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# Role of television advertising in attitude formation and purchase intention- a study in Indian telecom sector

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### ABSTRACT

Different media vehicles are used to influence the consumer buying choice and attitude formation. Television is one of the most vital and widely used medium of communication. The present study aims to find out the influence of television advertising on consumer attitude formation and purchase intention particularly in the telecom sector in Odisha. The survey was done to both mobile handset buyers and mobile service buyers with sample 675 and 657 respectively. The data is analyzed through Descriptive Statistics, ANOVA and Post Hoc Tukey test. The result indicated that the more the respondents agreed with the cognitive factors the more is the attitude towards the television advertisement; there is a significant difference between the mean of attitude for different groups of respondents who strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree and strongly disagree with the each of the cognitive factors. The study also revealed that mean of attitude and mean of purchase intention vary for each of the category in the demographic variables.

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### Introduction

Indian telecom sector has witnessed revolution during the last two decades. The liberalization era has added extra mileage to its growth. The telephone from landlines to 3G technology is a journey which not only brought revolution in the lifestyle of the people at large but it also contributed to the Indian economy. The telecom sector includes both telecom service providers as well as handset providers. Due to changing pattern of consumer behavior, it is always a challenge for the companies, so also in the telecom sector. In practice, the managers always try to justify their decisions regarding any planning from factual data. But in case of communication planning it becomes very difficult to quantify, some say the sales return is the yardstick for measuring the effectiveness of communication tools. Some others say measuring the effectiveness of communication tools from sales point of view will be a conservative approach. They argue the process of decision making is not an instant or one day process rather there are many facets to be understood for analyzing the decision making process by the customer in purchasing a particular product or service. The communication tools may be able to persuade and convince the customer for a particular product but finally the customer may not buy the product because of economic constraints. So the study of effectiveness of communication tools should not only include the purchase intention but also the attitude towards the advertisement/brand.

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Allport (1935) views attitudes as “learned predispositions to respond to an object or class of objects in a consistently favorable or unfavorable way” This definition of attitude indicates that it is the readiness to behave. Another definition of attitude popularized by cognitively oriented social psychologists Kretch and Crutchfield (1948) is “an enduring organization of motivational, emotional, perceptual, and cognitive process with

respect to some aspect of the individual’s world”. This views attitude as being made up of three components: (1) the cognitive, or knowledge, component, (2) the affective, or emotional, component, and (3) the behavioral tendency component. The attitude formed due to cognitive process leads to outward activity, so it can be inferred that a positive attitude leads to positive purchase intention. Marketers try to influence attitude through advertisements. Advertising is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor. Television is generally acknowledged as the most powerful advertising medium and reaches a broad spectrum of consumers.

The present study tries to find out the effectiveness of advertisement on consumer behavior while purchasing the telecom service or handset in India. Due to the number of service providers is increasing in each circle, the service providers find it difficult to differentiate and position their service different from competitors, so they are using communication as a tool to have an upper hand. Almost every company is using all the possible communication tools to influence the prospect. The communication tools have their own merits and demerits while fulfilling the objectives of the company. The messages through different media are perceived, conceived by different consumer in their own way. So this study will illustrate the effectiveness of television advertisement in terms of attitude formation and purchase intention. Also the study tries to analyze the attitude and purchase intention for the demographic factors.

### Objectives

#### The different objectives of this study are:

a) To analyze the basic descriptive statistics with regard to attitude formation and purchase intention towards the different kinds of communications tools, both for mobile handset buyers and service buyers.

b) To investigate the presence of significant difference in attitude formation among the five response groups obtained out of Likert measurement scale and to find out where the significance difference lies using Tukey's Post hoc Analysis.

c) To analyze the mean attitude and mean purchase intention of respondents towards the communication tools for different demographic variables.

