Final Findings, Conclusion, Suggestions and Limitations
Findings

1. Informativeness:

   (i) The respondents feel that Internet ads are good and relevant sources of product information as compared to TV.

   (ii) It cannot be safely inferred based on the respondents’ replies that Internet ads are more timely as compared to TV ads.

   (iii) The respondents feel that Internet ads are more convenient source of information as compared to TV ads according to the respondents.

   (iv) The respondents feel that Internet ads are more complete suppliers of product information as compared to TV ads.

   (v) Internet ads have more words than action as compared to TV ads according to the respondents.

The respondents considered the Internet to be a more effective medium on the informativeness parameter of advertising effectiveness.
2. Attention

(i) According to the respondents, TV ads are more eye-catching as compared to TV ads.

(ii) According to the respondents, TV ads are more attractive than Internet ads.

(iii) According to the respondents, TV ads have more engagement of celebrities as compared to Internet ads.

(iv) According to the respondents, Internet ads are more complete suppliers of product information as compared to TV ads.

(v) According to the respondents, TV ads provide better understanding of products/services than Internet ads.

(vi) According to the respondents, TV ads provide better picturization than Internet ads.

(vii) According to the respondents, TV ads don’t hang like the Internet ads.

Television ads are considered to be more effective in catching the consumer’s attention than Internet ads.
3. Emotions

(i) The respondents feel that TV ads are more heart-touching as compared to Internet ads.

(ii) According to the respondents, TV ads are more stimulating as compared to Internet ads.

(iii) TV ads are closer to real life as compared to Internet ads according to the respondents.

(iv) Results indicate that TV advertising is less commercialized as compared to Internet advertising.

(v) TV ads have better, more crystal clear picturization than Internet ads, feel the respondents.

The results of the study confirm that the respondents consider TV to be a more effective medium on the emotions parameter of advertising effectiveness.
4. Precipitating action

(i) The respondents feel that Internet ads help in initial phase of purchase better than TV advertising

(ii) According to the respondents, Internet ads click with the audience better than TV ads in the last stage of decision making

(iii) Internet ads appear more frequently than TV ads which leads to action according to the respondents

(iv) Results indicate that Internet has an image of executive media when compared with TV and thus leads to more action in this segment of audience

(v) Internet ads take limited time to convey the message for action as compared to TV ads according to the respondents

(vi) The respondents feel that Internet ads take limited space to convey the message for action as compared to TV ads

Internet as a medium is considered more effective in precipitating action from the viewers.
5. **Attitude**

(i) The respondents feel that TV ads are more appealing as compared to Internet ads for changing consumer attitude.

(ii) TV ads have sufficient time for changing consumer attitude as compared to Internet ads according to the respondents.

(iii) The results indicate that TV ads have better capability as compared to Internet ads to change the consumer beliefs.

(iv) The respondents feel TV ads have more long-lasting impact as compared to Internet advertising for changing consumer attitudes.

(v) TV ads are more verbal than Internet ads and thus more effective in changing consumer attitudes according to the respondents.

(vi) The results TV advertising is more user-friendly in changing attitude as compared to Internet advertising.

(vii) The respondents feel TV ads are appreciated more as compared to Internet ads.

(viii) The results indicate that TV as a medium has become a part of life unlike internet and thus ads on it lead to change in consumer attitude.

The respondents consider TV ads to be more effective in helping people change their attitude and beliefs toward the brand and view them in a more positive light.
6. Entertainment

(i) The respondents feel that TV ads are more humorous as compared to Internet ads thus leading to more entertainment.

(ii) TV ads use much easier language as compared to Internet ads thus leading to more entertainment according to the respondents.

(iii) The findings indicate that TV ads are more easily understandable as compared to Internet ads thus leading to more entertainment.

(iv) The results don’t conclusively indicate that TV ads can be easily accessed as compared to Internet ads thus leading to more entertainment.

(v) The respondents feel that TV ads are more glamorous as compared to Internet ads thus leading to more entertainment.

(vi) TV ads have music that is clearly audible as compared to Internet ads thus leading to more entertainment according to the respondents.

(vii) The results indicate that TV ads have celebrities attached which are easily visible as compared to Internet ads thus leading to more entertainment.

