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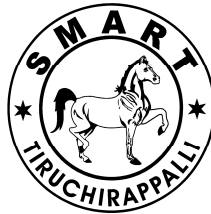
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# AN EVOCATIVE APPRAISAL OF THE TRAITS AND VALUES OF ADVERTISEMENTS IN TV AND WEB MEDIA

**K. Pongiannan**

Assistant Professor, PG & Research Department of Commerce  
Government Arts College, Dharmapuri, Tamil Nadu, India  
E-mail Id : mkpongiannan@gmail.com

## *Abstract*

*Advertising is an inseparable aspect of product promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness and persuades the potential consumers to take eventual purchase decisions. Advertising Media is a means through which advertisers communicate their messages to prospective customers to influence them to know and decide about the product or service advertised. The types of media for advertisement are endless, ranging from banner and balloons to online and mobile advertising. Although all advertising media have common traits, each media of advertisement has its own unique characteristics. More specifically, among the electronic media for advertisements, the Television and Web have peculiar characteristics that make it popular for advertisements. In addition, the values that are imparted through the advertisements in these media also play an important role in the audience's preference for the media and ultimately their purchase decision. Hence this paper discusses the traits and values of advertisements in TV and Web Media.*

**Keywords:** Traits, Values, Advertisements, TV, Web Media

## **1. Introduction**

Advertising is a specific form of communication which must be essentially integrated with the marketing strategy. The process of advertising involves communication with the consumers by the advertiser through a channel called the advertising media. The advertising media has a vital role in the process of advertising communication. Effective advertising is possible only if suitable media are available. It also depends upon the appropriateness of media to reach the target audience (Manendra Mohan, 1999). A broad group of audience for advertisements can best be reached by mass media such as Print and Electronic Media. Among these, the electronic media, especially the TV and Web, cover a wide

range of audience due to advancements in technology. Although both TV and Web are electronic media for advertisements, they differ much in their traits and values.

### **1.1 Traits of TV Advertisements**

It has often been said that Television is the ideal advertising media because of many peculiar traits. Television reaches very large audiences-usually much larger than the audience of other media and it does so in a short period of time. Hence advertisements in TV have high reachability. Advertisements in TV can be more creative because of the ability of TV to convey the message with sight, sound and motion and can give instant validity and prominence to a product or service. With the use of graphics in advertisements, TV can attract the attention of

viewers immediately. TV media can easily reach the target audience. Advertisements for children can be reached during cartoon programming, for housewives during their leisure time and all others during their prime viewing time. Thus the advertisements in TV have high level of selectivity and flexibility (*George E. Belch and Michael A. Belch, 2001*). A distinct feature of TV is its ability to demonstrate the product in its advertisements (*S.A. Chunawalla and K.C. Sethia, 1997*). Although these traits of TV are favourable for an ideal advertising media, it is of the general opinion that it as an unwanted disturbance coming in the middle of the programmes of the viewers' choice.

## 1.2 Traits of Web Advertisements

The most peculiar trait of the Web Advertisements (*George E. Belch and Michael A. Belch, 2001*) is its ability to target very specific group of individuals, with a minimum waste of coverage. Due to precise targeting, Web Advertisements can be designed to appeal to the specific needs and wants of the target audience. In other words, Web Advertisements are tailor made and personalized messages. Since the Web is an interactive medium, Web Advertisements provide strong potential for customer involvement and satisfaction. Web Advertisements have high level of creativity which enhances the company's image leading to repeated visits to the Websites. Web Advertisements have multimedia content and attract the user's attention easily. Web Advertisements are relatively simple to create and easy to update as conditions change. Although the Web is a transmission and distribution channel because of the advertisements posted on it, it creates annoyance while browsing for many of the web users.

## 2. Review of Related Literature

There are numerous works pertaining to advertising research which are reviewed and the results support the current research on the

traits and values of advertisements in TV and Web Media. Initially, *Weinberger and Gulas (1992)*, in their study on message strategy, showed that humour played a very important role in adding value to the TV advertisements. Also humorous commercials are less avoided by consumers. Similarly, *Clow and Baack (2002)* found that consumers enjoy advertisements in TV that make them laugh. Humour causes consumers to watch, laugh and more importantly, remember. Hence humorous advertisements have intrusive value and can grab the attention of the audience. Moreover, humour is used in about 30% of all the TV advertisements.

