

An Exploratory Comparison On The Impact Of TV And Web Advertisements Towards The Buying Behaviour

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Abstract

The viewers' perception towards TV and Web advertisements involves three elements - selection of stimuli for advertisements, organization of stimuli for advertisements and interpretation of stimuli for advertisements. The advertising message is transmitted to the target audience through the advertising media from the advertiser. Among the various media for advertisements, Television is often called "The King" of the advertising media, since a majority of people spend more hours in watching TV per day than any other medium. On the other hand, World Wide Web like Television is an advertising medium which supports advertising and relies on advertising for its own success. In the present study, these two important media for advertisements are compared in terms of the respondents' perception and their buying behaviour. For this purpose, a well structured questionnaire was used as an instrument to collect the primary data from 1001 sample respondents. Their responses were analyzed using i) Descriptive statistics such as frequency analysis, Mean and Standard Deviation ii) Non-parametric tests such as Chi-Square test iii) Paired Samples 't' Test, iv) Multiple Regression. The results of the analysis indicate that the respondents prefer TV than Web media for advertisements and consequently TV media has high influence over the buying behaviour of the respondents than the Web media.

Keywords: Buying behaviour, perception, preference, viewers, TV, Web, Media, Advertisement

1. Introduction

The viewers' perception towards TV and Web advertisements involves three elements - selection of stimuli for advertisements, organization of stimuli for advertisements and interpretation of stimuli for advertisements (Prasad 2007). After being stimulated by the advertisements, only some are selected for further processing while others are screened out because it is not possible to retain stimuli for all the advertisements. After the selection, the viewers organize the stimuli and makes sense out of the advertisements. This will lead to interpretation of the product advertised by the viewers as favourable or unfavourable for their purchase decision. Hence, it is clear that the like or dislike for the advertisements in viewers' perception gets transformed into or associated with the product in the advertisements (Chunawalla, Sethia 1997). Thus, there is a potential for direct link between the viewers' perception towards advertisements and the attitude and behaviour towards the advertised product.

The advertising message is transmitted to the target audience through the advertising media from the advertiser. Among the several media for advertisements, the selection of the right media is a prerequisite. This is because effectiveness of an advertisement relies on informing the public about the right product at the right time through the right medium. Conveying a right message through a wrong medium at the wrong time would be a waste of resource. Therefore, media selection is the crux of the success of the entire advertising campaign (Chunawalla and Sethia 1997).

Among the various media for advertisements, Television is often called "The King" of the advertising media, since a majority of people spend more hours in watching TV per day than any other

medium (Kazmi and Satish 2006). TV is popular than other media because of its creativity and impact, coverage and cost effectiveness, captivity and attention, selectivity and flexibility (George. E. Belch and Michael. A. Belch 2001). On the other hand, World Wide Web, the most popular commercial component of Internet is currently being used for a variety of purposes (George. E. Belch and Michael. A. Belch 2001). The Web like Television is an advertising medium which supports advertising and relies on advertising for its own success.

It is also noted that the viewers will have a positive view towards the advertisements if the advertisements are credible, humorous, creative, appealing, interesting and create other likeable feelings (Rajeev et al 1997). Similarly, the negative perception towards advertisements is likely to occur when the advertisements are irritating, boring, distracting, and monotonous. Moreover, these types of perception differ from one advertising media to another. Hence, it is of crucial importance to analyze and compare the viewers' perception towards advertisements in any media and the level of influence it could create for their buying behaviour. Thus, for the present study, the two important media for advertisements – TV and Web are compared in terms of the respondents' perception and their buying behaviour.

2. Methodology

The present study is based on comparative analysis using primary data to investigate the objectives and testing the hypotheses. A well-structured questionnaire was used as an instrument to collect the data. The data used for the purpose of this study were collected for a period of one year from 1st June 2010 to 31st May 2011.

2.1 Statement of the Problem

Though there are several media, the socio-economic characteristics and perception of the audience decides the popularity of the media to a very great extent. One such media is Television which has a mass audience. Similarly, because of the IT revolution, Web is considered as a most popular and an ever growing medium for advertisements (George. E. Belch and Michael. A. Belch, 2001). Web media can be accessed round the clock globally. In the advertisement research, it is of crucial importance to study the effectiveness of advertisements in influencing buying behaviour in these media. The effectiveness of advertisement is being influenced by various factors, the most important being the perceptions of the respective audience about the media and the advertisements in these media. Hence, the formulation of research problem for the present study involves comparison of the viewer's perception towards TV and Web advertisements.

