

# Relational study of the perception of frequency and the attributed credibility of selected types of advertising

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## Abstract

The most popular ad becomes the most trusted. The extent to which this claim is true has become the resource for this study, which, for its primary purpose, has determined the correlation between the frequency and credibility of individual types of ads. Based on two questions we have analysed this objective and it was the output of primary research. These were questions at the nominal level of data, where we surveyed the type of advertising (TV commercial, radio advertising, social network advertising, print advertising, billboards) what respondents perceive as the most favoured and trusted. The predicted relationship was analysed by Cramer's V. In addition to the relational analysis, the study also shows a frequency analysis which points out that TV advertising and social media advertising are trusted and have a high frequency. On the other hand, there is print advertising, which respondents consider to be quite trusted, but they do not meet with it often. The above-mentioned correlation has been confirmed, i.e. there is a significant correlation between the frequency of ads and the credibility with a CV output of 0.299. Limitations of output are understood mainly in the possibility of occurrence of hidden variables determining the relationship, i.e. partial correlations. In addition, the data collection was geographically relatively specific.

**Key words:** Advertising, advertising traffic, advertising credibility, correlation.

## 1. INTRODUCTION

The definition of the American Marketing Association says, “advertising is every form of non-personal presentation and support of ideas, goods or services performed by an identifiable sponsor”. Kretter (1997) states that advertising is seen as “one of the four main tools the company can use in direct communication with customers and the public”. Advertising is an inherent feature of modern era, where we meet with advertising at every corner. Bačík (2016) highlights advertising in the online environment and determines its importance to meet the customer's needs. Satisfying the customer's needs, as reminded by Kotler (2012) should not be ignored. In these ideas, we find an embedded form of modern marketing in the interaction of primarily satisfied customer needs. Thousands of businesses have taken this idea as their own and satisfying customer needs. The difference between those successful and unsuccessful is that successful businesses know how to “agree” with the customer. Under the agreement with the customer, we understand the creation of conditions that enable the customer to meet the needs most effectively. Therefore, the customer should be the “primary” and the profit will come “by itself”. Many marketers use “blindly” different kinds of advertising, especially in new markets and with unknown customers. A high-quality, integrated mix of commerce as reminded by Štefko (2011) is a source of competitive advantage. Every kind of advertising is specific.

Print advertising is one of the oldest advertising media. The effects of print ads vary depending on the periodicity and credibility of the selected title. The advertising has a quick effect in daily journals and has a slower effect in monthly journals. Advertising in monthly journals is more durable, as the reader can return to it at any time. We often meet with advertisements in the form of leaflets embedded in magazines. It can be one leaflet, more leaflets, or leaflets with multiple business ads. Print advertising often uses multiple images in one advertising. Each of these images is capable of eliciting emotional feedback. If all product images are positive or, on the contrary, all are negative, the extreme picture determines the overall response of the consumer (Cheben 2010). Loydlová (2013) believes that the main advantages of print advertising are low production costs for advertising processing, the possibility of thematic distribution of the target group by the type of the journal and high flexibility.

Loydlová (2013) considers the advantage of TV advertising in regional televisions as the fact that the client through the multiple television network has the possibility not only of global but also of regional communication and is thus closer to consumers. Vysekalová and Mikeš (2010) consider the mass range and selectivity as a primary advantage, which means that according to the character of the television program, it may affect the selected target group.

Radio advertising over TV advertising has one advantage, which is the affordability. According to Vysekalová and Mikeš (2010), the main disadvantage is the so-called “background media”, which means that people listen to the radio, while doing other activities and do not focus on the provided information.

The majority of consumers will imagine the concept of outdoor advertising with traditional billboards, neon lights. Posters and large-format advertising are traditional forms of outdoor advertising, but new alternatives entered into the field. Outdoor advertising means any form of advertising placed in public spaces, in public and individual transport, on public institutions, next to the road, on walls of buildings, etc. In magazines, newspapers and dictionaries, we meet with “outdoor advertising” or “Out of Home”

advertising (Lábska et al. 2009). We also know other forms of outdoor advertising, such as advertising columns, advertising benches, advertising triangles, exterior and interior boards, aribus or city lights, which is a common name for ad on the streets (Lábska et al. 2009).

Lábska (2009) talks about social network as a virtual world, where millions of people meet with linked profiles. These people create between themselves communities in which they communicate. For advertisers, social networks have enormous potential to promote their products or services. Profile owners indicate their age, gender, employment, interests, and other information during the registration. This enables advertisers to focus their ads more accurately on a particular target audience. Vysekalová and Mikeš (2010) talk about the marketing of social networks and the huge potential to reach the target group through direct marketing, image branding and are a source of consumer information.

