in 2014 to US\$239.87bn in 2019, a compound annual growth rate (CAGR) over the period of 12.1%. As the segment captures an ever-larger portion of advertising budgets, it will exceed TV to become the largest single advertising category by 2019 (PricewaterhouseCoopers [PwC] 2015).

Display Internet advertising revenue was the second-largest component of Internet advertising revenue in 2014 and maintains a solid 7.9% CAGR to 2019. Yet mobile Internet advertising revenue's rapid growth of 23.1% CAGR means that it will overtake display by the end of the forecast period. Search will remain as the largest single contributor to Internet advertising. Paid search Internet advertising revenue is forecast to grow from US\$53.13bn in 2014 to US\$85.41bn in 2019. Search is an established and understood advertising medium that plays a central role in Internet advertising at each stage of the purchase cycle. It will therefore remain the largest constituent of Internet advertising, accounting for 35.6% of total Internet advertising revenue in 2019 (PricewaterhouseCoopers [PwC] 2015).

Internet advertising is more cost-efficient than traditional mass market and niche media. Since advertisements on Internet are being displayed all day and night, they can be viewed by millions of people. Television or radio commercials, on the other hand, only last for not more than two minutes, which are shown only a limited number of times per day. According to Lee & Johnson (2007), the Internet allows advertisers to "reach a narrowly defined audience with unique demographic characteristics or special interests".

It is easy for the viewers to skip television advertisements using Digital Video Recorders (DVR), which reduces the impact of this traditional medium. On the other hand Internet advertising cannot be ignored as easily as television advertisements. For example, if a banner ad is displayed on the side of an informative website, the visitor will be seeing the ad as long as he is staying on that website. Unlike television advertisements, some of the web advertisements which have been placed before streaming a web video cannot be skipped for some period of time which enables the marketers to draw the attention of the audience.

Since the Internet has vast reach, it allows advertisers to reach more people than the traditional advertising media at a lower cost. Internet advertising is useful for those businesses having the target of both national and international

market with large-scale distribution capabilities. It can be stated that if more people are served, the cost of internet advertising can be more efficient. Internet advertising also ensures that the advertising messages have been duly received by the most relevant audiences.

One reason why Internet advertising is growing in popularity is that advertisers can customise their message over the internet. An advertiser can input key demographic and behavioural variables, making the consumer feel like the ad is just for him (Wells, Burnett & Moriarty 2005).

Though there are many advantages in using the Internet advertising, it also has various limitations. One of the disadvantages of advertising on the Internet is that marketing materials are automatically available for anyone to copy, regardless of the legal ramifications. Logos, images and trademarks can be copied and used for commercial purposes, or even to defame or mock the company. There is no such case with television and magazine advertising, wherein images must be replicated rather than simply copied electronically.

Another disadvantage is that the Internet-advertising has begun to introduce ad clutter to the Web. Web users are so flooded with banner ads and spam email that they have begun to ignore internet advertising just as much as ads on traditional media (David Ingram -Houston Chronicle).

“Spam” is slang for the practice of sending commercial email in bulk. Unsolicited electronic messages hawking a wide range of products are sent to millions of people each day. For some small businesses with a limited advertising budget, “spam mail” is considered a “free” way to get a message out (Lee & Johnson 2007).

The possibility of Internet intrusions is another challenge that the Internet advertisers have to face. The buying and selling of products using credit cards through the Internet has been disturbed by the need for protecting customers from stealing their credit card numbers cyber thieves. Lee & Johnson (2007) stated that a company’s home page may be vandalised, with information and

graphics changed to embarrass the company or to impede the flow of business. Some companies are now protected from Internet intrusions by fire walls. A fire wall or bastion is a system that protects one network from another.

Online security can be enhanced by encrypting the data. In India, the latest cyber law that recognises a digital signature will facilitate net transactions. There is also the secure electronic transaction (SET) system, a combination of encryption and digital certification backed by Visa and Mastercard. It uses a system of locks and keys along with certified account identification. SET, though hacker proof is expensive (Chunawalla & Sethia 2011).

2.3. MEDIA SCENARIO IN MIZORAM

Mizoram is known to have its first printing press in 1911, established by the pioneer missionary, Dr. Fraser and commenced its first offset press in 1979. In spite of being a small state, Mizoram has as many as 88 dailies, both English and Mizo medium with a combined circulation of 79580 copies. In case of electronic media, there has been rapid progress in the penetration of radio and Television. The All India Radio (AIR) started its station in Aizawl as an auxiliary station in May 1966. A six KW FM radio station was started in Lunglei in 1995. Two community radio stations are to be opened in Saiha and Champhai towns to cover interior Mizoram. The Internet was pioneered by Bharat Sanchar Nigam Limited (BSNL) in 1998 but commercial subscription was given out since the beginning of 1999 as dial-up connection via phone lines. BSNL offered broadband services in every district of Mizoram which consists of a total of 2889 broadband connections (Laldinliana & Jyoti Kumar 2012).

The following table gives the approximate circulation of newspapers in Aizawl District. Around 29 newspapers are published in Aizawl with a total circulation of 49900 approximately.

**Table-2.1: Newspapers Circulation Figures related to January-June 2010
in Aizawl District as reported by the Mizoram Journalist Association**

Name of Newspaper	Circulation (Approx.)
Vanglaini	22000
Mizo Arsi	500
Chhawrpial	500
Lenlaini	600
Romei	400
Zoram Thlirtu	700
Mizo Aw	1500
Highlander	1200
The Aizawl Post	5000
Zoram Tlangau	300
Tawrhbawm	2000
Hnehtu	700
Mizo express	400
Thuthar	200
National Observer	300
The Zozam Times	5000
Dingdi	800
Entlang	400
Newslink	1800
Khawpui Aw	600
Youth Herald	300
Harhna	300
Evening Post	2500
Morning Post	500
Aizawl Herald	200
Aizawl Thupuan	0
Aizawl Observer	300
Sakeibaknei	600
Zoram Politik	300
Total	49900

Source: Laldinliana & Jyoti Kumar 2012, 'Consumer Behaviour in a Tribal Economy of Northeast India: A Focus on Mizoram', pp.286

Table 2.2 shows that there are around 8 magazines published in Aizawl District as reported by the Mizoram Journalist Association with a total circulation of 31000 approximately.

Table-2.2: Magazine Circulation Figures related to January-June 2010 in Aizawl District as reported by the Mizoram Journalist Association

Name of periodicals	Circulation (approx.)
Lelte	2000
Zalen	15000
Eastern Express	500
Zawlaidi	4000
Zoram Today	4000
Diktawn	2000
Lunglen	2000
Thlifim	1500
Total	31000

Source: Laldinliana & Jyoti Kumar 2012, 'Consumer Behaviour in a Tribal Economy of Northeast India: A Focus on Mizoram', pp.289

The table below shows that there are two cable network operators in Aizawl District viz LPS Vision and Zonet. LPS Vision has 7898 subscribers while the number of subscribers of Zonet is not available.

Table-2.3: Cable Networks in Aizawl District from January-June 2010 as reported by the Mizoram Journalist Association

Name of Cable Operators	No. of Subscribers
LPS Vision	7898
Zonet	

Source: Laldinliana & Jyoti Kumar 2012, 'Consumer Behaviour in a Tribal Economy of Northeast India: A Focus on Mizoram', pp.289

CHAPTER-3

CUSTOMER TRUST & ADVERTISING MEDIA

3.1. CUSTOMER TRUST

Customer trust is an important concept which is based on building customer relationships through trustworthy dialogue and unbiased information. Trust is like the glue that holds the business relationship together which can be shown through actions which includes what people do and do not do. If trust is not present, customers will not buy. This shows that trust is an absolutely essential part of sales, as well as business in general. Garbarino and Johnson (1999) defined trust as customer confidence in the quality and reliability of the services offered by the organisation.

Building trust is not cheap. It is an investment in service to customers. This means hiring good people and providing them with ongoing training, offering money back guarantees, and going out of way to meet customer needs better. The catch is that these investments pay off handsomely in improved profits and a strong referral base. It is important to remember that word-of-mouth marketing is the best way to generate new sales. When trust is high, customers go out of their way to tell others about the business, about the product, about the service, etc.

Investments in enhancing customers' service knowledge strengthen customer trust in an organization and thus can act as an important service differentiator. Customer education initiatives, however, also affect the impact of perceived service quality on customer trust. Successful marketers should be aware of the dynamic relationships between customer education, expertise, and service quality in managing customers' attitudes toward firms. Customer education affects the relative importance of technical and functional service quality for building customer trust in a firm (Eisingerich & Bell 2007).

3.1.1. The ADTRUST scale

The ADTRUST scale is a 20 item Likert scale developed by Soh, Reid & King (2006). The 20 items are classified into four indexes of ad-trust viz. Reliability (9 items), Usefulness (4 items), Affect (3 items), and Willingness to Rely On (4 items). Reliability and Usefulness indexes reflect the cognitive evaluation of advertising; Affect index reflects the emotional response of advertising; and Willingness to Rely On index reflects the behavioural intent to use the information conveyed in advertising. The four indexes are established to support the proposed conceptualization that trusts in advertising is a multi-dimensional construct having cognitive affect, and conative dimensions.

The Reliability component includes items reflecting the quality of information conveyed in advertising: factual, accurate, clear, and complete. Inclusion of these items suggests that the Reliability component reflects consumer evaluation of the informational value of advertising. The second component, Usefulness, refers to consumer feeling of how useful advertising is for purchase-related decision making. the Usefulness component is the consumer's judgment of the practical value of the credible and reliable information that optimizes consumer decision making. The Affect component reflects the likeability of advertising. Likeability can include attractiveness, feeling of liking, enjoyability, and positive affection. The Affect component includes items such as positive, likeable, and enjoyable, which are consistent with the prior conceptualization of likeability. Willingness to Rely On reflects behavioural intent to act on the basis of the information conveyed in advertising. (Soh, Reid & King 2006).

The ADTRUST Scale represents the four trust factors which show high reliability and concurrent, convergent, discriminant, and nomological validity; and reflects a combination of (1) consumer perception of reliability and usefulness of advertising, (2) consumer affect toward advertising, and (3) consumer willingness to rely on advertising for decision making. The introduction of the ADTRUST scale as a valid measure of the construct of trust

in advertising should help advertising researchers develop a more in-depth understanding of how consumers respond to advertising. The ADTRUST scale brings inter-disciplinary research on the trust construct into advertising research (Soh, Reid & King 2009).

The ADTRUST scale proved itself to be a valid measure of trust in advertising in the context of two different media: broadcast media and print media. Consumer trust in advertising, measured with the ADTRUST scale, varies across specific advertising media types. Five advertising media were examined: television, newspapers, radio, magazines, and the Internet. Across all five media investigated, media credibility was consistently associated with media-specific ad-trust, indicating that trust in a medium and trust in advertising in that medium are directly related (Soh, Reid & King 2006).

3.1.2. Studies using ADTRUST Scale

There are some studies that used the ADTRUST scale for measuring the level of trust among different advertising media in their study. Aydin (2013) in his study 'Trust In Ad-Media' used the ADTRUST scale on university students at the Selçuk University in Turkey which was aimed through the study to measure the trust level of the students towards the a media in Turkey. He tried to find out the level of trust in general towards the advertisements, the levels of trust with respect to the media, the comparison of the trust level towards the advertisements and the trust towards the advertising media and the levels of trust with respect to the gender and the income level.

The following findings were obtained from his study:

- The levels of trust in the advertising among the participants, in general, can be judged as at an average level.
- The participants have the highest trust in newspaper advertising. They can make purchase-related decisions, depending on the information they have obtained from this medium. The newspaper medium is followed by the

magazine and outdoors. It can be concluded from these evaluations that the participants have the highest trust in the printed media. The advertising media with the lowest level of trust for the participants is the internet.

- Significant correlations have been found between the level of trust in the advertisement and the level of trust in the advertising media. The strongest correlation among them is the one with the television advertising. As the level of trust in television advertising increases, an increase is observed in general in the level of trust in advertising.

- When the levels of trust are examined in accordance with the demographic variables of the participants, it is seen that males have a higher level of trust in all the media, except in the internet, than females. Females have more confidence in the internet, in which the participants have the lowest level of trust among all media, than males. No significant correlation has been found between the participants' level of income and their levels of trust in advertising and in the advertising media.

