

Belief Dimensions and Viewer's Attitude towards TV Advertising in Thailand

Chuthamas Chittithaworn (Corresponding author)

School of Business Innovation and Technopreneurship, University Malaysia Perlis, Malaysia

E-mail: chuthamas@unimap.edu.my

Md. Aminul Islam

School of Business Innovation and Technopreneurship, University Malaysia Perlis, Malaysia

E-mail: amin@unimap.edu.my

Orachot Thooksoon

Phd Candidate, Universiti Sains Malaysia, Malaysia

E-mail: farsai007@hotmail.com

Abstract

The aim of this study is to examine the relationships Belief Dimensions and attitude of viewers towards TV advertising. Earlier research was mainly explored in the west with some finding were positive and some being negative on certain aspects of viewers perception. Whilst this study is exploratory in nature in understanding the relationship between Belief Dimensions and attitude of viewers towards TV advertising. Generally the Thai TV viewers tend to have a more negative attitude towards TV advertising. Three Belief dimension were found to be significant towards TV advertising and theses are informational benefits, negative contents and offensive. Three were not significant and these are availability, advertising format and non-informative. The result shows a number of implications for the management of business organization in particular the advertising agencies. They need to address the issue of peoples' perception being negative towards TV advertizing; secondly combine the demographic characteristics and belief dimensions to maximize advertising's reach and effectiveness. By understanding the viewer profile advertising agencies may be able to do a better media planning and focus on creativity and presentation.

Keywords: Advertising, Belief dimensions, Television advertisement, Attitude, Thailand

1. Introduction

Advertising is one of the four components in promotion mix and has been considered an important tool by firms directing persuasive communication to potential buyers. Its purpose is to enhance buyers' response to the products or services offered by the firm, thus increasing its profitability. Mohd Hamdan (1991) defines advertising as "a dissemination of any message particularly through mass media, paid by business or any other institution that wishes to increase the profitability than those targeted by these messages will behave or believe as the advertisers' desire them to behave or to believe". Mohan (1989) defines advertising as "dissemination of information concerning as idea, services or product to compel action in accordance with the intent of the advertiser". The Definition Committee of the American Marketing Association (1948) states "advertising is any paid form of non-personal presentation of ideas, good or service by an identified sponsor". Advertising is believed to have influenced and manipulated consumer's everyday lives (Packard, 1957). It has provided advertising agencies the skill in influencing buyers thought processes and purchasing decisions. Advertising Association stated "advertising as a means of making known in order to buy or sell goods or services". Institute of Practitioners in Advertising in Britain explains "advertising presents the most persuasive selling message to the right prospects for the product or service at the lowest possible cost? (Jefkins, 1982)

Hence advertising plays an important role in peoples' lives either directly or indirectly, in particular the broadcasting media. Television commercials are enlisted with a staggering array of sensory and sensual rich images and computer graphic – all designed to elicit and emotional response in viewer that both grabs their attention and helps communicate the advertising message (Bruzzone & Tallyn, 1997). Television advertising has been characteristic as a familiar and trusted medium of communication and played an important role in people's

lives by bringing information and entertainment into living rooms. It has contributed to shaping our social and culture understanding of the world, provided us with a forum of shared experiences and defining historical moments, and continually raised issues of construction of media discourses (Losifidis, 2007). Television being one of the most influencing media has been a topic of study by numerous researchers. It was found that people differ in their attitude towards television advertising in general. Some have negative while others have positive attitude towards television advertising. Viewers differ in the degree to which they are negative or positive about television advertising. Bauer and Greyser (1968) states that the reasons could be economic and social contributions of advertising, in that advertising is viewed as an essential activity, helping to raise the standard of living, and ultimately resulting in better products for society. This is also agreed by Kover, Goldberg, and James (1995) as they found that the most important characteristic of creative and effective advertising was that it elicited positive feelings in the viewers related to their self-image. This is agreed by Burdus (1981) based on reports by United Kingdom Advertising Association surveys, that there is a slight increase in the number of people who approve of advertising. The particular culture and economic characteristics of television advertising demand that the advertiser provides the merit of goods and services (Brown and Picard, 2008)

2. Literature Review

Andersen (1972) describes that an attitude is often viewed in terms of an evaluative function-identifying something as the good or bad, desirable or undesirable. Furthermore, as mentioned earlier in the definition, it can be summarized from Allport (1954), Krech and Crutchfield (1948) and Petter and Cacioppo (1981) that their definitions states or imply that attitude are related to an objective, are part of the general way the individual experience and reacts to his world, are relatively recurring, and imply thought and feeling.