If we want to look at the advertising analytically, it can be determined from multiple angles. In our study, we focus on the perception of frequency and the credibility.

## **2. METHODOLOGY OF THE RESEARCH**

The primary objective of this study is to determine the relationship between frequency and reliability of individual types of ads. We will review this assumption on 5 different types of ads, such as TV advertising, radio advertising, social media advertising, print advertising and billboard advertising. We made this choice because the types and channels are known among customers.

### **2.1 Methods of data collection and research sample**

The research was carried out by means of a questionnaire. In terms of data collection, therefore, primary research is involved. We can characterize our research as both relational and interdisciplinary based on the assumption of the link between the frequency and credibility of the selected types of ads. The data collection was carried out in Eastern Slovakia.

Altogether, we gathered 148 respondents' opinions. In the survey, 58.8% represented women and 41.2% represented men, in absolute terms we received 87 questionnaires from women and 61 questionnaires from men. According to the age category, respondents can be divided into two groups: 52% of the respondents born after 1995 (1995 included) and 48% of the respondents born before 1995. According to the achieved level of education, respondents can be divided into three groups. 47 respondents (31.8%) achieved university education, 91 respondents (61.5%) achieved secondary education with school leaving examination and 10 respondents (6.8%) achieved secondary education without a school leaving examination.

### **2.2 Research question, description of variables and methods of statistical processing**

Based on our primary goal, which determines the relationship between the frequency and credibility of each advertising type, we present a research question on which parts of the analysis will be built.

Research question: Is there a significant correlation between the frequency of advertising and their credibility?

This research question is based on the following query items:

- Which advertising you consider the most trusted?
- Which advertising you consider the most frequented?

We offered the following options: TV advertising, radio advertising, advertising on social networks, print advertising, and billboards. From the survey, we excluded the option “Others”. As can be seen, they are polytomic nominal variables.

The non-parametric test of the Cramer’s V context, based on the  $\chi^2$  division, was used to process the research question. We chose this test based on the data level that, as we mentioned, is nominal.

### 3. RESULTS

In this section, we analyse the frequencies of individual ads in the dimension of the frequencies, i.e. the respondents which advertising perceive the most popular and in the dimension of credibility, the respondents which advertising perceive the most trusted.

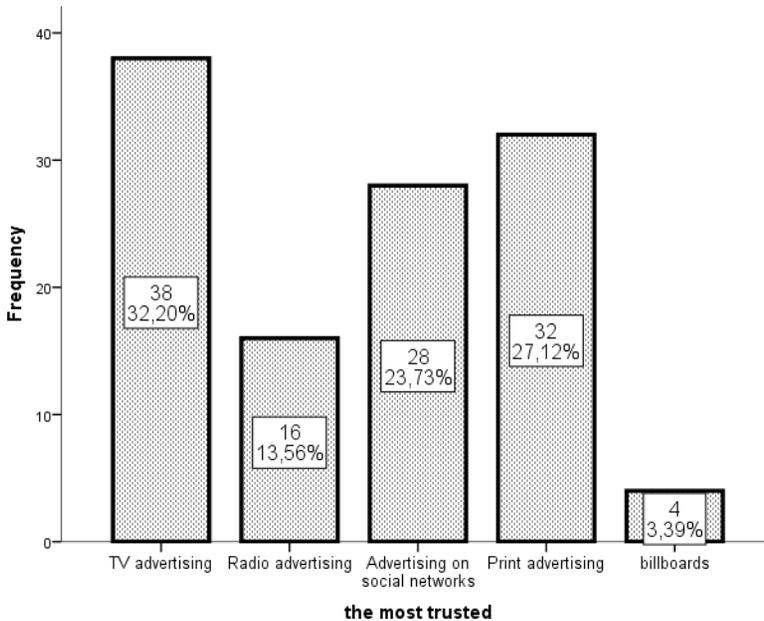


Figure 1 The most trusted advertising

(Source: Own elaboration)

As we can see, nearly one-third of the respondents find TV advertising the most trusted. Secondly, the print advertising (newspapers, magazines, leaflets, etc.), was the most favoured by 27% of the respondents. Advertising on social network ended in the third place, followed by billboard advertising (14%).

