

**“A study to identify aspects which influence television audience
to watch advertisements”**

A paper

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“A study to identify aspects which influence television audience to watch advertisements”

Abstract

Today in the world of marketing, advertisement is not new, however it occupies a significant position in the growth plan for the businesses and non-businesses. Today establishments (both profit oriented and non-profit oriented) have to compete with the competitors towards getting attention of the target audience. With the advent of technology, advertisers have alternatives in the form of various mediums available along with the conventional mediums to reach out to the audience with the message to convey. In view of reaching out to maximum people using different mediums, establishments and advertisers mixing the mediums to gain synergy in conveying the message of the advertisements. This is increasing the need of investments on advertisements using different modern and conventional mediums. Investments on advertisements thus increasing considerably. According to Majeed S. and Razzak S. (2011), “Advertisement is the most important source to promote the brand. TV is the most attractive source to attract customer attention; it requires high investment”. However, investments are not only done on television advertising, establishments – profit or not for profit – are investing on different available mediums to advertise. Accordingly advertisers are looking at rich returns on investments from different mediums which are being used to advertise. Mostly the advertisers expect good amount of visibility of the advertisements on different mediums from the audience. This in return increasing challenges for the advertisers to attract visibility of their advertisements on one of the costly medium i.e. television.

Although the objectives of advertisement, i.e. inform, remind and reinforce consumers about the brand and/or product remains the same. Ultimately the goal of the advertisers is to improve the visibility resulting into sales and revenue for the establishment. In anticipation of developing advertisements which will result into large number of audience, experiments have been conducted on different aspects of advertisement. Research on advertisements and its relation with the audience have been carried out to develop more effective advertisements for the mediums. Mostly on understanding consumers/audience perception advertisers develop advertisement with probability of its success and effective. This effective advertisement can result into purchase intention (Hayat K, et.al. 2013). However, different aspects influence television audience to watch different advertisements at different point in time. Research is available which have identify aspects for effective television advertisements. An exhaustive list of these aspects can be a need of an hour for both practitioners and academicians to test the most effective factor out of the exhaustive list. Therefore, the purpose of this research paper is to find out an exhaustive list of aspects which influence television audience to watch advertisements for future researches in the area of marketing management in general and advertisement in particular.

Key words: Advertising, Viewers, Television advertising.

1. Introduction

Different scholars and researchers have developed different models (Aaker and Stayman, 1990, Vakratsas, 2005) for evaluating advertisement effectiveness. These models provides insights related to the outcome of advertisements in different mediums. Most of these models researched and considered different aspects which influence audience to see the advertisement resulting into the advertisement's effectiveness.

Many have worked towards comparing different mediums of advertisements (Grass and Wallace, 1974, Yaakop et. al. 2012, Senthil et. al. 2013, Pikas and Sorrentino, 2014) to compare different mediums of advertisements for its effectiveness by exploring different aspects (Rodgers and Thorson, 2000) which influences individuals to watch advertisements on different mediums. As for example the research conducted by Grass and Wallace (1974), and Van Auken et.al. (1994) compared print medium with television as mediums to advertise. In their research paper Grass and Wallace (1974), concluded that television advertisements are twice effective than their alternative i.e. print medium. The reasons for which the advertising medium was concluded effective were published in the research paper as issues. These issues revealed in the study were provided as different attention characteristics associated with the mediums of advertisement i.e. television and print. In one of the research paper researched and published by Catanescu and Tom (2001) the effectiveness of television and print advertisement is compared considering the humor factor in the message which is required to be communicated through the medium to increase effectiveness. However, adding humor to the message varies from product to product and the objective of communication. Among all the researchers who compared print with television, they found television more effective than print as a medium to advertise.

Some researchers like, Kellaris et. al. (1993) and Van Auken et. al. (1994), compared radio with television for advertisements and found television is better than radio even though advertisements on television are more costly than radio.

Researchers like, Lee and Lee (1995), Rodgers and Thorson (2000), Yaakop et. al. (2012), Senthil et. al. (2013), and Pikas and Sorrentino, (2014), compared internet with other mediums of advertisements. In recent times, many social media platforms and other interactive platforms are holding enormous time share of the audience. Masses around the world spending time on various internet platforms and these service providers of different platforms providing scope to the advertisers to advertise according to their audience profile and hit the target instead beating around the bush. At the same time the cost of advertising on the platforms are comparatively less than conventional and traditional mediums. However, Yaakop et.al (2012) raised their concerned over the credibility of the social media platform which in turn have the chance to reduce the credibility of the product and/or brand. This reducing credibility will not allow the advertisers to fetch desired returns i.e. sale or revenue.