Hence attitude is not tangible and it cannot be studied directly as it is an emotion, perceptual and mental state of readiness. English and English (1958) defines attitude as “an inferred entity conceived as actually existing and as giving rise to measurable phenomena which leads to hypothesizing the construct”. The measure attitude it has to be linked to certain objects or behavior such as emotions. Krech and Crutchfield (1948) saw it as an emotional aspect which embodies positive or negative feelings about the object in question; a cognitive aspect – beliefs or ideas about it; and a cognitive aspect – a tendency to behave in a particular way towards it. In this study the attitude towards TV advertising would be measured with relation to respondents’ beliefs, as there is a close link between attitude and beliefs. This fact is agreed by Anderson (1972) where he concluded that they are closely linked and any change or addition in one or more beliefs usually produces a change in attitude.

Past research indicates that public attitude towards advertising have been worsening over time. It was cited in Zanot (1981), study that the 38 public opinion polls conducted on public attitude towards advertising since the early 1930s and found public opinion have become increasing negative during 1960s and 1970s and 1970s, a trend confirmed by more recent studies as well (Muehling, 1987; Andrews, 1989)

2.1 Definition of advertising in Thailand

Advertising play an important role in human daily life especially in globalization age. The ability of the advertising is depends on the evolution of technology means that the advancement of technology will increase the ability of advertising. Advertising is becomes a most power tools for marketer since advertising is use as a tools to get to target group (Suwannon, 2008).

Public Relations Department was established on 3rd May 1933. Public Relations Department is the government sector that belongs to Office of the Prime Minister which works as a middleman between government sector and public included public and public. Public Relations Department reports news, knowledge, fact to public and listen to the public opinion. In additional, Public Relations Department play an important role in persuade public to give their commitment to government and government sectors. In the current economic situation, marketer tries to manage the budget of advertising more efficiency. Fareast DDB Company did research on consumer behaviors towards advertising. They found that the mass media advertising that people preferred to consume the information was television.

2.2 The attitude towards TV advertising in Thailand

According to Allport (1954) attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual’s response to all objects and situation with which it is related”. The definition is comparable to by Krech and Crutchfield (1948) who defined it as “an enduring organization of motivational, emotional, perceptual and cognitive processes with respect to some aspect of the individual’s world”. An attitude is a hypothetical construct that represents an individual’s degree of like or dislike for an item. Attitudes are generally positive or negative views of a person, place, thing, or event. People

can also be conflicted or ambivalent towards an object, meaning that they simultaneously possess both positive and negative attitudes toward the item in question (Wikipedia, 2010).

TV advertising is most important tools in Thai society. Most of Thai television advertising have simply pattern to promote product and service included image and sound. Its help target group to remember about product and service. Besides that marketer tries to attract more customer attention by added the representative or celebrity into advertising itself. The following recent studies based on survey of people attitude towards television advertising. 86% of example group were think that advertising is the thing must have on television, 65% of example group were think that present advertising is interesting, 60% of example group were think that watching TV advertising can keep their up-to-date, 54% of example group were think that they can trust product and service advertising on television, and 54% of example group were think that TV advertising were influence them on decision make for purchase product and service.

3. Research Methodology

There are two main components of Independent variables are Belief Dimensions and Demographic Characteristics. There are 6 dimensions representing beliefs about TV advertising and they are Personal and Social Benefit, Availability, Offensive, Non-Informative, Intrusive and Negative dimensions. To measure the Personal and Social benefit is measured by the informational aspect of TV advertising. Each dimension consists of several questions which would measure the attitude towards TV advertising. The second independent variable is demographic characteristics, which are affluence, age, and income which are also used to measure the attitude of viewers towards TV advertising.

Based on the relationship of the variables described in the theoretical framework the following hypotheses were developed. The first hypothesis would look at the relationship between the various belief dimensions and viewers attitude towards TV advertising

H1a: Viewers who perceive TV advertising informational are expected to have positive attitude towards TV advertising

H1b: Viewers who perceive TV advertisement high on availability are expected to have positive attitude towards TV advertising

H1c: Viewers who believe TV advertising offensive are expected to have positive attitude towards TV advertising

H1d: Viewers who believe TV advertising informational are expected to dislike TV advertising

H1e: Viewers who believe TV advertising is intrusive are expected to dislike TV advertising

H1f: Viewers who believe TV advertisement is negative in content are expected to dislike TV advertising

The questionnaire used in this study was adapted from the study done by Alwitt and Prahaker (1992, 1994), as they have some similar statements which was found by the Advertising Association of Thailand (2009) hence some terms were revised and changed to suit the study to the Thai environment.