In the same way, *Aaker (1992)* studied the value of advertising on the Web and found that the content of the advertisements (Informativeness) and form of advertisements (Entertainment) play a crucial role in the effectiveness of Web Advertising. Less information and entertainment in the advertisements may cause irritation, leading to a negative influence on the consumer's attitude towards Web Advertisements. In line with this finding, *Berthon et al. (1996) and Lamb et al. (1996)*, in their study on World Wide Web as an advertising media, suggest that marketers need to understand the true nature of Web to enhance its effectiveness. They also add that "value" is a factor that plays an important role in the overall effectiveness of the Websites. Value relates directly to the quality of the data provided on the Website.

*Barker and Groenne (1996)* found that interactivity in the website provides unique opportunities for creating advertisements with a high entertainment value and a high degree of customer involvement. In addition to providing entertainment, high-involvement exposures, created through advertisement strategies, can improve the company's image and build brand preferences for the advertised product. Further, *Stafford and Fabre (2005)*, in their study on

advertising promotion in Web, found that the interactivity in Web offers the users convenience, diversion, relationship development and intellectual appeal. Moreover, they found that with the interactive value of a media, consumers are able to control their communication experiences because they choose the information that they consume, which is possible in Web Media.

*Yoon and Kim (2001)* studied the effectiveness of Web Advertising and pointed out that the effectiveness of Web Advertising differs from traditional media advertising in many ways. Among the most salient characteristics are: (1) unlimited delivery of information beyond time and space (2) unlimited amounts and sources of information and (3) the ability to target specific groups or even individuals. On the other hand, *Guy. W. Mullarkey and Peter. J. Danaher (2003)* examined the factors affecting recall of online advertisements and found that viewing mode of Web Page, duration of page viewing, the Web Page context factors, including text and page background complexity and style of banner advertising might have an impact on recall and recognition value for Web Advertising. The key finding is that more the exposure time, more will be the recognition and recall of Web Advertisements by the user. Also, *Demetris Vrontis (2008)* studied the impact of culture on TV Advertising and identified that the influence of culture on TV advertising effectiveness is very profound. Interestingly, among the cultural elements, language and religious differences seem to greatly affect the decision on the degree of adaptation and standardization of advertising.

### 3. Methodology

The present study was based on descriptive analysis, using primary data to investigate the objectives and test 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 1<sup>st</sup> January 2010 to 31<sup>st</sup> December 2010.

### 3.1 Statement of the Problem

Though there are several media, the perception of the audience decides the popularity of the media to a very great extent. One such media is Television which has mass audience. Similarly, because of the IT revolution, Web is considered as the most popular and an ever growing media for advertisements (*George. E. Belch and Michael. A. Belch, 2001*). Web Media can be accessed round the clock globally. These two media for advertisements differ with each other to a large extent in their peculiar traits and the values they bring to the minds of audience. A comparison of the audiences' opinion on the specific traits of TV Advertisements and Web Advertisements will pave the way for the betterment of the advertisements in these two media. On the other hand, values created by the advertisements in these two media will enhance the marketability of the product advertised on these two media. Hence the formulation of research problem for the present study involves comparison of the traits and values of TV and Web Advertisements.

### 3.2 Objectives of the Study

The present study was based on the following objectives:

- To analyze the respondents' order of preference for TV and Web as media for advertisements.
- To compare the traits of advertisements in TV and Web Media.
- To discern the values of advertisements in TV and Web Media.

### 3.3 Sampling Frame

The geographical area of Coimbatore City in Tamil Nadu, 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.

### 3.3.1 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 were actively involved in watching advertisements in TV and Web Media. Also, *Snowball Sampling Technique* was used to select the respondents who were stationed far away from the Researcher. On this basis, the questionnaire was administered to 1,300 respondents, with a yielding rate of 77.1% (1001 usable Questionnaires).

### 3.4 Techniques used for Analysis

The techniques used for analysis were i) Descriptive Statistics such as Frequency Analysis, Mean and Standard Deviation ii) Non-Parametric Tests such as Chi-Square Test and Friedman Two-Way ANOVA, iii) Paired Samples 't' Test.

## 4. 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 corresponding interpretations of 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.

### 4.1 Analysis on the respondents' preference of media for Advertisements

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

To analyze the respondents' order of preference for the different media of 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 the different media of advertisements.

$H_1$ : There is a significant difference in the respondents' order of preference for the different media of advertisements.