The respondents consider TV to be a more entertaining medium on the advertising effectiveness parameter.
7. Irritation

(i) The respondents feel that Internet ads act as disturbing elements when compared to TV ads thus leading to irritation.

(ii) The findings indicate that Internet ads appear more during official work as compared to TV ads which leads to irritation.

(iii) Internet ads appear more insulting to people’s intelligence as compared to TV ads which leads to irritation, feel the respondents.

(iv) The respondents feel Internet ads appear more confusing as compared to TV ads which leads to irritation.

(v) Internet ads appear to have more negative effects on society as compared to TV ads which leads to irritation according to the respondents.

The results indicate that respondents feel that ads on the Internet cause more irritation among users than TV ads.
8. Deceptiveness

(i) The respondents think that TV ads lie more as compared to Internet ads
(ii) TV ads deceptively enlarge the picture more as compared to Internet ads according to the respondents
(iii) The results indicate TV ads do not capture the important facts related to product/service when compared to Internet ads
(iv) TV ads show only the positive side of the product/service when compared to Internet ads according to the respondents
(v) TV ads are more verbal as compared to Internet ads feel the respondents
(vi) The respondents feel that TV ads take more liberty of lack of strict Government rules of advertising regulation as compared to Internet ads

On the lines of the previous studies, the respondents found TV ads to be more deceptive than ads on Internet
Summary of the Research

The study was undertaken with a specific aim of studying and comparing the effectiveness of TV and Internet advertising. While the advent of Television gave advertising a massive push, the next big thing, the Internet, gave rise to Internet advertising. However, a debate has raged on for quite a while now as to the efficacy and effectiveness of advertising in the different media like print, radio, TV, Internet, outdoor etc. With the coming of Internet, people started comparing its effectiveness in the context of advertising vis-a-vis other traditional media, most notably TV. Since then, studies have taken place to ascertain the superiority of one medium over the other. However, the results have been conflicting. The current study is an attempt in the same direction, albeit in the Indian context. Comparison of TV and Internet advertising is made on the Informativeness parameter, Attention Parameter, Emotions Parameter, Precipitating Action Parameter, Attitude Parameter, Entertainment Parameter, Irritation Parameter, and Deceptiveness Parameter.

Responses were collected from students in graduation course and above and comparison was sought to be made on whether ads were considered informative, whether they were able to grab attention, whether they evoked emotions in the audience, whether they stirred the audience into action, whether they were able to effect a change in attitude, whether they were found entertaining, whether they were perceived to cause irritation and whether they were perceived to be deceptive. After analysis (using the chi square test) it was found that new age medium, the internet is really giving TV a run for its money, as the results showed that the Internet is considered a more effective
The respondents also consider the Internet to be a more effective medium on the precipitating action parameter of advertising effectiveness. The respondents also consider TV ads to be a more deceptive than ads on the Internet. However, TV advertising has an edge over Internet advertising on the attention, emotions, attitude, entertainment and irritation parameters.

It suggests that Internet in spite of being a newer medium is giving TV advertising a tough time. But, on the other hand, the study also suggests that TV advertising is not going to be irrelevant anytime soon. This points to the opportunities existing for advertisers online as well as the need to redraw their advertising plans to try and tap the internet even more. A major point that is borne out by the study is the increasing importance of internet advertising. India has the youngest internet using population making it a popular media of advertising among the youth. However TV as an advertising medium is still holding and defending its position resolutely.

TV as an advertising medium has been facing stiff competition from the internet, a fact borne out by this study too. While it is not going to become irrelevant anytime soon, it has Internet breathing down its neck. The respondents in this study feel that Internet is more informative in providing information. It is also more effective as an action-evoking medium. It is also considered by the respondents as being less deceptive than TV as an advertising medium. TV, however has an edge as an attention-grabbing medium, in involving the viewer emotionally, in changing attitude towards the product or brand and is also considered a more entertaining medium. Both these media have a lot going for them but a few things going against them which advertisers
should be mindful of. A wise and prudent mix of these media will lead to optimum outcomes for the advertisers.
## Revisiting the Research questions, Objectives and Findings