2.2 Objectives of the Study

The present study is based on the following objectives:

- To analyze the respondents' order of preference for TV and Web as media for advertisements.
- To compare the respondents' perception towards advertisements in TV and Web media.
- To discern the buying behaviour of the respondents after watching advertisements in TV and Web media.

2.3 Sampling Frame

The geographical area of Coimbatore city in Tamilnadu, India was chosen as the Universe. The main reason for choosing Coimbatore City is that the investigator is located here and is familiar with the place.

2.3.1 Sampling Technique

The Questionnaire was administered in person randomly to a majority of respondents in the study area of Coimbatore City, after oral confirmation that they are actively involved in watching advertisements in TV and Web media. Also, *Snowball Sampling Technique* was used to select the respondents who are stationed faraway from the researcher. On this basis the questionnaire was administered to 1,300 respondents with a yielding rate of 77.1% (1001 usable Questionnaires).

2.4 Techniques used for Analysis

The techniques used for analysis are i) Descriptive statistics such as frequency analysis, Mean and Standard Deviation ii) Non-parametric tests such as Chi-Square test iii) Paired Samples 't' Test, iv) Multiple Regression

3 Analysis and Interpretation

The data for the present study collected from the respondents through Questionnaire were tabulated and analyzed using appropriate statistical techniques mentioned in the research methodology. The results from the statistical analysis and the objective-wise analysis of the study are presented in this section. All the numerical results of the percentage analysis are rounded off to the first significant digit.

3.1 Analysis on the respondents' preference of media for Advertisements

In order to study and compare the respondents' perception towards advertisements in TV and Web media, it is important to know about their order of preference of these media for advertisements.

The respondents' order of preference for TV as a medium for advertisements, percentage analysis and Chi-Square test were used with the following null and alternative hypotheses:

H_0 : There is no significant difference in the respondents' order of preference for TV as a medium for advertisements.

H_1 : There is a significant difference in the respondents' order of preference for TV as a medium for advertisements.

Table 1 shows that 50.2% of the respondents have chosen TV media as their first preference for advertisements, followed by 21.8% of them have preferred it as second and 28% of them as their third choice. Chi-square result (134.663; $p << 0.05$) indicates that the preference for TV as a medium for advertisements significantly differs. Hence, H_0 is rejected and H_1 is accepted at 5% level of significance. Thus, the respondents do not have equal order of preference for TV as a medium for advertisements.

Similarly, the respondents' order of preference for Web as a medium for advertisements was analyzed using percentage analysis and Chi-Square test with the following null and alternative hypotheses:

H_0 : There is no significant difference in the respondents' order of preference for Web as a medium for advertisements.

H_1 : There is a significant difference in the respondents' order of preference for Web as a medium for advertisements.

Also from Table 1, it is clear that 18.6% of the respondents have selected Web media as their first preference for advertisements, followed by 64.3% of them selecting it as their second preference and 17.1% of them selecting it as their third choice for advertisements. Chi-square statistic (433.285; $p << 0.05$) reveals that the respondents' order of preference for Web as a medium for advertisements differs significantly. Hence, H_0 is rejected and H_1 is accepted at 5% level of significance. Hence, the respondents do not have equal order of preference for Web as a medium for advertisements.

Finally, analysis on the respondents' order of preference for both TV and Web as media for advertisements was carried out using percentage analysis and Chi-square test to find out whether there is a significant difference or not in their order of preference. The following are the null and alternative hypotheses:

H_0 : There is no significant difference in the respondents' order of preference for both TV and Web as media for advertisements.

H_1 : There is a significant difference in the respondents' order of preference for both TV and Web as media for advertisements.

It can also be inferred from Table 1 that 31.1% of the respondents have opted for both TV and Web as their first preference for advertisements, followed by 13.8% opting as second preference and 55.1% of them opting as their third choice for advertisements. Chi-square result (261.634; $p << 0.05$) denotes that the respondents' preference for both TV and Web as media for advertisements differ significantly. Hence,

H_0 is rejected and H_1 is accepted at 5% level of significance. This conveys that the respondents do not have equal order of preference for both TV and Web as media for advertisements.

3.1.1 Cross analysis on the respondents' order of preference for TV, Web and both media for advertisements

To cross examine the respondents' order of preference for TV, Web and both the media for advertisements, cross-tabulation was obtained.

Table 2 reflects that among the respondents who preferred TV and Web as their first medium for advertisements, 159 respondents have preferred TV as their second choice and Web as their third choice of media for advertisements; 152 respondents have preferred Web as their second preference and TV as media for advertisements in their third order of preference.

Among the respondents who ranked both TV and Web as their second preferred medium for advertisements, 15 respondents have preferred TV as their first choice and Web as their third preferred medium for advertisements; 123 respondents have preferred TV as their third choice and Web as their first preferred medium for advertisements.

