



REVIEW ARTICLE

Trust in Advertising: A Study of Indian Youth

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Abstract

India, which is treated as one of the highest growing economies in recent times is considered as the best market for companies offering any kind of product. To succeed in the market, the marketers will have to offer the best marketing mix. Promotion or Marketing Communication is considered one of the most important marketing-mix tool which plays a crucial role in any company's success. Advertising is one of the popular and most preferred forms of marketing communication among marketers. With changing business scenario, many new forms of communication is being used by Indian marketers like personal selling, direct marketing, publicity, public relations etc., but still advertisements are leading this race. Keeping it in mind, the authors have attempted to study the level of trust of Indian viewers in advertisements.

Keywords: Advertisement effectiveness, Media advertisements, Media vehicles, Trust in the advertisement.

Introduction

The marketing system consists of two important players; the marketer on the one end and the customer on the other. Both are interdependent on each other. Marketers always try to satisfy customer needs and wants better than their competitors. The marketer who is able to do it becomes successful and is in a position to earn profits. Marketing Communication is crucial in influencing customers toward the company's offering. Marketing Communication-Mix consists of various tools: advertising, sales promotion, personal selling, direct marketing, publicity and public relations. Out of these, advertising is considered to be the most popular and magnetic element of communication-mix. It is one of the oldest and most important elements of the

marketing communication mix. Advertising is a word that carries a lot in itself. Maybe a marketer or a consumer, nobody can escape from the influence of advertising. Most marketers widely use advertising as it is very much acceptable among customers too. Considering this fact, it becomes important for the marketer to take advertising-related decisions very carefully so that customers keep trusting the claims made in the advertisements.

Review of Literature

According to Shrivastava, (2014), advertisements are a widely accepted source of information among consumers compared to other marketing communication sources.

TV and radio are the broadcast media that are among the popular media in India because of its mass reach (Waqas & Abdul, 2011; Fill, 2009).

According to the study conducted by Alwitt & Prabhaker, (1994), rich people tend to dislike TV ads more if they consider the commercials intrusive or offensive, whereas attitudes toward TV ads does not depend upon age of advertisement viewers.

The study conducted by Sama, (2019) reveals that the impact of TV and the Internet for creating awareness, interest and conviction among consumers is statistically evident. The results also revealed that magazines and newspapers are effective media in influencing consumers' purchase and post-purchase behaviour.

Ayanwale et al., (2005) established that newspapers, magazines, radio, TV and outdoors are popular media among marketers. However, Internet advertising is the current trend.

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Table 1: Distribution of respondents as per their background characteristics

Particulars	Classification	Number	Percentage
Gender	Male	94	57.3
	Female	70	42.7
Age Group	18-25	148	90.2
	26-35	11	6.7
	36-45	5	3.1
Education	High School	14	8.5
	Intermediate	58	35.4
	Graduate	66	40.2
	Post Graduate	26	15.9
Occupation	Businessman	1	0.6
	Employed	8	4.8
Income	Student	155	94.5
	15000-25000	60	36.6
	25000-35000	15	9.1
	35000-45000	20	12.2
	45000 above	69	42.1

It includes many forms of commercial content: billboards, banner advertisements, corporate websites, e-mail messages, interactive games, and so on (Ducoffe, 1996).

Newspapers as a medium for advertising emerged as the most trusted media of advertisement in a study conducted by (Singh, 2016).

Viewers have the highest trust in printed media advertisements (Aydin, 2013).

According to Srivastava & Kochar, (2010), ethics are inseparable from business; therefore, advertisers cannot afford to disregard its essence in advertisements.

Objectives of the Study

The study focuses on most trusted advertising media preferred by the viewers, vulgarity in the advertisements. The major objectives of the study are as follows:

- To identify the media of advertising preferred by the viewers.
- To examine the most trusted category of product advertising
- To find out the most trusted media of advertising according to customers
- To study about the viewer's perception about vulgarity in advertisements

Data and Methodology

This study is based on primary data. A total of 190 respondents residing in the cities were contacted, out of which 164 questionnaires were found to be correct. Data were collected through a questionnaire method and questions were asked from the respondents regarding their views about the advertisements they watch nowadays.

Table 2: Preferred Advertisement Medium

Preferred Advertisement Medium	Rank 1	Rank 2	Rank 3	Rank 4
Television	54 (32.9%)	61 (37.2%)	28 (17.1%)	21 (12.8%)
Newspaper/Magazine	32 (19.5%)	47 (28.7%)	76 (46.3%)	9.00 (5.5%)
Online/Social Media	111 (67.7%)	34 (20.7%)	14 (8.5%)	5.00 (3%)
Radio	12 (7.3%)	26 (15.9%)	19 (11.6%)	107 (65.2%)

Table 3: Preferred Language of Advertisement

Language	Particulars
English	66 (40.24%)
Hindi	76 (46.34%)
Vernacular/Mother Tongue	22 (13.41%)

Table 4: Trust in Advertising

Do you trust the claims made in advertising				
Don't Know	Don't trust at all	Don't trust much	Trust Completely	Trust Somewhat
6 (36.58%)	16 (9.75%)	85 (51.83%)	10 (6.09%)	47 (28.65%)

The collected data is analyzed through descriptive statistics like frequency distribution, percentage and chi-square test using SPSS 20.0, which has been used to analyze the perception of viewers about their trust in advertisements. Chi-square test was used to test the proposed hypotheses of the study.