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<td>Among TV and Internet, is one type of advertising perceived to be more effective than the other in the eyes of the audience?</td>
<td>To compare the effectiveness of TV and Internet advertising in general.</td>
<td>The respondents consider TV advertising to be a more effective in general than Internet advertising.</td>
<td>Consistent</td>
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<tr>
<td>Among TV and Internet, is one type of advertising perceived to be more informative than the other in the eyes of the audience?</td>
<td>To compare the effectiveness of TV and Internet advertising on the informativeness parameter</td>
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<td>Among TV and Internet, is one type of advertising perceived to be more attention-grabbing than the other in the</td>
<td>To compare the effectiveness of TV and Internet advertising on the attention parameter</td>
<td>Television ads are considered to be more effective in catching the consumer’s attention than Internet ads.</td>
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<td>Among TV and Internet, is one type of advertising perceived to be more emotion-arousing than the other in the eyes of the audience?</td>
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<tr>
<td>Among TV and Internet, is one type of advertising perceived to be more action-precipitating than the other in the eyes of the audience?</td>
<td>To compare the effectiveness of TV and Internet advertising on the precipitating action parameter</td>
<td>Internet as a medium is considered more effective in precipitating action from the viewers.</td>
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<td>Among TV and Internet, is one type of advertising perceived to be more attitude-changing than the other in the eyes of the audience?</td>
<td>To compare the effectiveness of TV and Internet advertising on the attitude parameter</td>
<td>The respondents consider TV ads to be more effective in helping people change their attitude and beliefs toward the brand</td>
<td>Consistent</td>
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<tr>
<td>Among TV and Internet, is one type of advertising perceived to be more entertaining than the other in the eyes of the audience?</td>
<td>To compare the effectiveness of TV and Internet advertising on the entertainment parameter</td>
<td>The respondents consider TV to be a more entertaining medium on the advertising effectiveness parameter.</td>
<td>Consistent</td>
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</table>
Among TV and Internet, is one type of advertising perceived to be more irritating than the other in the eyes of the audience?

To compare the effectiveness of TV and Internet advertising on the irritation parameter.

The results indicate that respondents feel that ads on the Internet cause more irritation among users than TV ads.

Consistent

| Among TV and Internet, is one type of advertising perceived to be more deceptive than the other in the eyes of the audience? | To compare the effectiveness of TV and Internet advertising on the deceptiveness parameter | On the lines of the previous studies, the respondents found TV ads to be more deceptive than ads on Internet | Consistent |

The above compilation indicates that the final findings/results tie together the other elements of the study.
Major Research Contributions and Implications for Research & Practice

**Research Contribution No. 1:** The respondents consider the Internet to be a more effective medium on the informativeness parameter of advertising effectiveness. This establishes that Internet advertising is considered to be more loaded with information in the eyes of the audience and which confirms its position as an informative medium.

**Implication:** TV advertising should try and incorporate more information and advertisers should focus more on internet as an advertising medium if an ad is informative.

**Research Contribution No. 2:** The respondents consider TV to be a more effective medium on the attention parameter of advertising effectiveness. This establishes that TV advertising is considered to be more adept at gaining attention in the eyes of the audience which confirms its position as an attention-grabbing medium.

**Implication:** Internet advertising should try and incorporate more attention-seeking elements and advertisers should focus more on TV as an advertising medium if an ad has the basic ingredients of pulling attention.

**Research Contribution No. 3:** The respondents consider TV to be a more effective medium on the emotions parameter of advertising effectiveness. This establishes that TV advertising is considered to be more effective in involving
the audience emotionally which confirms its position as an emotion-arousing medium.

**Implication**

Internet advertising should try and incorporate more emotion-invoking elements and advertisers should focus more on TV as an advertising medium if an ad has the basic ingredients of eliciting emotions.

**Research Contribution No. 4:** The respondents consider Internet to be a more effective medium on the precipitating action parameter of advertising effectiveness. This establishes that internet advertising is considered to be more adept at eliciting action in the eyes of the audience which confirms its position as an action-evoking medium.

**Implication:** TV advertising should try and incorporate more action-driving elements and advertisers should focus more on Internet as an advertising medium if an ad has the basic ingredients of evoking action.