In part A for question number eight (8) have added the “number of family member” to household size as for easy understanding, average time spend on watching TV per week was changed to per day and annual household income to monthly income for easy answering and administration. Part B the term of “Federal Government” was dropped and “Culture and Finance” were included. The changes were done to suit the local environment as they are the current issues being published in the local press. Culture always played a significant role in peoples’ lives and finally the financial market has also made headlines recently. These changes were done in anticipation not only for better understanding but also to localize some questions as the respondents could easily identify with the selected topics.

4. Results

Total of 200 questionnaires were distributed to selected respondents and 134 questionnaires were collected back, the responds rate is 67% (i.e. 134/200). Descriptive analysis shows that out of 200 respondents, there were female more than male respondents. The results show that 62.7% of the respondents are female and the remaining 37.3% are male. The majority of respondents, a total of 35.8% (48) were aged less than 20 years old, 26.9% (36) were aged between 31-40 years old, 20.9% (28) were aged between 21-30 years old, 11.2% (15) were aged between 41-50 years old, and 5.2% (7) were aged above 50 years old. There are 77.6% (104) was Buddhist, 17.2% (23) was Islam, and 5.2% (7) was Christian. There are 48 (35.8%) respondents bachelor degree, 39 (29.1%) were from diploma, 34 (25.4%) respondents were from secondary school, 8 (6%) were from mater degree, 4 (3%) respondents from primary school, and 1 (0.7%) respondents were from Ph. D. Household size, 60

(44.8%) were 4 family members, 51 (38.1%) were more than 5 family members, 19 (14.2%) were 3 family members, and 4 (3%) were 2 family members. The average time spend on watching TV per day, 50 (37.3%) respondent spent 2-3 hours, 38 (28.4%) respondents spent 4-5 hours, 21 (15.7%) respondent spent less than 1 hour, 18 (13.4%) respondents spent 6-7 hours, and 7 (5.2%) respondents spent more than 7 hours. The rate of income, 61 (45.5%) respondents were income less than RM 1,000, 33 (24.6%) respondents were income between RM 1,001-2,000, 17 (12.7%) respondents were income between RM 3,001-4,000, and 16 (11.9%) respondents were income between 2,001-3,000, and 5 (3.7%) respondent were income more than RM 5,001. On the other hand, respondents occupation, 65 (48.5%) were other occupation, 39 (29.1%) were labour, 14 (10.4%) were freelance and business owner, and 8 (6%) were administrator and professional level.

Reliability analysis was used to measure both consistency and internal stability of data. The Cronbach's Alpha measuring the inter-item consistency and reliability measure the coefficient that reflects how well items in a set are positively correlated to one another. Cronbach's Alpha that are less than 0.6 are generally considered to be poor, those in the 0.7 range to be acceptable, and those over 0.8 to be good; the closer the reliability coefficient gets to 1.0, the better. Cronbach's Alpha for 1 and independent variables and the dependent variable were above .70. Therefore data that were collected for this research were considered to be internally stable and consistent.

4.1 Relative Importance of TV Advertising in People's Lives

From the fourteen topics that people talk about most of talk about less, TV advertising is not on a high quartile of the most important topic that people talk about in this sample. It is a subject 'most talked about' by 20.1 percent of the respondents and it is ranked 13 out of 14 topics. Hence TV advertising is not a popular subject of conversation. For the 'less talk about' category, TV advertising is at 17.2 percent of ranked number 9. It is evidence that from the above finding that TV advertising is not a subject choose for conversation. It is also a topic 'generally talk about' by 36.6 percent of the respondents and ranked second behind Sports, 26.1 percent of respondents believes it 'need immediate attention' which is ranked at number eight among 14 topics that people talk about (see table 4).

In the relative importance of TV advertising in people's lives, the 'most talked about' category garners 20.1 percent and ranked 13 among 14 topics. For 'less talked about' category it is ranked fifth with 17.2 percent, for 'generally talked about' topic it ranked second with 36.6 percent responses and finally ranked eight with 26.1 percent for topic which 'needs immediate attention'. In Bauer and Greyser study (1968), they found that 11 percent of their respondents said that advertising was a topic about which talked most and 40% said that it is talked about least. 15% felt that advertising needed immediate attention. They also found out that advertising is ranked fifth out of ten topics in need for immediate attention. Alwitt and Prabhaker (1992) found some of similarly in findings. TV advertising was most talked about by 10 percent of the respondents, 35 percent less talked about, and 24 percent believe it needs immediate attention. Of the fourteen topics listed, TV advertising ranks tenth among those talked about most, fourth among those talked about least, and seven among issue which respondents think need immediate attention and change. There is a close resemblance between the present study and the study done by Alwitt and Prabhaker (1992), the topic which needs immediate attention is ranked eighth and least talked about topic is close fifth by the present study. Thus the attitudes towards TV advertising of the people surveyed in the current study appear to be similar to the study of Bauer and Greyser (1960), also that of Alwitt and Prabhaker (1992) study in US.

