

Research paper

Has Online Advertising Undermined Television Advertising in Rural India?

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Structured Abstract

Purpose: A plethora of reviews has commented on marketers' growing attraction towards online advertising. The recent upsurge in research, prophesying an enduring shift to digital marketing, envisages the diminishing role of television advertisements. The atypical consumer behaviour of Malayali communities in India inspired authors to explore their perceptions of advertising media. Hence, this study aims to explore the popularity of online advertisements among the Malayali viewers. This paper also attempt to ascertain whether the rise of online advertising had an adverse impact on viewers' perception of television advertisements.

Design/methodology/approach: Sample comprised 300 consumers randomly selected from four districts of Kerala. A pre-tested questionnaire administered the primary survey. Respondents' preference for advertising media and the reasons to choose their favourite media were analysed. Global ranking benchmarked the findings. The sentiment analysis done to compare and validate respondents' opinion online and television advertising reveals impact of online advertising on the popularity of television advertisements.

Findings: Despite the fast diffusion of internet in the State, respondents retained their passion for regional, Malayalam advertisements. Hitherto, they preferred to enjoy viewing television commercial advertisings in local language.

Practical Implication: This study sheds light on the fact that it is too early to consider digital media as the dominant paradigm vehicle to penetrate, at least the *glocal* markets.

Originality: When marketers compete to reach audience effectively at low cost, it is equally important for them to value customers' preferences too. This original research work done with primary survey addressed marketers' concern.

Keywords: Television, Online Advertisement, Media, Consumer perception.

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1. Introduction

The constantly changing marketing communication (Shimp, 2007) tools call for persistent strategies to reach demanding consumers. Realizing role of advertisement in consumers' daily live (Pride and Ferrell, 2012; Grewal and Levy, 2014), marketers persistently seek out innovative media to advertise their commercials to evoke viewers' emotions (millwardbrown.com, 2014). While some enterprises still trust traditional media as the most cost-effective advertising channel, others strongly prefer online the future channel for advertisings (Gleeson, 2012). But while marketers compete to reach an audience effectively at low cost (King and Reid, 1997), it is equally important for them to value customers' preferences, who rather like to view idealized messages with an emotional touching (Andrews, 1989). This challenges marketers to go for constant research; hence, this paper addresses their concern.

Television advertising

McQuail's (2009) Mass Communication theory claims that consumers learn and gain more gratification from television because of its capability to dramatize an advertisement theme. No doubt, these kinds of emotional experiences viewers receive from television advertisings have far greater influence on their buying decisions (Murray, 2013). Many past studies admit that television has wide influence (Kumar and Pillai, 2007; Treutler, 2010) on viewers due to its ability to entertain them via the wide market coverage and low social risk. This encourages advertisers to rely more on this media (Wu and Wang, 2005; Shimp, 2007). The report by Global Ad View Pulse (Nielsen, 2013) demonstrates a 10 per cent increase in television advertising from 2012 to 2013, which had its impact in the Indian markets too (Dave 2013; Mathur *et al.*, 2013; Ambwani, 2014; IBEF, 2014).

However, irrespective of the widespread coverage of television advertisings, few studies have warned marketers about the failure of television to reach new tech-savvy generations (Ahmed, 2007; Jobber, 2007; Menon, 2010). Further, viewers' tendencies to zap out television advertisements (Rosenthal, 2011), too, cautions marketers to think twice before investing heavily in television advertisements. Acknowledging the growing acceptance for online advertising (Garrison, 1996; Dave, 2013) and the profound impact it has on conventional media (Rust and Oliver, 1994; Neff, 2004; Domingo and Heinone 2008; Menon, 2010), some researchers have alleged that the edge enjoyed by television advertising has been diminishing apparently (Keller 2007; Yasin *et al.*, 2013).