- Another significant point the study revealed has been obtained through the comparison of trust components with the advertising and the advertising media. In this way, whereas the medium with the highest level of trust is the newspaper, the highest level of "affect" is seen in the ad media and television. In this sense, it can be said about the newspaper that it is an advertising medium with a high level of reliability and usefulness, emotionally not very influential yet considered useful in the purchase- and recommendation-related decisions. It can be said about the television that while it has a low level of reliability and an average level of usefulness, it is important in terms of "affect" and taken into consideration in purchase- and recommendation-related decisions. It may be reasonable to interpret this conclusion in this way; the participants may feel trust in the advertising media with differing cognitive or emotional attitudes regarding their purchase- or recommendation-related decisions. When compared with the other advertising media, internet and radio, found to have a low level of reliability and usefulness, were also found

to have a lower level of “affect” and a higher level of “unwillingness to rely on purchase- and recommendation related decisions (Aydin 2013).

Saemundsson (2012) also used the ADTRUST scale in his study about the customer trust in different advertising media in Iceland. The research was aimed at replicating Soh, Reid and King’s (2007) study, and see if results in Iceland differed from their findings as no such study has been done in Iceland before. The study focused on advertising within the Icelandic market. The following research questions were aimed at clarifying the aims and objectives in the research.

1. Do consumers perceive advertising in some media more trustworthy than others?
2. In which media do consumers display most trust?
3. In which media do consumers display least trust?
4. Are there differences between demographic groups when it comes to trust towards advertising?
5. Does the ADTRUST scale differ from participant’s general perception of trust towards advertising?
6. Do consumers in Iceland differ from consumers in the USA in trust towards advertising?
7. Does attitude towards advertising and perception of trust towards advertising predict outcomes on the ADTRUST scale?

The study found that participants neither particularly trusted nor distrusted advertising since all mean scores were between 3.35 and 3.65, i.e. just below the neutral point that ranges from 1 to 7, a score of 4 being a neutral trust point.

As for differences in trust towards the different media, they found out that advertising in newspapers yielded the strongest mean score of the media in question, differing significantly from the lowest scoring media, TV and Internet.

The results also showed a connection between demographical factors and trust towards advertising. Women place more trust in advertising than men, and younger participants more than older ones. Women placed more trust than men in all mediums except radio. However, no interaction effect was noticeable between media and gender. Participants with the lowest level of education generated the lowest mean scores in trust towards advertising. Those participants whose highest level of education was elementary school showed least trust towards advertising while trust was highest for high-school.

The study suggests that the Internet is just as good a medium with respect to trust as TV for example, and given that Internet advertising is by far the least expensive, it might often be more convenient (Sæmundsson 2012).

3.2. ANALYSIS

3.2.1. Profile of Mizoram University

Mizoram University is a central university under the University Grants Commission, Government of India, and was established on April 25, 2000 by the Mizoram University Act (2000) of the Parliament of India. At present there are eight schools of studies in the university, out of which one (viz. Schools of Engineering and Technology) is running only under graduate (B.Tech) studies while another school (Viz. School of Fine Arts, Planning and Architectures) is yet to start its first batch.

Table- 3.1: Profile of Mizoram University

School	Department
School of Economics, Management & Information Sciences	Commerce (Randomly Selected)
	Economics
	Management
	Library & Information Science
	Mass Communication
School of Social Sciences	Psychology
	Social Work
	Political Science
	Public Administration (Randomly Selected)
	History & Ethnography
School of Life Science	Botany
	Zoology (Randomly Selected)
	Biotechnology
School of Earth Sciences & Natural Resources Management	Environmental Science
	Forestry
	Geology
	Geography (Randomly Selected)
	Horticulture
	Ext. Education & Rural Development
School of Physical Science	Physics
	Chemistry
	Mathematics & Computer Science (Randomly Selected)
School of Education & Humanities	Mizo
	English
	Education (Randomly Selected)
	Hindi
School of Engineering & Technology	Computer Engineering
	Electronics and Communication Engineering
	Electrical Engineering
	Information Technology
	Civil Engineering
School of Fine Arts, Architecture & Fashion	Architecture

Source: MZU Annual Reports 2014-15

3.2.2. Profile of the Samples

As stated earlier, one department from each school has been randomly selected, and then all the IV semester students of the selected department are chosen as the sample. Out of the 110 respondents, the number of male and female is exactly the same. The ages of the respondents ranges between 20-28 years, the average age being 24 years. 28.2% of the respondents are at the age of 24 years which consists of 31 respondents, having the highest number of respondents. 24.5% of the respondents are at the age of 23 consisting of 27 respondents. 19.1% of the respondents are at the age of 25 years, 11.8% are of 22 years, 7.3% are of 21 years, 5.5% are of 26 years, 1.8% are of 27 years and 0.9% are of 20 and 28 years. From the School of Economics, Management & Information Sciences, Department of Commerce is randomly selected in which there are 27 respondents which consists of 24.5% of the total samples, from the School of Social Sciences Department of Public Administration is randomly selected in which there are 17 respondents consisting of 15.5% of the total samples, there are 8 respondents from the School of Life Sciences which comprises of 7.3% of the total samples from which Department of Zoology is randomly selected , 22 respondents from the School of Earth Sciences & Natural Resources Management which is 20% of the total samples from which Department of Geography is randomly selected, 19 respondents from the School of Physical Sciences consisting of 17.3% of the total samples from which Department of Mathematics & Computer Science is randomly selected and there are 17 respondents from the School of Education and Humanities which comprises of 15.5% of the total samples from which Department of Education is randomly selected.

In case of location, out of the 110 respondents, 63 of them i.e. 57.3% are living in urban areas while 24 of them i.e. 21.8% are living in semi urban areas and 23 of the respondents i.e. 20.9% are living in the rural areas of Mizoram.

3.3. CUSTOMER TRUST IN ADVERTISING MEDIA

It is essential for advertisers to have grounds to evaluate the type of media based on empirical knowledge for selecting the best media for launching their advertising campaign. Different media may be appealing in various ways to customers which makes trust an important factor to be considered as a part of customers' perception of advertising.

3.3.1 ADTRUST Scale

This study is based on ADTRUST Scale developed by Soh, Reid & King (2006) which is combination of four Scales of Likert type questions. When using Likert-type scales it is imperative to calculate and report Cronbach's alpha coefficient for internal consistency reliability for any scales or subscales one may be using (Gliem & Gliem 2003). Thus, Cronbach's alpha coefficients were calculated for all the four sub-scales and the composite ADTRUST Scale.

Table 3.2: Reliability Test of the Instrument Used (Cronbach's Alpha)

Index	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
Reliability Index	.915	.916	9
Usefulness Index	.873	.875	4
Affect Index	.648	.718	3
Willingness Index	.907	.908	4
Ad trust Scale	.939	.945	20

George and Mallery (2003) provide the following rules of thumb: “_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and _ < .5 – Unacceptable”. Cronbach's Alpha of each of the Indexes have been more than 0.8, except Affect Index, thus it is found that the instrument used has internal consistency reliability. Affect Index is little less than 0.7 but Cronbach's Alpha Based on Standardized Items is more than 0.7. Moreover, the Likert Items used in Affect Index is also used in devising Ad

trust Scale which is having Cronbach's Alpha over 0.9, and thus cannot be withdrawn. Thus, the instrument has been used.

Newspaper as advertising media is most trusted by the respondents as newspaper advertising scored 4.40 in a 7 point Likert Scale of the ADTRUST Scale. Magazine scored the least point (i.e. 4.18), television scored 4.39 and internet scored 4.21 on a 7 point scale (see Table 3.2).

Table-3.3: Media-wise ADTRUST Scale

Media	ADTRUST Scale
Newspaper	4.40
Magazine	4.18
Television	4.39
Internet	4.21

Source: Primary Data

3.3.2. Four Indexes under ADTRUST Scale

All the 20 questions in the questionnaire are grouped into four indexes namely Reliability (honest, truthful, credible, reliable, dependable, accurate, factual, complete, clear), Usefulness (valuable, good useful, helps people make the best decisions), Affect (likeable, enjoyable, positive), and Willingness to Rely On (I am willing to rely on ad-conveyed information when making purchase related decisions, I am willing to make important purchase related decisions based on ad-conveyed information, I am willing to consider the ad-conveyed information when making purchase related decisions, I am willing to recommend the product or service that I have seen in ads to my friends or family). These indexes are then summed up on the basis of media, gender, school and location of the respondents.

3.3.2.1. Media-wise scoring of the four Indexes

There are not many differences between the media as the mean ranges from 4.00 to 4.90 except for internet under Reliability Index which gives a total

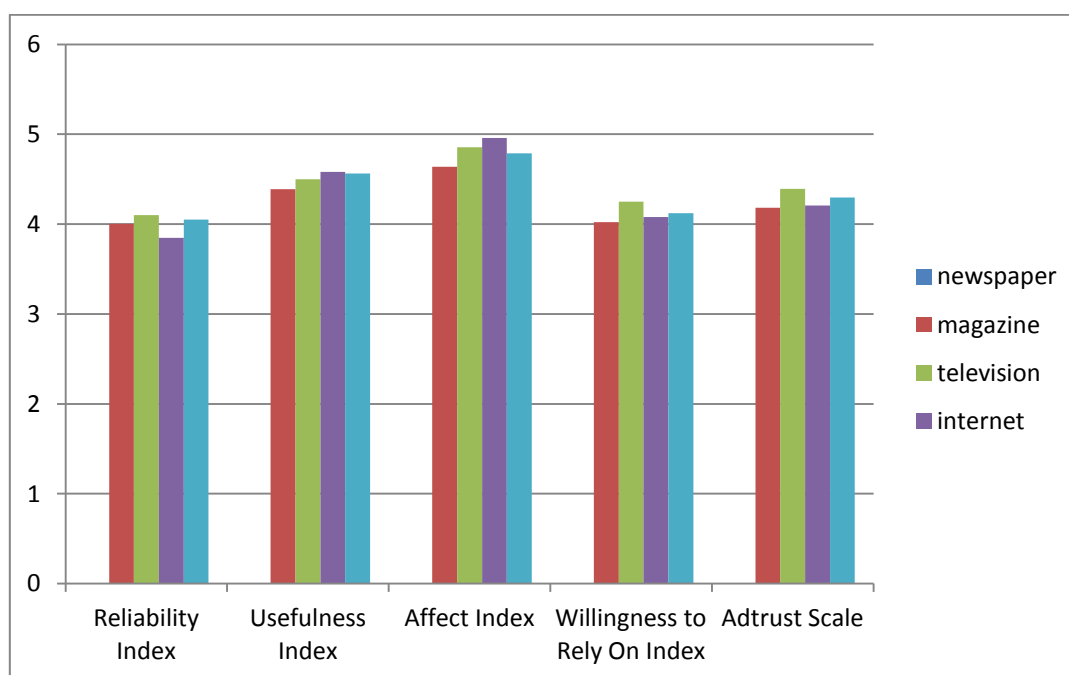
score of 3.85. Under Usefulness Index, Affect Index and Willingness to rely Index, magazine has the lowest mean of 4.39, 4.64, and 4.02 respectively. Under Reliability Index and Usefulness Index, newspaper has the highest mean while internet has the highest mean under Affect Index. Under Willingness to Rely On Index, television has the highest mean. This can be seen from table 3.25 and fig.1.

