

Consumers' Perception Towards Different Modes of Advertisement: A Comparative Study

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Businesses need to attract their target customers towards their products through valuable mode of promotion and communication. Advertisements are presented to large audience through various means called advertising media. Different advertising appeals build a solid brand image of a company, so that audiences can differentiate a company's product from other competitors and generate sales. It is now essential for businesses to select the right medium to advertisement. This paper compares the various medium of advertisement in the perception of consumer. This research paper also examines the effectiveness of different forms of advertisements with respect to various product categories. The right choice of media can actually help businesses in getting maximum possible benefit from advertising.

Keywords –Online Advertisement, Radio Advertisement, Television Advertisement, Outdoor advertisement, Print advertisement etc.

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INTRODUCTION

According to Belch and Belch (2004), Advertising is any paid form of non personal communication about an organization, product, service, or idea by an identified sponsor. He suggested that advertising is the best known promotional tool since it is persuasive. It is also a very important tool for companies whose products and services are aiming to satisfy mass consumer markets. Advertising is a form of communication for marketing and used to encourage, persuade, or manipulate an audience viewers, readers or listeners; sometimes a specific group to continue or take some new action (www.Dictionary.com). Advertisements are presented to large audience through various means called advertising media. The types of media for advertisement are endless ranging from banner and balloons to online and mobile advertising. Different types of messages may require different media (S.H.H. Kazmi and Satish K. Batra, 2006). Newman and Staelin (1973) showed that advertising may enlarge the set of brands a consumer can recall easily. The literature suggests that objective knowledge stimulates consumer search in new product categories about which consumers are unknowledgeable, but not in established product categories. Bettman and Park (1980) found that consumers with moderate amounts of prior product information are more likely to search for a brand than those with little prior information.

Online advertising, also known as internet advertisement, online marketing, online marketing or e-marketing, is the marketing and promotion of products or services over the Internet. A clear advantage consumers have with online advertisement is the control they have over the product, choosing whether to check it out or not. (Wakolbinger, Lea; Michaela, Denk Oberecker, Kluas, 2009). Web-related advertising has a variety of ways to publicize and reach a niche audience to focus its attention to a specific group. Research has proven that online advertising has given results and is growing business revenue. (Wakolbinger, Lea, 2009)

Newspaper's are suitable for carrying informative advertising for four reasons: (i) informative environment, (ii) reputation for trustworthiness, (iii) fit with presentation limitations, and (iv) comparatively low intrusiveness (Boyer 1974; Nadine Lindstädt and Oliver Budzinski, 2001; Telser 1964). Magazines, periodicals, glossies, or serials are publications that are printed with ink on paper, and generally published on a

regular schedule and containing a variety of content. They are generally financed by advertising, by a purchase price, by pre-paid magazine subscriptions, or all three. At its root the word magazine refers to a collection or storage location. In the case of written publication, it is a collection of written articles.(Magazinepublisher.com.)

Radio advertising is based on the idea of creating an audio-only environment and placing the listener inside of it. Important information may be repeated several times over the course of the spot, such as contact phone numbers, addresses, website URLs, or a geochartical reference. As one spot of radio advertising ends, another spot begins and the process continues until the program resumes. (wisegeek.com)

Out of home advertising or outdoor advertising is focused on marketing to consumers when they are on the go in public places, in transit, waiting such as in a medical office and/or in specific commercial locations nsuch as in a retail venue. Outdoor advertising formats fall into four main categories: billboards, street furniture, transit, and alternative(wikipedia.org). It is necessary for businesses to select the right medium to advertisement. Hence, this study was undertaken to compare different mediums of advertising (television advertisement, newspaper advertisement, magazine advertisement, radio advertisement and outdoor advertisement).