Hypotheses

- There is no relationship between background characteristics and preferred media of advertising.
- There is no relationship between background characteristics and advertisements of various categories.

Results and Discussions

Table 1 shows the distribution of respondents as per their background characteristics. It indicates that 90.2% of the respondents were in the 18–25 age-group, followed by 6.7% in the 26–35 and 3.1% in the 36–45 age groups. Of the total respondents, 57.3% were males and 42.7% were females.

The educational qualification of 15.9% of respondents were post-graduate, 40.2% were graduates, 35.4% have passed the Intermediate examination and 8.5% have passed only High School. 36.6% of the respondents are having a monthly income less than Rs. 25000 and around 63.4% were earning more than Rs. 25000.

It is quite evident from Table 1 that around 90% of the respondents belong to 18 to 25 age group. Maybe this is why approximately 88% of respondents (Rank 1 & Rank 2)

prefer watching online/social media advertisements. 61% prefer watching television advertisements, followed by 49% prefer print media advertising. Radio advertisements are the least preferred one. **(Table 2)**

The research proves that the advertisements on the branded websites were more credible as around 65% of

the respondents voted in favour of it. Next in the list is Newspaper advertisements. Around 62% of respondents found them to be more credible whereas only 44% have faith in magazine advertisements.

Around 46% of viewers like watching advertisements in Hindi, 40% in english, and just 13% in Vernacular (Table 3).

It is very clear from Table 4 that around 51% of viewers don't trust much, whereas around 35% trust completely or somewhat in the claims made in advertisements.

Table 5a: Summary of Table 5

<i>Most Trusted Media of Advertisement</i>	<i>Trusted Completely and Trusted Somewhat (%)</i>
Newspaper	62.19
Television	54.26
Magazine	44.51
Branded websites	65.24
Search Engine	45.73
Online Video	40.24
Online banner	36.58
Social Network	42.68
Radio	39.02
Outdoor Media	41.46
Cinema	39.02
SMS	20.73

Table 6a: Summary of Table 6

<i>Most Trusted Category of Product Advertisement</i>	<i>Trusted Completely or Trusted Somewhat (%)</i>
Educational Institutes	78.05
Home Care Product	58.53
Banking and Financial Services	67.7
Health Product and Services	60.3
Ecommerce Sites/apps	63.4
Food and Beverages	64.6
Cosmetic Products and Services	40.8
Real Estate	43.2
Celebrities	32.9

Table 5: Most Trusted Media of Advertising

Advertisements (in /on)	Don't Trust Much	Don't Know	Don't Trust at all	Trust Completely	Trust Somewhat
Newspaper	52 (31.7%)	0	10 (6.1%)	29 (17.7%)	73 (44.5%)
Television	53 (32.3%)	5 (3%)	17 (10.4%)	18 (11%)	71 (43.3%)
Magazine	63 (38.4%)	9 (5.5%)	19 (11.6%)	18 (11%)	55 (33.5%)
Branded websites	41 (25%)	3 (1.8%)	13 (7.9%)	42 (25.6%)	65 (39.6%)
Search Engine	52 (31.7%)	6 (3.7%)	31 (18.9%)	19 (11.6%)	56 (34.1%)
Online Video	61 (37.2%)	6 (3.7%)	31 (18.9%)	8 (4.9%)	58 (35.4%)
Online banner (pop-ups)	60 (36.6)	10 (6.1%)	34 (20.7%)	9 (5.5%)	51 (31.1%)
Ecommerce Sites/apps	45 (27.4%)	6 (3.7%)	9 (5.5%)	37 (22.6%)	67 (40.8%)
Social Network	55 (33.5%)	10 (6.1%)	29 (17.7%)	13 (7.9%)	57 (34.8%)
Radio	59 (36%)	22 (13.4%)	19 (11.6%)	14 (8.5%)	50 (30.5%)
Outdoor Media	52 (31.7%)	12 (7.3%)	32 (19.5%)	9 (5.5%)	59 (36%)
Cinema	51 (31.1%)	12 (7.3%)	33 (20.1%)	9 (5.5%)	59 (36%)
SMS	48 (29.3%)	24 (14.6%)	58 (35.4%)	5 (3%)	29 (17.7%)