Table-3.4: Media-wise scoring of the four Indexes

Media	Reliability Index	Usefulness Index	Affect Index	Willingness to Rely On Index
Newspaper	4.25	4.79	4.70	4.14
Magazine	4.00	4.39	4.64	4.02
Television	4.10	4.50	4.85	4.25
Internet	3.85	4.58	4.96	4.08

Source: Primary Data

Figure-1: Media-wise scoring of the four Indexes



Source: Primary Data

3.3.2.2. Gender-wise scoring of the four Indexes

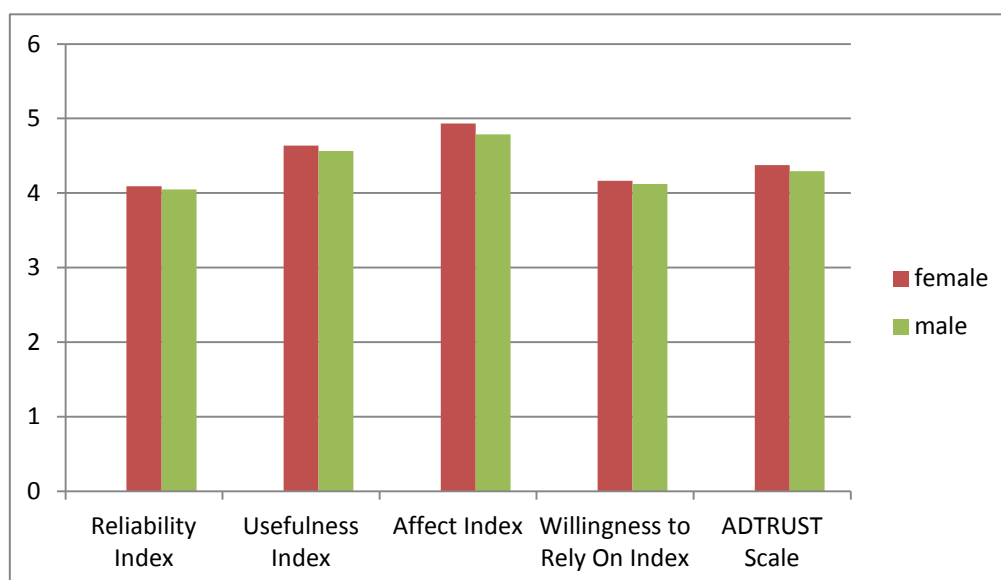
The scores of all the indexes are higher in female than in male even though the score range fall within a close range of 4.01 and 4.93. Affect Index has the highest score in both male and female while Reliability Index has the lowest mean in both the cases. This can also be seen from the table and figure below.

Table-3.5: Gender-wise scoring of the four Indexes

Gender	Reliability Index	Usefulness Index	Affect Index	Willingness to Rely On Index	ADTRUST Scale
Male	4.01	4.49	4.64	4.08	4.21
Female	4.09	4.64	4.93	4.16	4.38

Source: Primary Data

Figure-2: Gender-wise scoring of the four Indexes



Source: Primary Data

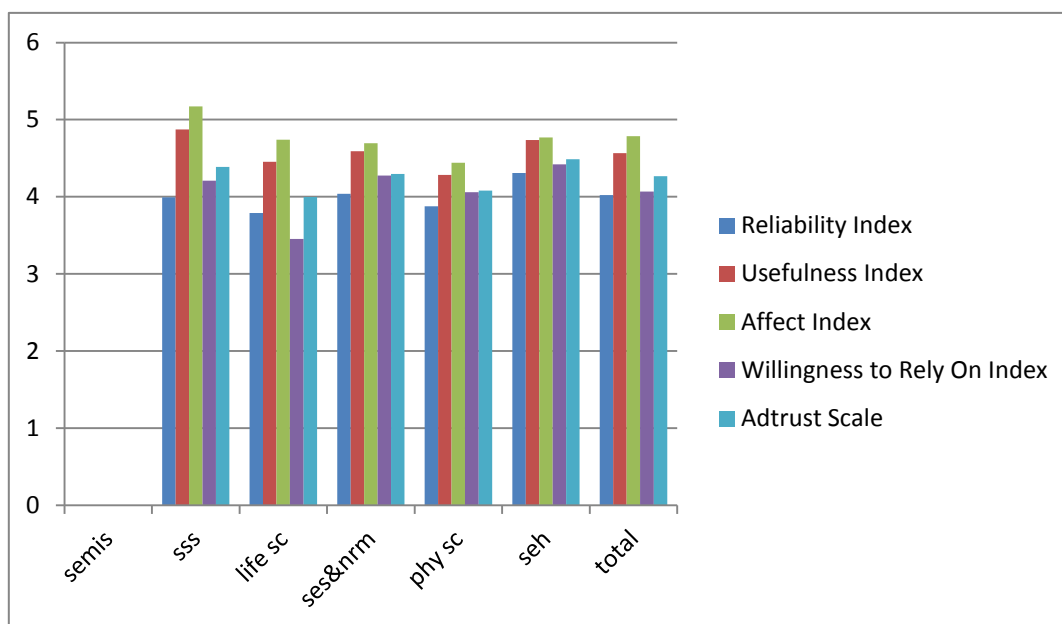
3.3.2.3. School-wise scoring of the four Indexes

The score ranges between 3.45 and 5.17 where the score is highest under Affect Index of the School of Social Sciences whereas the score is lowest under Willingness to Rely On Index of the School of Life Sciences. Under Reliability Index, School Of Life Sciences has the lowest mean while School Of Education And Humanities has the highest mean. Under Usefulness Index and Affect Index, School Of Physical Sciences has the lowest mean while the School Of Social Sciences has the highest mean. Under Willingness to Rely On Index, School of Life Sciences has the lowest mean while the School Of Education And Humanities has the highest mean. This is shown in table 3.27 and fig.3.

Table-3.6: School-wise scoring of the four Indexes

School	Reliability Index	Usefulness Index	Affect Index	Willingness to Rely Index	ADTRUST Scale
Semis	4.13	4.47	4.90	4.00	4.36
SSS	3.99	4.87	5.17	4.21	4.39
Life Sc	3.79	4.45	4.74	3.45	4.00
SES&NRM	4.04	4.59	4.69	4.28	4.30
Phy Sc	3.88	4.28	4.44	4.06	4.08
SEH	4.31	4.74	4.77	4.42	4.49

Source: Primary Data

Figure-3: School-wise scoring of the four Indexes

Source: Primary Data

3.3.2.4. Location-wise scoring of the four Indexes

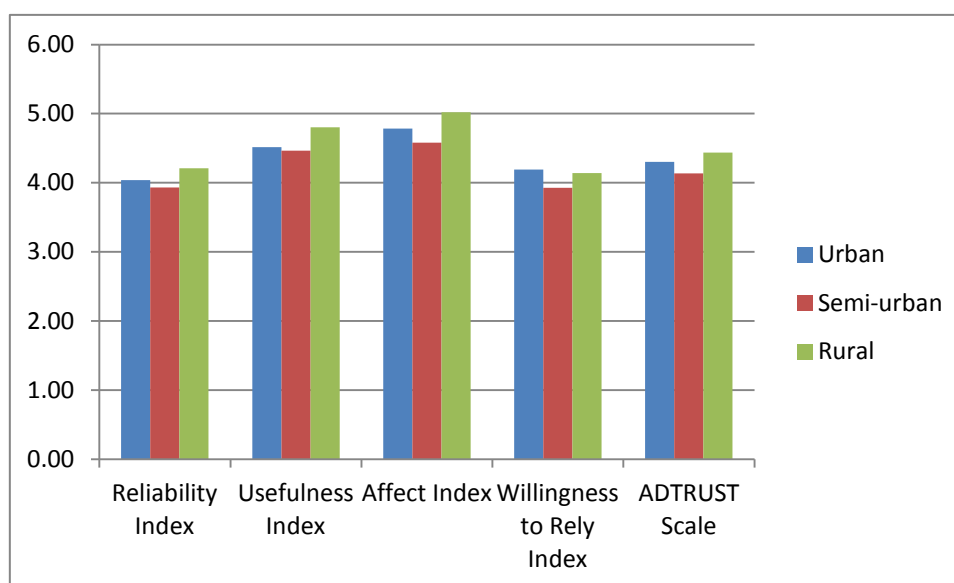
From the given table, it can be seen that the scores are lowest under index 1 and index 3 of the semi-urban areas having the same score of 3.93. The score is highest under index 3 of the rural areas having a score of 5.02. Rural area has the highest total score of 4.44 while semi-urban area has the lowest total score of 4.14. This can also be seen from the following figure.

Table-3.7: Location-wise Scores of Indexes

Location	Reliability Index	Usefulness Index	Affect Index	Willingness to Rely Index	ADTRUST Scale
Urban	4.04	4.51	4.78	4.19	4.30
Semi-urban	3.93	4.46	4.58	3.93	4.14
Rural	4.21	4.80	5.02	4.14	4.44

Source: Primary Data

Figure-4: Location-wise scoring of the four Indexes



Source: Primary Data

3.3.3. Scoring of different Media

The average scores of the different media for school, gender and location are also given below:

3.3.3.1. School-Wise Scores of Different Media

Television has the highest score of 4.50 while internet has the least score of 4.20 for the School of Economics, Management & Information Sciences. For the School of Social Sciences, newspaper has the highest score of 4.58 while internet has the least score of 4.16. Television also has the highest score of 4.68 for the School of Life Sciences while magazine has the least score of 3.43. For the School of Earth Sciences & Natural Resources Management, internet has the highest score of 4.37 while television has the lowest score of 4.26. Television has the highest score in both the School of Physical Sciences and the School of Education and Humanities while magazine has the least score for School of Physical Sciences and internet has the least score for School of Education and Humanities.

Table-3.8: School-wise scores of different media

School	SEMIS	SSS	Life Sc	SES&NRM	Physical Sc	SEH
Newspaper	4.20	4.58	4.68	4.28	4.16	4.46
Magazine	4.28	4.26	3.34	4.27	3.91	4.52
Television	4.50	4.44	4.26	4.26	4.18	4.64
Internet	4.20	4.16	3.71	4.37	4.07	4.32

Source: Primary Data

3.3.3.2. Gender-wise scores of different media

All the media has higher scores under female than male except for internet where the score is higher under male. Among the media, television has the highest score while internet has the lowest score for female. For male, newspaper scored the highest while magazine scored the least.

Table-3.9: Gender-wise scores of different media

Gender	Male	Female
Newspaper	4.34	4.35
Magazine	4.08	4.28
Television	4.20	4.58
Internet	4.20	4.18

Source: Primary Data

3.3.3.3. Location-wise scores of different media

Television has the highest score of 4.39 under urban areas while internet has the least score of 4.10. For semi-urban areas, television scored the highest while magazine scored the least. Newspaper has the highest score of 4.55 for rural areas while magazine has the least score of 4.25.

Table-3.10: Location-wise scores of different media

Location	Urban	Semi-Urban	Rural
Newspaper	4.33	4.18	4.55
Magazine	4.19	4.08	4.25
Television	4.39	4.30	4.48
Internet	4.10	4.14	4.46

Source: Primary Data

3.3.4. Individual Items of ADTRUST Scale

The ADTRUST Scale developed by King, Soh & Reid (2006) incorporates 20 Likert Scale Items. The data collected from questionnaires are quantified and tabulated to give meaningful interpretations of the opinion of the respondents towards the different media of advertisements.

3.3.4.1 Honesty Of The Media

The respondents were asked about their opinion if 'Information conveyed in Newspaper/Magazine/Television/Internet Advertising is Honest'. For newspaper advertising, 32.8% of the respondents do not agree with the honesty of the advertising while 31.7% of the respondents are agreeing to the honesty of the advertising. The remaining 35.5% do not have opinion about the honesty of the advertising. It can also be seen that 32.7% of the respondents agree that information conveyed in magazine advertising is honest while 32.8% do not agree with the statement. The figure below also shows that for television advertising, 31.8% of the respondents do not agree with the honesty while 33.6% of the respondents are agreeing to the honesty. The remaining 34.5% do not have opinion about the honesty of television advertising. The table shows that for internet advertising, that 49.1% of the respondents do not agree with the honesty while 19.9% of the respondents are agreeing to the honesty. The remaining 30.9% do not have opinion about the honesty of internet advertising.

Table-3.11: Honesty of the Media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	7	6.4	6	5.5	4	3.6	9	8.2
Disagree	7	6.4	6	5.5	12	10.9	12	10.9
Slightly/ Somewhat Disagree	22	20	24	21.8	19	17.3	33	30
No Opinion	39	35.5	38	34.5	38	34.5	34	30.9
Slightly/ Somewhat Agree	27	24.5	29	26.4	25	22.7	15	13.6
Agree	3	2.7	5	4.5	7	6.4	5	4.5
Strongly Agree	5	4.5	2	1.8	5	4.5	2	1.8
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.2. Truthfulness Of The Media

The responses on whether 'Information conveyed in Newspaper/Magazine/Television/Internet Advertising is Truthful' is that 24.5% of the respondents do not completely agree with the truthfulness of newspaper advertising while 34.6% of the respondents agree with the statement. The table shows that 31.9% of the respondents agree that the information conveyed in magazine advertising is truthful, 31.7% do not agree with the statement and 36.45% do not have opinion about the statement. It can also be seen that 36.3% of the respondents do not completely agree with the truthfulness of television advertising while 32.7% of the respondents agree with the statement. The table also shows that 50.8% of the respondents do

not completely agree with the truthfulness of the Internet advertising while 19.1% of the respondents agree with the statement.