Similarly, among the respondents who preferred TV and Web as their third preferred medium for advertisements, 492 respondents have reported TV as their first choice and Web as their second choice for advertisements; 60 respondents have reported Web as their first choice and TV as their second preferred medium for advertisements.

3.1.2 Two-way ANOVA on the respondents' order of preference for TV, Web and both media for advertisements

To test for significant difference in the respondents' order of preference for TV, Web and both as media for advertisements, Chi-Square test was conducted and mean ranks were obtained using Friedman Two-way ANOVA. For this purpose, appropriate null and alternative hypotheses are framed. The results are shown in Table 3.

H_0 : There is no significant difference in the respondents' order of preference for TV, Web and both as media for advertisements.

H_1 : There is a significant difference in the respondents' order of preference for TV, Web and both as media for advertisements.

From the Table 3 it can be understood that TV is the most preferred media for advertisements followed by Web and both TV and Web as the third most preferred media for advertisements among the respondents which is indicated by the mean ranks. Chi-Square statistic (109.407) denotes that there is a significant difference ($p < 0.05$) in the respondents' order of preference for the advertisement media. Hence, H_0 is rejected and H_1 is accepted at 5% level of significance.

3.2 Analysis on the frequency of viewing advertisements in TV and Web media by the respondents

Initially, to analyze the frequency of viewing advertisements in TV media by the respondents, percentage analysis was used. To test for significant difference in the respondents' frequency level of seeing advertisements, Chi-Square test was conducted. The following are the appropriate null and alternative hypotheses:

H_0 : There is no significant difference in the respondents' frequency of viewing advertisements in TV.

H_1 : There is a significant difference in the respondents' frequency of viewing advertisements in TV.

Table 4 shows that 43.9% of the respondents watch advertisements daily; 17.8% of them frequently; 14.9% of them occasionally and 23.5% of them watch advertisements in TV during their leisure time. Thus, majority of the respondents watch advertisements in TV daily. Further, Chi-square result (205.118) illustrates that there is a significant difference ($p < 0.05$) in the respondents' frequency of viewing advertisements in TV. Hence, H_0 is rejected and H_1 is accepted at 5% level. This indicates that the frequency of watching advertisements in TV among the respondents differs significantly.

Subsequently, to examine the respondents' frequency of seeing advertisements in Web, percentage analysis was used. To test for significant difference in the frequency of seeing advertisements, Chi-Square test was conducted. The following are the appropriate null and alternative hypotheses:

H₀: There is no significant difference in the respondents' frequency of seeing advertisements in Web.

H₁: There is a significant difference in the respondents' frequency of seeing advertisements in Web.

It is also evident from Table 4 that, 21.2% of the respondents watch advertisements daily; 37.3% of them frequently; 25.2% of them occasionally and 16.4% of them view advertisements in Websites during their leisure time while browsing. Thus, majority of the respondents watch advertisements frequently in Websites. Also, the Chi-Square result (95.795) shows that there is a significant difference ($p << 0.05$) in the respondents' frequency of viewing advertisements in Websites. Hence, *H₀ is rejected and H₁ is accepted at 5% level.* This indicates that the frequency of watching advertisements in Web among the respondents is different.

3.2.1 Friedman Two-way ANOVA on frequency of viewing advertisements in TV and Web

To study the difference in the respondents' viewing habits of advertisements in TV and Web, Chi-Square test was conducted. Also, Friedman Two – Way ANOVA was performed to obtain the mean ranks and the results are tabulated in Table 5. The following are the appropriate null and alternative hypotheses:

H₀: There is no significant difference in the respondents' frequency of viewing advertisements in TV and Web.

H₁: There is a significant difference in the respondents' frequency of viewing advertisements in TV and Web.

Table 5 presents the respondents' frequency of viewing advertisements in both TV and Web. As indicated by the mean ranks, the frequency of seeing advertisements in TV is more than that of Web. The mean rank for Frequency of seeing advertisements in TV is 1.39 and the mean rank for frequency of seeing advertisements in Web is 1.61.

On examination of the result of Chi-Square test, it is found that the Chi-Square value is 65.363 which is significant ($p << 0.05$). Hence, *H₀ is rejected and H₁ is accepted at 5% level.* So, the respondents' frequency of viewing advertisements in TV and Web is significantly different.

3.3 Analysis on the respondents' perception towards advertisements in TV and Web media

The study has also focused on the objective of examining the viewers' perception on advertisements in TV and Web media. For this purpose, the respondents were surveyed with the various features of advertisements in TV and Web media which are evaluated and tabulated in Table 6.