LITERATURE REVIEW

Advertising helps a company to communicate its products' features and benefits to markets through mass media. Different advertising appeals build a solid brand image of a company, so that audiences can differentiate a company's product from other competitors and generate sales (Belch, 2004). The effectiveness of advertising is according to Tellis (2004) a highly complex phenomenon and depends fundamentally on human response to communication and how it is communicated. It involves attention, processing, recall, and response to appeal. This leads to one potential drawback noted by Armstrong and Kotler (2005) who claim that advertising is a kind of one-way communication.

Smith and Taylor (2002) emphasize the need for advertisers to think outside the box and engage in a more dynamic and creative methods of advertising via direct mail, tele sales, Internet, television Radio etc. There is a need for advertisers to think outside the box and engage in a more dynamic and creative methods of advertising via different forms of advertising. When multinational companies expand their products to foreign countries, they

have to consider which kind of advertising methods they should use to best reach their chosen target markets. There are three different possible approaches: standardization, adaptation, and glocalization to communicate messages in foreign markets (Madhu, 1995). The different types of media do have a different balance of the three factors of advertising –Everyday Culture, Entertainment and Information delivered in an ethical way (Sally Ford Hutchinson and Annie Rothwell, 2002). The magnitude of these three factors and the code of conduct followed in advertisements influence the popularity of an advertisement among the audience to a great extent.

Shapiro, MacInnis and Heckler (1997) found that incidental exposure to advertising influenced the products that enter consumers' consideration sets, even when the consumers are not consciously aware that they saw the ads. The experiment was conducted in three stages. Moreover, there is a growing interest from the advertising industry (MSN, IAB, ARF, 2002) in effectiveness of cross media advertising. Bettman and Park (1980) found that consumers with moderate amounts of prior product information are more likely to search for a brand than those with little prior information. Swasy and Rethans (1986) found that ads for new products stimulated more curiosity among consumers with greater prior category knowledge. However, Wood and Lynch (2002) found that consumers with high levels of prior knowledge are less motivated and learn less than those with little prior knowledge.

OBJECTIVES

- To compare various medium of advertising (television advertising, newspaper advertising, magazine advertising, radio advertising, outdoor advertising and internet advertising).
- To determine the effectiveness of different means of advertising with various product categories.

HYPOTHESIS

- **H₀₁**: There is no significant difference between different means of advertisements (internet, newspaper, magazine, radio, television and outdoor advertisement)

RESEARCH METHODOLOGY

The Study: The study is exploratory in nature and focuses on a comparative study of various medium of advertisement.

The Sample: The sample of the study constituted of 106 respondents from the city of Indore. The respondents were selected through non-probability convenience sampling method.

Tool of Data Collection: A self structured Questionnaire is used for the purpose of collecting data from the respondents. The questionnaire adopted in this study consisted of 3 sections. Section A consisted of general information about the users. Section B contains questions related to the means of advertising best suited for different product categories while for collecting the views of the responses towards different medium of advertising, section C contains 18 factors (Attractiveness, Informative, Reliability etc.) which were selected on the basis of literature review. All the items were measured by responses on Likert scale, ranging from 1- Strongly Disagree to 5- Strongly Agree.

Tools For Data Analysis: When a scale is developed for a particular situation and no other standardized instrument is available, the reliability index based on reliability coefficient can be taken as equivalent to validity of the scale. The reliability of the scale was determined by Cronbach's alpha method on the data collected. The reliability coefficient alpha (α) was found to be 0.890 showing high reliability of the scale, hence the questionnaire was considered as appropriate for the study. In order to determine the perception of the respondent with regard to various product categories and different means of advertisement, percentage analysis was used on different categories of product and to compare various medium of advertisement, one way ANOVA was used.