There are certain basic tenets of marketing. Among many tenets, one talks about consumer need. Different consumers have different needs and it varies from person to person based on geography, demography, psychographic and behavioural grounds. The entire theory of STP (Segmentation, Targeting and Positioning) is drawn on the said differential principle (Saxena, 2010). Companies who are advertising do keep in focus their target audience while developing the content of the advertisement and choosing the medium. Even then all advertisements does not allow advertisers to gain desired results (Tellis, 2005).

The advertisements are usually evaluated and if required the changes are made to gain desired results (Tellis, 2005, Vakratsas, 2005, Jones, 2007). The changes are based on the aspects which influence the audience to watch the advertisements. In the word done by Tellis (2005), Advertisements on television was evaluated. This evaluation was based on certain factors like ad itself, time when the advertisement is shown, channel in which the advertisement is shown, creative areas of the advertisements, its repetition, age of the advertisement and age of the market for the product. It is also measured in the research paper, the aspect related to advertisement's decay or losing interest among the audience with time.

An advertisement is required to perform three functions, i.e. inform customers about the product, motivating them with the features of the product so that the audience become purchaser of the product and reinforcing or reminding the existing customers to remain loyal and make repeat purchases (Mathur, 2008). These requirements can be fulfilled if the audience, particularly target audience watch the advertisement, irrespective of the medium. With the advent of technology (Saxena, 2010), or to be specific, digital advertising, great emphasis is given on segmenting the audience so that the right audience (Mathur, 2008) should see the advertisement and hence advertisers get the desired results. According to Pikas and Sorrentino (2014), "The growth of Internet usage has created a platform for businesses to attract and retain customers".

This increase in advertisement mediums are provoking advertisers to advertise using different mediums. By advertising using different mediums where the target audience can be targeted advertisers are trying to increase the result of visibility followed by conversions. For different audience accessing different mediums, advertisers capitalizing alternative mediums an opportunity to reach out to maximum number of targeted people. At the same time for common audience who are accessing different mediums i.e. internet, television, radio, newspaper etc. advertisers are advertising mixing different mediums to reinforce or remind the audience of the product and/or brand to make repeat purchase. Advertising by mixing different mediums is resulting into high cost for the advertisers (Yaakop et. al. 2012, Senthil et. al. 2013, Pikas and Sorrentino, 2014).

In the context of mixing the medium of advertising, increasing the number of insertion of advertisement. However, repetitive advertisements, many a time irritate the audience (Star, 1989 Majeed and Razzak, 2011) resulting into failing the purposes of the advertisements. But even though the advertisers have resolved the issue of making audience get attracted towards the advertisement. Even if an individual does not have interest towards the product and/or brand, the advertisers bring in a celebrity which have fan following to endorse the brand influence audience to watch the advertisement (Hayat et. al. 2013).

To be very precise, it can be said that, an advertisement should target its viewers on medium where they are active and communicate the message which cater to their needs. These can be aspects which influence the audience to watch the advertisement. Though when the advertisement is aired in mass medium, the different need factor works resulting into different perception. "TV is the most attractive source to attract customer attention" (Majeed and Razzak, 2011). In spite of advantages, advertising on television is not considered by many advertisers. It may be because it is considered a conventional and traditional medium which is in existence from 40's (Batra et. al. 2012). At the same time it seems it is suffering from erosion or fragmentation along with other conventional and traditional mediums as a choice of the advertisers to other alternatives (Keller, 2013). Television advertising also incur high production and screening cost (Van Auken et. al. 1994), which could also be a reason why television is not considered by all advertisers. But

again it is of no doubt, audience and that too in masses watch television, and therefore, it cannot be ruled out as a medium of advertisement. However to make it more effective medium for advertisement, advertisers are looking at the means and ways to uplift this conventional and traditional medium of advertisements and trying to keep it relevant for the advertisement (Batra et. al.2012). However, in this case the question the advertisers have to answer; what to focus upon to differentiate the advertisement and the medium which will influence the audience to watch advertisement on television?