**Research Contribution No. 5:** The respondents consider TV to be a more effective medium on the attitude parameter of advertising effectiveness. This establishes that TV advertising is considered to be more effective in helping people change their attitude and beliefs toward the brand and view them in a more positive light which confirms its position as an attitude-modifying medium.
**Implication:** Internet advertising should try and incorporate more attitude-modifying elements and advertisers should focus more on TV as an advertising medium if an ad has the basic ingredients of altering attitudes.

**Research Contribution No.6:** The respondents consider TV to be a more effective medium on the entertainment parameter of advertising effectiveness. This establishes that TV advertising is considered to be more effective in entertaining people in the eyes of the audience which confirms its position as an entertaining medium.

**Implication:** Internet advertising should try and incorporate more entertaining elements and advertisers should focus more on TV as an advertising medium if an ad has the basic ingredients of entertaining the audience.

**Research Contribution No.7:** The respondents consider TV to be a more effective medium on the irritation parameter of advertising effectiveness. This establishes that Internet advertising is considered to be more irritating and viewed in a negative light. This confirms that TV is considered to cause less irritation than Internet advertising.

**Implication:** Internet advertising should try and incorporate elements that don’t cause irritation.

**Research Contribution No. 8:** The respondents consider Internet to be a more effective medium on the deceptiveness parameter of advertising effectiveness.
This establishes that TV advertising is considered to be more deceptive in the eyes of the audience and viewed in a more negative light. This also confirms its position as a less deceptive medium as compared to TV.

**Implication:** TV advertising should try and incorporate elements that are not deceptive in the eyes of the audience.
Conclusion

The field of advertising has undergone a massive change in the last few years. The Internet has really come up in a large way as far as competition for advertising rupees is concerned. Internet ads have been in place right from the time Internet came into being, television however has always remained the preferred choice of advertisers and that is in spite of the millions of people spending hours every day on the internet. However things have been taking a different turn in recent times: according to the Interactive Advertising Bureau (IAB), internet ad revenues for 2013 were $42.8 billion in the US, more than broadcast TV ad revenues of $40.1 billion.

As far as the spending is concerned, the lion’s share is taken up by search ads; advertisers however have begun to target smart phones on an increasing basis. According to the IAB, revenue cell phone ads have been growing at a rapid pace for the last many years.

A lot of factors go into making one advertising medium more appealing over another for a particular organization. For some organizations, cost-saving may be most important. In that case, advertising through the internet is easier on the pocket as compared to television or for that matter newspapers. An internet ad would cost much less than a ten-second TV spot or a full-length ad in a
newspaper. However, an internet ad purchased through a really famous website can be expensive too.

Another thing that is of importance is the range of advertising and how many consumers will be exposed to it. For a regional business model, television would be better and for a world wide audience, advertising on the internet would be more fruitful.

As is well known, Television has intrusion value unparalleled by other media. That is, television advertisements engage one’s senses and attract attention even when one would prefer not to be exposed to an advertisement. However, there is the problem of the rapidly escalating advertising cost of TV ads which has become more acute in recent years. Erosion of Television viewing audiences is another factor that has been playing on the mind of advertisers with Internet chipping away at it more and more leading to audience fractionalization. People also tend to engage in zapping when ads are broadcast, that is switching to some other channel. Clutter is another problem television has been grappling with in recent times.

The Internet is becoming a major medium for consumer-oriented promotions, continuity programs, online couponing, internet sweepstakes and contests, and web-based sample orders are now pervasive. In addition, the internet also provides an ideal forum for connecting brand marketers who are in the process
of creating a promotional program with suppliers that specialize in such programs.

The findings of our study have shed some light on the effectiveness of TV and Internet advertising, particularly in targeting particular consumer segments.

A major point that is borne out by the study is the increasing importance of internet advertising. India has the youngest internet using population making it a popular media of advertising among the youth. However TV as an advertising medium is still holding and defending its position resolutely.