Online advertising

In recent years, the body of literature on the impact of effective communication media has claimed that due to its versatility and superiority to target divergent segments (Mohamad *et al.*, 2003; Leinonen, 2009; Menon, 2010; Zhang *et al.*, 2011; LaPointe, 2012; Sequera, 2013; Vadakepat *et al.*, 2013; Southgate, 2014), several marketers have accepted online advertisements to reach consumers. Some others, acknowledging online the most cost-effective medium through which a firm could reach a wide range of consumers (Mackenzie and Richard, 1989; Alwitt and Prabhakar, 1992; Jobber, 2007; Chaffey *et al.*, 2006), predict social media the mainstream future media (Lin and Pena, 2011). The growing demand to

link marcom to online has encouraged Indian markets too, to accept online an effective channel for advertising (Desai, 2014; Mishra, 2014; thedmti.com, 2014).

The term ‘online advertising’ refers to the use of the Internet as a marcom tool. This digital form of media includes emails, search advertisements, Web banners, pop ups, chat advertising, and social media advertising such as Facebook, Twitter, etc. Although short messaging services (SMS) and multimedia messaging services (MMS) through mobiles, and online advertisements are considered ‘cousins’, due to their common features (Malachard, 2013), we identified less similarity in terms of their performance (IAB, 2008; Mobile Marketer, 2012) and, hence, had treated them separately in this research.

Though digital communication devices have gained wide popularity in Indian markets, report by IAMAI (2013) claims that the efficacy of online advertisements to influence Indian consumers is found to be limited. Interestingly, Mathur *et al.* (2013) argues that, in India, the ratio between the online advertisement viewers and end buyers for same products influenced by online advertisement is barely one to six.

Therefore, conceptualizing the above disparate standpoints, this paper was developed with following two objectives:

- 1) To explore the popularity of online advertisements among the Malayali viewers and
- 2) To ascertain whether the rise of online advertising had an adverse impact on viewers’ perception of television advertisements.

In order to appraise the above objectives the research was focused in a market where: (1) the viewers express high emotional involvement in watching television and (2) there are quick diffusion of communication technology that would encourage wide use of online communication. Our experience and exposure to the markets in the State of Kerala in India inspired us to select Kerala as a case point. In addition, we also identified that the following two main features exhibited by the markets in this State meet the aforementioned requirements:

- i) A Large number of Malayali¹ audience to watch television programs in Malayalam², (Agnithotri,2002) and
- ii) The high rate of e-literacy (*The Milli Gazette*, 2004; Vidyasagar, 2004; mathrubumi.com, 2014) facilitates faster diffusion of technology (Parthasarathy, 2003; Emerging Kerala, 2012).

Why Malayali?

Kerala, the fastest growing state in India with an expanding middle class enjoys a market with relatively high disposable income mainly through foreign remittance (Zachariah *et al.*, 2001; *The South Asian Times*, 2014). Apparently, the rich Malayali youth with widespread Wi-Fi culture and high e-literacy (*The Hindu*, 2002; Prasad, 2012) are criticized often for demonstrating unique buying behaviour that expresses their ostentatious lifestyles (Menon, 2011). Corroborating the above reviews Saiganesh (2012) defines Malayalis’ demeanour as ‘atypical buying behaviour.’ Therefore, selecting Malayalis’ perceptions of advertising

media (Sindhya, 2013) as an example, Kerala presents an appropriate sample-market for this research. Further, when the past study by Rust and Oliver (1994, p. 75) prophecy that

The fibre optic backbone will carry a vast amount of information instantaneously from coast to coast... By the year 2010, traditional mass media advertising will begin to diminish, while the new intelligent and individualized advertising will gain prominence. New media and new marketing will be the dominant paradigm...

...twenty years after the above prophecy, this study attempts to review consumers' perception of visual advertisements channelled through the main two competitive media of the present day: television and Internet.

This paper aims to understand whether the emerging popularity of online advertisements has had an adverse impact on the preference for television advertisements in the minds of Malayalis irrespective of the geographical market segmentations. Apparently, acknowledging the report of the Australian Psychological Society (2013) and the study by Leeet *et al.*, (2013) this paper presumes that the kind of emotions a viewer expresses towards a medium influences his/ her choice. This paper also uses sentiment analysis to explore the emotions of Malayalis towards television and online advertisements. The findings will support marketers in their choice of appropriate advertising media.