The results of Percentage Analysis and Chi-Square Test are tabulated in **Table- 1**.

**Table- 1** shows that 50.2% of the respondents chose TV media as their first preference for advertisements, followed by 21.8% of them as second choice and 28% of them as their third choice. Further, 18.6% of the respondents 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 result (134.663) for TV Media indicates that the respondents' preference for TV as a media for advertisements significantly differs. Chi-square statistic (433.285) for web media 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 for both TV and Web Media.

### 4.2 Analysis of the frequency of viewing advertisements in TV and Web Media by the respondents

To examine the frequency of watching advertisements in the TV and Web Media by the respondents, Percentage Analysis and Chi-Square Test were performed. 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/Web.

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

**Table -2** 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 respondents watch advertisements in TV daily. Further, Chi-square result (205.118) illustrates that there is a significant difference ( $p \ll 0.05$ ) 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.

It is also evident from **Table-2** 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 ( $p \ll 0.05$ ) in the respondents' frequency of viewing advertisements in Websites. Hence,  $H_0$  is rejected and  $H_1$  is accepted at 5% level. This indicates that the frequency of watching advertisements in Web among the respondents is different.

Further, 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. 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 and Web.

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

**Table- 3** reveals the respondents' frequency of viewing advertisements in both TV and 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. This indicates that the frequency of seeing advertisements in TV is more than that of Web.

On examination of the result of Chi-Square test, it is found that the Chi-Square value is 65.363 which is significant ( $p=0.000$ ). Hence  $H_0$  is rejected and  $H_1$  is accepted at 5% level. In other words, the respondents' frequency of viewing advertisements in TV and Web is significantly different.

#### **4.3 Analysis on the respondents' agreeability for advertisements shown in the middle of TV programme and Web browsing**

To analyze the respondents' agreeability for advertisements shown in the middle of TV programme/surfing web sites, Percentage Analysis and Chi-Square Test were used. The level of agreeability was captured on a 7-point scale. (Scale 1 - Strongly Disagree; scale 7 – Agree) The null and alternative hypotheses for the test of significance are:

$H_0$ : There is no significant difference in the respondents' agreeability for advertisements shown in the middle of TV programme / surfing web sites.

$H_1$ : There is significant difference in the respondents' agreeability for advertisements shown in the middle of TV programme / surfing web sites.

**Table-4** shows that 16.7% of the respondents were placed in scale 1 for their agreeability for advertisements shown in the middle of the TV programme, 13.5% of them under scale 2, 22.6% of them under scale 3, 17.8% of them under scale 4, 10.2% of them under scale 5, 8.5% of them under scale 6 and 10.8% of them under scale 7.

The mean response on their agreeability for advertisements shown in the middle of the TV programme was 3.60, with a standard deviation of 1.877. This denotes that there was a moderate preference for advertisements shown in the middle of TV programme among the respondents. On examination of the test for significant difference, it was found that respondents differed significantly in their agreeability for advertisements shown in the middle of the TV programme, as indicated by the Chi-Square Value (105.063;  $p = 0.000$ ). Hence,  $H_0$  is rejected and  $H_1$  is accepted at 5% level of significance.

It is also clear from **Table 4** that 21.1% of the respondents were reported in scale 1 for their level of agreeability for advertisements appearing in the middle of browsing Websites, 13.2% of them in scale 2, 14.5% of them in scale 3, 14.2% of them in scale 4, 12.1% of them in scale 5, 12.4% of them in scale 6 and 12.6% of them in scale 7. The mean response on their agreeability for advertisements appearing in the middle of browsing Websites was 3.69, with a standard deviation of 2.058. This shows that there was a moderate preference among the respondents for advertisements appearing in the middle of browsing Websites.

On examination of the test for significant difference, it was found that respondents differed significantly in their level of agreeability for advertisements appearing in the middle of browsing Websites, as indicated by the Chi-Square Value (41.147;  $p = 0.000$ ). Hence,  $H_0$  is rejected and  $H_1$  is accepted at 5% level.

Further, to analyze the significant difference in the respondents' level of agreeability for advertisements shown in the middle of TV programmes and appearing in the middle of browsing Websites, paired samples 't' test was conducted. The null and alternative hypotheses are:

$H_0$ : There is no significant difference in the respondents' agreeability for advertisements shown in the middle of TV programmes and appearing in the middle of browsing Websites.

