

Customer Trust in Advertising Media: A Study of University Students in Mizoram

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Abstract

Businesses are more and more focused on the development of long-term and mutually beneficial relationships with customers. An essential ingredient in successfully achieving long-term relationships is the establishment and maintenance of trust. Customer trust in various forms of advertising has changed over the years. Companies invest a huge amount of money in advertising and promotion every year. The present study is an attempt to see which media of advertisement is preferred by the customers. The study has used a pre-developed instrument, viz. Adtrust scale, to compare the customers trust in four media advertisements, viz. the Newspapers, the Magazines, the Television, and the Internet among the university students in Mizoram, a small tribal state in Northeast India. The Newspapers as a medium for advertising emerged as the most trusted media.

Key Words: Adtrust scale, Reliability index, Usefulness index, Affect index, Willingness to Rely-On Index, Advertising media

Introduction

Customer trust is an important concept which is based on building customer relationships through trustworthy dialogue and unbiased information. Trust is like the glue that holds the business relationship together which can be shown through actions which includes what people do and do not do. If trust is not present, customers will not buy. Garbarino and Johnson (1999) defined trust as customer confidence in the

quality and reliability of the services offered by the organisation.

It is important to remember that word-of-mouth marketing is the best way to generate new sales. When trust is high, customers go out of their way to tell others about the business, about the product, about the service, and so on.

Investments in enhancing customers' service knowledge would strengthen customer trust in an

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organization and its products and services, and thus can act as an important service differentiator. Customer education initiatives also affect the impact of perceived service quality on customer trust. Successful marketers should be aware of the dynamic relationships between customer education, expertise, and service quality in managing customers' attitudes toward firms. Customer education affects the relative importance of technical and functional service quality for building customer trust in a firm (Eisingerich and Bell, 2007).

Review of Literature

A number of studies have been conducted by researchers to analyse the role of advertisement media in building image of the product. A few selected studies are as under:

Larkin (1977) stated that it appears that while on the surface students have very anti-advertising attitudes, it can be seen that they do so for very different reasons - some of which include a basic favourable attitude toward advertising in general, but a negative attitude toward some of the specific activities of advertisers and their advertisements.

Moore and Moschis (1978) mentioned in their study that young people retain advertising information when they are likely to make consumption decisions (because they have money to spend or work to satisfy consumption needs). Thus, opportunities for consumption may condition the child's perception of the importance of various

types of information in television advertisements, making such information important for the child. The study found that mere exposure to advertising did not set the scene for interpersonal communication about consumption.

Sandage and Leckenby (1980) observed that advertising students have a significantly more favorable attitude towards the institutions than towards the instruments of advertising. The same was true for state government, labor union, and education. Interestingly, advertising fared better at the institutional level than others, except education. At the instrumental level, advertising did not show so well, although it scored more favourably than either state government or labor union.

Hoffman, Novak and Peralta (1999) mentioned that lack of trust on the web arises from the fact that cyber consumers feel they lack control over the access that Web merchants have to their personal information during the online navigation process. These concerns over privacy span the dimensions of environmental control and secondary use of information control.

Kraeuter (2002) stated that starting from a functional perspective trust was seen as distinct but potentially coexisting mechanism for reducing the uncertainty and complexity of transactions and relationships in electronic markets. Because in the near future trust will remain the decisive factor for success or failure of e-businesses, it is very important for Internet companies to act in a way that

engenders consumers' trust. Efforts to increase the security of e commerce systems and trustworthy behavior of online-retailers will prove to be of advantage for both consumers and companies engaging in e commerce.

Tellis (2004) stated that there are numerous measures of advertising and its effects. All these measures can be broadly classified as belonging either to inputs, processes or outputs of a system in which advertising can play a role. The inputs themselves can be classified into three groups: intensity, media and content, in order of increasing refinement. Outcomes can be classified as brand choices, purchase intensity and accounting, depending on the level of analysis. The processes can be classified as cognitive, affective and conative, corresponding to the three different dimensions of mental activity. The effects of advertising relate to each other through a hierarchy of effects, which is specific for each brand, product category and consumer segment. Identifying this hierarchy and advertising's role in it is essential to evaluating how, when and why advertising works.

Dertouzos and Garber (2006) in their study stated that depending on the budget, advertising through television, radio, magazines, and (tentatively) newspapers can help to increase sales. Second, if only a rather small budget is available, it seems best to advertise only in print media; as budgets expand, it becomes optimal to add radio advertising to the mix; and as

budgets expand further, television should also be used.