#### **Literature Review**

Lehmann (1977), Houston (1979), Beatty and Smith (1987) and Bloch et. al.(1986) in their studies write that level of involvement is believed to moderate the extent and nature of both information search and information processing with highly involved consumers likely to seek, pay attention to, and cognitively process detailed information. Petty and Cacioppo (1981, 1986); Gorn (1982); Petty et. al.(1983) on the other hand concluded that , consumers making decisions under conditions of low involvement lack the motivation to actively seek and process detailed issue-relevant information. Instead, they will rely on heuristics, such as imagery, music, endorser characteristics, etc. to arrive at their decision.

Olson et. al.(1982) and Fishbein and Middlestadt (1995) found in their studies that positive or negative thoughts regarding the brand lead to more favorable or less favorable brand attitudes. Thus brand cognition leads to brand attitude. Further Olson et al. (1982) added that contact with an advertisement may lead to a cognitive reaction, which may be transferred to the brand; the way the advertisement is received (positively or negatively) may lead to brand attitude formation. Martin et. al. (2002) explored the influence of infomercial advertisement design elements, such as the use of customer testimonials or expert comments and consumer characteristics such as level of prior interest in the advertised product, upon perceptions of the effectiveness. The survey was conducted on consumers who had bought products in response to viewing an infomercial. Based on 878 respondents, the findings indicate that infomercial advertising is more effective when employing expert comments, testimonials, product demonstrations, the use of target market models, celebrity endorsers, product comparisons, and bonus offers. Age also impacted how consumers view infomercials, as did the type of product purchased.

The paper by Sashikala (2007) focused on analyzing the effectiveness of advertisements targeting emotions of an individual and on sales. The findings reveal that majority of the surveyed group feel that television commercials have greater impact on their emotions. Print media occupies the second place followed by bill boards and internet. Out of the sampled population, 62% admitted that there is an emotional drive created by advertisement which leads them to purchase. The research reveals that 58% of the respondents feel that if they like an advertisement, they are quite excited to buy the product by virtue of the quality of its advertisement.

Chavadi et. al. (2007) surveyed to find out the effect of surrogate advertising. The survey shows that the people below 30 years were able to recall better than the people above 30. It is also noticed that majority of respondents viewed the advertisement as misleading. More than 70% of the respondents are of the belief that surrogate ads are able to influence their buying decision. Nowadays, companies are on a constant lookout for ways and means to fill the loopholes created by society and law. Surrogate advertising is one example where companies have got an alternative to showcase or recall their original product.

The study by Danaher and Rossiter (2011) finds that, although e-mail is well established and widely used, the traditional channels of television, radio, newspapers and direct mail retain their historically favored attributes of trust and reliability of information that make them still preferred by consumer recipients of marketing communications, even by "tech savvy" younger consumers who use e-mail and SMS extensively. Business receivers are more accepting of e-mail marketing communications than are consumers but, like consumers, they are more likely to act on a marketing offer if it comes through traditional mass media or mail channels

#### **Sample And Period Of Study**

For the present study, the data is collected randomly from the population who bought the handset or the service (SIM) during August 2010 to February 2011. The data is collected with the help of a structured questionnaire. For service providers the questionnaire was administered to 675 samples, so for the mobile service providers the sample size is 675. For handset consumers the questionnaire was administered to 657 buyers. So the sample size for mobile handsets is 657.

#### **Research Methodology**

In this study, the structured responses were collected through several types of questions. These are dichotomous, multiple choice, rating, or ranking responses type questions. Dichotomous questions suggest opposing responses. The participant has to pick up either of the answers. Multiple choice questions are asked where there is possibility of more than two answers. Rating questions ask the participants to position each factor on a companion scale, either a verbal, numeric, or graphic. Ranking questions place the answers in an order. When one wants to place the answers under study in a relative order to each other this strategy is applied.

