

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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**NEED/IMPORTANCE OF THE STUDY**

**STATEMENT OF THE PROBLEM**

**OBJECTIVES**

**HYPOTHESES**

**RESEARCH METHODOLOGY**

**RESULTS & DISCUSSION**

**FINDINGS**

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**CONFERENCE PAPERS**

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**DIAGNOSTIC STUDY ON INTERACTIVE ADS AND ITS RESPONSE TOWARDS THE FM RADIO**

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**ABSTRACT**

*Interactive Ads is the commercial part for the radio stations. It is a value added services for the radio station. Radio is a learning bridge. Radio has been found to be an effective medium, which can cover large population packets within low cost and in short span of time (Li, Hairong; Leckenby, John D. 2004) Its use in educational settings has been reported by many researchers. It can act as a community telephone, fostering information exchange at community level, and as an effective catalyst towards formal and non-formal education. Owing to the usefulness of radio in education, entertainment and other sectors of life, it has shown good signs of growth in developing countries as well, if compared to access to telecom or internet (Cross, R., & Smith, J. (1997). Radio reaches a wider audience than any other medium. For example there are an estimated 94 radios per thousand people in the least developed countries, ten times the number of televisions. Off late, the FM radio has been gaining momentum in the developing countries. Many developed countries such as the USA and India have set up specialized FM Radio Stations exclusively for Education. The research objectives include: To know about the listening habits of FM radio in Chittagong, to know about profile of respondents for interactive ads in leisure activities with the demography of listeners in Chittagong and also the language in which the respondents prefer the interactive ads.*

**KEYWORDS**

Ads, FM Radio.

**INTRODUCTION**

**F**M Radio is a broadcast technology invented by Edwin Howard Armstrong that uses frequency modulation to provide high-fidelity sound over broadcast radio. FM radio is distributed primarily through broadcast reception of FM radio signals; although it is also possible to distribute FM signals via cable FM, either by using an adapter to plug analogue cable wires directly into an FM receiver, or through the use of television channel allocations on a digital cable service. FM channels play important role in promoting the interactive ads. The goals of interactive advertising are usually akin to the traditional objectives of advertising, i.e. to sell a product. This in turn means that many of the traditional elements of advertising impact and effectiveness remain relevant, even within the scope of interactive media. However, according to the *Journal of Interactive Advertising* 2001, interactive advertising also has some properties that expand the range of potential objectives and that improve advertising effectiveness. Interactive advertising also has the potential to decrease the losses associated with poorly coordinated advertising, to reduce the difficulties commonly encountered in clearly communicating an advertising message and to help overcome new product hurdles, such as a consumer rejection (Rodgers, S. 2001. *The Interactive Advertising Model*) At present there are six FM radio stations in Bangladesh viz., radio today, radio foorti, radio amar, ABC radio, BBC bangle and radio2fun. In Chittagong only two stations are aired viz., radio today and radio foorti ([http://en.wikipedia.org/wiki/List\\_of\\_Bangladeshi\\_television\\_and\\_radio\\_channels](http://en.wikipedia.org/wiki/List_of_Bangladeshi_television_and_radio_channels)) Bangladesh has total 26 radio stations and the number of radio receivers is 6150000. Radio receivers per 1000 is 46.9% (Source: Press reference, Bangladesh)

**RADIO ADVERTISING**

Commercial radio stations make most of their revenue selling "airtime" to advertisers. Of total media expenditures, radio accounts for 6.9%. Radio advertisements or "spots" are available when a business or service provides valuable consideration, usually cash, in exchange for the station airing their spot or mentioning them on air. Radio accounts for a small share of total advertising expenditure (just under 4%) following consistent increases in radio's share of total display advertising expenditure in the late 1990s. Statistics show that between 1995 and 2005, radio advertising revenues more than doubled, growing from 296 million to 579 million.

([brandingstrategysinsider.com](http://brandingstrategysinsider.com))

**TYPES OF RADIO ADVERTISING**

There are two principal routes to market for advertisers seeking to purchase radio Advertising airtime.

**Direct Advertising:** where an advertiser approaches the sales team at each individual station, separately station by station. The industry typically refers to this type of purchase as "local advertising" as it is the approach generally used by local advertisers who wish to advertise on one or a small number of specific local stations.

**Indirect Advertising:** where an advertiser employs the services of a media buying agency to manage its purchases of advertising on individual stations or clusters of stations, purchasing this airtime through a single point of sale (the radio group's advertising sales house). This is called "national advertising" by the industry.