2. Research design

Bearing in mind the past studies on non-resident Malayalis (Zachariah *et al.*, 2001; *The South Asian Times*, 2014; *The Hindu*, 2002; Prasad, 2012) and observing similarity in the buying behaviour of resident and non-resident Malayalis, this research progressed through six stages: the paper began with an assessment of Malayalis' preferred advertisement media followed by an appraisal of the level of trust they expressed to their most preferred media. In the second stage, study examined the factors that influence Malayalis' perceptions of online advertisements with a demographic analysis. Since e-literacy and online search habits were reported to be interlinked (Blau *et al.*, 2013), the relationship between e-literacy and the factors influencing the respondents' perceptions were examined at the third stage. Lastly, by applying the sentiment analysis (Liu, 2010), the study attempted to understand which medium among these two remained the most preferred channel with reasons.

3. Methodology

Acknowledging the importance of non-resident Malayalis too, the survey consisted of following two sets of samples:

Sample 1: 200 resident Malayalis randomly selected from two districts in Kerala, Malapuram and Ernakulam, for their fair representation of rural-urban dichotomy with socio-economic and technological development (Agnithotri, 2002) and for being the highly

e-literate districts in India (Parthasarathy, 2003) along with the emerging hotspot for urban consumerism (Kerala.com, 2013).

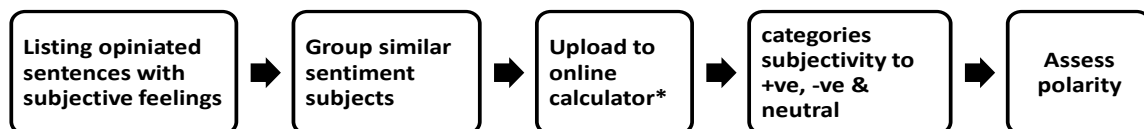
Sample 2: 100 non-resident Malayalis randomly selected from two districts- *Kasargode* and *Kottayam*, for the representation of large number of Kerala Diaspora (Economic Review, 2010).

The survey was administered with a pre-tested questionnaire distributed among 30 faculty members in a leading college in Kerala. The suggestions of the professors supported us to finalise the questions focusing on respondents’ preference towards seven media. Due to false entry of information, the study eliminated 5.6 percent of the total sample. The data were collected during the period January to March 2015.

The mean score for the rankings for option of media was bench marked against a global ranking by Nielsen (2013), which was reported to be highly accurate by global marketers (Levine, 2012). Chi-square test was used to test the significant difference in the opinions between the sample groups.

Study compared the means and standard deviations with a significance test of $p \geq 0.05$. The correlation between the variables selected explored the relationship between e-literacy and respondents’ preference for online advertisements. Higher r indicated higher impact of e-literacy on respondents’ perceptions. Finally, respondents’ emotions towards an advertising medium were appraised extracting their opinions towards television and online advertising (Mullen and Collier, 2004). Later the grouped opinion (figure 1) were validated using sentiment analysis.

Figure 1: Flow Chart for respondents’ positivity and negativity sentiments towards TV& online ads



* Available at: <http://text-processing.com/demo/sentiment> (Carson, 2014).

4. Analysis

Bearing in mind, the past studies that criticised television advertising (Pollay, 1986; Patrick and Lowrey, 2004; Logan, 2011; Cobbs et al., 2013), this paper identified the following facts.

The resident, postgraduate, urban males and females had ranked television the most preferred medium, in contrast to their undergraduate counterparts. In addition, female respondents expressed more affinity towards television advertising with a p value = 0.006 (table 1).

Rural respondents expressed high preference to newspapers and magazines compared to mobile advertisings in rural areas. We assume that the high literacy rate in Kerala and liking for Malayalam newspapers would be the primary reasons for the aforementioned preferences. However, urban respondents revealed low preferences for billboards, radio, and pre-show advertisements at movie theatres.

Among the rural respondents, television advertising was ranked top by both gender, with similarities in opinions. Further, billboards and newspapers retained their importance with score mean ranking 3.10 and 3.39 respectively, irrespective of disparity in educational level. In addition, radio was ranked as the second most preferred medium with SD = 1.98.