The data from the target customers was collected through a structured questionnaire. It contained dichotomous questions to know whether they have noticed a particular communication message. Taking the findings of Arora (2007) that positive framing is more effective in changing attitudes and intentions and the findings of Homer and Yoon's (1992) that positive framing is more effective in changing attitudes and intentions. In this study the cognitive factors and their impact on attitude development and purchase intention was analyzed. Homer and Yoon's (1992) explained three emotional responses to the advertisement namely pleased, down beat and attentive that leads to cognition and attitude towards the advertisement and the brand resulting in purchase intention. Similar to that study Gracia and Martnez (2003) explained that believability of the claim by the advertisement, Attention to the advertisement, Message involvement and Comparative advertisement intensity lead to cognition of brand and cognition of advertisement. The cognition of advertisement leads to attitude towards the advertisement. The Cognition of brand and attitude towards the advertisement both lead to attitude towards the brand. The attitude towards the brand leads to purchase intention. The intensity of the comparative advertisement influences attention, Claim believability, Cognition of advertisement and brand, Attitude towards advertisement and brand and ultimately the purchase intention. The product knowledge influences attention. For this study, Understandability of the message, Believability of the communication tool and/or message, Usefulness of the communication message and/or tool and the communication tool was better than the competitors are taken as the principal cognitive components for attitude formation towards the communication tool. The participant were asked to choose the

response from the Likert's scale of strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, strongly agree. The attitude i.e whether they liked or disliked the communication message is measured through a rating scale ranging from 0 as "Not good" and 10 as "very good". The purchase intention due to the communication tool was measured with a rating scale 0% to 100%. The participant has to indicate one of the responses from the options namely 0%, 10%, 25%, 50%, 75%, 90%, and 100%.

For analyzing the collected data SPSS 17.0 package is used. The different tools and techniques used are Analysis of Variance (ANOVA), Post Hoc (Tukey's) analysis, Analysis Of Co variance. The descriptive statistics provide information about the distribution of the variable. The descriptive statistics used in the study are Mean, Median, Minimum, Maximum and range. The mean is the Average value of the distribution.. The minimum and maximum are the minimum and maximum values of the data analyzed. The difference between maximum and minimum value is the range. Analysis of variance (ANOVA) is a procedure used for comparing sample means to see if there is a sufficient evidence to infer that the means of the corresponding population distributions also differ. The One way ANOVA test indicate, whether the difference between the means of the population is significant.

Tukey's Post Hoc analysis involves scanning through the data for any significance, that is, doing an entire set of comparisons. In addition to ANOVA analysis, which indicates of any significance difference between the means of samples, the Post Hoc analysis compares each sample with the others to find out the significance.

#### **Findings And Analysis**

In this study , after pilot study, four cognitive factors for attitude formation are selected with respect to the television advertising , those are 'understandability', 'usefulness', 'believability', and 'better than others'.

#### **Descriptive Statistics Of Cognitive Factors For Attitude Formation Towards Television Advertising**

In this study, the respondents were asked to mark their response on five-point scale of strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree and strongly disagree for the four cognitive factors regarding television advertising, and the descriptive summary for service buyers and handset buyers is presented in table 1 (A) and 1 (B), respectively. The total number of filled-in questionnaires received was 675 out of which 621 respondents expressed that they remember the specific brand related television advertisement.

It is observed from table 1 (A) that majority of the respondents 'strongly agreed' with each of the four cognitive factors , with 441 responses in this category for 'understandability', 396 for 'usefulness', 396 for 'believability' and 390 for 'better than other' cognitive factor. Further, it is found that all the cognitive factors have more number of people who said strongly agree or somewhat agree, and very less responses in other categories. Thus, the chosen four cognitive factors help in positive attitude formation for the mobile handset buyers towards their purchase decision.