Soh, Reid and King (2006) in their study found that the ADTRUST scale proved itself to be a valid measure of trust in advertising in the context of two different media: broadcast media and print media. Consumer trust in advertising, measured with the ADTRUST scale, varies across specific advertising media types. Five ad media were examined: television, newspapers, radio, magazines, and the Internet. The results of ANOVA indicate that trust in advertising is significantly lower for Internet advertising than for the other media types. Across all five media investigated, media credibility was consistently associated with media-specific ad-trust, indicating that trust in a medium and trust in advertising in that medium are directly related.

Eisingerich and Bell (2007) showed that investments in enhancing customers' service knowledge strengthen customer trust in an organization and thus can act as an important service differentiator. Customer education initiatives, however, also affect the impact of perceived service quality on customer trust. Successful marketers should be aware of the dynamic relationships between customer education, expertise, and service quality in managing customers' attitudes toward firms. Using data collected from customers of a global financial services firm, this study modelled the multifaceted impact of customer education initiatives on the

relationship between service quality and trust. The findings suggest that customer education affects the relative importance of technical and functional service quality for building customer trust in a firm. Research implications point to new business opportunities for service differentiation and relationship marketing.

Soh, Reid and King (2007) showed in their study that trust has been investigated by behavioral and social scientists from different disciplines. Despite the interdisciplinary research, studies of advertising trust are not abundant in the literature, though both academic and trade investigations have incorporated and measured the construct. This study was conducted to examine consumer trust in different advertising media and the relationship of that trust to media credibility. Results indicate that (1) advertising media are neither especially trusted nor distrusted by consumers; (2) there is variation in consumer trust across different advertising media; (3) trust in specific ad media is differentially associated with education and income; and (4) trust in advertising media and media credibility are correlates, though trust in advertising is distinct and separate from the credibility construct.

Halliburton and Poenaru (2010) mentioned that overall trust was most influenced by the customers' trust in their interaction with front line employees, self-service technologies and marketing communications, followed by the service providers' management policies & practices

and thirdly customers' previous experience. The most important influence factor of emotional trust is rational trust (average 56%) followed by front line employees, management policies, and marketing communications. Rational trust is most influenced by the front line employees, followed by management policies and satisfaction with previous experience.

Banerjee and Banerjee (2012) in their study stated that the marketer's integrity is considered to be the most important factor influencing consumers' online trust. The marketers in the virtual world can gain the consumers' confidence and faith by delivering the products on time, undamaged and according to the specifications mentioned by the customers, and sending error free bill. Online merchants can enhance their integrity by providing the consumers' the option of tracking their shipments, easy and quick ways of placing orders, and multiple ways of payment. Two important factors that act as antecedents to Indian consumers' online trust are security and privacy, and useful information content in the web site. The other antecedents to consumers' online trust are convenience in using the web site, the web design, and word of mouth promotion.

Saemundsson (2012) also used the ADTRUST scale in his study about the customer trust in different advertising media in Iceland. The research was aimed at replicating Soh, Reid and King's (2007) study, and see if results in Iceland differed from their findings as no such study has

been done in Iceland before. The study focused on advertising within the Icelandic market. The study found that participants neither particularly trusted nor distrusted advertising since all mean scores were between 3.35 and 3.65, i.e. just below the neutral point that ranges from 1 to 7, a score of 4 being a neutral trust point. As for differences in trust towards the different media, they found out that advertising in newspapers yielded the strongest mean score of the media in question, differing significantly from the lowest scoring media, TV and Internet.

Aydin (2013) stated in their study that the levels of trust in the advertising among the participants in general can be judged as at an average level. The study shows that participants have the highest trust in newspaper ads. They can make purchase-related decisions, depending on the information they have obtained from this medium. The newspaper medium is followed by the magazine and outdoors. It can be concluded from these evaluations that the participants have the highest trust in the printed media. The ad media with the lowest level of trust for the participants is the Internet.

Chang and Fang (2013) stated in their study that website characteristics affect consumer trust and distrust. Website that provide useful and accurate information and maintain a reliable order fulfilment track record will be perceived as having high online trust. In the online purchasing context, attention should focus on enhancing brand strength, a key

distrust-avoiding factor. The empirical results of this study show that a reputable brand may not enhance sense of trust, but can significantly reduce sense of distrust.