Indeed, among the non-resident sample group, females indicated preference for television (SD = 0.79; $p = 0.00$), while males ranked radio as their first choice, followed by television. Furthermore, irrespective of their gender and level of education, the non-resident respondents expressed more preference to mobile advertisements. Urban female respondents showed higher preference for online advertisements compared to their male counterparts. Nevertheless, for rural respondents online advertising was the least preferred medium, though the SD is highly polarized. Similarly, the non-resident too, placed online as least preferred channel.

Table 1: Respondents’ ranking the preferences for advertisement media

Sample		TV	Bill Board	Radio	Movie	Online	Mobile SMS/MMS	News Paper
		Scores						
Urban Male (n=55)	Masters’ &Above	26	105	107	128	77	56	44
	Bachelors’ &Below	87	161	202	229	153	91	85
	Mean	2.05	4.84	5.62	6.49	4.03	2.67	2.29
	SD	1.06	1.15	0.76	0.74	2.14	1.01	0.99
UrbanFemale (n=38)	Masters’ &Above	39	159	164	196	107	85	62
	Bachelors’ &Below	17	51	53	68	45	25	16
	Mean	1.40	5.39	5.55	6.76	3.97	2.84	2.03
	SD	0.27	0.95	0.72	0.43	1.19	0.79	0.43
	TwotailedPvalue	0.01	0.01	0.66	0.03	0.87	0.36	0.09
Rural Male (n=48)	Masters’ &Above	32	32	39	43	82	50	32
	Bachelors’ &Below	84	107	186	140	206	147	131
	Mean	2.44	3.10	4.54	4.27	6	4.10	3.39
	SD	0.84	1.13	2.16	1.97	1.03	2.01	2.22
Rural Female (n=46)	Masters’ &Above	51	86	62	107	121	93	99
	Bachelors’ &Below	63	124	96	115	100	80	91
	Mean	2.45	4.57	3.43	4.83	4.80	3.76	4.30
	SD	1.13	2.56	1.98	0.38	2.70	1.71	1.31
	TwotailedPvalue	.09	0.004	0.01	0.06	0.01	0.37	0.02
Non-Residence Male (n=48)	Masters’ &Above	60	135	45	117	61	55	85
	Bachelors’ &Below	46	119	56	133	87	70	65
	Mean	2.18	5.33	2.06	5.10	3.02	2.56	3.06
	SD	1.05	1.28	0.96	2.01	1.60	0.98	1.67
Non-Residence Female (n=48)	Masters’ &Above	60	141	76	190	104	78	87
	Bachelors’ &Below	13	39	32	39	54	24	24
	Mean	1.52	3.75	2.25	4.77	3.29	2.12	2.31
	SD	0.79	0.93	1.46	1.24	1.33	0.67	1.13
	TwotailedPvalue	0.0008	0.0001	0.453	0.335	0.370	0.011	0.012
Ranking of media *		1	4	3	5	3	2	2
Global ranking for media preferences(Nielsen.com (2012)		5	6	7	8	2	9	6

* Average of mean of scores.

Acknowledging Nielsen (2012) report as benchmark, table 1 depicts significant variance in Malayalis’ perception of television advertisements from a global perspective. For instance, Malayalis ranked television as the top influential medium, compared to its fifth place in global market. On the other hand, when the online medium was ranked top globally, followed by word of mouth (Nielsen, 2012), the average score obtained for the total responses showed low preference for online advertisements in Malayalis’ market. In addition, when mobile advertising showed a decline in the global markets, table 1 shows Malayalis constant acceptance of mobile, newspapers and magazines as active channels.

In light of the criticism, that the success of television advertising relies on the credibility of message (Clemons, 2009), table 2 reveals Malayalis’ trust in Television advertisements.