Also, to test the significant difference in the respondents' perception towards advertisements in TV and Web media, paired samples 't' test was used. The results are tabulated. The following are the null and alternative hypotheses adopted for the test.

H₀: There is no significant difference in the respondents' perception towards advertisements in TV and Web media.

H₁: There is a significant difference in the respondents' perception towards advertisements in TV and Web media.

Table 6 shows the paired samples 't' test results. It is found that the respondents' perception on the following items about TV and Web advertisements are significantly different. Hence, *H₀ is rejected and H₁ is accepted at 5% level of significance for these items.*

3.3.1 Advertisements are more attractive

The respondents perception on attractiveness of advertisements in TV and Web media differs significantly as indicated by the t-test result ($t = 10.87$; $p << 0.05$). The mean difference (0.78) reveals that the respondents have an optimistic perception on TV advertisements than Web because of its attractiveness.

3.3.2 Advertisement arrests my attention

From the t-test result ($t = 5.86$; $p \ll 0.05$), it is evident that the respondents' perceptions on "Advertisements arrests my attention" in TV and Web media differs significantly. Further, mean difference (0.42) shows that the TV advertisements arrest the attention of respondents more than Web.

3.3.3 Like to view the advertisements again and again

The perception of the respondents on "Like to view advertisements again and again" for TV and Web media differs significantly as indicated by the t-test result ($t = 7.14$; $p \ll 0.05$). Moreover, the mean difference (0.53) implies that the respondents like to view the advertisements in TV again and again than the advertisements in the Web.

3.3.4. Easy to understand

The respondents perception on easy understanding of the advertisements in TV and Web media differs significantly as shown by the t-test result ($t = 4.55$; $p \ll 0.05$). Further, the mean difference (0.36) implies that the respondents have a higher opinion about TV advertisements than advertisements in the Web because it is easy to understand.

3.3.5. Attractive caption and presentation style

The respondents' perception for advertisements in TV and Web to have attractive caption and presentation style differs significantly as indicated by the t-test result ($t = 2.52$; $p \ll 0.05$). Also, the mean difference (0.18) suggests that, advertisements in TV have a higher rank than the advertisements in the Web among the respondents because of the use of attractive caption and the style of presentation.

3.3.6. Connecting to global market

This description about advertisements in TV and Web media have a significant difference among the respondents as elucidated by the t-test result ($t = -2.91$; $p \ll 0.05$). Further, on examination of the mean difference (-0.23), it is found that the respondents have a higher rank for advertisements in Web than advertisements in TV, because of the former's ability to connect to the global market.

3.3.7. I could comprehensively recall the advertisements released in this media about the product / brand I intend to buy

This description about advertisements in TV and Web media have a significant difference among the respondents as elucidated by the t-test result ($t = 2.28$; $p \ll 0.05$). Further, on examination of the mean difference (0.17), it is found that the respondents have a higher rank for advertisements in TV than advertisements in the Web for this description. This implies that advertisements in TV media have more recall value than advertisements in Web media.

3.3.8. I can correctly discriminate the product / brand as having been seen or heard before through the advertisements released in this media

This description about advertisements in TV and Web media have a significant difference among the respondents as elucidated by the t-test result ($t = 1.77$; $p \ll 0.05$). Further, on examination of the mean difference (0.13), it is found that the respondents have a higher rank for advertisements in TV than advertisements in the Web for this description. This signifies that advertisements in TV media have more influence on the respondents' ability to discriminate the product/brand than the advertisements in Web media.

3.3.9. I could very well recall the benefits of the product / brand after seeing the advertisements released in this media

This description about advertisements in TV and Web media have a significant difference among the respondents as elucidated by the t-test result ($t = 2.81$; $p \ll 0.05$). Further, on examination of the mean difference (0.21) for this description, it is found that the respondents have a higher rank for advertisements in TV than advertisements in the Web. This reveals that the respondents' ability to recall the benefits of the product is increased after seeing the advertisements in TV when compared to advertisements in Web media.

3.3.10. This advertisement creates strong feelings about the product or brand

This description about advertisements in TV and Web media have a significant difference among the respondents as elucidated by the t-test result ($t = 3.16$; $p << 0.05$). Further, on examination of the mean difference (0.24), it is found that the respondents have a higher rank for advertisements in TV than advertisements in the Web, which implies that the advertisements in TV creates strong feelings about the product than the advertisements in Web media.

3.3.11. Advertisements released in this media provides me complete satisfaction

The respondents' perception on this description about the advertisements released in TV and Web media differs significantly as shown by the t-test result ($t = 2.57$; $p << 0.05$). On examination of the mean difference (0.18), the respondents have a higher opinion on advertisements in TV than Web, which signifies that the advertisements in TV media are more satisfactory than the advertisements in Web media.