The attitude for the different groups of responses was also measured with the help of a scale of 1 to 10 , where 1 means "not good" and 10 means" very good". The minimum and maximum on the attitude scale for the 'strongly agreed' group is observed to be 5 and 10 (for 'understandability'), 4 and 10 (for 'usefulness'), 4 and 10(for 'believability') , and 4 and 10(for

'better than competitors advertisement') respectively. similarly the minimum and maximum mark on the attitude scale for the strongly disagree group is 1,5 (understandability), 1,5 (usefulness), 1,5 (believability) , and 1,4 (better than competitors advertisement). With regard to the mean values of attitude for the mobile service buyers, the 'strongly agree', 'somewhat agree', 'neither agree nor disagree', 'somewhat disagree' and 'strongly disagree' groups showed mean value of 8.1905, 6.5000, 4.4444, 6.6667, 3.0000 (for 'understandability'), 8.3333, 6.7544, 4.7500, 5.6667, 3.3333(for 'usefulness'), 8.2803, 6.7593, 5.4706, 6.0000, 3.0000 (for 'believability') 8.2077, 6.7593, 5.1667, 7.2222, 4.6667, 2.5000 (for 'better than others'),respectively. This indicates that the mean value for each of the four cognitive factor is maximum for the 'strongly agree' group and least for 'strongly disagree' group.

Table 1 (B) depicts the corresponding values for mobile hand set buyers with respect to each of the four cognitive factors for the five groups of responses. The findings are mostly similar with the observation that the maximum on the attitude scale for each of the four cognitive factors for the 'strongly agree', 'somewhat agree' and 'neither agree nor disagree' group is mostly 10 while the minimum is in range of 1 to 4. On the other hand, the maximum on the attitude scale for the four cognitive factors for the somewhat disagree' and 'strongly disagree' group is in range of 5 to 9 while the minimum is 2. Thus, relatively higher values on the attitude scale is found for the 'strongly agree' and 'somewhat agree' group. Again with respect to mean values of attitude, relatively higher values for each of the four cognitive factor is observed for 'strongly agree' with values of 7.6871(for 'understandability'), 7.8862 (for 'usefulness'), 7.7466 (for 'believability') and 7.8231 (for 'better than others'), respectively.

#### **Analysis of ANOVA test for Attitude Formation towards Television Advertising**

It is evident from the descriptive statistics that the attitude towards the television advertising is different for the five groups of respondents namely strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree and this is evident for each of the four factors of cognition-understandability, usefulness, believability and better than competitor . ANOVA test is done to find out whether there is statistically significant difference in mean attitude among the five groups of responses.

Table 2 presents the result of ANOVA test for mobile service buyers and mobile handset buyers with respect to the factors of attitude formation towards television advertisement. It is observed that the mean values of the five different response groups are significantly different ( with significance value 0.00) for each of the cognitive factor namely 'understandability', 'usefulness', 'believability' and 'better than other' with between group F-values of 32.851, 41.144, 29.061 and 32.552, respectively. The mean square value for the 'between groups' results is highest for 'usefulness' factor (68.739) and lowest for 'better than others' (60.011).

In the case of for mobile handset buyers, it is found that mean values of the five different response groups are also significantly different ( with significance value 0.00) for each of the four cognitive factors towards attitude formation with between group F-values of 12.733 ('understandability'), 14.730 ('usefulness'), 15.890 ('believability') and 14.594 ('better than other'). The mean square values for the 'between groups' results is highest for 'believability' factor (15.890) and lowest for 'understandability' (12.733).

The ANOVA tests from the table 2 suggested that there is difference between means of the attitude of groups- strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree and strongly disagree for the different factors which lead to positive attitude formation. So, Tukey's Post Hoc analysis is done to find out where the significant difference lies.

#### **Post Hoc analysis for factors of Attitude Formation towards Television Advertising**

The post hoc analysis compares the mean of attitude of each response group with the other and indicates the significance level. If the significance value is less than 0.05, it indicates that the difference is significant for the specific pair of response group.