$H_1$ : There is significant difference in the respondents' agreeability for advertisements shown in the middle of TV programmes and appearing in the middle of browsing Websites.

**Table-5** shows that there was no significant difference in the respondents' level of agreeability for advertisements shown in the middle of TV programme and appearing in the middle of browsing Websites, as indicated by the 't' value = -1.29;  $p = 0.198$ . Hence,  $H_0$  is accepted and  $H_1$  is rejected at 5% level. The mean for advertisements shown in the middle of TV programmes was 3.60, with a standard deviation of 1.88 and that of Web was 3.69, with a standard deviation of 2.07.

#### 4.4 Respondents' perception on advertisements coming in the middle of TV programme

The respondents' view of the advertisements shown in the middle of their favourite TV programme 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' perception on advertisements coming in the middle of the TV programme.

$H_1$ : There is significant difference in the respondents' perception on advertisements coming in the middle of the TV programme.

**Table -7** reveals that advertisements shown in the middle of the TV programme were boring for 21.8% of the respondents, more irritable for 31.4% of the respondents, 33.7% of the respondents' minds were being diverted when the advertisements were shown in the middle of the TV programmes, 6.8% of the

respondents recorded similar other opinions and 6.4% of them did not have any opinion on advertisements shown in the middle of TV programmes.

Chi-square statistic (339.704;  $p = 0.000$ ) for TV indicates that there was significant difference in the respondents' opinion on advertisements shown in the middle of TV programme. Hence,  $H_0$  is rejected and  $H_1$  is accepted at 5% level.

30.4% of the respondents considered advertisements appearing in the middle of browsing Websites as boring, 41.2% of them were of the opinion that it was more irritation, 21.0% of them were diverting their mind, 5.1% of them recorded similar other opinions and 2.4% of the respondents did not have any opinion on this. Chi-Square statistic (245.294;  $p = 0.000$ ) indicates that there was significant difference in the opinion of respondents on advertisements appearing in the middle of browsing Websites. Hence  $H_0$  is rejected and  $H_1$  is accepted at 5% level.

#### **4.5 Analysis on the different values of advertisements in TV and Web Media**

The different values considered for effective advertisements in TV and Web Media were surveyed by obtaining the respondents' order of preference. These were analyzed and compared using appropriate statistical tools. The results were tabulated and interpreted.

##### **4.5.1 Analysis on the respondents' order of preference for the different values of advertisements in TV and Web Media**

To analyze the respondents' order of preference for the different values of advertisements in TV and Web Media, Friedman Two-Way ANOVA was conducted. Similarly, to test the significant difference in the respondents' order of preference Chi-Square Test was conducted with the following null and alternative hypotheses:

$H_0$ : There is no significant difference in the respondents' order of preference for the different values of advertisements in TV/ Web media.

$H_1$ : There is significant difference in the respondents' order of preference for the different values of advertisements in TV/Web media.

From **Table-8**, the Chi-Square Value (922.170;  $p=0.000$ ) for the different values of TV advertisements denotes that there was significant difference in the respondents' order of preference. Similarly, it was found that there was significant difference in the respondents' order of preference for the different values of Web advertisements, as indicated by the Chi-Square Statistic (108.776;  $p = 0.000$ ). Hence  $H_0$  is rejected and  $H_1$  is accepted at 5% level.

On examination of the mean ranks for the different values of TV advertisements, it was found that attention value was high in TV advertisements (mean rank = 2.37), followed by suggestive value (mean rank = 3.46), memorizing value (mean rank = 3.93), sentimental value (mean rank = 4.38), instinct value (mean value = 4.54), educational value (mean rank = 4.56) and convictional value (mean value = 4.76).

The mean ranks for the different values of Web Advertisements imply that advertisements in Web Media also have high attention value (mean rank = 3.58), followed by educational value (mean rank = 3.75), suggestive value (mean rank = 3.78), memorizing value (mean rank = 4.05), convictional value (mean rank = 4.27, sentimental value (mean rank = 4.27) and instinct value (mean rank = 4.28).