Table 2: Ranking of television advertising messages as the first most trusted information

Residents	Urban(n=93)			Rural (n=94)			Nonresidents (n=96)			Total (n=283)			
(A)	M>	B<	OR	PG	UG	OR	(B)	PG	UG	OR	(A+B)		
UM (n=55)	14	08	33	RM (n=48)	0	07	41	NM(n=48)	05	09	34	M(n=151)	43
% to UM	25	15	60	% of RM	0	15	85	% of NM	10	18	72	% of M	28
UF (n=38)	22	04	12	RF (n=46)	3	05	38	NF(n=48)	20	09	19	F	63
% to UF	58	11	31	% of RF	6	11	83	% of NF	46	19	35	% of F	47
% to UR	51		49	% RR	16		84	% NR	46.5		53.5	% M+F	37

Note: M>=Master & above; B<= Bachelor & below; UM = Urban Male; UF=Urban Female; RM=Rural Male; RF= Rural Female; UR=Urban Respondents; RR=Rural Respondents; NM=Non-resident Male; NF=Non-resident Female; NR= Non-resident Respondents; OR=Other Respondents.

Among the urban residents, 51 percent considered television as a trustworthy and reliable medium while among rural respondents merely 16 per cent agreed upon this view. In addition, a corroboration of table 1 with the findings by Sherlekar (1981) reveals that in a state with high rural literacy, it is apparent that the local newspapers, magazines and radio were widely accepted as trusted media.

In contrast to above analysis, table 2 shows low score for non-resident Malaylis. Among the total non-resident respondents 37 percent accepted television as a reliable medium, which was found to be very low compared to the global benchmarking of 62 percent (Nielsen, 2013). Table 2 depicts the disparity also in the response of residents and non-residents.

E-literacy and perceptions of online advertising

Acknowledging the opinion of past researches on the importance of e-literacy in online information seeking (Atkins and Vasu, 2000; Cunningham, 2000; Oh and French, 2007; Reinking, 1994), this paper examined the relationship between e-literacy and eight major variables that influenced online viewing in table 3.

Urban respondents ranked ‘absence of Malayalam ads’ and ‘no entertaining themes’ as the main variables influenced their preference for online advertising. The level of e-literacy did not show significant relation with respondents’ perception of online advertisement. However, response of urban female showed a positive relationship between e-literacy and online browsing, but with a low ranking to their trust in message credibility, fear of virus

attack, lack of entertaining themes and no patience to search. Study also identified a negative correlation between the male respondents’ opinions on the absence of Malayalam advertisements with level of e-literacy. Rural respondents did not exhibit any relation between e-literacy and perspectives on online viewing (table 3).

Table 3: Respondents reasons for viewing online advertisement

N=283		e-Literacy	Awareness on online ads	Knowledge on browsing	Lack of trust in message credibility	Fear of Virus attack	Preference for Malayalam advertising	No entertaining themes	No patience to search
A Urban Male	M	9.16	6.56	7.72	3.45	3.11	2.65	2.87	8.25
	SD	0.78	1.98	1.51	2.07	1.57	0.84	1.62	1.99
	M ranking	8	5	6	4	3	1	2	7
	r		0.54	0.10	-0.001	0.50	-0.58	0.14	-0.58
B Urban Female	M	8.36	7.68	7.51	4.26	4.65	1.65	1.71	4.6
	SD	3.23	1.57	1.15	1.28	2.05	0.48	0.76	3.36
	M ranking	8	7	6	3	5	1	2	4
	r		0.84	0.17	-0.12	0.10	0.10	-0.11	0.62
A&B	$P(\alpha=0.05)$	0.13	0.006	0.43	0.50	0.00	0.001	0.001	0.001
C Rural Male	M	3.4	3.74	4.95	5.48	4.63	2.44	3.76	9.72
	SD	2.23	0.89	2.3	1.45	2.09	1.92	2.95	0.45
	M ranking	2	3	6	7	4	1	5	8
	r		0.16	0.13	-0.40	0.12	-0.24	-0.01	0.28
D Rural Female	M	3.54	4.61	3.89	4.73	4.04	3.82	6.04	8.54
	SD	2.55	2.27	2.60	1.99	2.05	2.80	3.58	2.33
	M ranking	1	5	3	6	4	2	7	8
	r		0.75	-0.08	-0.15	0.23	0.08	-0.59	-0.48
C&D	$p(\alpha=0.05)$	0.78	0.02	0.04	0.03	0.17	0.01	0.002	0.003
E Non-resident Male	M	7.10	7.39	5.79	3.06	4.54	3.04	4.29	4.72
	SD	3.37	1.81	2.40	1.58	2.50	1.48	3.38	2.47
	M ranking	8	7	6	2	4	1	3	5
	r		0.73	0.52	-0.22	-0.24	-0.32	-0.51	-0.45
F Non-resident Female	M	8.20	6.84	5.15	3.88	3.66	3.57	4.17	6.66
	SD	2.91	2.60	1.53	1.54	3.26	2.26	2.93	2.17
	M ranking	8	7	5	3	2	1	4	6
	r		0.55	0.46	0.07	0.03	-0.42	-0.67	-0.61
E&F	$p(\alpha=0.05)$	0.90	0.20	0.12	0.01	0.14	0.17	0.85	0.00