RESULT AND DISCUSSION

Referring to the table 2, we found that the p value is less than 0.05. Hence the null hypothesis is rejected, This means that there is no significant difference between different forms of advertisements. The study conducted by Zeff and Aronson (1997) shows that online advertising can be delivered anytime of the day and in real time. In addition, advertisements can easily be launched, updated, or cancelled immediately. This flexibility is not seen in the traditional methods where it takes until the next edition of a newspaper to change a published advertisement. As a medium of sound, audio has the ability to emotionally involve customers with advertising (Gusco, 2001). On the other hand Gallagher, Foster, and Parsons (2001) said

that use advertising hyper-linked to a related text and state that both media are equally effective. For print advertisement Metha (2000) found out, that, respondents with more favourable attitudes towards advertising recalled a higher number of advertisements the day after exposure. Lindstädt & Budzinski (2011), presented a theoretical discussion of substitution effects between newspaper and online advertising based upon the economic theory of advertising. According to Sundar et al. (1998) the print medium is superior to the online medium in memory measures, ascribing the effect to the novelty of online advertisement, the delivery mechanism and users' expectations.

Compared with newspapers, television, radio, outdoor and magazine, online scored far higher in terms of medicine, beauty and hygiene product, service provider product, scored 2nd in respect of FMCG product, other product and scored third lowest ranking i.e 4th rank in respect of insurance product, durable product, medicine. The television rank first, two print media rank 2nd and 3rd for insurance product though online was well ahead of outdoor advertising and radio advertising. 50% of consumer said that they are with television for insurance product compared to only 6% with online (chart-1). Online scored second rank and television again well ahead with interest for FMCG product. 62% consumer watch television FMCG product advertisement and relying on it whereas online advertisement is next highest with 18% (chart -2). Television was considered a most effective medium of advertisement for durable product. 35% of television viewer said that television advertising had helped them with ideas or information for durable product whereas only 9% of consumer are with interest advertisement (chart-3). Online scored highest rank with 41% and well ahead with other mediums of advertisement for medicine, beauty and hygiene product. 32% of consumer read newspaper advertisement for and considered next effective medium of advertisement in respect of medicine, beauty and hygiene product (chart-4). Online is a strong leader for reflecting service provider product with 35%. Outdoor advertisement scored second rank and 22% of consumer relying on it for timely and up to date service provider product information (chart-5). Radio scored 2nd rank and is well ahead with online in respect of other categories of product. 32% of consumer listen radio advertisement whereas interest is in lower rank with 19% for other categories information (chart-6).

CONCLUSION AND SUGGESTIONS

This study was undertaken to analyse the differences between different means of advertisement. Effectiveness of advertisement was determined with respect to various

product categories. From the study it was also concluded that there is a significant difference between different means of advertisement i:e internet advertisement , television advertisement , radio advertisement, outdoor advertisement, newspaper advertisement and magazine advertisement. By comparing seven modes of advertising for different types of product categories, it was concluded that television advertisement was the most effective medium of advertisement for Insurance, FMCG goods and Durables while Online advertisement was most effective medium of advertisement for medicine, beauty, hygiene product and service provider product.

Many problems arise because of the wrong selection of the medium of advertising. Every medium has its different communication style, reach, and public acceptance, cost advantage, shelf life etc. The needs of the business should be analyzed first and then the information can be used to understand, which medium of advertising could be best for any business and their products. Thus, business should understand how the right choice of media can actually help in getting maximum possible benefit from advertising.

LIMITATIONS

The study has some limitations. The sample used for the study is relatively small and was limited to a specific geographic region. The study was done by taking the views of the 106 respondents. Respondents for the survey were taken from the Indore city. The study could have more reliable and would have yield different results if the target demographic was broader than now.

Like every study involving human feedback, there is always a big room for bias. Respondents could have provided with false information due to the thought that it might reflect their personality. However, increasing sample size and respondent from varying demographics will remove this limitation.