TV as an advertising medium has been facing stiff competition from the internet, a fact borne out by this study too. While it is not going to become irrelevant anytime soon, it has Internet breathing down its neck. The respondents in this study feel that Internet is more informative in providing information. It is also more effective as an action-evoking medium. It is also considered by the respondents as being less deceptive than TV as an advertising medium. TV, however has an edge as an attention-grabbing medium, in involving the viewer emotionally, in changing attitude towards the product or brand and is also considered a more entertaining medium.
Hence, both these media have their own strengths and weaknesses which advertisers should be aware of. A judicious combination of these media can lead to desired results for the advertisers.
Suggestions

For Television Advertising

1. The respondents consider the Internet to be a more effective medium on the *informativeness* predictor of advertising effectiveness. TV has some catching up to do here. So advertising professionals should try and make TV ads more informative.

2. The respondents consider the Internet to be a more effective medium on the *precipitating action* parameter of advertising effectiveness. TV advertising thus should not only try to entertain but also provoke the audience into action by incorporating action-elements in the ads.

3. The respondents consider TV ads to be a more deceptive than ads on Internet. While it is but natural that every advertiser will praise the brand/product/service being advertised, it should be done keeping in mind that the audience is put off by deception and false promises.
4. The respondents consider the TV to be a more effective medium on the **attention** parameter of advertising effectiveness. Hence Internet advertising should work on this front.

5. The respondents consider TV to be a more effective medium on the **emotions** parameter of advertising effectiveness. Internet has an image of a rational medium but emotional involvement of the audience is extremely necessary for advertising.

6. The respondents consider TV to be a more effective medium on the **attitude** parameter of advertising effectiveness. This point should be especially noted by Internet advertisers and work should be done on this front.

7. The respondents consider TV to be a more effective medium on the **entertainment** parameter of advertising effectiveness. Internet ads should work towards entertaining the audience, otherwise the audience will not even watch the full ads if they are not entertained and even if they do, and they won’t remember them.

8. The respondents feel that ads on the Internet cause more irritation among users than TV ads. This aspect should be looked at carefully. If ads are designed in an entertaining manner, they won’t cause much irritation.
General Suggestions applicable to both TV and Internet advertising

9. The endeavor should be to keep the ads as relevant as possible, for example by utilizing the customers’ most frequently used search query keywords in ad headlines and body.

10. An ad should describe as to why customers should buy the product. What is its USP? Does it have any differentiating factors and attributes? Does it make life easy for the customer in any way? All these things should be mentioned.

11. The language used, its tone and tenor should closely match that of the group one is targeting.

12. The words should give an impression of addressing the audience directly. Words like “they" or "them" carry a distant feeling and don’t indicate as if one is addressing the audience directly.

13. The respondents felt that advertisers should keep in mind the Indian culture while designing advertisements especially TV ads as the whole family watches it together.

14. The advertisers should take care to ensure that ads aren’t very long as the attention paying span of the audience is shrinking fast.
15. Internet advertisers should mind the fact that Internet bandwidth speeds in India continue to be laggardly, hence “heavy” ads are likely to be passed over by the audience.

16. Both TV and Internet advertisers should see to it that the timing of their ads is opportune. More so in the case of Internet advertising (as TV advertisers have been paying attention to this fact), as the consumer may feel irritated and put off when he encounters unnecessary and irrelevant ads during important and/or official work.

17. The ads should also use the filtration technique in that they should be clear about the audience. This can also save a lot of money by doing away with clicks that are unlikely to convert to sales. As an example a low end product should not use words like “premium”, “luxury”, “exquisite” etc.

18. A common feature of successful ads is concreteness. For example rather than “huge savings”, an exact percentage like “60 % off” should be mentioned.

19. If price is an important feature of the offering, it should be mentioned to goad the audience into action immediately.
20. A target market should be very clearly defined. An offering can’t be for everyone. Without clearly specifying a target market an ad is very unlikely to be successful.

21. One should keep the message simple and not try to overload an ad. Complex messages are rarely heeded to.
Limitations

1. The survey is confined to a sample size of 400.

2. The study focuses only on the students.

3. The research study was conducted only on the male population.

4. The study was confined to a single city.

5. The perceptions elicited in the survey pertained to general products/services, so the findings may not exactly apply to specific products/services, as there may be some product-specific factors that may also influence consumers’ perceptions of media effectiveness.