Table-3.12: Truthfulness of the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	2	1.8	4	3.6	2	1.8	4	3.6
Disagree	3	2.7	5	4.5	13	11.8	16	14.5
Slightly/ Somewhat Disagree	22	20	26	23.6	25	22.7	36	32.7
No Opinion	45	40.9	40	36.4	34	30.9	33	30
Slightly/ Somewhat Agree	19	17.3	28	25.5	25	22.7	14	12.7
Agree	10	9.1	6	5.5	9	8.2	6	5.5
Strongly Agree	9	8.2	1	0.9	2	1.8	1	0.9
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.3. Credibility Of The Media

There are no respondents who strongly disagree to the statement “Information conveyed in Newspaper is credible” while there is 1.8% who strongly agree to the statement. It shows that there are 3.6% who disagree with the statement while 9.1% agree with the statement. 15.5% somewhat disagree with the statement while 20% somewhat agree with the statement. There are 26.3% who do not agree with the credibility of magazine advertising while 31.8% agree with the credibility of magazine advertising. It can also be seen that there are 34.6% who agree with the credibility of television advertising while there are 27.2%% who disagree with the credibility newspaper advertising.

The table also shows that 22.7% of the respondents agree with the credibility of the Internet advertising while 39.1% do not agree with its credibility.

Table-3.13: Credibility if the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondent s	Per cent	No of Respondent s	Per cent	No of Respondent s	Per cent	No of Respondent s	Per cent
Strongly Disagree	0	0	4	3.6	4	3.6	3	2.7
Disagree	4	3.6	5	4.5	10	9.1	9	8.2
Slightly/ Somewha t Disagree	17	15.5	20	18.2	16	14.5	31	28.2
No Opinion	55	50	46	41.8	42	38.2	42	38.2
Slightly/ Somewha t Agree	22	20	25	22.7	28	25.5	17	15.5
Agree	10	9.1	8	7.3	9	8.2	5	4.5
Strongly Agree	2	1.8	2	1.8	1	0.9	3	2.7
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.4. Reliability Of The Media

42.7% of the respondents think that “Information conveyed in Newspaper advertising” is reliable while 23.6% of the respondents do not think that the advertising is reliable. 33.6% are neutral towards the statement. The table shows that 31.7% of the respondents do not agree with the reliability of Information conveyed in magazine advertising while 32.7% agree with the reliability. In case of television advertising, 30% of the respondents agree with is reliability while 32.7% disagree with the statement. 41% of the respondents do not agree with the reliability of the Internet advertising while 26.4% agree with the reliability of internet advertising.

Table-3.14: Reliability of the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	2	1.8	4	3.6	3	2.7	7	6.4
Disagree	3	2.7	4	3.6	9	8.2	8	7.3
Slightly/ Somewhat Disagree	21	19.1	27	24.5	24	21.8	30	27.3
No Opinion	37	33.6	39	35.5	41	37.3	36	32.7
Slightly/ Somewhat Agree	27	24.5	22	20	19	17.3	17	15.5
Agree	14	12.7	12	10.9	10	9.1	12	10.9
Strongly Agree	6	5.5	2	1.8	4	3.6	0	0
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.5. Dependability Of The Media

19% of the respondents think that information conveyed in newspaper advertising is not dependable while 46.4% of the respondents think that the media is dependable for advertising. In case of magazine advertising, 30.9% think that the media is dependable while 33.7% do agree with the dependability of the media. It can also be seen that there are 26.4% of respondents who do not agree with the dependability of television advertising while 39.9% of the respondents agree with the statement. In case of Internet advertising, 26.4% agree with the statement while 37.2% do not agree with the statement.

Table-3.15: Dependability of the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	1	0.9	4	3.6	2	1.8	2	1.8
Disagree	5	4.5	8	7.3	9	8.2	12	10.9
Slightly/ Somewhat Disagree	15	13.6	25	22.7	18	16.4	27	24.5
No Opinion	38	34.5	39	35.5	37	33.6	40	36.4
Slightly/ Somewhat Agree	31	28.2	25	22.7	26	23.6	22	20
Agree	12	10.9	6	5.5	14	12.7	7	6.4
Strongly Agree	8	7.3	3	2.7	4	3.6	0	0
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.6. Accuracy of the Media

There are 36.6% of the respondents who agree to the accuracy of information conveyed in newspaper advertising, while 22.7% disagree with the accuracy of the information conveyed in newspaper advertising. There are 28.1% of the respondents who agree to the accuracy of the magazine advertising while 40.8% disagree with the accuracy of the media. There are 28.1% of the respondents who agree to the accuracy of television advertising, while 27.3% of the respondents disagree with the accuracy of advertising in the media. Also there are 28.2% of the respondents who agree to the accuracy of the Internet advertising while 15.7% of the respondents disagree with the accuracy of advertising in the media.

Table-3.16: Accuracy of the Media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	1	0.9	5	4.5	2	1.8	2	1.8
Disagree	1	0.9	3	2.7	6	5.5	12	10.9
Slightly/ Somewhat Disagree	23	20.9	37	33.6	22	20	19	3
No Opinion	45	40.9	34	30.9	49	44.5	46	41.8
Slightly/ Somewhat Agree	31	28.2	24	21.8	25	22.7	19	17.3
Agree	5	4.5	5	4.5	4	3.6	10	9.1
Strongly Agree	4	3.6	2	1.8	2	1.8	2	1.8
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.7. Factuality of the media

There are 35.4% of respondents who agree with the factuality of information conveyed in newspaper advertising while there are 22.7% of the respondents who disagree with the factuality of information conveyed in newspaper advertising. The table below shows that there are 32.7% of respondents who agree with the factuality of information conveyed in magazine advertising while there are 30.8% respondents who disagree with the statement. It can be seen that there are 36.4% of respondents who agree with the factuality of television advertising while there are 29.1% respondents who disagree with statement. The table also shows that 29.1% of respondents who agree with the factuality of the Internet advertising whereas 35.4% of the respondents disagree with the statement.

Table-3.17: Factuality of the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	0	0	5	4.5	4	3.6	4	3.6
Disagree	2	1.8	3	2.7	6	5.5	5	4.5
Slightly/ Somewhat Disagree	23	20.9	26	23.6	22	20	30	27.3
No Opinion	46	41.8	40	36.4	38	34.5	39	35.5
Slightly/ Somewhat Agree	27	24.5	23	20.9	31	28.2	17	15.5
Agree	7	6.4	11	10	7	6.4	13	11.8
Strongly Agree	5	4.5	2	1.8	2	1.8	2	1.8
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.8. Completeness of the media

34.6% of the respondents agree with the completeness of information conveyed in newspaper advertising while 34.6% of the respondents disagree with the statement. The table shows that 29.1% of the respondents agree with the completeness of information conveyed in magazine advertising while 30.8% of the respondents disagree with the statement. The table also shows that 37.3% of the respondents agree with the completeness of information conveyed in television advertising while 31.8% of the respondents disagree with the statement. It can also be seen that 33.6% of the respondents agree with the completeness of information conveyed in the Internet advertising while 35.5% of the respondents disagree with the statement.

Table-3.18: Completeness of the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	2	1.8	5	4.5	2	1.8	5	4.5
Disagree	6	5.5	5	4.5	8	7.3	6	5.5
Slightly/ Somewhat Disagree	30	27.3	24	21.8	25	22.7	28	25.5
No Opinion	34	30.9	44	40	34	30.9	34	30.9
Slightly/ Somewhat Agree	22	20	21	19.1	31	28.2	22	20
Agree	10	9.1	7	6.4	7	6.4	11	10
Strongly Agree	6	5.5	4	3.6	3	2.7	4	3.6
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.9. Clarity of the media

34.6% of the respondents do not agree with the clarity of information conveyed in newspaper advertising whereas 34.6% of the respondents agree with the clarity of information conveyed in newspaper advertising. 23.7% of the respondents do not agree with the clarity of information conveyed in magazine advertising whereas 37.3% of the respondents agree with the clarity of information conveyed in magazine advertising. The table also shows that 28.2% of the respondents do not agree with the clarity of television information conveyed in advertising whereas 50% of the respondents agree with the clarity information conveyed television advertising. It can also be seen that 20% of the respondents do not agree with the clarity of information conveyed in the Internet advertising whereas 40.9% of the respondents agree with the clarity of information conveyed internet advertising.

Table-3.19: Clarity of the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	2	1.8	0	0	2	1.8	4	3.6
Disagree	6	5.5	7	6.4	8	7.3	6	5.5
Slightly/ Somewhat Disagree	30	27.3	19	17.3	21	19.1	12	10.9
No Opinion	34	30.9	43	39.1	24	21.8	43	39.1
Slightly/ Somewhat Agree	21	19.1	24	21.8	36	32.7	31	28.2
Agree	10	9.1	11	10	13	11.8	10	9.1
Strongly Agree	7	6.4	6	5.5	6	5.5	4	3.6
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.10. Valuableness of the media

Only one respondent strongly disagree to the valuableness of information conveyed in newspaper advertising while 11.8% of the respondents strongly agree to the statement. Another 11.7% also do not agree while 30% of the respondents agree with the valuableness of information conveyed in newspaper advertising. The table shows that 18.1% of the respondents disagree to the valuableness of information conveyed in magazine advertising while 58.2% of the respondents agree with the valuableness of information conveyed in advertising in the media. It can also be seen that 19% of the respondents disagree to the valuableness of information conveyed in television advertising while 51.8% of the respondents agree with the valuableness of information conveyed in television advertising. The above table also shows that 2.7% respondents strongly disagree to the valuableness of information conveyed in the Internet advertising while 6.4% of the

respondents strongly agree to the statement. Another 14.6% also do not agree while 50.9% of the respondents agree with the valuableness of information conveyed in the Internet advertising.

Table-3.20: Valuableness of the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	1	0.9	5	4.5	3	2.7	3	2.7
Disagree	4	3.6	2	1.8	4	3.6	6	5.5
Slightly/ Somewhat Disagree	10	9.1	13	11.8	14	12.7	10	9.1
No Opinion	30	27.3	26	23.6	32	29.1	28	25.5
Slightly/ Somewhat Agree	32	29.1	36	32.7	38	34.5	37	33.6
Agree	20	18.2	19	17.3	12	10.9	19	17.3
Strongly Agree	13	11.8	9	8.2	7	6.4	7	6.4
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.11. Goodness of the media

76.4% of the respondents agree to the goodness of information conveyed in newspaper advertising while only 10% of the respondents do not agree with statement. 13.6% of the respondents do not have opinion about the statement. The table shows that 53.6% of the respondents agree to the goodness of information conveyed in magazine advertising while 17.2% of the respondents do not agree with statement. 29.1% of the respondents do not have opinion about the statement. It can be seen that 58.2% of the respondents agree to the goodness of information conveyed in television

advertising while 14.5% of the respondents do not agree with statement. 27.3% of the respondents do not have opinion about the statement. It can also be seen that 59% of the respondents agree to the goodness of information conveyed in the Internet advertising while 16.3% of the respondents do not agree with statement. 24.5% of the respondents do not have opinion about the statement.

Table-3.21: Goodness of the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of respondents	Per cent
Strongly Disagree	1	0.9	4	3.6	3	2.7	4	3.6
Disagree	3	2.7	2	1.8	5	4.5	1	0.9
Slightly/ Somewhat Disagree	7	6.4	13	11.8	8	7.3	13	11.8
No Opinion	15	13.6	32	29.1	30	27.3	27	24.5
Slightly/ Somewhat Agree	41	37.3	30	27.3	28	25.5	38	34.5
Agree	31	28.2	26	23.6	27	24.5	15	13.6
Strongly Agree	12	10.9	3	2.7	9	8.2	12	10.9
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.12. Usefulness of the media

74.5% of the respondents think that information conveyed in newspaper advertising is useful whereas 17.2% of them do not agree with the usefulness of information conveyed in newspaper advertising. The table shows that 52.8% of the respondents also think that information conveyed in magazine advertising is useful whereas 18.1% of them do not agree with the statement. It also shows that 54.5% of the respondents think that information conveyed in

television advertising is useful whereas 19% of them do not think that television advertising is useful. The table also shows that 55.5% of the respondents think that the information conveyed in Internet advertising is useful whereas 11.8% of them do not agree with the usefulness of information conveyed in internet advertising.

