

## Effects of Trusts on Television Advertising Format and Program Rating

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### Abstract

Television being the prime factor of advertising still plays a dominant role even in the era of Internet advertising. Media such as Facebook advertising, Online advertising, E-mail advertising, Mobile advertising and so on is gaining importance among the internet users, yet a large group of customers in a country like India are still dependent on the television advertising rather than on internet advertising. The present study hence, is an attempt to ascertain the impact of belief dimensions on television advertising format and on program rating.

**Key Words:** Facebook advertising, Online advertising, E-mail advertising, Mobile advertising

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### 1. INTRODUCTION

Advertisements are the key factors for many companies to make influential communications to the focused group of audience and also the general public about their produces. Advertisement is simply said to be as an announcement about their products to the public and the advertisers pay a fixed amount for it to any type of media in which they advertise. In this present era, advertising is the major earning source and a powerful tool to penetrate into different segments of the society. Regardless of the fact that advertising is a successful tool for business, along with being a vital element of the modern age and a fast growing industry, the public fondness of advertising is still a matter of great concern. There are many types of advertising media and amongst the various medium of advertisings; still in general, television advertisings hold a significant place because most of the people watch television and unlike any other type of advertising, television advertising has the talent of conveying the message that an advertiser needs to convey with the help of sight, sound and motion in it. And hence it leads to the question of what would be the attitude of the viewers of television advertising. Television advertising has a great power to influence the consumers' vision about values, ethics and norms.

Researches in many countries revealed that television has got the greatest effect in capturing the minds of the large group of audience and inducing them towards the practice of buying their products through watching them in television advertisings. TV advertising is also criticized for presenting misleading information, depictions of female as "erotic objects" and persuading people to buy things they no longer need. All the foregoing aspects are apt to hinder its effectiveness as well as efficiency as a marketing tool. Hence it is critical for advertising concerns to follow the public opinion on advertising in order to bestow an impact on economy, cultural value and on business itself.

### 2. Statement of the Problem

TV advertising is generally criticized for eroding credibility, manipulation and promotion of materialism and has been the subject of long debate since its inception. However, it is a universal truth that TV advertising is ubiquitous in modern life.

TV advertisings are either easily ignored by the individuals or is perceived to have little value. There are several unanswered questions regarding the impact of television advertising's belief dimension on advertising format and on the program rating. It has become essential to analyse on these discussed areas. Thus an attempt has been made in order to find out the solutions for the above raised questions. Given the emphasis on the TV advertising belief dimensions on advertising format and program rating, it is surprising to know how very few researches have been concentrated in these domains. Accordingly, this present study will enlighten this very important but less researched area. Considering these issues, following objectives are framed.

### 3. Objectives of the Study

- 1) To study the impact of belief dimension on television advertising format.
- 2) To know about the impact of belief dimension in role of program rating.

## 4. Methodology

Primary data is collected from 672 respondents using convenient sampling technique in with the people residing in Coimbatore district. Structured questionnaire has been framed and the responses are collected. Pearson's correlation coefficient and MANOVA are the tools used for the analysis. Hypotheses are being framed to find out the results of the analysis.

### 4.1 Analyses of the Study

#### 1. Impact of Belief Dimensions on Advertising Format and the Role of Program Rating

##### 1.1 Impact of Belief Dimensions on Advertising Format

Pearson's correlation coefficient is executed to measure the influence of belief dimension on advertising format. Following hypotheses are examined in this regard:

**H<sub>1</sub>: There is a significant relationship between belief dimensions on advertising format**

- *H<sub>1a</sub>: There is a significant relationship between information benefits and advertising format*
- *H<sub>1b</sub>: There is a significant relationship between availability and advertising format*
- *H<sub>1c</sub>: There is a significant relationship between negative content and advertising format*

Table 1 constitutes the outcomes of Pearson's correlation.

**TABLE 1**  
**IMPACT OF BELIEF DIMENSIONS ON ADVERTISING FORMAT – CORRELATIONS**

| Factors            |                     | Info Benefits | Availability | Neg. Content | Advertising Format |
|--------------------|---------------------|---------------|--------------|--------------|--------------------|
| Info Benefits      | Pearson Correlation | 1             | .001         | -.083*       | -.075              |
|                    | Sig. (2-tailed)     |               | .978         | .032         | .051               |
|                    | N                   | 672           | 672          | 672          | 672                |
| Availability       | Pearson Correlation | .001          | 1            | -.217**      | -.143**            |
|                    | Sig. (2-tailed)     | .978          |              | .000         | .000               |
|                    | N                   | 672           | 672          | 672          | 672                |
| Neg. Content       | Pearson Correlation | -.083*        | -.217**      | 1            | .137**             |
|                    | Sig. (2-tailed)     | .032          | .000         |              | .000               |
|                    | N                   | 672           | 672          | 672          | 672                |
| Advertising Format | Pearson Correlation | -.075         | -.143**      | .137**       | 1                  |
|                    | Sig. (2-tailed)     | .051          | .000         | .000         |                    |
|                    | N                   | 672           | 672          | 672          | 672                |

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

The Pearson's correlation coefficient values between belief dimensions: information benefits, availability, and negative content and advertising format are tabulated in table 1. The results of Pearson's correlation values are found to be significant between availability and negative content towards advertising format. Hence, hypotheses H<sub>1b</sub> and H<sub>1c</sub> are accepted. Furthermore, moderate-negative correlations are observed from the Pearson's correlation coefficient 'r' values, between belief dimensions: information benefits & availability and advertising format. A moderate-positive correlation is observed from the Pearson's correlation coefficient 'r' values, between belief dimensions: negative content and advertising format. It can be generalized from this test that an increase in the advertising format considerably increases the belief dimensions among the viewers.