6. There was reluctance on part of the respondents to fill the questionnaire which could have influenced the results.
Major Research Contributions and Implications for Research & Practice

**Research Contribution No. 1:** The respondents consider the Internet to be a more effective medium on the informativeness parameter of advertising effectiveness. This establishes that Internet advertising is considered to be more loaded with information in the eyes of the audience and which confirms its position as an informative medium.

**Implication:** TV advertising should try and incorporate more information and advertisers should focus more on internet as an advertising medium if an ad is informative.

**Research Contribution No. 2:** The respondents consider TV to be a more effective medium on the attention parameter of advertising effectiveness. This establishes that TV advertising is considered to be more adept at gaining attention in the eyes of the audience which confirms its position as an attention-grabbing medium.

**Implication:** Internet advertising should try and incorporate more attention-seeking elements and advertisers should focus more on TV as an advertising medium if an ad has the basic ingredients of pulling attention.

**Research Contribution No. 3:** The respondents consider TV to be a more effective medium on the emotions parameter of advertising effectiveness. This establishes that TV advertising is considered to be more effective in involving
the audience emotionally which confirms its position as an emotion-arousing medium.

**Implication**

Internet advertising should try and incorporate more emotion-invoking elements and advertisers should focus more on TV as an advertising medium if an ad has the basic ingredients of eliciting emotions.

**Research Contribution No. 4:** The respondents consider Internet to be a more effective medium on the precipitating action parameter of advertising effectiveness. This establishes that internet advertising is considered to be more adept at eliciting action in the eyes of the audience which confirms its position as an action-evoking medium.

**Implication:** TV advertising should try and incorporate more action-driving elements and advertisers should focus more on Internet as an advertising medium if an ad has the basic ingredients of evoking action.

**Research Contribution No. 5:** The respondents consider TV to be a more effective medium on the attitude parameter of advertising effectiveness. This establishes that TV advertising is considered to be more effective in helping people change their attitude and beliefs toward the brand and view them in a more positive light which confirms its position as an attitude-modifying medium.
Implication: Internet advertising should try and incorporate more attitude-modifying elements and advertisers should focus more on TV as an advertising medium if an ad has the basic ingredients of altering attitudes.

Research Contribution No.6: The respondents consider TV to be a more effective medium on the entertainment parameter of advertising effectiveness. This establishes that TV advertising is considered to be more effective in entertaining people in the eyes of the audience which confirms its position as an entertaining medium.

Implication: Internet advertising should try and incorporate more entertaining elements and advertisers should focus more on TV as an advertising medium if an ad has the basic ingredients of entertaining the audience.

Research Contribution No.7: The respondents consider TV to be a more effective medium on the irritation parameter of advertising effectiveness. This establishes that Internet advertising is considered to be more irritating and viewed in a negative light. This confirms that TV is considered to cause less irritation than Internet advertising.

Implication: Internet advertising should try and incorporate elements that don’t cause irritation.

Research Contribution No. 8: The respondents consider Internet to be a more effective medium on the deceptiveness parameter of advertising effectiveness.
This establishes that TV advertising is considered to be more deceptive in the eyes of the audience and viewed in a more negative light. This also confirms its position as a less deceptive medium as compared to TV.

**Implication:** TV advertising should try and incorporate elements that are not deceptive in the eyes of the audience.
FUTURE RESEARCH DIRECTIONS

1. The study deals with Internet ads in general. It could be extended to include specific examples of Internet ads like pop ups, banner ads, pop unders, interstitials etc.

2. It could be included to include professionals from the industry. The current study focuses only on the student population.

3. The study could be continued in a rural landscape.

4. The study could be extended to include all traditional media vis-à-vis Internet advertising.

5. The study could be extended to include the effects of advertisements of websites on TV.
QUESTIONNAIRE

The data captured through this questionnaire will be used for the purpose of research only. Your cooperation is solicited.