*95 % confidence interval; \bar{X} = mean; r= correlation between computer literacy & variables.

Non-residents too, ranked ‘absence of Malayalam advertisements, fear of virus attack and lack of trust in the message credibility’ as main reasons for their disinterest in viewing online advertisements. There was no significant difference in the responses of both genders (Table 3).

Emotions in choice of media: Sentiment Analysis

Few studies express a relationship between viewers’ emotion and their choice of media for entertainments (Australian Psychological Society, 2013; Lee *et al.*, 2013). This session appraises the emotions of the respondents towards television and online advertisings by extracting their opinion and applying them in sentiment analysis tool.

Sentiment analysis is a process of opinion mining, wherein the extracted opinions of respondents are analysed to discover how they feel about a particular topic. The opinions expressed in table 4 consisted of two key target components- television and online advertising. Admitting Ben’s (2013) findings, we assumed that if an item had more positivity than negative keywords, it was deemed positive content, and if it had more negativity then it was considered negative statement.

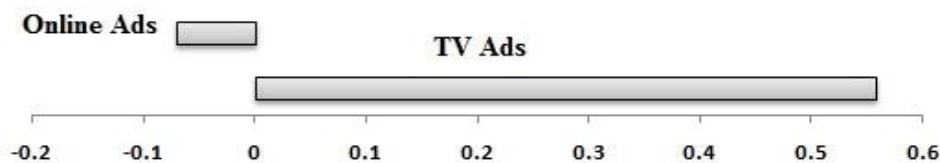
Table 4: Sentiment Subjects expressed by respondents to online and TV ads

	TV Adverting	S A&Polarity	Subjectivity	Onlineads	Polarity	Subjectivity
1	Enjoy and love watching ads	Positive +: 0.5;-0.5	neutral: 0.5 polar: 0.5	Enjoy privacy	Positive + 0.7;- 0.3	neutral: 0.2 polar: 0.8
2	Save time watching with favourite program	Negative +0.5;- 0.5	neutral: 0.5 polar: 0.5	Easy to view favorite ads	Positive + 0.5;-0.5	neutral: 0.3 polar: 0.7
3	Forced to see Ads between programs	Negative +0.4;- 0.6	neutral: 0.4 polar: 0.6	Extra effort to search	Neutral	neutral: 0.7 polar: 0.3
4	Watch ads without technical effort	Positive + 0.6;- 0.4	neutral: 0.2 polar: 0.8	Takes time to search & watch	Neutral	neutral: 0.8 polar: 0.2
5	Enjoy watching in own language	Positive + 0.7;- 0.3	neutral: 0.2 polar: 0.8	Difficult to find own language ads	Negative + 0.3;-0.7	neutral: 0.1 polar: 0.9
6	Entertains like movie	Positive + 0.7,- 0.3	neutral: 0.1 polar: 0.9	No speed & connectivity	Negative + 0.5;-0.5	Neutral 0 Polar 1
7	Big screen gives good impression	Positive +0.6;- 0.4	neutral: 0.2 polar: 0.8	Expensive than TV	Negative + 0.3;- 0.7	neutral: 0.2 polar: 0.8
8	Watch and share with family	Neutral	neutral: 0.5 polar: 0.5	Watch to my time & interest	Positive + 0.7;-0.3	neutral: 0.4 polar: 0.6
9	No fear of un-ethics	Neutral	neutral: 0.7 polar: 0.3	More options of ads on finger tips	Positive + 0.6;-0.4	neutral: 0.4 polar: 0.6
10	Clear, attractive memorable	Positive + 0.8;- 0.2	neutral: 0.2 polar: 0.8	Risk of obtaining malware	Neutral	neutral: 0.7 polar: 0.3
11	Source of ad is believable	Positive + 0.5;- 0.5	neutral: 0.2 polar: 0.8	Not trusting the validity	Neutral	neutral: 0.6 polar: 0.4
Total values (%) Positive 63 ; Negative 18.5; Neutral 18.5				Total values(%); Positive 36.25; negative27.5; Neutral 36.25		