3.3.12. I rely on the advertisements released in this media for information

From the t-test result ($t = 5.71$; $p << 0.05$) on this description about advertisements in TV and Web media, it is clear that the respondents' perception differs significantly. On examination of the mean difference (0.43), it is found that the respondents have a higher opinion on advertisements in TV than advertisements in the Web, which proves that the advertisements in TV media are highly reliable than the advertisements in the Web.

However, the respondents' perception on "advertisements are believable" ($t = -0.80$; $p = 0.42$), "clarity of information about the product" ($t = 0.56$; $p = 0.57$), "quality of the product is well understood" ($t = 1.63$; $p = 0.10$), "depth of information about the product" ($t = -0.72$; $p = 0.47$), "creative product description" ($t = 1.09$; $p = 0.27$), "round the clock accessibility" ($t = -1.03$; $p = 0.30$), "response to queries" ($t = -0.74$; $p = 0.45$), "feelings to give overall information about the product" ($t = -0.98$; $p = 0.32$) does not differ significantly for the advertisements in TV and Web media.

Thus, the respondents' perception towards advertisements in TV is more than that of the advertisements in the Web media.

3.4 Analysis on the respondents' buying behaviour after seeing advertisements in TV and Web media

The influence of the advertisements in TV and Web media on the buying behaviour of the viewers was analyzed by considering the various factors involved in it. Also, the test for significant difference in the buying behaviour of the respondents after seeing advertisements in TV and Web media was conducted. The results are tabulated and interpreted.

To study the factors that influence the buying behaviour of the respondents after seeing advertisements in TV and Web, the researcher has conducted multiple regression analysis. The independent variables are the items that captured the opinion of the respondents about advertisements in TV / Web and the dependent variable is the buying behaviour of the respondents after seeing advertisements in TV and media. The composite mean of the items that captured the buying behaviour was taken as the data for the dependent variable. The test of significance was conducted with the following null and alternative hypotheses:

H_0 : There is no significant relationship between the respondents' perception on the advertisements in TV/Web media and buying behaviour after seeing advertisements in TV/Web media.

H_1 : There is a significant relationship between the respondents' perception on the advertisements in TV/Web media and buying behaviour after seeing advertisements in TV/Web media.

Table 8 shows the results of multiple regression analysis. The R^2 (0.353) and adjusted R^2 is 0.340 which means that 34% of the total variance in the dependent variable is explained by the independent variables. The F value (26.683) is significant at 0.05 level which means that the model is fit. On examination of the Regression Coefficients it is found that the item, advertisements are more attractive ($\beta = 1.727$; $p << 0.05$) is the strongest predictor for the buying behaviour of the respondents followed by advertisement arrests my attention ($\beta = 0.306$; $p << 0.05$); advertisements are believable ($\beta = 0.106$; $p << 0.05$); I rely on the advertisements released in this media for information ($\beta = 0.043$; $p << 0.05$); advertisements released in this media provides me complete satisfaction ($\beta = 0.010$; $p << 0.05$); this

advertisement creates strong feeling about the product / brand ($\beta = 0.005$; $p << 0.05$); I can correctly discriminate the product / brand as having been seen or heard before the advertisement released in this media ($\beta = -0.014$; $p << 0.05$); I like to view the advertisement again and again ($\beta = -0.067$; $p << 0.05$). All these items differ significantly among the respondents. Hence, H_0 is rejected and H_1 is accepted for the above variables. However, the other variables do not have a significant influence on the buying behaviour of the respondents.

Also, Table 8 illustrates the results of multiple regression analysis on Web media. The R^2 is 0.435 and adjusted R^2 is 0.424 which reveals that 42.4% of the total variance in the dependent variable is explained by the independent variables. Further, the F value (37.755) is significant at 0.05 level which depicts that the model is fit. On examination of the Regression Coefficients it is found that the item, advertisements arrests my attention ($\beta = 0.477$; $p << 0.05$); Like to view the advertisements again and again ($\beta = 0.145$; $p << 0.05$); Advertisements are believable ($\beta = 0.125$; $p << 0.05$); Attractive caption and presentation style ($\beta = 0.066$; $p << 0.05$); I could comprehensively recall the advertisements released in this media about the product / brand I intend to buy ($\beta = 0.055$; $p << 0.05$), have an influence on the respondents' buying behaviour after seeing advertisements in Web. Hence, H_0 is rejected and H_1 is accepted for the above variables. However, the other variables do not have a significant influence on the buying behaviour of the respondents.