2. Purpose of the study

It is always advisable to judge the effectiveness of the advertisement over the television before deciding on it. From the above introduction, it can be interpreted that television advertising is still relevant for many advertisers. It is exposed to masses and an advertiser have the scope to reach out to maximum number of audience if advertise through television. However, as the number of alternative mediums in the hands of advertisers are increasing (Lee and Lee, 1995, Saxena R., 2010, Senthil et. al. 2013). Cost of advertising in other mediums compare to television is also competitive (Keller, 2013) which is why many advertisers have started sharing their budgets for advertisements towards other mediums. Another reason could be internet based mediums provide the scope of segmenting the audience and reaching out to specific target group (Rodgers and Thorson, 2000), for the advertisement which is not possible in the case of television. But it is not to mention that television is still the medium which have the largest reach. At the same time the audience is still using television and they watch advertisement on the television (Majeed and Razzak, 2011).

The basic purpose of the study is to identify aspects which are influencing the audience to watch advertisements on television. They might be watching advertisement on different mediums, however they have not ruled out watching television. It is because, television for the advertisers is one of an important choice (Majeed S. and Razzak S. 2011). Again it is always advisable to go with the consumers' choice and preference to succeed in the business objectives. It holds true even in selecting medium and advertisements which is important to the establishments or advertisers for the success of advertisements (Lee and Lee. 1995, Yaakop et. al. 2012).

From time to time, there have been researches done in identifying factors which are important for television advertisements. Some aspects, factors and issues are related to advertisement's content and some are related to the medium which is considered for the advertisement. However, all the factors are equally important to influence audience to watch advertisement resulting into perception and action.

Some factors are related to the advertisement itself. Content like music for the effectiveness of the advertisements (Kellaris et.al. 1993) and humor (Catanescu and Tom, 2001) is an element which found importance in the literature. Some focused upon time and channel of ad placement, creative cues, repetition, age of the ad and the market (Tellis et.al. 2005). Some researchers like Bolls and Muehling, (2003) researched television commercial's pacing on viewers' attention and memory and tried to give a new aspect on effectiveness of advertisements on television. They majorly researched on the speed of the advertisement and its effectiveness in terms of viewers' attention and memory. Similarly Vakratas (2005) identified the duration of advertisement is an aspect to the effectiveness of advertisement. Simon and Arndt, (1980) also studied time of advertisement shown by television as one of the factors to study effectiveness of advertisement on television. In a study published by Aaker and Stayman (1990), factors like excitement, humour, entertainment which is

dependent upon the visuals and script of the advertisement found important for effectiveness of an advertisement.

From different perspective researchers like Grass and Wallace (1974), studied various factors identifying them as attention characteristics which are associated with different mediums for advertisements and helps in communicating the message of advertisements differently to the audience. Again Lee and Lee (1995) explored that to get satisfaction from an advertisement, one should watch it in family instead of watching individual. They researched the impact of television advertisement on interactive television, which is contemporary in the area of television advertising research. Vakratas (2005), studied the effectiveness of the advertisement due to synergy of different mediums used for same advertisement.

Some researchers contributed factors which were related to audience, like in the research done by Aaker and Stayman, (1990), highlighted that audience perception over the content, visuals and scripts of the advertisement. Martin et.al. (2009), though studied the content of the advertisement but its relationship with the psychology of a specific segment of consumers. In their paper Martin et.al. (2009) researched the consumers who are future oriented prefer to watch advertisement which contain features of the products. In another research Lee and Lee (1995) highlighted mood elevation as an important factor which influence audience to watch the advertisement. However, mood elevation content is required when developing an advertisement content. Here Lee and Lee (1995) also justified the viewership for television. In this context the mood elevation is explained by “a desire to relieve stress, relax, and escape from everyday worries and cares” (Lee and Lee, 1995) for which the viewers watch television and advertisement on television.

Different researchers at different point in time researched the aspects or elements which an advertiser should focus upon while developing an advertisement for television viewers. All of the researchers have one common objective, i.e. effectiveness of the television advertisement. These aspects and elements are tested and presented in the published papers in referred journals. However, it seems there is an immense need to have an exhaustive list of aspects which influence the viewers' to watch television advertisement. A literature which will help in future researches in advertising management and application in the area of advertising by the practicing manager. With this orientation, the purpose of the study is to conduct a literature review and develop an exhaustive list of aspects so that a quantitative research can be undertaken to test the aspects and conduct a factor analysis for a consumer or audience centric study.