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ANNEXURES

Table 1: Descriptives for consumers responses towards different means of advertisements

	N	Mean	Std. Deviation	Std. Error
Television	106	94.16	11.495	1.116
Newspaper	106	82.72	13.094	1.272
Magazines	106	79.08	12.670	1.231
Internet	106	81.77	12.494	1.214
Radio	106	70.21	13.493	1.311

Outdoor Advertisement	106	73.78	14.880	1.445
Total	636	80.29	15.067	.597

Table 2: Difference in the consumers perception towards different forms of advertisements

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36670.730	5	7334.146	42.987	.000
Within Groups	107485.189	630	170.611		
Total	144155.918	635			

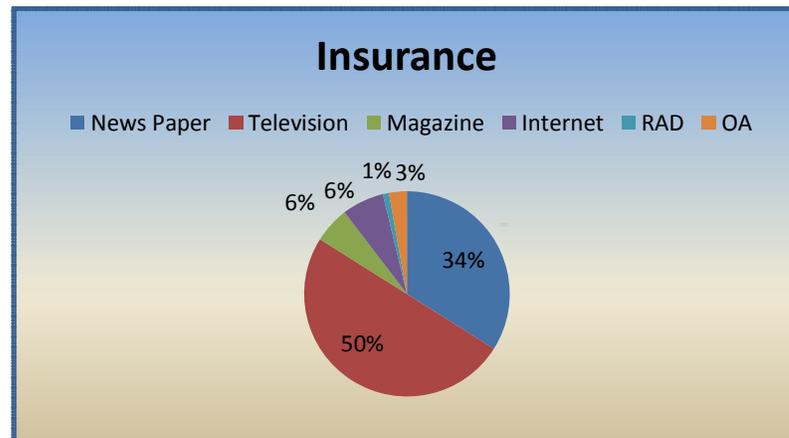