3.4.1 Test of significance in the buying behaviour of the respondents after viewing advertisements in TV and Web media.

To test the significant difference in the buying behaviour of the respondents after seeing advertisements in TV and Web, paired samples 't' test was conducted. The appropriate null and alternative hypotheses are:

H_0 : There is no significant difference in the buying behaviour of the respondents after seeing advertisements in TV and Web.

H_1 : There is a significant difference in the buying behaviour of the respondents after seeing advertisements in TV and Web.

Table 9 shows that there is a significant difference ($t = 5.395$; $p << 0.05$) in the buying behaviour of the respondents after seeing advertisements in TV and Web media. Hence, H_0 is rejected and H_1 is accepted at 5% level of significance. The buying behaviour of the respondents after seeing an advertisement in TV (mean = 5.08) is higher than that of Web (mean = 4.87). The mean difference = 0.21.

Thus, the buying behaviour of the respondents is highly influenced by watching advertisements in TV than in Web media.

4. Implications

The following are the implications given for the advertisers / media owners from the present study:

- It is obvious from this study that the respondents expect more product information to create a value about the advertised product. Hence, it is suggested that sufficient information about the product including price, quality, availability, special offers, guarantees and warranties should be available in the advertisements of both TV and Web media.
- It should be ensured that the advertisements in both TV and Web media should comply with the advertising standards and codes like truthfulness, honesty, without any exaggeration and no sections of the society should be adversely affected.
- The advertisement for the same product should be alike in both TV and Web media. There should not be any inconsistencies in the advertisements of TV and Web media.
- As a whole customer satisfaction is the biggest asset to the advertisers and marketers. Hence, care should be taken to advertise in TV and Web media so as to create reliability and brand loyalty for the product.

- Although the Web is highly popular for accessing information through e-mail and browsing, it is not much admired for advertisements. Moreover, the respondents suggest that the standard of advertisements in Web media should be improved.

5. Conclusion

Thus, the present study was conducted with the primary objective of comparing the viewers' perception towards advertisements in TV and Web media. Accordingly, the various attributes of TV and Web media for advertisements were evaluated based on the perception of the viewers of these media. As a result, most of the attributes that had been surveyed holds good for TV media proving that it is the most preferred and best media for advertisements than the Web. Further, it can be well understood from the analysis of this study that the advertisements in TV influences the respondents' buying behaviour more than the advertisements in other media– The Web.

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Table 1 Respondents' ranking on the different media for advertisements

S.No	Rank/Media	TV	Web	Both
1	First	503 (50.2)	186 (18.6)	311(31.1)
2	Second	218 (21.8)	644(64.3)	138 (13.8)
3	Third	280 (28)	171 (17.1)	552 (55.1)
Chi-Square (5% Level of Significance)		134.663	433.285	261.634
P		<<0.05	<<0.05	<<0.05

Figures in parenthesis represent percentage

Table 2 Cross tabulation on respondents' order of preference for TV, Web and both as media for advertisements

Order of preference for viewing advertisements				Web media			Total
				First	Second	Third	
Both TV and Web media	First	TV media	Second	-	-	159	159
			Third	-	152	-	152
			Total	-	152	159	311
	Second	TV media	First	-	-	15	15
			Third	123	-	-	123
			Total	123	-	15	138
	Third	TV media	First	-	492	-	492

		Second	60	-	-	60
		Total	60	492	-	552

Table 3 Respondents' order of preference for TV, Web and both as media for advertisements

S. No.	Media	Mean Rank (N= 1001)	Chi-Square (Significance at 5% Level)
1.	TV	1.78	109.407 (p<< 0.05)
2.	Web	1.98	
3.	Both TV and Web	2.24	

Table 4 Respondents' frequency of viewing advertisements in TV and Web media

S. No.	Description	TV advertisements	Web advertisements
1.	Daily	439 (43.9)	212 (21.2)
2.	Frequently	178(17.8)	373 (37.3)
3.	Occasionally	149(14.9)	252 (25.2)
4.	During leisure time	235(23.5)	164 (16.4)
Chi-Square (5% Level of Significance)		205.118	95.795
p		<<0.05	<<0.05

Figures in parenthesis represent percentage

Table 5 Ranking on the frequency of viewing advertisements in TV and Web media

S. No.	Description	Mean Rank (N= 1001)	Chi-Square (Significance at 5% Level)
1.	Frequency of viewing advertisements in TV	1.39	65.363 (p<<0.05)
2.	Frequency of viewing advertisements in Web	1.61	

Table 6 Paired Samples t-Test for Respondents' perception on advertisements in TV and Web media