3. Objectives

Though the study being undertaken with the title, “A study to identify aspects which influence television audience to watch advertisements” have immense potential to research an important aspect in the area of advertising management. Its scope towards academia and industry will have many objectives. However, with the paucity of time and purpose of the study, only few objectives will be considered. The objectives of the study will be;

- To build a list of aspects which influence individuals to watch advertisements on television. This list would be developed by reviewing available literature in the area of study
- To develop a questionnaire to test the aspects influencing the individuals to watch advertisements on television for future study

- To test the reliability and validity of questionnaire before administering the questionnaire for future study

4. Literature Review

Ample literature is available in the area of marketing management which discuss aspects related to advertisement. Again as television advertisements are not new, and researchers have researched different aspects of television advertisements since 1920s ((Batra et. al., 2012) there is no dearth of literature on television advertisement. However, with the advent of technology, television advertisements is also changing. The way television advertisement was developed and delivered is not the same today. From black and white television to interactive and network televisions (Lee and Lee. 1995, Keller. 2013), the delivery of television advertising have changed drastically (Saxena, 2010). As a result, the responses of the viewers towards television advertisements along with other mediums of advertisements have also changed. These changed responses along with existing responses are equally important for the advertisers to produce and deliver effective advertisements (Yaakop et. al. 2012). According to Rodgers and Thorson (2000), “there are new sets of responses that must be defined and included”. Therefore, it is a need of the hour to have an exhaustive list of aspects which are influencing audience to watch television advertisement. Under this section of this paper, an attempt will be made to develop a list of aspects which are influencing audience to watch television advertisement from the available literature.

4.1. Content of the advertisements and aspects influencing audience to watch television advertisement

Simon and Arndt (1980), in their paper “Shape of the advertising response function”, researched and accepted a fact that, “there is no difficult, complex or controversial problem in marketing than measuring the influence of advertising on sales”. There were two questions which were addressed in their research. In one question they tried to find the relationship between units sold with the quantum of advertisement, i.e. the size of advertisement for print media (newspaper) and time of advertisement shown in the audio visual media (television). In another question, the relationship between the amount spend on advertisement with the sales was researched. The finding of the study have highlighted upon the diminishing returns to advertising. It was researched and concluded that it is not always true that increase in advertisement budgets will proportionately increase revenue or sales. Though the aspects of size and time of showing advertisement and expenditure made on advertisement have no direct relationship with the audience perception, however these aspects are believed to be important to increase viewership. This was researched by Simon and Arndt (1980) and a function was developed which surely help advertisers to make expenditures on advertisements and design advertisements to influence audience to watch television advertisements.

Aaker and Stayman (1990), emphasised the component of excitement creation by advertisement which influence audience to watch an advertisement in comparison to other advertisement and thus judge an advertisement’s effectiveness. However, if an advertiser incorporate humour and entertainment in the advertisement, even though the advertisement does not attract attention of the audience, than it is advocated that the advertisers of such advertisements should revisit the advertisements for its correction. The impact of visual and script should be consider while measuring the effectiveness of advertisement. In addition, in the research paper of Aaker and Stayman (1990), provided a list of factors which are instrumental in creating audience perception for advertisement.

Comparing Ad Perception Factors across Studies				
Wells, Leavitt, and McConville (1970)	Schlinger (1979)	Aaker and Bruzzone (1981)	Moldovan (1985)	Aaker and Stayman (1990)
Humorous	Entertaining	Entertaining		Amusing/clever
Relevant	Relevant	Relevant	Clear	Informative/ effective
Irritating	Alienating	Irritating	Tasteless	Irritating/ silly
Sensual	Empathetic	Warm	Empathetic/self- involving	Warm
	Familiar			Familiar
			Credible	Believable
	Confusing			Confusing
				Dull
Vigorous				Lively
Unique				
	Brand reinforcing			

(Source: Aaker, A. D. and Stayman M. D, Measuring audience perceptions of commercials and relating them to ad impact. Journal of advertising research.1990. 7-18)

Based on the test conducted for 80 commercials and a factor along with cluster analysis, Aaker and Stayman (1990), conducted a regression analysis to develop a model with nine independent variables. The independent variables which were considered were, entertaining, informative, irritating, boring, warm, lively, familiar, believable, confusing, based on which the advertisement effectiveness was explained in the research. From the factor analysis nine dimensions were emerged, amusing/clever, informative/effective, irritating/silly, dull, warm, lively, familiar, believable, and confusing.