Table 3 presents the results of the post-hoc analysis for mobile service buyers and mobile handset buyers. It is observed that with regard to 'understandability', most of the pairs of response group evidence significance level below 0.05 signifying that the difference in mean attitude value is statistically significant. The exceptions are the pairs of strongly agree- somewhat disagree (0.306), somewhat agree- somewhat disagree (1.00), neither agree nor disagree- somewhat disagree (0.104) and neither agree nor disagree - strongly disagree (0.652). For the attitude factor 'usefulness', the analysis show significance for most of the pairs of response groups with exception of somewhat agree- somewhat disagree (0.615), neither agree nor disagree- somewhat disagree (0.807), neither agree nor disagree- strongly disagree (0.438) and somewhat disagree-strongly disagree (0.180). For 'believability' and 'better than others' factor, the number of pairs of response groups (out of ten) that did not evidence statistically significant mean value difference (with post-hoc significance value of over 0.05) are five and four, respectively.

With regard to mobile handset buyers, it is found that with respect to the cognitive factor to 'understandability', 'usefulness' and 'better than others', the difference in mean attitude value is not statistically significant for most of the pairs of response group with significance value above 0.05. On the other hand, with regard to 'believability' the four pairs (out of ten) for which the mean attitude value is not statistically significant are somewhat agree- neither agree not disagree (0.858), neither agree not disagree- somewhat disagree (0.161), neither agree not disagree- strongly disagree (0.161) and somewhat disagree- strongly disagree (1.00).

Thus, it is found that most the difference in mean attitude between the response groups was not uniformly found statistically significant for each of the pairs of response groups. But it may be concluded that for mobile service buyers, the between group difference was mostly statistically significant for 'understandability' while that for mobile handset buyers the mean value difference between response group was mostly statistically significant for 'believability'.

Demographic-wise Analysis of Mean Attitude and Mean Purchase intention towards television advertisement for Mobile Service buyers and Mobile handset buyers

Table 4 presents the values of mean attitude and mean purchase intention for both mobile service buyers and mobile handset buyers towards television advertisement in terms of the eight demographic variables namely age, gender, educational level, marital status, children, occupation, yearly income and area.

With regard to age, for the mobile service buyers highest of mean attitude is observed for 'below 20' category (7.98) and lowest of 7.36 for '30-40 years' category. Similarly the highest

value of mean purchase intention is found for 'below 20' category (79.60) and lowest of 73.26 for '30-40 years' category. On the other hand, for mobile handset buyers the highest mean attitude of 7.62 is for '30-40 years' category while lowest is observed for '20-30 years' category (7.17). Similarly the highest value of mean purchase intention is found for '30-40 years' category (76.04) and lowest of 70.67 for 'below 20' category. Thus, while for mobile service buyers the younger group of 'below 20 years' evidence relatively higher attitude and purchase intention as a result of television advertisement, for mobile handset buyers the same was seen for the middle-aged group of '30-40 years'.

With regard to gender, for the mobile service buyers the female gender evidence relatively higher mean attitude (7.79) and higher mean purchase intention of 79.85. For the mobile handset buyers also there was similar finding with relatively higher mean attitude of 7.46 and higher purchase intention value of 74.0 among the female respondents. Thus, the television advertisement of mobile service and handset has resulted in relatively greater impact on females with respect to attitude formation leading to purchase intention.

With regard to yearly income, it is found that both for mobile service buyers and mobile handset buyers the mean attitude and mean purchase intention is highest for those with income 'between 3 to 5 lakhs' with values of 7.68 and 81.87 (for service buyers) and 7.35 and 76.17 (for handset buyers), respectively. On the other hand, for the mobile service buyers the least of mean attitude of 7.30 is for those with income 'between 1 to 3 lakhs' and least mean purchase intention of 74.81 is for those with income 'less than 1 lakh'. For the mobile handset buyers lowest of mean attitude and mean purchase intention is for those with income 'less than 1 lakh' with values 7.32 and 70.83, respectively. Thus, the television advertisements resulted in relative more attitude formation leading to purchase intention for the higher income group as against the lower income group.