Draganska, Hartmann and Stanglein (2014) found that accounting for differences in pre-existing brand knowledge is paramount in obtaining valid comparisons across advertising formats because people who are exposed to Internet display ads have significantly lower levels of pre-existing brand knowledge than television viewers. Without considering the differences in these “initial conditions,” television advertising seems to be more effective than advertising on the Internet, but when the pre-existing differences among media formats are taken into account, the brand recall lift measures for Internet ads are statistically indistinguishable from comparable television lift measures.

The above studies state about the influence of advertising on consumers and their reactions toward advertising. Some of the studies mention about the reaction of youth in particular, towards advertising, some of them studied about the different forms of advertising and their effectiveness. The studies also mention about consumers’ trust towards advertising and their various possible causes.

There have been a number of valuable studies regarding consumer trust towards advertising. However, it remains a matter of serious concern that only a few studies have been carried out in India and

no significant research has been carried out within the state of Mizoram. This study will fill in the research gap.

Objectives of the Study

1. To study the customer trust among the university students in select advertising media in Mizoram.
2. To study the gender impact, if any, on the level of trust in advertising media.
3. To study the impact of the course of study, if any, on the level of trust in advertising media.
4. To study the impact of area of residence, if any, on the level of trust in advertising media.

Research Methodology

The present study is based on secondary data as well as primary data. Secondary data has been collected from various published sources, such as journals, magazines, books, internet, newspapers etc. Primary data has been collected from the randomly selected respondents through a well-structured and standardized questionnaire developed by Soh, Reid and King (2007) as discussed below:

The Adtrust Scale

The Adtrust scale is a 20 item 7-point Likert scale developed by Soh, Reid and King (2006). The 20 items are classified into four indexes of ad-trust viz. Reliability (9 items), Usefulness (4 items), Affect (3 items), and Willingness to rely on (4 items). Reliability and

Usefulness indexes reflect the cognitive evaluation of advertising; Affect index reflects the emotional response of advertising; and Willingness to rely on index reflects the behavioural intent to use the information conveyed in advertising. The four indexes are established to support the proposed conceptualization that trusts in advertising is a multi-dimensional construct having cognitive affect, and conative dimensions.

The Reliability component includes items reflecting the quality of information conveyed in advertising: factual, accurate, clear, and complete. Inclusion of these items suggests that the Reliability component reflects consumer evaluation of the informational value of advertising. The second component, Usefulness, refers to consumer feeling of how useful advertising is for purchase-related decision making. The Usefulness component is the consumer's judgment of the practical value of the credible and reliable information that optimizes consumer decision making. The Affect component reflects the likeability of advertising. Likeability can include attractiveness, feeling of liking, enjoyability, and positive affection. The Affect component includes items such as positive, likeable, and enjoyable, which are consistent with the prior conceptualization of likeability. Willingness to Rely On reflects behavioural intent to act on the basis of the information conveyed in advertising (Soh, Reid and King, 2006).

The Adtrust scale represents the four trust factors which show high reliability and concurrent, convergent, discriminant, and nomological validity; and reflects a combination of (1) consumer perception of reliability and usefulness of advertising, (2) consumer affect toward advertising, and (3) consumer willingness to rely on advertising for decision making. The introduction of the Adtrust scale as a valid measure of the construct of trust in advertising should help advertising researchers develop a more in-depth understanding of how consumers respond to advertising. The Adtrust scale brings inter-disciplinary research on the trust construct into advertising research (Soh, Reid and King, 2009).

Sampling

The respondents of the study are the students of Mizoram University pursuing postgraduate courses. At present, there are six schools of studies in the university offering a variety of postgraduate programs (Table 1). The selection of respondents has been done based on multi-

stage stratified random sampling technique, which is drawn as hereunder:

Population: The students pursuing any PG study in Mizoram University.

Sampling frame: The Annual Report of Mizoram University: 2013-14.

Sampling technique: Multi-stage stratified random sampling.

Sample: All IV semester students of one of the departments (selected at random) under each of the schools.

In order to select the respondents, first of all one department of each school has been selected randomly, and then at the second stage all the students of IV semester of the selected department have been assumed as target sample. As such, six departments across the schools have been selected. Mizoram University is a central university under the University Grants Commission, Government of India, and was established on April 25, 2000 by the Mizoram University Act (2000) of the Parliament of India.