Table-3.22: Usefulness of the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	3	2.7	4	3.6	4	3.6	3	2.7
Disagree	2	1.8	4	3.6	3	2.7	2	1.8
Slightly/ Somewhat Disagree	9	8.2	12	10.9	14	12.7	8	7.3
No Opinion	14	12.7	32	29.1	29	26.4	36	32.7
Slightly/ Somewhat Agree	35	31.8	32	29.1	27	24.5	29	26.4
Agree	32	29.1	18	16.4	19	17.3	18	16.4
Strongly Agree	15	13.6	8	7.3	14	12.7	14	12.7
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.13. Helps people make the best decisions

30.9% of the respondents do not agree that information conveyed in newspaper advertising helps people make the best decisions while 39% of the respondents agree with the statement. 38.2% of the respondents do not agree that information conveyed in magazine advertising helps people make the best decisions while 26.3% of the respondents agree with the statement. It can be seen that 31.8% of the respondents do not agree that information

conveyed in television advertising helps people make the best decisions while 40% of the respondents agree with the statement. It also shows that 24.6% of the respondents do not agree that the Internet advertising helps people make the best decisions while 37.3% of the respondents agree with the statement.

Table-3.23: Helps people make the best decisions

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondent s	Per cent	No of Respondent s	Per cent	No of Respondent s	Per cent	No of Respondent s	Per cent
Strongly Disagree	4	3.6	7	6.4	4	3.6	3	2.7
Disagree	11	10	11	10	11	10	7	6.4
Slightly/ Somewhat Disagree	19	17.3	24	21.8	20	18.2	17	15.5
No Opinion	33	30	39	35.5	31	28.2	42	38.2
Slightly/ Somewhat Agree	25	22.7	16	14.5	28	25.5	15	13.6
Agree	15	13.6	8	7.3	11	10	18	16.4
Strongly Agree	3	2.7	5	4.5	5	4.5	8	7.3
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.14. Likeability of the media

48.2% of the respondents agree with the likeability of information conveyed in newspaper advertising while 19.1% of the respondents do not agree with the statement. The table shows that 59.1% of the respondents agree with the likeability of information conveyed in magazine advertising while 19% of the respondents do not agree with the statement. The table also shows that 62.7% of the respondents agree with the likeability of information conveyed in television advertising while 14.5% of the respondents do not agree with the

statement. It can also be seen that 64.6% of the respondents agree with the likeability of information conveyed in the Internet advertising while 16.4% of the respondents do not agree with the statement.

Table-3.24: Likeability of the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	2	1.8	1	0.9	3	2.7	2	1.8
Disagree	6	5.5	5	4.5	3	2.7	7	6.4
Slightly/ Somewhat Disagree	13	11.8	15	13.6	10	9.1	9	8.2
No Opinion	36	32.7	24	21.8	25	22.7	21	19.1
Slightly/ Somewhat Agree	33	30	38	34.5	33	30	34	30.9
Agree	17	15.5	18	16.4	22	20	28	25.5
Strongly Agree	3	2.7	9	8.2	14	12.7	9	8.2
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.15. Enjoyableness of the media

Enjoyableness of information conveyed in newspaper advertising is agreed by 48.1% of the respondents whereas 24.5% of the respondents do not agree with the statement. The table shows that the enjoyableness of information conveyed in magazine advertising is agreed by 66.3% of the respondents whereas 19% of the respondents do not agree with the statement. It can also be seen that the enjoyableness of information conveyed in television advertising is agreed by 72.7% of the respondents whereas 13.7% of the respondents do not agree with the statement. The enjoyableness of information conveyed in the Internet advertising is agreed by 73.6% of the

respondents whereas 11.8% of the respondents do not agree with the statement.

Table-3.25: Enjoyableness of the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondent s	Per cent	No of Respondent s	Per cent	No of Respondent s	Per cent	No of Respondent s	Per cent
Strongly Disagree	5	4.5	3	2.7	1	0.9	1	0.9
Disagree	7	6.4	5	4.5	7	6.4	3	2.7
Slightly/ Somewhat Disagree	15	13.6	13	11.8	7	6.4	9	8.2
No Opinion	30	27.3	16	14.5	15	13.6	16	14.5
Slightly/ Somewhat Agree	35	31.8	36	32.7	37	33.6	33	30
Agree	15	13.6	22	20	23	20.9	34	30.9
Strongly Agree	3	2.7	15	13.6	20	18.2	14	12.7
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.16. Positive effects of the media

The given table shows that 52.8% of the respondents agree that the information conveyed in newspaper advertising has positive effects on them while 18.2% agree with the statement. It shows that 49.1% of the respondents agree that information conveyed in magazine advertising has positive effects on them while 25.4% agree with the statement. It can be seen that 58.1% of the respondents agree that information conveyed in television advertising has positive effects on them while 18.1% agree with the statement. The table also shows that 53.7% of the respondents agree that the information conveyed in

Internet advertising has positive effects on them while 20.8% agree with the statement.

Table-3.26: Positive effects of the media

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	2	1.8	4	3.6	4	3.6	4	3.6
Disagree	0	0	4	3.6	3	2.7	4	3.6
Slightly/ Somewhat Disagree	18	16.4	20	18.2	13	11.8	15	13.6
No Opinion	32	29.1	28	25.5	26	23.6	28	25.5
Slightly/ Somewhat Agree	39	35.5	31	28.2	38	34.5	29	26.4
Agree	13	11.8	15	13.6	16	14.5	21	19.1
Strongly Agree	6	5.5	8	7.3	10	9.1	9	8.2
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.17. I am willing to rely on ad-conveyed information when making purchase related decisions

In case of newspaper advertising, 30% of the respondents are willing to rely on ad-conveyed information when making purchase related decisions while 30.9% are not willing to rely on ad-conveyed information. In case of magazine advertising, 29.1% of the respondents are willing to rely on ad-conveyed information when making purchase related decisions while 31.9% are not willing to rely on ad-conveyed information when making purchase related decisions. In case of television advertising, it can be seen that 35.4% of the respondents are willing to rely on ad-conveyed information when making

purchase related decisions while 30.9% are not willing to rely on ad-conveyed information when making purchase related decisions. The above table also shows that in the case of Internet advertising, 32.7% of the respondents are willing to rely on ad-conveyed information when making purchase related decisions while 29% are not willing to rely on ad-conveyed information when making purchase related decisions.

Table-3.27: I am willing to rely on ad-conveyed information when making purchase related decisions

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	4	3.6	6	5.5	1	0.9	3	2.7
Disagree	10	9.1	8	7.3	11	10	4	3.6
Slightly/ Somewhat Disagree	20	18.2	21	19.1	22	20	25	22.7
No Opinion	43	39.1	43	39.1	37	33.6	42	38.2
Slightly/ Somewhat Agree	23	20.9	23	20.9	26	23.6	27	24.5
Agree	6	5.5	8	7.3	9	8.2	8	7.3
Strongly Agree	4	3.6	1	0.9	4	3.6	1	0.9
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.18. I am willing to make important purchase related decisions based on ad-conveyed information

The above table shows that 40.9% of the respondents are willing to make important purchase related decisions based on ad-conveyed information in newspaper while 29.9% are not willing to make important purchase related decisions. 33.6% of the respondents are willing to make important purchase

related decisions based on ad-conveyed information in magazine while 35.4% are not willing to make important purchase related decisions. The table shows that in case of television advertising, 48.2% of the respondents are willing to make important purchase related decisions based on ad-conveyed information while 26.4% are not willing to make important purchase related decisions. 25.5% do not have opinion about the statement. The table also shows that in case of Internet advertising, 32.7% of the respondents are willing to make important purchase related decisions based on ad-conveyed information while 20% are not willing to make important purchase related decisions.

Table-3.28: I am willing to make important purchase related decisions based on ad-conveyed information

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	5	4.5	4	3.6	4	3.6	6	5.5
Disagree	3	2.7	5	4.5	7	6.4	5	4.5
Slightly/ Somewhat Disagree	25	22.7	30	27.3	18	16.4	11	10
No Opinion	32	29.1	34	30.9	28	25.5	52	47.3
Slightly/ Somewhat Agree	34	30.9	26	23.6	42	38.2	24	21.8
Agree	8	7.3	7	6.4	7	6.4	12	10.9
Strongly Agree	3	2.7	4	3.6	4	3.6	0	0
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.19. I am willing to consider the ad-conveyed information when making purchase related decisions

From the given table, it can be seen that 21.7% of the respondents are not willing to consider the ad-conveyed information on newspaper when making purchase related decisions whereas 41.8% are willing to consider the ad-conveyed information. 26.4% of the respondents are not willing to consider the ad-conveyed information on magazine when making purchase related decisions whereas 38.2% are willing to consider the ad-conveyed information when making purchase related decisions. The table also shows that in case of television advertising, 25.5% of the respondents are not willing to consider the ad-conveyed information when making purchase related decisions whereas 39% are willing to consider the ad-conveyed information. It can be seen that 27.2% of the respondents are not willing to consider the ad-conveyed information on Internet when making purchase related decisions whereas 33.6% are willing to consider the ad-conveyed information when making purchase related decisions.

Table-3.29: I am willing to consider the ad-conveyed information when making purchase related decisions

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of respondents	Per cent	No of respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	3	2.7	3	2.7	1	0.9	5	4.5
Disagree	5	4.5	7	6.4	10	9.1	5	4.5
Slightly/ Somewhat Disagree	16	14.5	19	17.3	17	15.5	20	18.2
No Opinion	40	36.4	39	35.5	39	35.5	43	39.1
Slightly/ Somewhat	36	32.7	28	25.5	27	24.5	27	24.5

Agree								
Agree	8	7.3	11	10	14	12.7	7	6.4
Strongly Agree	2	1.8	3	2.7	2	1.8	3	2.7
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.3.4.20. I am willing to recommend the product or service that I have seen in ads to my friends or family

The table shows that 44.5% of the respondents are willing to recommend the product or service that they have seen in newspaper ads to their friends or family while 20.8% are not willing to recommend the product or service that they have seen in newspaper ads. In case of magazine, 34.5% of the respondents are willing to recommend the product or service that they have seen in ads to their friends or family while 32.7% are not willing to recommend the product or service that they have seen in magazine ads to their friends or family. The table shows that 41% of the respondents are willing to recommend the product or service that they have seen in television ads to their friends or family while 26.3% are not willing to recommend the product or service that they have seen in television ads to their friends or family. The table also shows that in case of internet, 37.2% of the respondents are willing to recommend the product or service that they have seen in ads to their friends or family while 20.9% are not willing to recommend the product or service that they have seen in ads to their friends or family.

Table-3.30: I am willing to recommend the product or service that I have seen in ads to my friends or family

	NEWSPAPER		MAGAZINE		TELEVISION		INTERNET	
	No of respondents	Per cent	No of respondents	Per cent	No of Respondents	Per cent	No of Respondents	Per cent
Strongly Disagree	4	3.6	4	3.6	4	3.6	5	4.5

Disagree	5	4.5	8	7.3	5	4.5	6	5.5
Slightly/ Somewhat Disagree	14	12.7	24	21.8	20	18.2	12	10.9
No Opinion	38	34.5	36	32.7	36	32.7	46	41.8
Slightly/ Somewhat Agree	36	32.7	23	20.9	28	25.5	27	24.5
Agree	9	8.2	10	9.1	11	10	9	8.2
Strongly Agree	4	3.6	5	4.5	6	5.5	5	4.5
Total	110	100	110	100	110	100	110	100

Source: Primary Data

3.4. Testing of Research Hypotheses

In the beginning of the study, seven hypotheses were developed which has been tested with appropriate statistical tools, viz. ANOVA and Post hoc tests, where required. The selected hypotheses were as under:

1. There is no significant difference in customer trust between print media and electronic media.
2. There is no significant difference in customer trust between newspaper advertising and magazine advertising.
3. There is no significant difference in customer trust between television advertising and internet advertising.
4. There is no significant difference in customer trust between male and female.
5. There is no significant difference in customer trust among the schools of Mizoram University.
6. There is no significant difference in customer trust among urban, semi-urban and rural areas.
7. There is no significant difference in customer trust among different age groups.