It is concluded that there is a significant influence between the belief dimensions and the advertising format.

## 2. The Role of Program Rating between Belief Dimensions and Advertising Format

MANOVA is carried out to analyze the relationship between belief dimensions and advertising format against the role of program rating. The following hypotheses are developed to test this relationship:

**H<sub>2a</sub>:** There is a significant relationship between belief dimensions and program rating

**H<sub>2b</sub>:** There is a significant relationship between advertising format and program rating

Table 2 shows the results of MANOVA.

**TABLE 2**  
**MULTIVARIATE TESTS<sup>a</sup>**

| Effect           |                    | Value  | F                     | Hypothesis df | Error df | Sig. | Partial Eta Squared | Noncent. Parameter | Observed Power <sup>d</sup> |
|------------------|--------------------|--------|-----------------------|---------------|----------|------|---------------------|--------------------|-----------------------------|
| <b>Intercept</b> | Pillai's Trace     | .946   | 5869.870 <sup>b</sup> | 2.000         | 668.000  | .000 | .946                | 11739.740          | 1.000                       |
|                  | Wilks' Lambda      | .054   | 5869.870 <sup>b</sup> | 2.000         | 668.000  | .000 | .946                | 11739.740          | 1.000                       |
|                  | Hotelling's Trace  | 17.574 | 5869.870 <sup>b</sup> | 2.000         | 668.000  | .000 | .946                | 11739.740          | 1.000                       |
|                  | Roy's Largest Root | 17.574 | 5869.870 <sup>b</sup> | 2.000         | 668.000  | .000 | .946                | 11739.740          | 1.000                       |
| <b>NPR</b>       | Pillai's Trace     | .244   | 46.479                | 4.000         | 1338.000 | .000 | .122                | 185.916            | 1.000                       |
|                  | Wilks' Lambda      | .756   | 50.135 <sup>b</sup>   | 4.000         | 1336.000 | .000 | .131                | 200.541            | 1.000                       |
|                  | Hotelling's Trace  | .323   | 53.817                | 4.000         | 1334.000 | .000 | .139                | 215.267            | 1.000                       |
|                  | Roy's Largest Root | .323   | 107.952 <sup>c</sup>  | 2.000         | 669.000  | .000 | .244                | 215.904            | 1.000                       |

a. Design: Intercept + NPR

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Computed using alpha = .05

eted that there is a significant relationship between belief dimensions and advertising format towards the role of program rating. Therefore, hypotheses H<sub>2a</sub> and H<sub>2b</sub> are accepted.

## 5. Findings of the Study

### ➤ Impact of Belief Dimensions on Advertising Format and the Role of Program Rating

Pearson's Correlation Coefficient is executed to measure the impact of belief dimensions on the advertising format. The values of Pearson's correlation coefficient are found to be significant between the availability and the negative content factors of belief dimensions with that of advertising format. Moderate negative correlations are found between the information and the availability factors of belief dimensions and advertising format. Further, moderate positive correlation is found between the negative content factor of belief dimension and the advertising format. It is generalised from the test that an increase in the advertising format considerably increases the belief dimensions among the viewers.

### ➤ The Role of Program Rating between Belief Dimensions and Advertising Format

In order to find out the relationship between belief dimensions and advertising format against the role of program rating, MANOVA is used. The multivariate effect is found to be significant for belief dimensions and advertising format. It is generalised from the analysis that, there exist significant relationship between belief dimensions and advertising format towards the role of program rating and hence found that the program rating plays an important role in increasing the belief dimensions and in designing a good advertising format.

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## 6. Recommendations

### 6.1 Advertising Format

The existing study discloses that an increase effect on advertising format may increase the belief dimensions of the viewers of the television advertising. Therefore, it is recommended from the study that, the advertisings may involve proper usage of background music, perfect visualisation effect in the advertisings, good theme and suitable animation effect to attract the attention of the consumers. It is also advised from the study that the advertisers may use suitable celebrities in television advertising, as it is preferred by the viewers in watching the television advertising and also a moderate duration of time frame for advertising may be taken by the advertisers to communicate the advertising message rather than a lengthy or short duration of advertising.

### 6.2 Program Rating

Identification have been made from the current study that the program rating plays a notable role in increasing the belief dimensions and in designing a good advertising format. Thus it is recommended for the producers and the advertisers to choose high rated program in making their advertising to be aired, as the high rating for a program helps in increasing the belief dimensions of the viewers and it is expected to have a good and effective advertising format for the advertisings aired during this period. It helps the producers and the advertisers to increase the belief of the consumers towards those products when advertised in an effective advertising format.

## 7. Conclusion

The results of the present study conclude that an increase in the advertising format considerably increases the belief dimensions among the viewers and program rating plays an important role in increasing the belief dimensions and in designing a good advertising format. Hence the given recommendations shall be followed in order to achieve the results more positively and could help the television ads to survive in the long run for the selection of products during their purchase.

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