Following are some statements in the context of Internet and TV advertising in general. Read each statement carefully and indicate whether you agree with it or not (1 = Strongly Agree, 2=Agree, 3=Neither Agree Nor Disagree, 4=Disagree, 5 = Strongly Disagree)

Part A: Informativeness Parameter

1. Internet ads are good and relevant sources of product information as compared to TV ads
2. Internet ads are more timely as compared to TV ads
3. Internet ads are more convenient source of information as compared to TV ads
4. Internet ads are more complete suppliers of product information as compared to TV ads
5. Internet ads have more words than action as compared to TV ads

Part B: Attention Parameter

6. TV ads are more eye-catching as compared to Internet ads
7. TV ads are more attractive than Internet ads
8. TV ads have more engagement of celebrities as compared to Internet ads
9. TV ads provide better understanding of products/services than Internet ads
10. TV ads provide better picturization than Internet ads
11. TV ads don’t hang like the Internet ads

Part C: Emotions Parameter

12. TV ads are more heart-touching as compared to Internet ads
13. TV ads are more stimulating as compared to Internet ads
14. TV ads are closer to real life as compared to Internet ads
15. TV advertising is less commercialized as compared to Internet advertising
16. TV ads have better, more crystal clear picturization than Internet ads
Part D: Precipitating Action Parameter

17. Internet ads help in initial phase of purchase better than TV advertising 1 2 3 4 5
18. Internet ads click with the audience better than TV ads in the last stage of decision making 1 2 3 4 5
19. Internet ads appear more frequently than TV ads which leads to action 1 2 3 4 5
20. Internet has an image of executive media when compared with TV and thus leads to more action in this segment of audience 1 2 3 4 5
21. Internet ads take limited time to convey the message for action as compared to TV ads 1 2 3 4 5
22. Internet ads take limited space to convey the message for action as compared to TV ads 1 2 3 4 5

Part E: Attitude Parameter

23. TV ads are more appealing as compared to Internet ads for changing consumer attitude 1 2 3 4 5
24. TV ads have sufficient time for changing consumer attitude as compared to Internet ads 1 2 3 4 5
25. TV ads have better capability as compared to Internet ads to change the consumer beliefs 1 2 3 4 5
26. TV ads have more long-lasting impact as compared to Internet advertising for changing consumer attitudes 1 2 3 4 5
27. TV ads are more verbal than Internet ads and thus more effective in changing consumer attitudes 1 2 3 4 5
28. TV advertising is more user-friendly in changing attitude as compared to Internet advertising 1 2 3 4 5
29. TV ads are appreciated more as compared to Internet ads 1 2 3 4 5
30. TV as a medium has become a part of life unlike internet and thus ads on it lead to change in consumer attitude 1 2 3 4 5

Part F: Entertainment Parameter

31. TV ads are more humorous as compared to Internet ads thus leading to more entertainment 1 2 3 4 5
32. TV ads use much easier language as compared to Internet ads thus leading to more entertainment 1 2 3 4 5
33. TV ads are more easily understandable as compared to Internet ads thus leading to more entertainment 1 2 3 4 5
34. TV ads can be easily accessed as compared to Internet ads thus leading to more entertainment

35. TV ads are more glamorous as compared to Internet ads thus leading to more entertainment

36. TV ads have music that is clearly audible as compared to Internet ads thus leading to more entertainment

37. TV ads have celebrities attached which are easily visible as compared to Internet ads thus leading to more entertainment

Part G: Irritation Parameter

38. Internet ads act as disturbing elements when compared to TV ads thus leading to irritation

39. Internet ads appear more during our official work as compared to TV ads which leads to irritation

40. Internet ads appear more insulting to people’s intelligence as compared to TV ads which leads to irritation

41. Internet ads appear more confusing as compared to TV ads which leads to irritation

42. Internet ads appear to have more negative effects on society as compared to TV ads which leads to irritation

Part H: Deceptiveness Parameter

43. TV ads lie more as compared to Internet ads

44. TV ads deceptively enlarge the picture more as compared to Internet ads

45. TV ads do not capture the important facts related to product/service when compared to Internet ads

46. TV ads show only the positive side of the product/service when compared to Internet ads

47. TV ads are more verbal as compared to Internet ads

48. TV ads take more liberty of lack of strict Government rules of advertising regulation as compared to Internet ads

Suggestion(s)

Thanks
# LIST OF PUBLICATIONS OF WORK

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<td>ATTENTION PARAMETER</td>
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<td>4.</td>
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