ANOVA tables are generated to test the hypotheses. These tables are prepared media-wise and school-wise.

3.4.1. Hypothesis I

From the given table, it can be seen that the significance in all the indexes as well as the total of all indexes is more than 0.05 which shows that there is no significant difference between print media and electronic media.

Table-3.31: Customer Trust: Print media Vs Electronic Media

		Sum of Squares	df	Mean Square	F	Sig.
RELIABILITY INDEX	Between Groups	208.657	1	208.657	2.776	.096
	Within Groups	32920.141	438	75.160		
	Total	33128.798	439			
USEFULNESS INDEX	Between Groups	4.009	1	4.009	.182	.670
	Within Groups	9659.482	438	22.054		
	Total	9663.491	439			
AFFECT INDEX	Between Groups	54.602	1	54.602	1.455	.228
	Within Groups	16431.486	438	37.515		
	Total	16486.089	439			
WILLINGNESS TO RELY INDEX	Between Groups	12.111	1	12.111	.554	.457
	Within Groups	9581.832	438	21.876		
	Total	9593.943	439			
INDEXTOTAL	Between Groups	2.475	1	2.475	.006	.939
	Within Groups	183817.923	438	419.676		
	Total	183820.398	439			

Source: Primary Data

3.4.2.Hypothesis-II

The given table shows that the significance of all the indexes except index 2 is more than 0.05 which means that there is no significant difference between newspaper and magazine in all the indexes except index 2 where the significance is 0.010 which is less than 0.05 showing that there is significant difference between newspaper and magazine for index 2. However, the total of all the indexes shows a significance lower than 0.05. Thus, there is no significant difference between the two media.

Table-3.32: Customer Trust: Newspaper Vs Magazine

		Sum of Squares	df	Mean Square	F	Sig.
RELIABILITY INDEX	Between Groups	266.200	1	266.200	3.970	.048
	Within Groups	14615.709	218	67.045		
	Total	14881.909	219			
USEFULNESS INDEX	Between Groups	139.205	1	139.205	6.812	.010
	Within Groups	4454.845	218	20.435		
	Total	4594.050	219			
AFFECT INDEX	Between Groups	2.005	1	2.005	.037	.849
	Within Groups	11958.955	218	54.858		
	Total	11960.959	219			
WILLINGNESS TO RELY INDEX	Between Groups	11.823	1	11.823	.621	.431
	Within Groups	4148.264	218	19.029		
	Total	4160.086	219			
INDEXTOTAL	Between Groups	1086.914	1	1086.914	3.208	.075
	Within Groups	73867.173	218	338.840		
	Total	74954.086	219			

Source: Primary Data

3.4.3.Hypothesis-III

From the table, it can be seen that the significance in all the indexes as well as the total of all indexes is more than 0.05. This shows that there is no significant difference between television and internet.

Table-3.33: Customer Trust: TV Vs Internet

		Sum of Squares	df	Mean Square	F	Sig.
RELIABILITY INDEX	Between Groups	286.368	1	286.368	3.517	.062
	Within Groups	17751.864	218	81.431		
	Total	18038.232	219			
USEFULNESS INDEX	Between Groups	5.568	1	5.568	.240	.625
	Within Groups	5059.864	218	23.210		
	Total	5065.432	219			
AFFECT INDEX	Between Groups	5.255	1	5.255	.257	.613
	Within Groups	4465.273	218	20.483		
	Total	4470.527	219			
WILLINGNESS TO RELY INDEX	Between Groups	24.891	1	24.891	1.005	.317
	Within Groups	5396.855	218	24.756		
	Total	5421.745	219			
INDEXTOTAL	Between Groups	749.255	1	749.255	1.511	.220
	Within Groups	108114.582	218	495.938		
	Total	108863.836	219			

Source: Primary Data

3.4.4.Hypothesis-IV

Table 3.35 shows that the significance in all the indexes and the total of the indexes between male and female is more than 0.05. Therefore, there is no significant difference between the opinion of male and female respondents.

Table-3.34: Customer Trust: Male Vs Female

		Sum of Squares	df	Mean Square	F	Sig.
RELIABILITY INDEX	Between Groups	64.911	1	64.911	.860	.354
	Within Groups	33063.886	438	75.488		
	Total	33128.798	439			
USEFULNESS INDEX	Between Groups	38.409	1	38.409	1.748	.187
	Within Groups	9625.082	438	21.975		
	Total	9663.491	439			
AFFECT INDEX	Between Groups	82.911	1	82.911	2.214	.137
	Within Groups	16403.177	438	37.450		
	Total	16486.089	439			
WILLINGNESS TO RELY INDEX	Between Groups	12.784	1	12.784	.584	.445
	Within Groups	9581.159	438	21.875		
	Total	9593.943	439			
INDEXTOTAL	Between Groups	1161.875	1	1161.875	2.786	.096
	Within Groups	182658.523	438	417.029		
	Total	183820.398	439			

Source: Primary Data

3.4.5.Hypothesis-V

The given table shows that the significance in both index 1 and index 3 are greater than 0.05 which shows that there is no significant difference between the groups. It also shows that the significance of index 2 and index 4 are less than 0.05, thus showing that there is significant difference between the groups. These differences are the result of the difference between the School of Social Sciences and the School of Physical Science for index 2 which has a significance of 0.038 and the difference between the School of Life Sciences and three other schools viz. the School of Social Sciences, School of Earth Sciences and Natural Resources Management and the School of education and Humanities for index 4 which has a significance of 0.034, 0.009 and 0.002 respectively. The causes of these differences are shown in Table 3.34 below. The total of the indexes shows no significant differences between the groups with a significance of 0.09 which is greater than 0.05.

Table-3.35: Customer Trust: School Level Analysis

		Sum of Squares	df	Mean Square	F	Sig.
RELIABILITY INDEX	Between Groups	806.926	5	161.385	2.167	.057
	Within Groups	32321.872	434	74.474		
	Total	33128.798	439			
USEFULNESS INDEX	Between Groups	253.383	5	50.677	2.337	.041
	Within Groups	9410.108	434	21.682		
	Total	9663.491	439			
AFFECT INDEX	Between Groups	190.604	5	38.121	1.015	.408
	Within Groups	16295.485	434	37.547		
	Total	16486.089	439			
WILLINGNESS TO RELY INDEX	Between Groups	398.158	5	79.632	3.758	.002
	Within Groups	9195.785	434	21.188		
	Total	9593.943	439			

INDEXTOTAL	Between Groups	3929.824	5	785.965	1.896	.094
	Within Groups	179890.574	434	414.494		
	Total	183820.398	439			

Source: Primary Data

Table-3.36: Post Hoc Test

Dependent Variable		(I) Department Of The Respondent	(J) Department Of The Respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
USEFULNESS INDEX	Hochberg	Sss/Public Administration	Semis/Commerce	1.60566	0.72085	0.329	-0.5159	3.7273
			Life Sc/Zoology	1.67279	0.99821	0.771	-1.2652	4.6108
			Ses&Nrm/Geography	1.12166	0.75183	0.887	-1.0911	3.3345
			Phys Sc/Maths	2.35372	0.77727	0.038	0.066	4.6414
			Seh/Education	0.54412	0.79857	1	-1.8063	2.8945
WILLINGNESS TO RELY INDEX	Hochberg	Life Sc/Zoology	Semis/Commerce	-2.17824	0.92646	0.251	-4.905	0.5485
			Sss/Public Administration	-3.02574	0.98678	0.034	-5.9301	-0.1214
			Ses&Nrm/Geography	-3.28977	0.95022	0.009	-6.0865	-0.4931
			Phys Sc/Maths	-2.42434	0.97002	0.175	-5.2793	0.4306
			Seh/Education	-3.86397	0.98678	0.002	-6.7683	-0.9597

Source: Primary Data

3.4.6. Hypothesis-VI

Table 3.38 shows that the significance in all the indexes as well as the total of all the indexes between urban, semi-urban and rural areas is more than 0.05 which means that there is no significant differences between urban, semi-urban and rural areas.

Table-3.37: Customer Trust: Urban Vs Semi urban Vs Rural

		Sum of Squares	df	Mean Square	F	Sig.
RELIABILITY INDEX	Between Groups	303.560	2	151.780	2.021	.134
	Within Groups	32825.238	437	75.115		
	Total	33128.798	439			
USEFULNESS INDEX	Between Groups	110.640	2	55.320	2.531	.081
	Within Groups	9552.851	437	21.860		
	Total	9663.491	439			
AFFECT INDEX	Between Groups	82.776	2	41.388	1.103	.333
	Within Groups	16403.313	437	37.536		
	Total	16486.089	439			
WILLINGNESS TO RELY INDEX	Between Groups	77.760	2	38.880	1.785	.169
	Within Groups	9516.184	437	21.776		
	Total	9593.943	439			
INDEXTOTAL	Between Groups	1743.436	2	871.718	2.092	.125
	Within Groups	182076.961	437	416.652		
	Total	183820.398	439			

Source: Primary Data

3.4.7. Hypothesis-VII

From the table below, it can be seen that the significance in all the indexes except index 3 is less than 0.05. This means that there is significant difference between the ages in all the indexes except index 3 where the significance is more than 0.05. The total of all the indexes however shows that there is significant difference in the ages of the respondents.

Table-3.38: Customer Trust: Age wise analysis

		Sum of Squares	df	Mean Square	F	Sig.
RELIABILITY INDEX	Between Groups	3414.890	8	426.861	6.192	.000
	Within Groups	29713.907	431	68.942		
	Total	33128.798	439			
USEFULNESS INDEX	Between Groups	989.091	8	123.636	6.143	.000
	Within Groups	8674.400	431	20.126		
	Total	9663.491	439			
AFFECT INDEX	Between Groups	361.001	8	45.125	1.206	.294
	Within Groups	16125.088	431	37.413		
	Total	16486.089	439			
WILLINGNESS TO RELY INDEX	Between Groups	840.397	8	105.050	5.172	.000
	Within Groups	8753.546	431	20.310		
	Total	9593.943	439			
INDEXTOTAL	Between Groups	17464.726	8	2183.091	5.656	.000
	Within Groups	166355.672	431	385.976		
	Total	183820.398	439			

Source: Primary Data

Among the four selected media, newspaper advertising scored the highest point (i.e. 4.40) in the Adtrust Scale while magazine scored the least point (i.e. 4.18). In terms of index-wise scoring, newspaper has the highest score of 4.25 under the reliability index while internet has the lowest score of 3.85. Under the usefulness index, newspaper has the highest score of 4.79 while magazine has the lowest score of 4.39. Internet has the highest score of 4.96 under the affect index while magazine has the lowest score of 4.64. Under the willingness to rely on index, television has the highest score of 4.24 while magazine has the lowest score of 4.02. The scores of all the indexes are higher in female than in male even though the Affect Index has the highest score in both male and female while Reliability index has the lowest mean in both the cases. Under Reliability Index, School Of Life Sciences has the lowest mean while School Of

Education And Humanities has the highest mean. Under Usefulness Index and Affect Index, School Of Physical Sciences has the lowest mean while the School Of Social Sciences has the highest mean. Under Willingness to Rely On Index, School of Life Sciences has the lowest mean while the School Of Education And Humanities has the highest mean. Under Reliability Index, rural area has the highest score while semi-urban has the lowest score. Under the Usefulness Index, rural area has the highest score while semi-urban has the lowest score. Under the Affect Index, rural area has the highest score while semi-urban has the lowest score and under Willingness to Rely On Index, urban area has the highest score while semi-urban has the lowest score.

CHAPTER-4

FINDINGS, CONCLUSIONS AND SUGGESTIONS

This chapter aims to highlight the important empirical findings from the preceding chapters and to prescribe suggestions.