4.2 Correlatives Analysis

Correlations analysis was used to find out whether belief dimensions and attitude towards TV advertising are correlated. Results show that all factors are correlated at 1% percent significance level. However none the p-values were more than 0.70. Table 2 presents the results of correlations analysis.

4.3 Factors affecting TV advertising in Thailand

Multiple Regression Analysis was used to determine whether the six independent variables, which are Information Benefits, Availability, Offensive, Non-Informative, Negative Content, Advertising Format have any significant effect towards TV advertising in Thailand. The result is shown in Table 3. The findings of the study revealed that Offensive, Information benefits, Negative Content have significant positive effect towards TV advertising in Thailand. Non-informative, Availability, and Advertising Format were found to have no significant effect towards TV advertising in Thailand.

The overall result of the regression analysis shows that this model is well constructed and it is well represented as reflected in the variables selected. Table 3, the summary table on regression analysis indicated that the

R-square is 19.3 percent. This means that the six variables which include information benefits, availability, offensive, non-informative, and negative content can explain 19.3 percent variations in attitude toward TV advertising in Thailand.

The Durbin-Watson statistic show that the serial correlation of residuals is 2.066, the value falls within the acceptance range. (1.5 and 2.5). This means that there is no auto correlation problem in the data. The condition Index, Variance Inflation Factors (VIF) and tolerance all fall within the acceptance range (Condition index – 21.268 VIF = 1 – 10, tolerance = 0.1-1.0). This means that there is no multi-co linearity problem in the regression model used for this study. The histogram indicates that data used in this study is normally distributed and F-value is found to be significance level (sig. F = .000). This concludes that the regression model used in this study is adequate or in other words, the model was fit.

The Personal and Social (Informational) Benefit dimension is significant towards attitude, which means that information benefit has significant impact on viewers' attitude towards TV advertising. Any increase in the informational dimension would result in an increase on r respondent attitude towards TV advertising to be positive. It is only natural that the viewers find that if TV advertising is informational they tend to have a positive attitude. This is true when viewers find the TV advertising to be relevant, and assist in their decision making process in term of product quality, price and comparative advantage. As the informational aspect of TV advertisement is crucial and relevant to viewers they tend to have a more positive attitude towards TV advertising.

Availability dimension is not significant to respondent attitude towards TV advertising hence it has no influence on the viewers' attitude. The Offensive dimension is also not significant to the viewers' attitude towards TV advertising. Intrusive dimension is significant, so it has an impact on viewers' attitude towards TV advertising. It has a positive effect on attitude, where any increase in this dimension would result in viewers' attitude being more negative. The reason people watch television is for entertainment, so they would get irritated when the show is being interrupted frequently and this would lead to a negative attitude towards TV advertising.

Negative dimension is significant, which has effect on viewers' attitude toward TV advertising. Non-Informational dimension does not influence viewers' attitude towards TV advertising as it is not significant. It was explained that it is significant and negatively correlated with Interesting/Boring and Like/Dislike measuring scale, where the more viewers perceive that TV advertising is non-informational the more they would like it or find it interesting. Nevertheless the mean for the individual attitude measuring scales; Interesting/Boring, Like/Dislike, Good/Bad, and Helpful/Harmful and the mean for overall attitude is more towards being negative. This is rather strange as it was anticipated when viewers' feel that the TV advertising to be Non-Informational, their attitude would be negative but the statistical result indicates otherwise. The possible explanation could be people may not pay much attention to the Non-Informational aspect of TV Advertising as the other element of advertising music, colour, and presentation may have influenced their attitude which makes them interesting and to their liking.

Thus the three dimensions, which have a major influence on viewers' attitude towards TV advertising, are Informational, negative contents and offensive, and the other three have no impact on their attitude. Among these three dimensions, Personal and Social Benefit (Informational) has the greatest impact on attitude as shown by the standardized beta, followed by Negative content and finally offensive.