Kellaris et. al. (1993), research was to find out the effect of music which is an important aspect of advertisement since 1923 in radio advertisement and since 1950 in television advertisement on audience attention and reception of advertisement. The study is basically done to test the effect of music on message of the advertisement reception by the audience. In the research it is mentioned that music influence listeners through their feelings. However, the research was focussed to find out music message congruency. According to Kellaris et. al. (1993), "Music-message congruency refers to the congruency of meanings communicated nonverbally by music and verbally by ad copy". The research studied the aspect of music for advertisement from the point of view of catching attention of the audience, and increasing brand and message retention among the viewers. The study was done among a control group of 231 young adult from upper level business classes at an urban university by "giving them a deceptive cover story, exposing them individually to test ads embedded in a radio program (30 second advertisement), and having them complete

a self-administered questionnaire”. The result confirmed that music message congruency influence in attention for the advertisement and increase the ad recall and recognition. Therefore, spending huge amount on music for advertisement is justified to some extent.

Catanescu and Tom, 2001 researched the component of humour in the advertising. It was researched that what type of humour is required for advertisement. Based on target audience, message of the advertisement, medium, the product the humour is required to be decided. It may also possible that due to nature of certain products humour is not at all required. From the literature it was revealed that humour has been categorized, and the categories which were identified were, conceptual, theoretically oriented, technique oriented or applied, practitioner oriented humour. Further in the research of Catanescu and Tom, 2001, practitioner oriented humour’s different types like, exaggeration, pun, put-down, silliness and surprise along with two more categories like, comparison and personification were considered to analyse the role of humour in advertisements. The findings of the research revealed that television as a medium is more effective in advertisements with humour. Silliness was the most important humour which was found out from the research which was considered for television advertisements. Data in the conclusion shows as;

EXHIBIT 3. TYPE OF HUMOR BY MEDIA			
FREQUENCY OF OCCURRENCE			
Type of Humor	Magazine	Television	Total
Comparison	29	9	38
Exaggeration	17	12	29
Personification	26	25	51
Pun	37	25	62
Sarcasm	47	21	68
Silliness	29	48	77
Surprise	16	26	42
Total	201	166	367

(Source: Catanescu, C. and Tom, G., Types of Humour in television and Magazine advertising. Review of Business. 2001, 92-95)

Bolls and Muehling (2003), “investigated the effects of advertising pacing (i.e. the number of visual cuts in an advertisement) on viewers’ voluntary and involuntary attention to an advertisement, as well as its effects on the recall of claim-related and non-claim-related components of the advertisement”. As background study, it was revealed that an advertisements are researched based on two basic variables like, content variables and production oriented advertisement features. Under content variables researches are available which examined information level, message tone and scenic beauty and under production oriented feature, pacing of the advertisement is being studied. However research by Bolls and Muehling (2005), investigated only production oriented feature, i.e. pacing of

the advertisement which have effect on audience attention, memory and attitude. Here pacing is defined as, “the speed at which information is visually presented to the viewer for cognitive processing”.

Tellis et. al. 2005 in their research work attempted to incorporate certain issues to develop a model wherein the effect of television advertisement was measured on sales. The difference in their approach was, that they separated few issues like effect of advertisement itself from that of the time, channel, creative cues, repetition, age of the advertisement, and age of the market along with ad decay by hour. According to Tellis et. al. (2005), “In particular, managers today need to know which particular ad works, in which medium or vehicle, at what time of day for broadcast media, at what level of repetition, for how long, and in which market”. The model was developed to help advertisement practitioners in evaluating the effectiveness of advertisement considering the researched issues. The only concern which was raised towards their model was, that the model was developed based on advertisement of packaged goods and their sale through phone only. However, Tellis et. al. (2005), mentioned that, “The key issue is to track response by highly disaggregate time intervals, such as hour or minute. Whether that response is by phone, Internet, or checkout counter is immaterial”.

Vakratas (2005), in their research focused on four aspect to develop a model which will provide opportunity to the practitioners to evaluate the effectiveness of the advertisement. The four aspects which were considered in the research paper were, new Medias and the forms of advertisement (product placement), media synergies, advertising productivity, and advertising effect on performance stability. There was another aspect which was explored in the research conducted and published by Vakratas (2005), “advertising response models has shifted attention from issues such as short-term advertising elasticities and duration of advertising effects in mature markets to the examination of combined effects of content and weight, media synergies and effectiveness in evolving markets”. The research was done in five such market and published their findings for the practitioners.