##### **4.5.2 Test of significance between the different values of advertisements in TV and Web Media**

To analyze the significant difference between the different values of advertisements in TV and Web, the paired samples t-Test was



conducted with the following null and alternative hypotheses:

$H_0$ : *There is no significant difference between the different values of advertisements in TV and Web media.*

$H_1$ : *There is significant difference between the different values of advertisements in TV and Web media.*

From the **Table-9**, it was found that the respondents' opinion on attentive, suggestive, educational, convictional and instinct values of advertisements in TV and Web Media differs significantly. Hence  $H_0$  is rejected and  $H_1$  is accepted at 5% level of significance.

On examination of the mean difference, it was found that advertisements appearing in the Web recorded a greater attention value than TV media (mean difference = -1.22). The respondents feel that suggestive value of advertisements in Web Media was more than TV media (mean difference = -0.32). On educational value (mean difference = 0.81), convictional value (mean difference = 0.49) and instinct value (mean difference = 0.26), the respondents recorded more favourable opinion on advertisements in TV Media than the advertisements in Web Media.

However, the respondents' perception on memorizing value ( $t=-1.52$ ;  $p=0.130$ ) and sentimental value ( $t=1.24$ ;  $p=0.215$ ) in TV and Web Advertisements did not have significant difference. Hence  $H_0$  is accepted and  $H_1$  is rejected at 5% level of significance for these values.

## 5. Evocations from the Research

- Majority of respondents have suggested that compliments and discounts should be offered to the frequent viewers of Websites so as to increase the number of viewers of advertisements in the Website.
- Majority of respondents are of the opinion that the Web is an interactive advertisement

media. However, trust and confidence about the advertised product can be acquired only if the advertisers respond to their queries promptly. Hence it is suggested that the advertisers should take steps to ensure prompt answering of the customers' queries in time.

- 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 advertisement.
- Normally, humorous approach has a strong impact on others. If the advertisement wants to influence the viewers of TV for a longer period, it is suggested that advertisements should be aired with humorous messages, humorous animation and comedians according to the nature of the product.
- It was found that the respondents generally rate TV as the most credible source of information as well as a family entertainment media available at home. Hence the advertisers should give their advertisements in this media with up-to-date accurate information about the product in a viewer-friendly fashion that inspires trust and confidence.

## 6. Conclusion

The new millennium emerged with revolutionary advances in technology which led to the dynamic growth in the use of TV and Web Media which are for entertainment and interaction respectively. The growth of these forms of mass communication by Satellite Television and the integration of Telecommunication and Computer Systems will increase the potential for advertisements. Moreover, in today's competitive world, the marketers cannot prosper by advertising in TV

alone but exploit the Web Media too. Hence this research will help the advertisers, media owners and marketers to develop their advertising strategies in these electronic media - TV and Web.

### 7. Scope for Further Study

The present study undertook comparative analysis to study the traits and values of advertisements in TV and Web Media and thus it was limited to these media only. It could be interesting to investigate if the viewers' perceptions towards other popular media for advertisements are also considered. Further, this study merely captures respondents' preferences, opinion and values at a single moment in time. It did not examine how perceptions, preferences and values might have changed over time. This limitation can be rectified by additional studies on this area of research to establish a baseline for measuring the changing perceptions when the viewers view the advertisements in TV and Web Media.

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**Table -1**  
**Respondents' Ranking on the Different Media for Advertisements**

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

*Source: Primary Data collected through Questionnaire*  
*Figures in parenthesis represent percentage*

**Table -2**  
**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
<b>p</b>		<<0.05	<<0.05

*Source: Primary Data collected through Questionnaire*  
*Figures in parenthesis represent percentage*

**Table -3**  
**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 (0.000)
2.	Frequency of viewing advertisements in Web	1.61	

*Source: Primary Data collected through Questionnaire*

**Table- 4**  
**Respondents' Agreeability for Advertisements shown in the Middle of TV Programme /Surfing Web Sites**

S. No.	Level of agreeability	Frequency	
		TV	Web
1	1	167 (16.7)	211 (21.1)
2	2	135 (13.5)	132 (13.2)
3	3	226 (22.6)	145 (14.5)
4	4	178 (17.8)	142 (14.2)
5	5	102 (10.2)	121 (12.1)
6	6	85 (8.5)	124 (12.4)
7	7	108 (10.8)	126 (12.6)
Mean		3.60	3.69
Standard Deviation		1.877	2.058
Chi-Square (5% Level of Significance)		105.063	41.147
<b>p</b>		<<0.05	<<0.05

*Source: Primary Data collected through Questionnaire*  
*Figures in parenthesis represent percentage*

**Table -5**

**Paired Samples T-Test - Respondents' Agreeability for Advertisements shown in the Middle of TV Programmes and Appearing in the Middle of Browsing Websites**

Level of agreeability		MD	SD	t	Sig. (2 tailed)
Pair 1	Advertisements shown in the middle of TV programme Advertisements appearing in the middle of browsing Web	-0.09	2.23	-1.29	0.198

Source: Primary Data collected through Questionnaire; MD- Mean Difference; SD-Standard Deviation; t- 't' Test Value; Degrees of freedom=1000.