Table 1: The Details of the Schools and Departments of Mizoram University

| School | Department |
|--|---|
| School of Economics, Management and Information Sciences | Commerce (Randomly selected) |
| | Economics |
| | Management |
| | Library & Information Science |
| | Mass Communication |
| School of Social Sciences | Psychology |
| | Social Work |
| | Political Science |
| | Public Administration (Randomly selected) |
| | History & Ethnography |

| | |
|---|--|
| School of Life Science | Botany |
| | Zoology (Randomly selected) |
| | Biotechnology |
| School of Earth Sciences and Natural Resources Management | Environmental Science |
| | Forestry |
| | Geology |
| | Geography (Randomly selected) |
| | Horticulture |
| School of Physical Science | Ext. Education & Rural Development |
| | Physics |
| | Chemistry |
| | Mathematics & Computer Science (Randomly selected) |
| School of Education & Humanities | Mizo |
| | English |
| | Education (Randomly selected) |
| | Hindi |
| School of Engineering & Technology | Computer Engineering |
| | Electronics and Communication Engineering |
| | Electrical Engineering |
| | Information Technology |
| | Civil Engineering |
| School of Fine Arts, Architecture & Fashion | Architecture |

Source: MZU Annual Reports 2014-15

Results and Discussion

a) Profile of the respondents:

As stated earlier, one department from each school has been randomly selected to represent the school, and then all the IV semester students of the selected department during Feb-July 2015 were chosen as the sample. Out of the 110 respondents, the number of male and female students is exactly the same. The age of the respondents range from 20 to 28 years, the average age being 24 years. Over 28% of the respondents are of 24 years of age which consists of 31

respondents, having the highest number of respondents. Nearly one-fourth of the respondents are of 23 years of age. Almost one-fifth of the respondents are of 25 years of age, 11.8% are of 22 years, and 7.3% are of 21 years. From the School of Economics, Management & Information Sciences, the Department of Commerce is randomly selected in which there are 27 respondents which consists of 24.5% of the total sample, from the School of Social Sciences, the Department of Public Administration is randomly selected in which there are 17 respondents consisting of 15.5% of the total sample, there are only

eight respondents from the School of Life Sciences which comprises of 7.3% of the total sample drawn from the randomly selected Department of Zoology, 22 respondents are from the School of Earth Sciences & Natural Resources Management which is 20% of the total sample from the randomly selected Department of Geography, 19 respondents are from the School of Physical Sciences consisting of 17.3% of the total sample from the randomly selected Department of Mathematics & Computer Science and there are 17 respondents from the School of Education and Humanities which comprises of 15.5% of the total sample from the randomly selected Department of Education.

Further, out of total 110 respondents, 57.3% belong to urban areas while 21.8% of them belong to semi-urban areas, and remaining 20.9% of them reside in the rural areas of Mizoram.

c) Adtrust scale:

Newspapers as advertising media is the most trusted by the respondents as newspaper advertising scored 4.40 on Adtrust scale, which is based on 7 points Likert scale. Magazines scored the least point (i.e., 4.18), television scored 4.39 and internet scored 4.21 on a 7 point scale (see Table 2).

Table 2: Media-wise Adtrust Scale

| Media | Adtrust Scale |
|------------|---------------|
| Newspapers | 4.4 |
| Magazines | 4.18 |
| Television | 4.39 |
| Internet | 4.21 |

Source: Primary Data

b) Four indexes under Adtrust scale

All the 20 questions in the questionnaire are grouped into four indexes namely Reliability (honest, truthful, credible, reliable, dependable, accurate, factual, complete, clear), Usefulness (valuable, good useful, helps people make the best decisions), Affect (likeable, enjoyable, positive), and Willingness to rely-on (I am willing to rely on ad-conveyed information when making purchase related decisions, I am willing

to make important purchase related decisions based on ad-conveyed information, I am willing to consider the ad-conveyed information when making purchase related decisions, I am willing to recommend the product or service that I have seen in ads to my friends or family). These indexes are then summed up on the basis of media, gender, school and location of the respondents.

d) Index-wise scoring of the four media

There are not significant differences between the media as the mean ranges from 4.00 to 4.90 except for the Internet under Reliability Index which gives a total score of 3.85. Under Usefulness Index, Affect Index and Willingness to rely Index, the Magazines has the lowest mean

of 4.39, 4.64, and 4.02 respectively. Under Reliability Index and Usefulness Index, the Newspapers has the highest mean while the Internet has the highest mean under Affect Index. Under Willingness to rely-on Index, the Television has the highest mean. This can be seen from Table 3.