4.2. Attraction and attention for the medium and aspects influencing audience to watch television advertisement

Grass and Wallace (1974), compared print advertisement and television advertisement for consumer product. The focus of the research was advertisement’s self- selection characteristic. In one hand, as for print advertisement, the viewer watch it with its own choice and on the other hand television advertisement is telecasted without the viewer’s choice and hence self-selection of advertisement on television is high. This self-selection of advertisement for a particular product on television is more effective for the audience who intend to purchase the product compare to print advertisement. To conduct unbiased study Grass and Wallace (1974) showed advertisement to the audience in both print and television, when they were not alert to watch the advertisement. It was concluded in the study that with no or less purchase intention, television advertisement is more effective than print. This effectiveness was explained by amount of attentiveness given by the audience to the advertisement on print and television. As for audience with more purchase intention get attentive towards print. This increment is in comparison with the audience with no or less intention of purchasing. However, television effectiveness showed too little change in effectiveness for the audience who have high purchase intention.

Lee and Lee (1995), researched the intensity level of the viewers of television. As stated by Lee and Lee (1995), “People have different intensity levels of viewing which vary with the content of what they are watching, what else they are doing, their motivation for viewing,

etc.” Authors in their research findings, advocated the viewership for television in comparison to interactive television. However, few factors like, routinizing of watching television, relaxation and mood lift, watching as storytelling medium, and viewers enjoyment in talking shared television experience are instrumental in retaining television viewership. Same should be considered by the advertisers who choose television as medium to advertise.

5. Methodology

As the research, “A study to identify aspects which influence television audience to watch advertisements”, demands, a list of factors was derived after reviewing the available literature. These factors along with demographic questions were incorporated in a questionnaire. The questionnaire was designed with 11 demographic questions and 11 questions areas related to television and its viewership. 1 question was kept in the questionnaire to explore ranking of industry advertisement from a viewer’s point of view and 3 questions to understand the audience perception towards advertisement watched for the industries on television. Second part of the questionnaire consist of 35 factors related to perception of audience of television advertisement. The respondent has to give their opinion to each and every factor based on 5 point Likert scale starting from completely disagree to completely agree. The questionnaire was administered and data collected. However before going for collecting data from the sample size which will be determined, a pilot survey was done to test the validity and reliability of the questionnaire.

A pilot survey was conducted with structured questionnaire and 150 samples were collected. Analysis has been carried out by Microsoft Excel along with Real Statistics Data Analysis Tool Pack. The actual questionnaire consists of 35 items with Likert Score. First of all, Factor analysis was performed and 10 factors are obtained. Next reliability study has been carried out on those 10 variables. For Dichotomous Variables Kuder and Richardson Formula 20 (KR 20) technique has been adopted.

6. Data Projection, Analysis and Interpretation

Table 1. Summary statistics Items

Variable	Observations	Obs. with missing data	Obs. without missing data	Min.	Max.	Mean	Std. deviation
N1	2000	0	2000	1.000	5.000	2.758	1.319
N2	2000	0	2000	1.000	5.000	3.228	1.186
N3	2000	0	2000	1.000	5.000	2.143	1.129
N4	2000	0	2000	1.000	5.000	2.763	1.236
N5	2000	0	2000	1.000	5.000	3.047	1.270
N6	2000	0	2000	1.000	5.000	3.009	1.317
N7	2000	0	2000	1.000	5.000	2.862	1.298
N8	2000	0	2000	1.000	5.000	3.217	1.337
N9	2000	0	2000	1.000	5.000	2.855	1.283
N10	2000	0	2000	1.000	5.000	3.161	1.292

Table 2. Summary statistics Scale

Variable	Observations	Obs. with missing data	Obs. without missing data	Min.	Max.	Mean	Std. deviation
Scale	2000	0	2000	10.000	50.000	29.042	8.590

Table 3. Correlation matrix

Variables	N1	N2	N3	N4	N5	N6	N7	N8	N9	N10
N1	1	0.456	0.559	0.286	0.416	0.554	0.412	0.452	0.506	0.465
N2	0.456	1	0.376	0.267	0.258	0.348	0.234	0.281	0.295	0.312
N3	0.559	0.376	1	0.261	0.341	0.475	0.346	0.363	0.398	0.405
N4	0.286	0.267	0.261	1	0.111	0.203	0.212	0.223	0.202	0.418
N5	0.416	0.258	0.341	0.111	1	0.489	0.404	0.417	0.457	0.308
N6	0.554	0.348	0.475	0.203	0.489	1	0.490	0.544	0.613	0.458
N7	0.412	0.234	0.346	0.212	0.404	0.490	1	0.754	0.475	0.471
N8	0.452	0.281	0.363	0.223	0.417	0.544	0.754	1	0.522	0.543
N9	0.506	0.295	0.398	0.202	0.457	0.613	0.475	0.522	1	0.431
N10	0.465	0.312	0.405	0.418	0.308	0.458	0.471	0.543	0.431	1