Source: <http://text-processing.com/demo/sentiment>.

In brief, figure 2 explains the respondents’ polarization of sentiments towards television and online advertisements.

Figure 2: Polarization of sentiments towards television and online advertisements



5. Discussion

The paper began with an assessment of Malayalis' preferred advertisement media followed by an appraisal of the level of trust they expressed to their most preferred media. In the second stage, study examined the factors that influenced Malayalis' perceptions of online advertisements with a demographic analysis. Since e-literacy and online search habits were reported to be interlinked (Blau *et al.*, 2013), the relationship between e-literacy and the factors influencing the respondents' perceptions were examined at the third stage. Lastly, by applying the sentiment analysis (Liu, 2010), the study attempted to understand which medium among the above two remained as the most preferred channel with reasons.

It is apparent that consumers place more value on media that are able to convert messages into idealized images that evoke their emotions. Referring the concept of 'seeing is believing' (Philo, 1990), we conceptualised that watching advertisements through an inducing medium, like television (Koolstra and Voort, 1996; Mander, 2005) was considered to be more trust worthy for Malayalis. Acknowledging the past reviews and responding to Malayalis' distinctive consumer behaviour with a demographic analysis, we summarized the findings as follows.

Irrespective of the gender, education and residency status, the Malayalis living across the globe preferred television as effective media for advertisement, even in the era of digital revolutions. The mobile messages were less popular among Malayalis and at the same time, irrespective of the level of e-literacy, the rural community yet showed more fascination towards advertisements in local newspapers and radios advertisings. In addition, the study found that absence of Malayalam advertisements, lack of entertainment and lack of trust on phishing ads cause them to drift away from online advertisements. However, keeping these preferences apart, all the respondents expressed their concern towards the credibility of television advertisements. The sentiment intensity expressed for television advertisements implied that the preference for television advertising continues in Kerala, even when the markets enjoyed the fast penetration of the internet (*The Hindu*, 2012).

6. Implications for future research

This article strengthens the notion that television advertisements will enjoy a long-term, sustained popularity among the Malayalis. Nevertheless, to continue with television advertising, study recommends marketers to improvise the messages of their advertisements ethically, to develop and retain consumers' trust on television advertisements. Further research in this direction may support them to develop augmented advertising strategies.

7. Conclusion

A plethora of reviews has commented on the growing attraction towards online advertising, globally. The recent upsurge in research too, prophesies an enduring shift from traditional to digital promotional tools along with the growing e-literacy consumers. However, study acknowledges that the visual information relayed in local language would definitely lead consumers to obtain better knowledge on products/services. Bearing in mind the aforementioned facts, this paper concludes that despite the fast diffusion of internet in Kerala, Malayalis still hold on to their passion for Malayalam television advertisements treating it as commercial entertaining channel. Therefore, it is too early to accept online channel as the dominant paradigm vehicle to penetrate, at least in the global markets. Apparently, we also agree that in order to improve consumers' trust on television advertising, this area demands advanced research to explore ways to make television advertising more reliable.

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