Table 3: Index-wise Scoring of the Four Media

| Media | Reliability Index | Usefulness Index | Affect Index | Rely On Index |
|------------|-------------------|------------------|--------------|---------------|
| Newspapers | 4.25 | 4.79 | 4.70 | 4.14 |
| Magazines | 4.00 | 4.39 | 4.64 | 4.02 |
| Television | 4.10 | 4.50 | 4.85 | 4.25 |
| Internet | 3.85 | 4.58 | 4.96 | 4.08 |

Source: Primary Data

e) Gender-wise scoring of the four media

The scores of all the indexes are higher in female-respondents than in male-respondents even though the score range falls within a close range of 4.01

and 4.93. Affect Index has the highest score in both male- and female-respondents while Reliability Index has the lowest mean in both the categories of respondents. This can be observed from Table 4.

Table 4: Gender-wise Scoring of the Four Media

| Gender | Reliability Index | Usefulness Index | Affect Index | Willingness to Rely On Index | Adtrust Scale |
|--------------|-------------------|------------------|--------------|------------------------------|---------------|
| Male | 4.01 | 4.49 | 4.64 | 4.08 | 4.21 |
| Female | 4.09 | 4.64 | 4.93 | 4.16 | 4.38 |
| Total | 4.05 | 4.56 | 4.79 | 4.12 | 4.29 |

Source: Primary Data

f) School-wise scoring of the four media

The score ranges between 3.45 and 5.17 where the score is highest under Affect Index of the School of Social Sciences whereas the score is lowest under Willingness to rely-on Index of the School

of Life Sciences. Under Reliability Index, the School of Life Sciences has the lowest mean while the School of Education and Humanities has the highest mean. Under Usefulness Index and Affect Index, the School of Physical Sciences has the lowest mean while the School of Social Sciences

has the highest mean. Under while the School of Education and Willingness to rely-on Index, the School Humanities has the highest mean. This of Life Sciences has the lowest mean is shown in Table 5.

Table 5: School-wise Scoring of the Four Media

| School | Reliability Index | Usefulness Index | Affect Index | Willingness to Rely On Index | Adtrust Scale |
|---|-------------------|------------------|--------------|------------------------------|---------------|
| School of Economic, Management & Information Sciences | 4.13 | 4.47 | 4.9 | 4 | 4.36 |
| School of Social Sciences | 3.99 | 4.87 | 5.17 | 4.21 | 4.39 |
| School of Life Sciences | 3.79 | 4.45 | 4.74 | 3.45 | 4 |
| School of Earth Sciences & Natural Resources Management | 4.04 | 4.59 | 4.69 | 4.28 | 4.3 |
| School of Physical Sciences | 3.88 | 4.28 | 4.44 | 4.06 | 4.08 |
| School of Education & Humanities | 4.31 | 4.74 | 4.77 | 4.42 | 4.49 |
| Total | 4.02 | 4.57 | 4.79 | 4.07 | 4.27 |

Source: Primary Data

g) Location-wise scores of indexes:

Table 6 highlights that the scores are lowest under ‘Reliability Index’ and ‘Willingness to rely-on Index’ of the respondents from semi-urban areas having the same score of 3.93. The score is

highest under ‘Affect Index’ of the respondents from rural areas having a score of 5.02. The respondents from rural areas registered the highest total score of 4.44 while the students from semi-urban area secured the lowest total score of 4.14.

Table 6: Location-wise Scores of Indexes

| Location | Reliability Index | Usefulness Index | Affect Index | Willingness to Rely-On Index | Adtrust Scale |
|--------------|-------------------|------------------|--------------|------------------------------|---------------|
| Urban | 4.04 | 4.51 | 4.78 | 4.19 | 4.3 |
| Semi-urban | 3.93 | 4.46 | 4.58 | 3.93 | 4.14 |
| Rural | 4.21 | 4.8 | 5.02 | 4.14 | 4.44 |
| Total | 4.06 | 4.59 | 4.8 | 4.09 | 4.29 |

Source: Primary Data

h) School-wise scores of different media

The respondents belonging to the School of Economics, Management & Information Sciences have reposed the highest trust on TV medium with a score of 4.50, and they have shown the least trust on the Internet with a score of 4.20. Among the respondents from the School of Social Sciences, the Newspapers got the highest score of 4.58 while the Internet registered the least score of 4.16. Similarly, the Television scored the highest index of 4.68 among the respondents from the School of Life Sciences while the Magazines got the

least score of 3.43. Further, among the students of the School of Earth Sciences & Natural Resources Management, the Internet registered the highest score of 4.37 while the Television got the lowest score of 4.26. The Television got the highest score among the students of the School of Physical Sciences and the School of Education and Humanities while the Magazines got the least score among the students of the School of Physical Sciences and the Internet got the least score among the respondents from the School of Education and Humanities.