**Table- 6**

**Paired Samples Statistics - Respondents' Agreeability for Advertisements shown in the Middle of TV Programmes and Appearing in the Middle of Browsing Websites**

Level of agreeability		Mean	SD
Pair 1	Advertisements shown in the middle of TV programme	3.60	1.88
	Advertisements appearing in the middle of browsing Websites	3.69	2.07

Source: Primary Data collected through Questionnaire  
SD - Standard Deviation; N=1001

**Table -7**

**Respondents' Perception on Advertisements shown in the Middle of TV Programme**

S. No.	Perception	Frequency	
		TV	Web
1.	Boring	218 (21.8)	304 (30.4)
2.	More irritation	314 (31.4)	412 (41.2)
3.	Mind diversion	337(33.7)	210 (21.0)
4.	Other opinion	68 (6.8)	51 (5.1)
5.	No opinion	64 (6.4)	24 (2.4)
	<b>Total</b>	<b>1001 (100.0)</b>	
	<b>Chi-Square</b>	339.704	245.294
	<b>P</b>	<<0.05	<<0.05

Source: Primary Data collected through Questionnaire  
Figures in parenthesis represent percentage

**Table-8**  
**Respondents' Order of Preference for the Different Values of**  
**Advertisements in TV and Web Media**

S. No.	Values of Advertisements	Mean Rank	
		TV	WEB
1.	Attention value	2.37	3.58
2.	Suggestive value	3.46	3.78
3.	Memorizing value	3.93	4.05
4.	Sentimental value	4.38	4.27
5.	Educational value	4.56	3.75
6.	Conviction value	4.76	4.27
7.	Instinct value	4.54	4.28

*Source: Primary Data collected through Questionnaire; TV:  $\chi^2 = 922.170$ ;  $p=0.000$   
Web:  $\chi^2 = 108.776$ ;  $p=0.000$ , Significance at 5% level;  $N=1001$ .*

**Table -9**  
**Paired Samples T-Test for the Different Values of Advertisements in**  
**TV And Web Media**

TV & Web	Description	MD	SD	t	Sig. (2-tailed)
Pair 1	Attention value	-1.22	2.82	-13.70	0.000
Pair 2	Suggestive value	-0.32	2.50	-4.00	0.000
Pair 3	Memorizing value	-0.12	2.48	-1.52	0.130
Pair 4	Sentimental value	0.10	2.65	1.24	0.215
Pair 5	Educational value	0.81	2.50	10.19	0.000
Pair 6	Conviction value	0.49	2.69	5.78	0.000
Pair 7	Instinct value	0.26	2.75	2.98	0.003

*Source: Primary Data collected through Questionnaire; MD – Mean difference;  
SD - Standard deviation; t – 't' test value, Degrees of Freedom=1000.*

**Table -10**  
**Paired Samples Statistics for the Different Values of**  
**Advertisements in TV and Web Media**

<b>Vale of advertisements</b>		<b>Mean</b>	<b>SD</b>
Pair 1	Attention value(TV)	2.36	1.83
	Attention value(Web)	3.58	2.13
Pair 2	Suggestive value(TV)	3.46	1.76
	Suggestive value(Web)	3.78	1.89
Pair 3	Memorizing value(TV)	3.93	1.82
	Memorizing value(Web)	4.05	1.83
Pair 4	Sentimental value(TV)	4.37	1.77
	Sentimental value(Web)	4.27	1.90
Pair 5	Educational value(TV)	4.56	1.77
	Educational value(Web)	3.75	1.96
Pair 6	Conviction value(TV)	4.76	1.86
	Conviction value(Web)	4.27	2.02
Pair 7	Instinct value(TV)	4.54	2.07
	Instinct value(Web)	4.28	2.10

*Source: Primary Data collected through Questionnaire*  
*SD - Standard Deviation; N=1001.*