4.1. FINDINGS:

This is a study of 110 respondents which includes 55 males and 55 females. The age of the respondents lies between 20-28 years, the average age being 24 years. Out of total 110 respondents, 63 i.e. 57.3% belongs urban areas while 24 i.e. 21.8% belongs semi urban areas and 23 of the respondents i.e. 20.9% are belonging to the rural areas of Mizoram.

✚ There are not many differences between the media as the mean ranges from 4.00 to 4.90 on 7 point scale, except for internet advertising under Reliability Index which gives a total score of 3.85. Under Usefulness Index, Affect Index and Willingness to Rely On Index, magazine advertising has the lowest mean of 4.39, 4.64, and 4.02 respectively. Under index 1 and index 2, newspaper advertising has the highest mean while internet advertising has the highest mean under index 3. Under index 4, television advertising has the highest mean. Thus it may be concluded that newspaper advertising is most trusted while magazine advertising is least trusted.

Table-4.1: Media-wise Analysis

Media	Reliability	Usefulness	Affect	Willingness to Rely On	Total of indexes
Newspaper	4.25	4.79	4.70	4.14	4.40
Magazine	4.00	4.39	4.64	4.02	4.18
Television	4.10	4.50	4.85	4.25	4.39
Internet	3.85	4.58	4.96	4.08	4.21
TOTAL	4.05	4.56	4.79	4.12	4.29

Source: Primary Data

- ✚ Most of the selected media has higher scores under female than male except for internet advertising where the score is higher under male. Among the media, television advertising has the highest score while internet advertising has the lowest score for female. For male, newspaper advertising scored the highest while magazine advertising scored the least. From this, it may be inferred that females trusted the advertising media more than male and among the selected media, television advertising is most trusted by female while internet advertising is the least trusted. Television advertising is most trusted by male while magazine advertising is the least trusted form of advertising.
- ✚ Television advertising has the highest score of 4.50 while internet advertising has the least score of 4.20 for the School of Economics, Management & Information Sciences. For the School of Social Sciences, newspaper advertising has the highest score of 4.58 while internet advertising has the least score of 4.16. Television advertising also has the highest score of 4.68 for the School of Life Sciences while magazine advertising has the least score of 3.43. For the School of Earth Sciences & Natural Resources Management, internet advertising has the highest score of 4.37 while television advertising has the lowest score of 4.26. Television advertising has the highest score in both the School of Physical Sciences and the School of Education and Humanities while magazine advertising has the least score for School of Physical Sciences and internet advertising has the least score for School of Education and Humanities. Thus, it may be concluded that newspaper advertising is most trusted by the students of School of Life Sciences, magazine advertising and television advertising are most trusted by the students of School of Education and Humanities and internet advertising is most trusted by the students of School of Earth Sciences & Natural Resources Management.

- ✚ There are slightly more respondents who do not believe in the honesty of information conveyed in newspaper advertising than those who believe in it. 31.7% of the respondents believe in the honesty of information conveyed in newspaper advertising while 32.8% do not believe in it. In case of magazine advertising, the number of respondents who do not believe in the honesty of information conveyed in the media is lesser by 0.1% where 32.7% believe in the honesty of magazine advertising while 32.8% do not believe in it. For television advertising, there are 33.6% who believe in the honesty of information conveyed in the media while 31.8% do not believe in it. The honesty of internet advertising is believed by 19.9% while 49.1% do not believe in it. Among all the selected media, television advertising has the highest score of 33.6% and internet advertising has the lowest score of 19.9%. Thus it can be concluded that the respondents trusted the honesty of information conveyed in television advertising more than the other three media while the respondents least trusted the honesty of information conveyed in internet advertising.
- ✚ Television advertising has the highest score of 4.39 under urban areas while internet advertising has the least score of 4.10. For semi-urban areas, television advertising scored the highest while magazine advertising scored the least. Newspaper advertising has the highest score of 4.55 for rural areas while magazine advertising has the least score of 4.25. Hence, it may be concluded that television advertising is most trusted in urban and semi-urban areas while newspaper advertising is most trusted in the rural areas. Urban areas least trusted the internet advertising while semi-urban and rural areas trusted magazine advertising the least.
- ✚ In terms of truthfulness, 34.6% believe in the truthfulness of information conveyed in newspaper advertising while 24.5% do not believe in it. In case of magazine advertising, 31.9% believe in the truthfulness of information conveyed in the media while 31.7% do not believe in it.

There are more respondents who do not believe in the truthfulness of information conveyed in television advertising than those who believe in it. Internet advertising has the highest difference in the number of those who believe in the truthfulness of information conveyed in the media and those who do not, with a score of 19.1% and 50.8% respectively. From this, it may be inferred that the respondents believe in the truthfulness of information conveyed in television advertising more than any of the selected media while they do not believe in the truthfulness of information conveyed in internet advertising more than any other selected media.

✚ The credibility of information conveyed in newspaper advertising is trusted by 30.9% of the respondents while 19.1% do not trust its credibility. In case of magazine advertising, 31.8% trusted the credibility of information conveyed in the media while there are 26.3% who do not trust its credibility. Credibility of information conveyed in television advertising has the highest score with 34.6% respondents who trust the credibility. 27.2% do not trust its credibility. Information conveyed in Internet advertising has the lowest score of 22.7% respondents who trusted its credibility and has the highest score of 39.1% respondents who do not trust its credibility. Thus, it can be observed that the respondents believed in the credibility of information conveyed in television advertising more than the other selected media while the credibility of information conveyed in internet advertising is least trusted by the respondents.

✚ In case of reliability, information conveyed in newspaper advertising has the highest score with 42.7% respondents who think that the information is reliable while information conveyed in internet advertising has the lowest score with 26.4% respondents. From this, it may be concluded that information conveyed in advertising is the most trusted among the four media while information conveyed in internet advertising is least trusted by the respondents in terms of reliability.

- ✚ Information conveyed in television advertising seems to be the most dependable as the highest number of respondents i.e. 46.4% thinks that the information is dependable. 30.9% respondents think that information conveyed in magazine advertising is dependable while 39.9% respondents think that information conveyed in television advertising is dependable. Only 26.4% respondents think that the information conveyed in internet advertising is dependable. Thus, it may be concluded that the respondents depended most on information conveyed in television advertising among the four media.
- ✚ In case of accuracy, there are more respondents who do not agree with the accuracy of information conveyed in magazine advertising than those who agree with the statement with 40.8% and 28.1% respondents respectively. The accuracy of information conveyed in newspaper advertising is agreed by the highest number of respondents i.e. 36.6% while information conveyed in magazine and television advertising has the lowest score with 28.1% respondents who agree with the accuracy of the media. From this, it may be inferred that even though magazine advertising and television advertising has the same score, magazine advertising has more respondents who do not agree with its accuracy. Therefore, information conveyed in magazine advertising is least trusted by the respondents, while information conveyed in newspaper advertising is most trusted among the four media.
- ✚ There are more respondents who agree with the factuality of information conveyed in newspaper advertising, magazine advertising and television advertising than those who do not agree with the statement. Among these media, television advertising has the highest number of respondents i.e. 36.4% agreeing to its factuality. Information conveyed in Internet advertising has lesser number of respondents agreeing to its factuality than those who do not agree with the statement. Also, internet advertising has the lowest percentage which means that information conveyed in internet advertising is least trusted in case of factuality,

while information conveyed in television advertising is the most trusted by the respondents.

- ✚ In case of completeness of the media, the largest number of respondents (consisting of 37.3%) believe in the complete of information conveyed in television advertising while respondents least believe in the completeness of information conveyed in magazine advertising which consists of 29.1% respondents. This shows that the respondents think that information conveyed in television advertising is the most complete form of advertising among the selected media.
- ✚ There are more number of respondents agree with the clarity of information conveyed in magazine advertising, television advertising and internet advertising than those who do not agree with it while the number of respondents who agree with the clarity and those who do not agree with the statement are equal in case of newspaper advertising. The clarity of television advertising is agreed to by the highest number of respondents while the clarity of newspaper advertising is agreed to by the least number of respondents with 50% and 34.4% respectively. Thus, it may be inferred that the respondents think that information conveyed in television advertising is clearer than advertising in the other selected media.
- ✚ 59.1% of the respondents think that information conveyed in newspaper advertising is valuable, 58.7% respondents think that information conveyed in magazine advertising is valuable, 51.8% think that information conveyed in television advertising is valuable and 57.3% think that information conveyed in internet advertising is valuable. Thus, it may be concluded that since information conveyed in newspaper advertising has the highest percentage, information conveyed in the media may be the most valuable as perceived by the respondents.
- ✚ In case of goodness of the media under the usefulness index, 76.4% of the respondents agree with the goodness of information conveyed in newspaper advertising, 53.6% agree with magazine advertising, 58.2%

agree with television advertising and 59% agree with internet advertising while 10% do not agree with the goodness of information conveyed in newspaper advertising, 17.2% do not agree with magazine advertising, 14.5% do not agree with television advertising and 16.3% do not agree with internet advertising. Hence, it may be concluded that information conveyed in newspaper advertising is agreed to be the best in terms of usefulness.

✚ 74.5% of the respondents think that information conveyed in newspaper advertising is useful whereas 17.2% of them do not agree with the usefulness. 52.8% of the respondents also think that information conveyed in magazine advertising is useful whereas 18.1% of them do not agree with the statement. 54.5% of the respondents think that information conveyed in television advertising is useful whereas 19% of them do not think that the information is useful. 55.5% of the respondents think that information conveyed in the Internet advertising is useful whereas 11.8% of them do not agree with the usefulness. Thus it can be concluded that information conveyed in newspaper is the most useful among the four selected media of advertising.

✚ 39% of the respondents agree that information conveyed in newspaper advertising helps people make the best decisions while 26.3% of the respondents agree that information conveyed in magazine advertising helps people make the best decisions. 40% of the respondents agree that information conveyed in television advertising helps people make the best decisions while 37.3% of the respondents agree that information conveyed in the internet advertising helps people make the best decisions. This shows that information conveyed in television advertising is most useful in helping people make the best decisions among the four selected media of advertising.

- ✚ In case of likeability, 48.2% of the respondents agree with the likeability of information conveyed in newspaper advertising while 19.1% of the respondents do not agree with the statement. 59.1% of the respondents agree with the likeability of information conveyed in magazine advertising while 19% of the respondents do not agree with the statement. 62.7% of the respondents agree with the likeability of information conveyed in television advertising while 14.5% of the respondents do not agree with the statement. 64.6% of the respondents agree with the likeability of information conveyed in the Internet advertising while 16.4% of the respondents do not agree with the statement. Information conveyed in Internet advertising has the highest number of respondents agreeing to its likeability which can conclude that among the four media, information conveyed in internet is the most likeable.
- ✚ 48.1% of the respondents agree that newspaper advertising is enjoyable whereas 24.5% of the respondents do not agree with the statement. 66.3% of the respondents agree that magazine advertising is enjoyable whereas 19% of the respondents do not agree with the statement. 72.7% of the respondents agree that information conveyed in television advertising is enjoyable whereas 13.7% of the respondents do not agree with the statement. 73.6% of the respondents think that information conveyed in internet advertising is enjoyable whereas 11.8% of the respondents do not agree with the statement. Thus, it may be inferred that information conveyed in internet advertising is most enjoyed while information conveyed in newspaper advertising is the least enjoyed by the respondents.
- ✚ 52.8% of the respondents agree that information conveyed in newspaper advertising has positive effects on them, 49.1% of the respondents agree that information conveyed in magazine advertising has positive effects on them, 58.1% of the respondents agree that information conveyed in television advertising has positive effects on

them and 53.7% of the respondents agree that information conveyed in the Internet advertising has positive effects on them. This shows that information conveyed in television advertising is most influential as it has the highest number of respondents agreeing to its positive effects on them.

✚ 30% of the respondents are willing to rely on newspaper ad-conveyed information when making purchase related decisions. In case of magazine advertising, 29.1% of the respondents are willing to rely on ad-conveyed information when making purchase related decisions. 35.4% of the respondents are willing to rely on television ad-conveyed information when making purchase related decisions. In the case of Internet advertising, 32.7% of the respondents are willing to rely on ad-conveyed information when making purchase related decisions. Thus, it can be seen that television ad-conveyed information is most trusted by respondents when making purchase related decisions.