TV & WEB	Description	MD	SD	t	Sig. (2 tailed)
Pair 1	Advertisements are more attractive	0.78	2.29	10.87	<<0.05
Pair 2	Advertisement arrests my attention	0.42	2.24	5.86	<<0.05
Pair 3	Like to view the advertisements again and again	0.53	2.37	7.14	<<0.05
Pair 4	Advertisements are believable	-0.06	2.43	-0.80	0.42
Pair 5	Easy to understand	0.36	2.39	4.55	<<0.05
Pair 6	Quality of the product is well understood	0.12	2.49	1.63	0.10
Pair 7	Clarity of information about the product	0.04	2.35	0.56	0.57
Pair 8	Depth of information about the product	-0.05	2.44	-0.72	0.47
Pair 9	Creative product description	0.08	2.44	1.09	0.27

Pair 10	Attractive caption and presentation style	0.18	2.27	2.52	<<0.05
Pair 11	Connecting to global market	-0.23	2.52	-2.91	<<0.05
Pair 12	Round the clock accessibility	-0.08	2.37	-1.03	0.30
Pair 13	Response to queries post advertisements such as telephone, email etc.,	-0.14	2.71	-0.74	0.45
Pair 14	I could comprehensively recall the advertisements released in this media about the product / brand I intend to buy.	0.17	2.32	2.28	<<0.05
Pair 15	I can correctly discriminate the product / brand as having been seen or heard before through the advertisements released in this media	0.13	2.31	1.77	<<0.05
Pair 16	I could very well recall the benefits of the product / brand after seeing the advertisements released in this media	0.21	2.37	2.81	<<0.05
Pair 17	This advertisement creates strong feelings about the product / brand	0.24	2.42	3.16	<<0.05
Pair 18	I will not feel it difficult if I am asked to give the overall feelings on the product/brand after seeing the advertisement.	-0.07	2.38	-0.98	0.32
Pair 19	Advertisements released in this media provide me complete satisfaction.	0.18	2.26	2.57	<<0.05
Pair 20	I rely on the advertisements released in this media for information	0.43	2.40	5.71	<<0.05

MD- Mean Difference; SD- Standard Deviation; t = 't' Test Value; Degrees of freedom = 1000

Table 7 Paired samples statistics for the respondents' perception on advertisements in TV and Web media

	Perception	Mean	SD
Pair 1	Advertisements are more attractive (TV)	6.09	1.51
	Advertisements are more attractive (Web)	5.31	1.92
Pair 2	Advertisement arrests my attention (TV)	5.32	1.72
	Advertisement arrests my attention (Web)	4.90	1.87
Pair 3	Like to view the advertisements again and again (TV)	5.01	1.94
	Like to view the advertisements again and again (Web)	4.48	1.98
Pair 4	Advertisements are believable(TV)	4.56	1.94
	Advertisements are believable (Web)	4.50	2.05
Pair 5	Easy to understand (TV)	5.20	1.91
	Easy to understand (Web)	4.84	1.89
Pair 6	Quality of the product is well understood (TV)	4.78	1.95
	Quality of the product is well understood (Web)	4.66	1.95
Pair 7	Clarity of information about the product (TV)	4.85	1.84
	Clarity of information about the product (Web)	4.81	1.87
Pair 8	Depth of information about the product (TV)	4.76	1.87
	Depth of information about the product (Web)	4.81	1.92
Pair 9	Creative product description (TV)	4.91	1.87
	Creative product description (Web)	4.83	1.85
Pair 10	Attractive caption and presentation style (TV)	5.26	1.78
	Attractive caption and presentation style (Web)	5.08	1.82
Pair 11	Connecting to global market (TV)	4.99	1.83
	Connecting to global market (Web)	5.22	1.89
Pair 12	Round the clock accessibility (TV)	4.89	1.84
	Round the clock accessibility (Web)	4.97	1.90