With regard to area, it is observed that both for mobile service buyers and mobile handset buyers the mean attitude and mean purchase intention is highest for the 'sub-urban' class with values of 8.19 and 80.83 (for service buyers) and 7.52 and 72.90 (for handset buyers), respectively. On the other hand, for the mobile service buyers lowest of mean attitude and mean purchase intention is for 'rural' class with values 6.66 and 61.33, respectively. For the mobile handset buyers the least of mean attitude of 7.11 is for 'urban' class and least mean purchase intention of 70.0 for the 'rural' class or respondents. Thus, it is found that the 'sub-urban' class showed higher attitude formation and purchase intention as a result of television advertisement, both for mobile service buyers and mobile handset buyers.

#### **Conclusion And Suggestion**

It is found that majority of the respondents 'strongly agreed' with each of the four cognitive factors namely 'understandability', 'usefulness', 'believability' and 'better than other'. Thus, the chosen four cognitive factors help in positive attitude formation for the mobile handset buyers towards their purchase decision. For both mobile service buyers and mobile handset buyers, the mean value for each of the four cognitive factor is maximum for the 'strongly agree' group and least for 'strongly disagree' group. It is also found that higher the number of respondents who positively and strongly agreed with a specific cognitive factor, the more positive and higher is their mean attitude towards the television advertisement. It is found in

ANOVA test that both for mobile service buyers and handset buyers there is statistical difference between means of the five attitude groups- strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree and strongly disagree for each of the four factors which lead to positive attitude formation.

The post hoc analysis also indicated the significance difference between each of the pairs. It is found that most the difference in mean attitude between the response groups was not uniformly found statistically significant for each of the pairs of response groups. But it may be concluded that for mobile service buyers, the between group difference was mostly statistically significant for 'understandability' while that for mobile handset buyers the mean value difference between response group was mostly statistically significant for 'believability'. The eight demographic variables chosen in the study are Age, Gender, Educational Level, Marital Status, Children, Occupation, Yearly Income and Area. With respect to television advertising, while for mobile service buyers the younger group of 'below 20 years' evidence relatively higher attitude and purchase intention as a result of television advertisement, for mobile handset buyers the same was seen for the middle-aged group of '30-40 years'. The television advertisement of mobile service and handset has resulted in relatively greater impact on females, least effect on 'under matric' category, relatively more impact on the educated respondents( matric and undergraduate), more impact on unmarried class for the mobile service and on the married class for mobile handset buyers, relative more attitude formation leading to purchase intention for the higher income group and the 'sub-urban' class showed higher attitude formation and purchase intention.

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**Table 1 (B): Descriptive statistics of attitude for Mobile handset buyers towards television advertisement**

Response Groups/ Attitude factor	Understandability				Usefulness				Believability				Better then others			
	N	Min	Max	Mean	N	Min	Max	Mean	N	Min	Max	Mean	N	Min	Max	Mean
Strongly agree	441	4	10	7.6871	369	4	10	7.8862	438	2	10	7.7466	390	4	10	7.8231
Somewhat agree	123	4	10	6.7317	168	1	10	6.6786	117	1	10	6.4872	144	4	9	6.6667
Neither agree nor disagree	24	1	10	5.1250	33	2	8	5.4545	33	4	7	6.0000	39	1	10	5.6154
Somewhat disagree	6	2	6	4.0000	24	2	9	6.3750	6	2	5	3.5000	21	2	9	6.7143
Strongly disagree	6	2	7	4.5000	6	2	7	4.5000	6	2	5	3.5000	6	2	5	3.5000
Total	600	1	10	7.3200	600	1	10	7.3200	600	1	10	7.3200	600	1	10	7.3200

**Note:** N denotes number of observations

**Table 2 ANOVA Results for Factors of attitude for Mobile Service buyers and mobile handset buyers towards television advertisement**