✚ 40.9% of the respondents are willing to make important purchase related decisions based on ad-conveyed information in newspaper while 33.6% of the respondents are willing to make important purchase related decisions based on ad-conveyed information in magazine. In case of television, 48.2% of the respondents are willing to make important purchase related decisions based on ad-conveyed information while in case of Internet, 32.7% of the respondents are willing to make important purchase related decisions based on ad-conveyed information. This shows that television advertising is most trusted for making important purchase related decisions based on ad-conveyed information.

✚ 41.8% are willing to consider the ad-conveyed information on newspaper when making purchase related decisions, 38.2% are willing to consider the ad-conveyed information on magazine when making purchase related decisions, 39% are willing to consider the ad-conveyed information on television when making purchase related

decisions and 33.6% are willing to consider the ad-conveyed information on internet when making purchase related decisions. Thus, it may be concluded that newspaper advertising is most trusted for considering the ad-conveyed information when making purchase related decisions.

- ✚ 44.5% of the respondents are willing to recommend the product or service that they have seen in newspaper ads to their friends or family. In case of magazine advertising, 34.5% of the respondents are willing to recommend the product or service that they have seen in advertising to their friends or family while 41% of the respondents are willing to recommend the product or service that they have seen in television advertising to their friends or family. In case of internet advertising, 37.2% of the respondents are willing to recommend the product or service that they have seen in ads to their friends or family. Hence, it can be said that newspaper advertising is most trusted by the respondents for recommending the product or service that they have seen in the ads to their friends or family.

4.2. RESULTS OF HYPOTHESES TESTING:

- ✚ The significance between print media and electronic media for different indexes as well as the total of all the indexes are greater than 0.05. This means that there is no significant difference in consumer trust between print media and electronic media. Thus, we accept the hypothesis.
- ✚ The significance of total of the indexes between the selected media is 0.222 which is greater than 0.05. This means that there is no significant difference between newspaper and magazine. Hence we accept the hypothesis.
- ✚ The significance of total of the indexes between the selected media is 0.222 which is greater than 0.05. This shows that there is no significant difference in consumer trust between television and internet. Therefore we accept the hypothesis.

- ✚ The significance in all the indexes as well as the total of all the indexes between male and female is more than 0.05. Therefore, there is no significant difference in consumer trust between male and female. Hence we accept the hypothesis.
- ✚ Even though the significance of index 2 and index 4 are less than 0.05, showing that there is significant difference between the groups, the total of the indexes shows no significant difference in consumer trust between the schools of Mizoram University with a significance of 0.09 which is greater than 0.05. Therefore, we accept the hypothesis.
- ✚ The significance in all the indexes as well as the total of all the indexes between urban, semi-urban and rural areas is more than 0.05 which means that there is no significant difference in consumer trust between urban, semi-urban and rural areas. Thus, we accept the hypothesis.
- ✚ The significance in all the indexes except index 3 is less than 0.05. This means that there is significant difference between the ages in all the indexes except index 3 where the significance is more than 0.05. The total of all the indexes however shows that there is significant difference in consumer trust between different age groups. Therefore, we reject the hypothesis.

4.3. CONCLUSIONS:

The Ad-Trust Scale developed by Soh, Reid & King (2006) consists of four separate scales, viz. Reliability (with 9 Likert Scale items), Usefulness (with 4 Likert Scale items), Affect (with 3 Likert Scale items) and Willingness (with 4 Likert Scale items). The same standardised scale has been used for the present study. A sample of 110 respondents has been selected from six functioning schools of Mizoram University. One department from each school has been selected, randomly, to represent the school and all the fourth semester students were the final sample for the study.

The results of the study, based in Ad-Trust Scale, are quite mixed up. Newspaper as media for advertisement emerged as the most trusted media, while the respondents found Television as the second most trustable media for advertisement. The respondents consider magazines as the least trustable media of advertisement out of selected four media. The reason for magazines to perform the worst may be attributed to the fact that it is the least popular media among the respondents out of the selected media for the study.

As far as the individual four indexes are concerned, the most trusted media of advertisement, viz. Newspaper could outperform other media of advertisement on two indexes, viz. Reliability Index and Usefulness Index and could manage second and third place on Willingness Index and Affect Index respectively. The second most trusted media of advertisement, Television could outperform other media on Willingness Index while could manage second place on Reliability Index and Affect Index and was placed at third place by Usefulness Index. The least preferred media of advertisement by the respondents, viz. Magazines could manage third place on the Reliability Index while was least preferred on remaining three indexes. Internet as advertising media could find 4th, 2nd 1st and 3rd preference on Reliability, Usefulness, Affect and Willingness Indexes.

Under Reliability Index, School of Education and Humanities has the highest mean while School of Life Sciences has the lowest mean. Under Usefulness Index and Affect Index, School of Physical Sciences has the lowest mean while the School of Social Sciences has the highest mean. Under Willingness to Rely Index, the School of Education and Humanities has the highest mean while the School of Life Sciences has the lowest mean. Reliability Index, Usefulness Index and Affect Index are highest for rural areas while they are lowest for semi-urban areas. Willingness to Rely Index is highest for urban areas while it is lowest for semi-urban areas. In terms of gender, all the indexes are higher in female than in male. The ANOVA tables show a

significance greater than 0.05. Thus we can accept the hypotheses which mean that there is no significant difference between the selected media.

4.4. SUGGESTIONS TO ADVERTISERS AND ADVERTISING MEDIA:

1. It is found that Newspaper advertising is most trusted while magazine advertising is least trusted by the students across the schools in Mizoram University, it highlights a need for different magazines to look into the matter and try to improve their image among the students, in general and among all residents of Mizoram in general.
2. It is found among the respondents that they follow newspapers but not the magazines, in this light, the publishers of magazines should take initiatives to improve penetration of the circulation of magazines among the masses.
3. Readers loose trust in advertisement and their media because a good number of advertisements are misleading. Government should look into the matter and check appearance of such misleading advertisements.
4. As compared to advertisements in television, advertisement on the Internet has less trust among the respondents, thus the advertisers should be causes about the contents of their advertisement so that Internet as advertisement media may gain the trust of their audience.

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Annexure-1

Number of Students enrolled in Mizoram University
As per Annual report 2014-15

School	Department	IV Semester		
		Male	Female	Total
SEMIS	Commerce	16	18	34
	Economics	27	20	47
	Management	19	7	26
	Library & Information Science	8	14	22
	Mass Communication	8	9	17
	Sub Total	78	68	146
SSS	Psychology	6	18	24
	Social Work	15	15	30
	Political Science	24	9	33
	Public Administration	19	16	35
	History & Ethnography	34	10	44
	Sub Total	98	68	166
LIFE SCIENCE	Botany	4	14	18
	Zoology	6	11	17
	Biotechnology	10	8	18
	Sub Total	20	33	53
SES & NRM	Environmental Science	4	9	13
	Forestry	10	6	16
	Geology	16	4	20
	Geography	17	8	25
	Horticulture	6	6	12
	Ext. Education & Rural Development	0	0	0
	Sub Total	53	33	86
PHYSICAL SCIENCE	Physics	20	6	26
	Chemistry	12	7	19
	Mathematics & Computer Science	17	8	25
	Sub Total	49	21	70
SEH	Mizo	17	18	35
	English	9	15	24
	Education	3	18	21
	Hindi	1	7	8
	Sub Total	30	58	88
Grand Total		328	281	609

Annexure-2

QUESTIONNAIRE ON A STUDY OF CUSTOMER TRUST IN ADVERTISING MEDIA AMONG THE STUDENTS OF MIZORAM UNIVERSITY

Name: _____ Age: _____ Gender: _____
Department: _____ Hometown(with District): _____

(Please indicate how strongly you agree with the following statements. The scale ranges from 1 'strongly disagree' to 7 'strongly agree'. Please answer all the 20 questions.)

Questionnaire – 1: Level of trust on Newspaper Advertising

Components	Information conveyed in Newspaper Advertising is....	Strongly Disagree - Strongly Agree						
		1	2	3	4	5	6	7
RELIABILITY	1. Honest							
	2. Truthful							
	3. Credible							
	4. Reliable							
	5. Dependable							
	6. Accurate							
	7. Factual							
	8. Complete							
	9. Clear							
USEFULNESS	10. Valuable							
	11. Good							
	12. Useful							
	13. Helps people make the best decisions							
AFFECT	14. Likeable							
	15. Enjoyable							
	16. Positive							
WILLINGNESS TO RELY ON	17. I am willing to rely on ad-conveyed information when making purchase related decisions							
	18. I am willing to make important purchase related decisions based on ad-conveyed information							
	19. I am willing to consider the ad-conveyed Infor mation when making purchase related decisions							
	20. I am willing to recommend the product or service that I have seen in ads to my friends or family							

Please mention names of the newspapers commonly read by you:

1.....

2.....3.....

(Please indicate how strongly you agree with the following statements. The scale ranges from 1 'strongly disagree' to 7 'strongly agree'. Please answer all the 20 questions.)

Questionnaire – 2: Level of trust on Magazine Advertising

Components	Information conveyed in Magazine Advertising is....	Strongly Disagree - Strongly Agree						
		1	2	3	4	5	6	7
RELIABILITY	1. Honest							
	2. Truthful							
	3. Credible							
	4. Reliable							
	5. Dependable							
	6. Accurate							
	7. Factual							
	8. Complete							
	9. Clear							
USEFULNESS	10. Valuable							
	11. Good							
	12. Useful							
	13. Helps people make the best decisions							
AFFECT	14. Likeable							
	15. Enjoyable							
	16. Positive							
WILLINGNESS TO RELY ON	17. I am willing to rely on ad-conveyed information when making purchase related decisions							
	18. I am willing to make important purchase related decisions based on ad-conveyed information							
	19. I am willing to consider the ad-conveyed Information when making purchase related decisions							
	20. I am willing to recommend the product or service that I have seen in ads to my friends or family							

Please mention names of the magazines commonly read by you:

1.....

2.....3.....

(Please indicate how strongly you agree with the following statements. The scale ranges from 1 'strongly disagree' to 7 'strongly agree'. Please answer all the 20 questions.)

Questionnaire – 3 : Level of trust on Television Advertising

Components	Information conveyed in Television Advertising is....	Strongly Disagree - Strongly Agree						
		1	2	3	4	5	6	7
RELIABILITY	1. Honest							
	2. Truthful							
	3. Credible							
	4. Reliable							
	5. Dependable							
	6. Accurate							
	7. Factual							
	8. Complete							
	9. Clear							
USEFULNESS	10. Valuable							
	11. Good							
	12. Useful							
	13. Helps people make the best decisions							
AFFECT	14. Likeable							
	15. Enjoyable							
	16. Positive							
WILLINGNESS TO RELY ON	17. I am willing to rely on ad-conveyed information when making purchase related decisions							
	18. I am willing to make important purchase related decisions based on ad-conveyed information							
	19. I am willing to consider the ad-conveyed Information when making purchase related decisions							
	20. I am willing to recommend the product or service that I have seen in ads to my friends or family							

Please mention names of the television channels commonly viewed by you:

1.....

2.....3.....

(Please indicate how strongly you agree with the following statements. The scale ranges from 1 'strongly disagree' to 7 'strongly agree'. Please answer all the 20 questions.)

Questionnaire – 4 : Level of trust on Internet Advertising

Components	Information conveyed in Internet Advertising is....	Strongly Disagree - Strongly Agree						
		1	2	3	4	5	6	7
RELIABILITY	1. Honest							
	2. Truthful							
	3. Credible							
	4. Reliable							
	5. Dependable							
	6. Accurate							
	7. Factual							
	8. Complete							
	9. Clear							
USEFULNESS	10. Valuable							
	11. Good							
	12. Useful							
	13. Helps people make the best decisions							
AFFECT	14. Likeable							
	15. Enjoyable							
	16. Positive							
WILLINGNESS TO RELY ON	17. I am willing to rely on ad-conveyed information when making purchase related decisions							
	18. I am willing to make important purchase related decisions based on ad-conveyed information							
	19. I am willing to consider the ad-conveyed information when making purchase related decisions							
	20. I am willing to recommend the product or service that I have seen in ads to my friends or family							

Please mention names of the websites commonly used by you:

1.....

2.....3.....

(This questionnaire is solely for the purpose of research. Your responses will be confidential.)