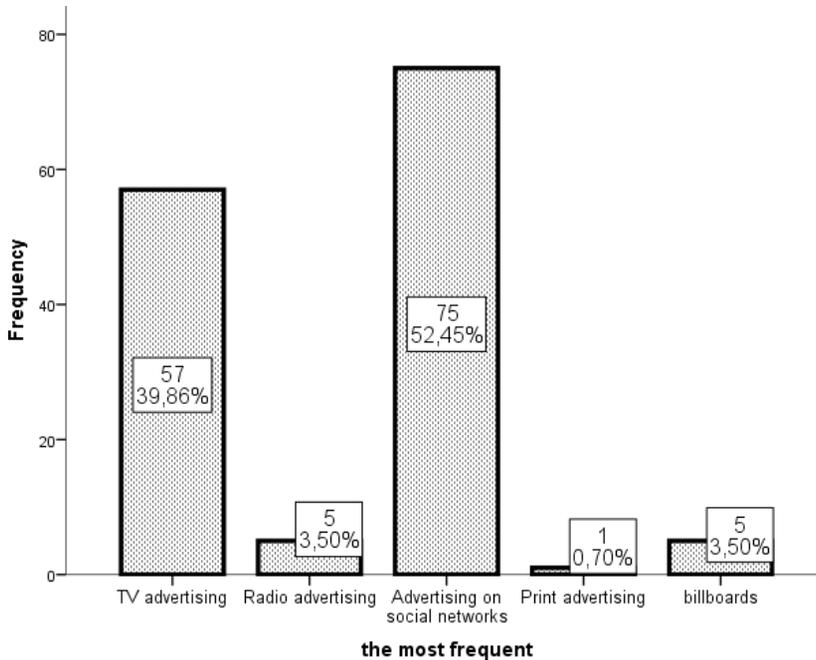


Figure 2 The most frequent advertising

(Source: Own elaboration)

Social media advertising and TV advertising dominate frequency perception. Only 3.5% of the respondents chose the radio advertising and the advertising on billboards as the most frequent. Print advertising is the least frequent according to the respondents.

We notice some connections. TV advertising and social network advertising dominate in case of both frequency and credibility. Likewise, we could also take a broader view of the extremes of radio

advertising and billboards. The only significant exception is print advertising. According to the respondents it has a high credibility, but not that frequent. For a better presentation of the mentioned findings, we provide a contingency table.

Table 1 Contingency table - credibility \* frequency

		the most frequent				
		TV advertising	Radio advertising	Advertising on social networks	Print advertising	billboards
the most trusted	TV advertising	19	2	17	0	0
	Radio advertising	4	2	7	0	1
	Advertising on social networks	9	1	17	0	1
	Print advertising	18	0	11	0	2
	billboards	1	0	2	1	0

(Source: Own elaboration)

We note that 19 respondents perceive TV advertising as the most frequent and trusted and 17 respondents perceive social network advertising as the most frequent and trusted in the dimension of column and line maxima advertisements. Thus, there is a presumption of a positive correlation between the frequency of advertising and its credibility. For the exact deduction of significance, we apply the Cramer's V correlation test and therefore we will accurately assess our assumption in the research question.

Based on the value of p, asymptotic significance, the test will judge the significance of the relationship determined by the following hypothesis.

**H1: We expect a significant correlation between the frequency and credibility of the ads.**

In order to verify the presented hypothesis, we also formulate the statistical hypotheses on which we decide to accept or to reject it.

- H<sub>0</sub>: There is no significant correlation between the analysed variables.
- H<sub>1</sub>: There is a significant correlation between the analysed variables.

Table 2 CV test - credibility \* frequency

	Value	Approximate Sig.
<b>Cramer's V</b>	<b>,299</b>	<b>,001</b>
N of Valid Cases	115	

(Source: Own processing)

Based on the p value, which is three decimal places equal to 0.001 of our statistical hypothesis H1, we will not reject. There is a significant correlation between the analysed variables. Analogically, the basic H1 hypothesis, along with the statement, shows that there is a significant correlation between the perceived frequency of ads and the attributed credibility of ads. The rate is 0.299 and according to the Vaus methodology (2002), we interpret it as low and medium dependence.

#### 4. DISCUSSION

In the methodological part, we have identified a research question as a hypothesis that there is a correlation between the perceived frequency of ads and the attributed credibility of advertisements. We have confirmed this connection with the above tests. This connection has no meaning in the applied aspect itself but in the theoretical, basic research approach.

Marketing can be understood as a hammer that can build a home, but also it can hurt. These outputs can be used to convince a customer that non-quality is quality, or to facilitate customers' lives in meeting their latent needs.

The value added from the applied level is mainly that radio advertising was described by respondents as not so trusted and not that frequent. Thus, the definition given in the introduction, “background advertising”, has been confirmed. This type of advertising also has relatively low costs. TV Advertising has its own specifics and its strength has been unequivocally proven, even though we encounter a very high level of negative judgments. Nowadays, the phenomenon is social media advertising, which is very frequent and with a relatively high level of credibility. We also place great emphasis on print advertising; its credibility is very similar to that of radio advertising, with a low frequency of perception. From the above outcomes, the worst perceptions in terms of frequency as well as in terms of credibility are the advertisements on billboards.

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