Factors of attitude	Mobile Service buyers		Mobile Handset buyers	
	Between group Mean square	F-value (significance)	Between group Mean square	F-value (significance)
Understandability	60.345	32.851 (.000)	27.623	12.733 (.000)
Usefulness	68.739	41.144 (.000)	30.949	14.730 (.000)
Believability	55.925	29.061 (.000)	32.788	15.890 (.000)
Better than others	60.011	32.552 (.000)	30.729	14.594 (.000)

**Note:** The value in parenthesis under F-value column denotes the significance value for the ANOVA test.

**Table 3 Significance value for response group pairs under Post-hoc analysis towards television advertisement for Mobile Service buyers and mobile handset buyers**

Pairs/ Factor	Mobile Service buyers				Mobile Handset buyers			
	Understandability	Usefulness	Believability	Better than others	Understandability	Usefulness	Believability	Better than others
SA-SWA	.000	.000	.000	.000	.003	.000	.000	.000
SA-NAND	.000	.000	.000	.000	.000	.000	.001	.000
SA-SWD	.306	.005	.147	.000	.005	.038	.000	.285
SA-SD	.000	.000	.000	.000	.022	.011	.000	.000
SWA-NAND	.000	.000	.009	.000	.042	.082	.858	.144
SWA-SWD	1.000	.615	.942	.015	.082	.981	.037	1.000
SWA-SD	.004	.000	.002	.000	.228	.229	.037	.023
NWND-SWD	.104	.807	.986	.976	.870	.650	.161	.489
NWND-SD	.652	.438	.124	.068	.983	.912	.161	.311
SWD-SD	.028	.180	.198	.407	.997	.476	1.000	.049

**Note:** SA- Strongly agree; SWA- somewhat agree; NAND- neither agree nor disagree; SWD- somewhat disagree; SD- Strongly disagree

Table 4 Demographic-wise results of Mean Attitude and Mean Purchase intention value towards television advertisement for Mobile Service buyers and mobile handset buyers

Demographic variable	Category	Mobile Service buyers		Mobile Handset buyers	
		Mean Attitude	Mean purchase Intention	Mean Attitude	Mean purchase Intention
Age ( in years)	Below 20	7.9841	79.6032	7.2727	70.6727
	20-30	7.4118	74.2353	7.1705	70.0568
	30-40	7.3696	73.2609	7.6279	76.0465
	Above 40	7.4615	75.3846	7.5000	71.4286
Gender	Male	7.4710	73.6594	7.2571	70.5857
	Female	7.7971	79.8551	7.4667	74.0000
Educational Level	Under Matric	7.2069	70.8621	6.9091	68.6364
	Matric	7.9600	77.6000	7.4844	73.4531
	Undergraduate	7.3036	75.1786	7.3542	72.5208
	Graduate	7.6667	76.7857	7.0645	68.8710
	Post graduate	7.7000	76.8333	7.3261	70.6522
Marital Status	Unmarried	7.7122	77.1223	7.1439	70.2803
	Married	7.3088	72.8676	7.6618	74.1912
Children	None	7.7417	76.6225	7.1761	69.8380
	One	7.3243	75.0000	7.7714	75.7143
	Two	7.0588	73.8235	7.4737	75.7895
	More than two	4.5000	37.5000	7.7500	78.7500
Occupation	Business	7.6190	76.3095	7.5200	73.4000
	Service	7.5833	75.2083	7.4857	71.0000
	Professional	6.3125	70.6250	6.8000	69.3333
	Farmer	6.8000	57.5000	7.7143	76.0714
	Student	7.8681	78.6264	7.2432	71.1441
Yearly Income ( in Rs)	Less than 1 Lakh	7.6691	74.8162	7.3203	70.8301
	1 to 3 lakh	7.3077	76.1538	7.3333	72.7778
	3 to 5 lakhs	7.6875	81.8750	7.3529	76.1765
	More than 5 lakhs	7.6667	76.6667	7.0000	75.0000
Area	Urban	7.1852	75.0000	7.1170	71.1383
	Suburban	8.1979	80.8333	7.5270	72.9054
	Rural	6.6667	61.3333	7.4375	70.0000