Chart No-1 : Effectiveness of medium of advertisement for insurance product

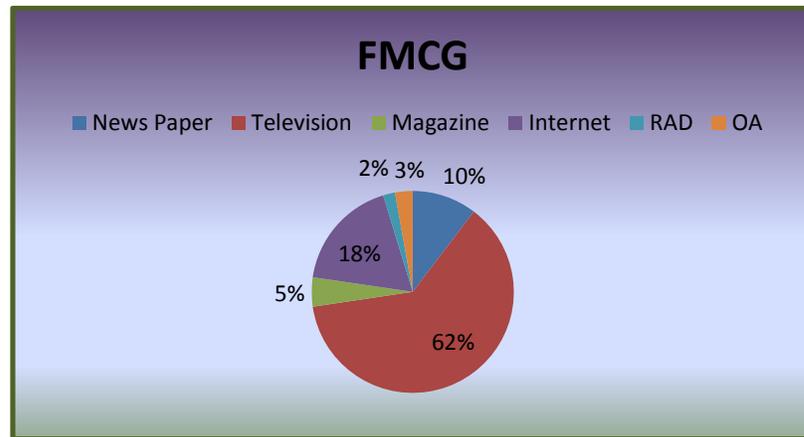


Chart No-2: Effectiveness of medium of advertisement for FMCG product

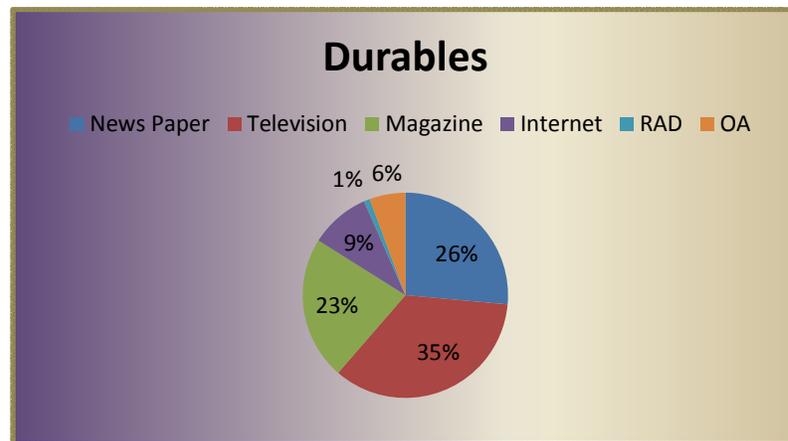


Chart No-3: Effectiveness of medium of advertisement for durables product

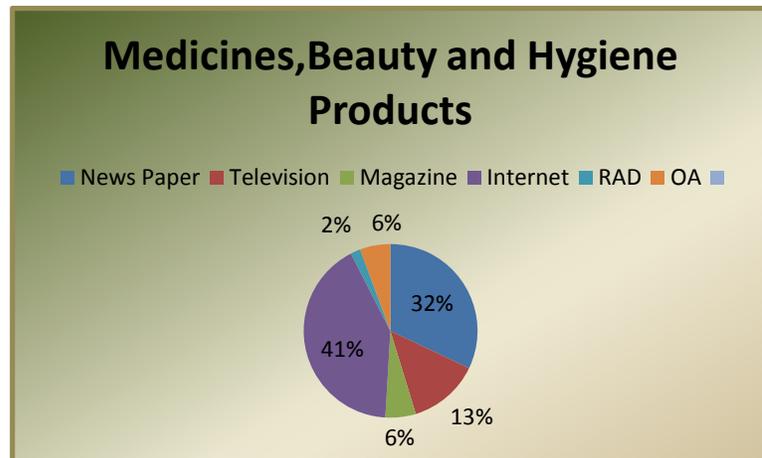


Chart No – 4: Effectiveness of medium of advertisement for medicine, beauty and hygiene product

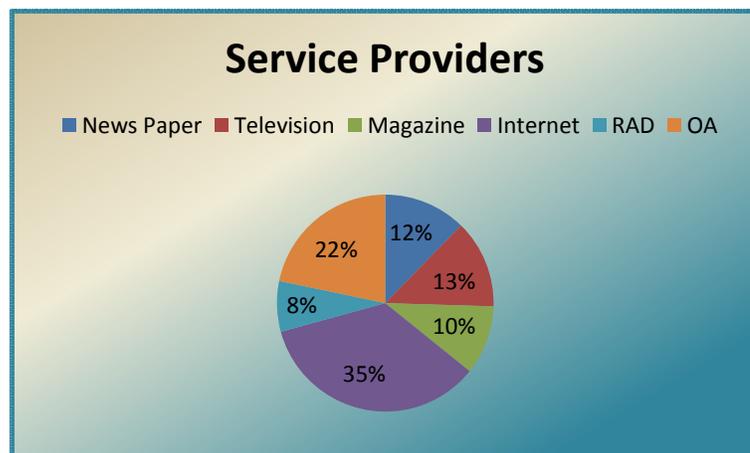
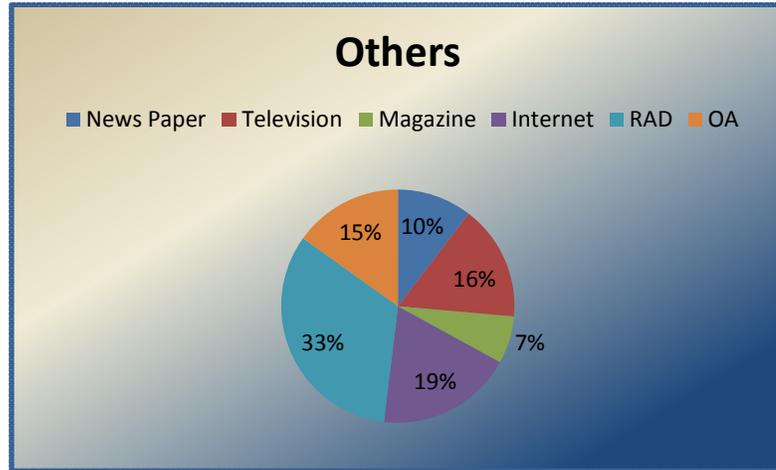


Chart No – 5: Effectiveness of medium of advertisement for service provider product



**Chart No – 6: Effectiveness of medium of advertisement
for other products**