Table 7: School-wise Scores of Different Media

| School | SEMIS | SSS | Life Sc | SES & NRM | Physical Sc | SEH |
|------------|-------|------|---------|-----------|-------------|------|
| Newspapers | 4.2 | 4.58 | 4.68 | 4.28 | 4.16 | 4.46 |
| Magazines | 4.28 | 4.26 | 3.34 | 4.27 | 3.91 | 4.52 |
| Television | 4.5 | 4.44 | 4.26 | 4.26 | 4.18 | 4.64 |
| Internet | 4.2 | 4.16 | 3.71 | 4.37 | 4.07 | 4.32 |

Source: Primary Data

i) Gender-wise scores of different media

All the select media of advertisement, except the Internet, registered higher scores among the female respondents as compared to the male respondents. Among the select media, the

Television registered the highest score while the Internet got the lowest score among the female respondents. Further, among male respondents, the Newspapers scored the highest while the Magazines scored the least.

Table 8: Gender-wise Scores of Different Media

| Gender | Male | Female |
|------------|------|--------|
| Newspapers | 4.34 | 4.35 |
| Magazines | 4.08 | 4.28 |
| Television | 4.2 | 4.58 |
| Internet | 4.2 | 4.18 |

Source: Primary Data

j) Location-wise scores of different media

The Television got the highest score of 4.39 among the respondents from urban areas while the Internet has the least score of 4.10. Among the respondents from

semi-urban areas, the Television scored the highest while the Magazines scored the least. The Newspapers, as advertising media, has the highest score of 4.55 among the respondents from rural areas while the Magazines has the least score of 4.25.

Table 9: Location-wise Scores of Different Media

| Location | Urban | Semi-Urban | Rural |
|------------|-------|------------|-------|
| Newspapers | 4.33 | 4.18 | 4.55 |
| Magazines | 4.19 | 4.08 | 4.25 |
| Television | 4.39 | 4.3 | 4.48 |
| Internet | 4.1 | 4.14 | 4.46 |

Source: Primary Data

Conclusions

The Ad-Trust scale developed by Soh, Reid and King (2006) consists of four separate scales, viz. Reliability (with 9 Likert scale items), Usefulness (with 4 Likert scale items), Affect (with 3 Likert scale items) and Willingness (with 4 Likert scale items). The same standardised scale has been used for the present study. A sample of 110 respondents has been selected from six schools offering PG programs of Mizoram University. One department from each of such schools has been selected, randomly, to represent the school and all the fourth semester students constituted the sample for the study.

The Newspapers as a medium for advertising has emerged as the most trusted media, while the respondents found the Television as the second most trustable medium for advertising. The

respondents consider the Magazines as the least trustworthy media of advertising out of selected four media. The reason for the Magazines to perform the least may be attributed to the fact that it is the least popular medium among the respondents out of the selected media under the study.

As far as the individual four indexes are concerned, the most trusted media of advertising, viz. the Newspapers could outperform the other media of advertising on two indexes, viz. Reliability Index and Usefulness Index, and could manage second and third place on Willingness Index and Affect Index respectively. The second most trusted media of advertising, the Television could outperform the other advertising media on Willingness Index while could manage second place on Reliability Index and Affect Index, and was placed in third position by Usefulness

Index. The least preferred media of advertising by the respondents, viz. the Magazines could manage the third place on the Reliability Index while was least preferred on remaining three indexes. The Internet as advertising media could find 4th, 2nd, 1st and 3rd place on Reliability, Usefulness, Affect and Willingness to rely-on indexes.

Under the Reliability Index, the School of Education and Humanities has the highest mean while the School of Life Sciences has the lowest mean. Under the Usefulness Index and Affect Index, the School of Physical Sciences has the lowest mean while the School of Social Sciences

has the highest mean. Under the Willingness to Rely-on Index, the School of Education and Humanities has the highest mean while the School of Life Sciences has the lowest mean. The Reliability Index, Usefulness Index and Affect Index are highest in case of the respondents belonging to the rural areas while they are the lowest for semi-urban areas. The Willingness to Rely-On Index is highest for the respondents belonging to the urban areas while it is the lowest for their counterparts in semi-urban areas. In terms of gender, all the indexes are higher in case of female respondents compared to male respondents.

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