Pair 13	Response to queries post advertisements such as telephone, email etc., (TV)	4.75	1.86
	Response to queries post advertisements such as telephone, email etc., (Web)	4.89	2.28
Pair 14	I could comprehensively recall the advertisements released in this media about the product / brand I intend to buy. (TV)	4.93	1.88
	I could comprehensively recall the advertisements released in this media about the product / brand I intend to buy. (Web)	4.76	1.90
Pair 15	I can correctly discriminate the product / brand as having been seen or heard before through the advertisements released in this media (TV)	4.89	1.80
	I can correctly discriminate the product / brand as having been seen or heard before through the advertisements released in this media (Web)	4.76	1.91
Pair 16	I could very well recall the benefits of the product / brand after seeing the advertisements released in this media (TV)	5.04	1.81
	I could very well recall the benefits of the product / brand after seeing the advertisements released in this media (Web)	4.83	1.86
Pair 17	This advertisement creates strong feelings about the product / brand (TV)	5.05	1.83
	This advertisement creates strong feelings about the product / brand (Web)	4.81	1.86
Pair 18	I will not feel it difficult if I am asked to give the overall feelings on the product/brand after seeing the advertisements. (TV)	4.98	1.82
	I will not feel it difficult if I am asked to give the overall feelings on the product/brand after seeing the advertisements. (Web)	4.91	1.81
Pair 19	Advertisements released in this media provide me complete satisfaction (TV)	5.02	1.84
	Advertisements released in this media provide me complete satisfaction (Web)	4.84	1.86
Pair 20	I rely on the advertisements released in this media for information (TV)	5.21	1.87
	I rely on the advertisements released in this media for information (Web)	4.78	1.97

N=1001; SD – Standard Deviation

Table 8 Regression coefficients for the buying behaviour of the respondents after seeing advertisements in TV and Web media

S. No.	Items	TV Media			Web Media		
		β	t	Sig. at 5% level	β	t	Sig. at 5% level
1.	(Constant)	-	9.91	<<0.05	-	12.538	<<0.05
2.	Advertisements are more attractive	1.727	15.21	<<0.05	-0.025	-0.896	0.371
3.	Advertisement arrests my attention	0.306	-3.38	<<0.05	0.477	16.580	<<0.05
4.	Like to view the advertisements again and again	-0.067	6.17	<<0.05	0.145	5.304	<<0.05
5.	Advertisements are believable	0.106	4.71	<<0.05	0.125	4.644	<<0.05

6.	Easy to understand	0.077	0.16	0.874	-0.042	-1.512	0.131
7.	Quality of the product is well understood	0.003	1.31	0.190	0.004	0.139	0.889
8.	Clarity of information about the product	0.023	-0.78	0.434	0.044	1.553	0.121
9.	Depth of information about the product	-0.014	0.90	0.367	-0.009	-0.314	0.753
10.	Creative product description	0.016	-0.55	0.581	0.019	0.693	0.488
11.	Attractive caption and presentation style	-0.010	0.18	0.861	0.066	2.357	<<0.05
12.	Connecting to global market	0.003	0.04	0.972	0.009	0.332	0.740
13.	Round the clock accessibility	0.001	-0.19	0.899	0.051	1.872	0.061
14.	Response to queries post advertisements such as telephone, email etc.,	-0.002	0.89	0.374	-0.007	-0.256	0.798
15.	I could comprehensively recall the advertisements released in this media about the product / brand I intend to buy.	0.015	-0.80	0.424	0.055	2.009	<<0.05
16.	I can correctly discriminate the product / brand as having been seen or heard before through the advertisements released in this media	-0.014	2.23	<<0.05	-0.023	-0.864	0.388
17.	I could very well recall the benefits of the product / brand after seeing the advertisements released in this media	0.040	0.30	0.766	-0.015	-0.534	0.594
18.	This advertisement creates strong feelings about the product / brand	0.005	2.55	<<0.05	0.034	1.204	0.229
19.	I will not feel it difficult if I am asked to give the overall feelings on the product/brand after seeing the advertisement.	0.046	-0.58	0.563	0.009	0.318	0.750
20.	Advertisements released in this media provides me complete satisfaction	0.010	2.43	<<0.05	0.027	0.964	0.335
21.	I rely on the advertisements released in this media for information	0.043	2.89	<<0.05	0.042	1.561	0.119

β = Standardized Co-efficient; t = 't' value; TV Media : $R^2 = 0.353$; Adjusted $R^2 = 0.340$; $F = 26.683$
 Web Media : $R^2 = 0.435$; Adjusted $R^2 = 0.424$; $F = 37.755$.

Table 9 Paired Samples t-Test for the buying behaviour of the respondents after seeing advertisements in TV and Web media

Description		MD	SD	t	Sig. (2 tailed)
Pair 1	Buying behaviour after seeing advertisements in TV Buying behaviour after seeing advertisements in Web	0.21	1.222	5.395	<<0.05

MD- Mean difference; SD-Standard Deviation = 't' Test Value; Degrees of freedom=1000.

Table 10 Paired Samples Statistics for the buying behaviour of the respondents after seeing advertisements in TV and Web media

Description	Mean	SD
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Pair 1	Buying behaviour after seeing advertisements in TV	5.08	1.09
	Buying behaviour after seeing advertisements in Web	4.87	1.20

SD- Standard Deviation; N=1001

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