Table 6: Most Trusted Category of Product Advertising

<i>Most trusted category of product advertisement</i>	<i>Don't Trust Much</i>	<i>Don't Know</i>	<i>Don't Trust At All</i>	<i>Trust Completely</i>	<i>Trust Somewhat</i>
Educational Institutes	19 (11.6%)	5 (3%)	12 (7.3%)	53 (32.3%)	75 (45.75%)
Home Care Product	44 (26.8%)	6 (3.7%)	18 (11%)	18 (11%)	78 (47.53%)
Banking and Financial Services	38 (23.2%)	5 (3%)	10 (6.1%)	38 (23.2%)	73 (44.5%)
Health Product and Services	47 (28.7%)	6 (3.7%)	12 (7.3%)	24 (14.6%)	75 (45.7%)
Ecommerce Sites/apps	45 (27.4%)	6 (3.7%)	9 (5.5%)	37 (22.6%)	67 (40.8%)
Food and Beverages	39 (23.8%)	8 (4.9)	11 (6.7%)	32 (19.5%)	74 (45.1%)
Cosmetic Products and Services	64 (39%)	9 (5.5%)	24 (14.7%)	13 (7.9%)	54 (32.9%)
Real Estate	52 (31.7%)	21 (12.8%)	20 (12.2%)	13 (7.9%)	58 (36%)

Table 7: Summary of Chi-square Results

Variable	Chi-square Result			
	Degree of Freedom	p-value	Chi-square	Significant
Age and Digital Media (Online/Social)	9	0.013	20.94	Significant
Age and Radio Media	9	0.000	44.404	Significant
Gender and Digital Media (Online/Social)	3	0.019	9.933	Significant
Gender and Search Engine Media	4	0.023	11.303	Significant
Gender and Educational Institute Ads	4	0.003	15.758	Significant
Gender and Ecommerce Sites Ads	4	0.025	11.143	Significant
Education and Trust in Advertisement	32	0.015	51.878	Significant
Educational Institute Ads and family Income	24	0.015	41.352	Significant
Occupation and Digital Media (Online/Social)	12	0.001	31.897	Significant
Occupation and Newspaper Media	12	0.02	24.124	Significant
Occupation and Educational Institute Ads	32	0.000	112.734	Significant
Occupation and Ecommerce Sites Ads	16	0.046	26.63	Significant
Educational Institute Ads and Occupation	4	0.000	56.735	Significant
Marital Status and Digital Media (Online/Social)	3	0.001	16.344	Significant
Marital Status and Educational Institute Ads	8	0.000	43.468	Significant

Table 8: Awareness about ASCI

Are you aware of ASCI	Number	Percentage
Yes	85	51.8%
No	79	48.2%

Table 9: Vulgarity in Advertisements

Do you think now days advertisements are full of vulgarity	Number	Percentage
Agree Somewhat	101	61.6
Disagree Somewhat	45	27.4
Don't Know / Can't Say	18	11.0

Table 10: Actions taken against misleading or offensive advertisement

What Actions do you take against misleading or offensive advertisement?	Number	Percentage
Discuss this with our family/friends	44	26.8%
Do not take any action	34	20.7%
Post it on Social Media	19	11.6%
Report it to ASCI	40	24.4%
Report it to Media, Customer Groups or Broadcasting Agencies	27	16.5%

Approximately 54% of respondents said that they trust somewhat or completely trust television advertisements. SMS advertising (21%) was found to be the least preferred one. (Table 5 & Table 5a)

Around 78% of respondents believe the Educational Institutes' claims in their advertisements. Approximately 68% of respondents believe in Banking and Financial Services advertisements. Next in the list are advertisements

of food and beverages products (64%). The respondents showed comparatively less trust in Real estate (43%) and Cosmetic Products and Services (40%) advertisements. The audiences have depicted less trust in products endorsed by celebrities. (Table 6 and 6a)

It is clear from the Table 7 that age has a significant relation with advertisements on Digital media and radio, whereas gender has a significant relationship with advertisements on Digital media, search engines and e-commerce sites. Gender also has significant relationship with advertisements on Digital media and search engine media and with Ads of Educational Institutes and e-commerce site ads. Education is also significantly related with 'trust in advertisement'. Occupation also has a significant relationship with Digital media ads, Ads in Newspapers and advertisements of educational institutes and e-commerce Sites/apps. Finally, marital status has significant relationship with advertisements on digital (Online/Social) media and advertisements of educational institutes.

Approximately 52% respondents said that they are aware of ASCI. An organization like ASCI should try to work on increasing the awareness level among the citizens of our country. (Table 8)

As per Table 9, around 62% said they think that nowadays advertisements are full of vulgarity.

According to Table 10, 26.8% of respondents said that they discuss about misleading or offensive advertisements with their family and friends and around 24.4% accepted that they Report against these advertisements to ASCI. 21% of respondents do not take any action against these advertisements.

Conclusion

Advertisement as a means of communication is very popular among marketers. This study proves the reason behind it is the trust, the viewers have in it. The study proves that the majority of the viewers have faith in advertisements done with the help of various media. The viewers have shown more faith in educational institutes and banking services advertisements than in real estate and cosmetic products. This finding is an eye-opener for companies dealing in real estate and cosmetic products. They should try to focus more on sharing exact product features rather than exaggerating the claims. With the changing demographic structure of India, viewers have started preferring online media more as compared to traditional media. So the, advertisers should shift their focus from traditional to online media. Vulgarities in advertisements also bothers the viewers which the advertisers should consider in making advertisements.

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