5. Recommendations

The finding from this study could be important for copywriters as the advertisements are expected to influence sales to rise. The belief dimension could also provide valuable information for advertising firms. Copy testing may be influenced by overall attitude towards TV advertising depending how viewers perceive informational benefit dimension of TV advertising. If people believe that TV advertising towards TV advertising resonates with his/her interest, he or she is more likely to react favorably to the relevance of a particular commercial. If a person believes that advertising is less than truthful about products in general, he or she is more likely to counter argue with the advertisement. The Intrusive dimension has an effect on attitude towards TV advertising. The advertising could look at different format of presenting the advertisements or reduce the frequency of look of alternative approach. Advertisers may combine certain demographic characteristic and reasons for disliking TV advertising to provide a way to identify TV dislikers so they can better focus their creativity, media selection and message strategies. This would allow researchers to select more accurately their subject populations by using a combination of demographics and belief about TV advertising.

It would be wise for advertising to pretest their TV advertising format to reduce the perception of its target market viewer's negative attitude towards TV advertising. For example affluent consumers who are offended by

TV advertising naturally dislike it more. Hence identifying TV advertising dislikers among an advertiser's target group can increase the efficiency of media planning. The advertising also need to consider many factors before formulating their advertising strategy because the success of advertising is influenced by many factors such as types of media selected, time frame, creativity (color, music and humor), product category (cosmetic, convenience, industrial or services), brand name, etc.

The theoretical implications are that the current study was conducted in Malaysia. It shows that the Malaysian viewers' attitude towards TV advertising is not much different with those in the west. Secondly, it explains some reasons why viewers' generally have a negative attitude towards TV advertising. That being the case, why is that the advertiser still flogging the market with advertisements. An expansion of this study in understanding the reasons other than that tested in this study important to comprehend why the viewers' have a negative attitude, which is mentioned in future research.

6. Conclusion

The current study examined several types of reasons for people disliking TV advertising. Television advertising in general is evaluated differently by people of different age, income and education level. Age and income of viewers also have an implication on attitude towards TV advertising as older viewers and higher income earners tend to have a more negative attitude. Peoples' perception also varies in term of their belief about TV advertising. People dislike advertising because commercials are repeated too often, or they cannot completely trust the way products are depicted and they find it to be intrusive. Generally people would dislike TV advertising if they find it not relevant to their needs or self-images as reflected in their personalities and interests. It was found to be true in this study as people generally have a negative attitude towards TV advertising and they find it to be intrusive.

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Table 1. People behavior towards advertising on mass media in 2009

Mass media	Percentage of consume the information
Television	67%
Internet	31%
Newspaper	27%
Magazine	4%

Source: The Positioning Magazine 3rd July 2009

Table 2. Results of correlations analysis

	Information benefits	Availability	Offensive	Non-informative	Negative in content	Advertising format	Attitude towards TV Advertising
Information benefits	1						
Availability	.633** .000 134						
Offensive	.502** .000 134	.551** .000 134					
Non-informative	.613** .000 134	.787** .000 134	.649** .000 134				
Negative in content	.346** .000 134	.494** .000 134	.592** .000 134	.570** .000 134			
Advertising format	.433** .000 134	.499** .000 134	.500** .000 134	.632** .000 134	.746** .000 134		
Attitude towards TV Advertising	.042 .317 134	-.002 .492 134	.147* .045 134	.135 .060 134	-.145 * .048 134	-.117 .089 134	1

Table 3. Results of Regression Analysis on advertising in Thailand

Factors	Beta	T-Ratio	Sig. t
Information Benefits	.518	3.314	.001
Availability	-.316	-2.269	.025
Offensive	.304	2.615	.010
Non-Informative	-.016	-.147	.883
Negative Content	-.355	-2.667	.009
Advertising Format	-.177	-1.346	.181
R square = 0.193 Durbin-Watson = 2.066 F = 5.032 Sig. F = 0.000 Condition Index = 21.268			

Table 4. TV Advertising Ranking Compared to Other Topic of Discussion

Topic	Need Immediately Attention	Most Talk About	Generally Talk	Less Talk About
Religion	12	5	11	2
Career	6	5	12	4
Political	1	9	6	14
Education System	6	3	12	6
Financial	4	12	7	5
Culture	10	1	5	11
Social Problem	5	8	8	8
Children	2	3	14	11
Clothing and Fashion	11	11	10	1
Programs on TV	12	2	2	9
TV Advertising	8	13	2	9
Food and Restaurant	9	9	4	6
Sports	12	14	1	3
Travel	3	7	8	13