Table 4. Correlation matrix Covariance matrix

Variables	N1	N2	N3	N4	N5	N6	N7	N8	N9	N10
N1	1.739	0.714	0.833	0.466	0.697	0.962	0.705	0.797	0.855	0.792
N2	0.714	1.406	0.504	0.392	0.389	0.543	0.361	0.445	0.449	0.477
N3	0.833	0.504	1.275	0.364	0.490	0.706	0.507	0.549	0.577	0.590
N4	0.466	0.392	0.364	1.527	0.174	0.330	0.339	0.368	0.320	0.667
N5	0.697	0.389	0.490	0.174	1.614	0.817	0.665	0.709	0.745	0.505
N6	0.962	0.543	0.706	0.330	0.817	1.734	0.837	0.958	1.035	0.779
N7	0.705	0.361	0.507	0.339	0.665	0.837	1.684	1.309	0.791	0.790
N8	0.797	0.445	0.549	0.368	0.709	0.958	1.309	1.788	0.896	0.938
N9	0.855	0.449	0.577	0.320	0.745	1.035	0.791	0.896	1.646	0.715
N10	0.792	0.477	0.590	0.667	0.505	0.779	0.790	0.938	0.715	1.669

Table 5. Cronbach's alpha statistics

Cronbach's alpha	Standardized Cronbach's Alpha
0.869	0.868

Table 6. Guttman's statistics

Guttman L1	Guttman L2	Guttman L3	Guttman L4	Guttman L5	Guttman L6
0.782	0.874	0.869	0.912	0.849	0.879

Table 7. Display the best Split-Half

Split-Half 1	Split-Half 2
N1	N2
N4	N3
N5	N7
N6	N9
N8	N10

7. Data Interpretation Findings and Conclusion

Table 2 indicates the descriptive statistics of the dataset with a mean of 29.042 and standard deviation of 8.590. In table 3 the correlation matrix indicates low to high correlation among variables which gives a clear indication of internal consistency and reliability of the questionnaire. In support to that Co-variance matrix also produces an output in line with this.

To check the reliability of the dataset Retest is the best options but here instead of retest the dataset is divided into two halves and based on the results of correlation matrix the halves are shown in the table “Display the best Split-Half”.

Another measure Guttman’s reliability is defined as

$$\lambda_{\max} = \max \{\lambda: \text{all possible split halves}\}$$

Guttman’s reliability is a pretty good measure of reliability and produces a higher value than the Cronbach’s alpha, which is the mostly commonly used measure. Whereas Cronbach’s alpha tends to under-estimate the true reliability, Guttman’s reliability may over-estimate reliability when the sample size is small or there are a large number of items. Here as the sample size is quite good Cronbach’s alpha has also been considered.

Among six Guttman’s lamdas the max value is found at lamda 4, which is .912 which clearly indicates high reliability among the questions in the questionnaire.

Another measure Cronbach’s alpha has been calculated for ten variables with likert scores with Real Statistics Data Analysis Toolpack using two-way ANOVA without replication which gives a value of .869 clearly indicates high reliability. It is defined by

More over Item Analysis has been performed for five key variables provide Discriminant index close to +1 indicate all the items are good in terms of discriminating between good and poor scores.

For dichotomous variables the KR20 gives a value of .73 which is again supports high internal consistency.

All the measures indicate high reliability with a clear indication of internal consistency

8. Future scope of study

As a future scope of this study we would like to explore other measurements Cohen’s Kappa, Fleiss Kappa, Kripendorff’s Alpha, Kendall’s Coefficient of Concordance (W), Intraclass Correlation, Bland-Altman Analysis etc. for checking reliability and also will make arrangements for content analysis.

At the same time based on the result of questionnaire reliability and validity tests, a further study will be conducted by administering the questionnaire to a larger sample size in due course of time and the data will be analyzed to derive findings which can be generalized for further studies and practitioners to apply for better results for the industry.

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