**FM radios in Chittagong:**

1. Radio Today 89.60
2. Radio Foorti 88.00

**LITERATURE REVIEW**

Little research has directly investigated interactive advertising processing and how its comprehension might be different from traditional mass media. The limited capacity information-processing model has been successfully used to help explain how the mediated messages of television are processed, including encoding (basic comprehension), and storage and retrieval (e.g. Collins 1982; Lang 1995; Lang 2000; Lang and Geiger 1993; Lang, Newhagen, and Reeves 1996;

Lang et al. 1999; Lang et al. 2000; Thorson and Lang 1992), and is applied here as a potential theoretical framework for investigating the effects of interactivity on the information processing of interactive advertising Web sites.

## RESEARCH DESIGN

### PROBLEM STATEMENT

There are no studies done to understand about interactive ads in FM and its responses in Chittagong city. The habit of listening to FM Radio differs from one age group to another age group. It also varies with education, nature of job, habits, hobbies etc. It is important that the radio stations know their clients listening habits to interface.

### RESEARCH OBJECTIVES

1. To know about profile of respondents for interactive ads in leisure activities with the demography of listeners in Chittagong.
2. To know about the listening habits of FM radio in Chittagong.
3. To know in which language the respondents prefer the interactive ads.
4. To measure the extent of popularity of interactive ads.

### SCOPE OF THE STUDY

The study covers the effectiveness of the interactive ads of the FM radio and response towards the FM radio in Chittagong. It covers the study of the listening habits of the listeners, their attitudes towards the programs of the FM radios in Chittagong.

### PLAN OF ANALYSIS

1. By using Tally bar method separate tables are formulated
2. Each table is analyzed properly and separate title is given for each classified table by using percentile technique the classified tables have been depicted using bar diagrams, and pie charts.
3. Mean is found for the collected data.
4. SPSS package is used to conduct chi square test for the variables.

### RESEARCH METHODOLOGY

The populations have been categorized according to different age groups, the nature of the jobs and their qualifications. The sample size (respondents) is 300 from total population in Chittagong. In the research study the topic calls for a *Descriptive* and *Casual* type of research. The data have collected from both primary and secondary sources. The primary data has been collected through questionnaires and secondary data have been collected from the data achieve of the radio stations, newspapers and different print media.

#### SCALING TECHNIQUES

The Questions comprising of following types:

- a. Dichotomous Questions i.e. YES/NO (5 Questions)
- b. Multiple Choice Questions i.e. with choices (12 Questions)
- c. Open ended questions i.e. where 2 or 3 lines are provided (3 Questions)
- d. Likert Scale i.e. 1 to 5 scales question, where 1=Strongly Disagree and 5=Strongly Agree (3 Questions)
- e. Ranking Scale i.e. Ranks 1, 2, 3, 4, 5, 6.(1 Question) The study required a market research, which involved a field work during research feedback was gathered through Questionnaires from 300 respondents who were selected randomly from all the different areas of the Chittagong.

#### RESEARCH LIMITATIONS

- a. The sample size of only 300 was selected and the study was based only on these samples
- b. Finding the respondents was difficult since many of them did not have sufficient time
- c. This project required analysis of different areas but due to time constraint it was difficult to carry out the study in depth.

### DATA ANALYSIS AND INFERENCE

TABLE 1: AGE IN YEARS

Age	Total respondent	Percentage
Below 10	5.00	1.67
10 -18	65.00	21.67
18 -30	135.00	45.00
30 -50	60.00	20.00
50 -75	25.00	8.33
75 & above	10.00	3.33
Total	300.00	100.00

**INFERENCE:** In the survey conducted 2% respondents are less than 10 years age, 22% belong to age group of 10-18 years, 45% belong to age group of 18-30 years, 20% belong to age group of 30-50 years, 8% belong to age group of 50-75 years and 3% belong to age group 75 years and above. Majority of the respondents belong to the age group of 18-30 years.

TABLE 2: SEX

Sex	Total respondent	Percentage
Male	195	65
Female	105	35
Total	300	100

**INFERENCE:** In the survey conducted 65% are male and 35% are female. Majority of the respondents surveyed are male.

TABLE 3: EDUCATIONS QUALIFICATIONS

Qualifications	Total respondent	Percentage
Below SSC	65.00	21.67
HSC	30.00	10.00
UG	90.00	30.00
PG	65.00	21.67
Diploma	35.00	11.67
If others specify	15.00	5.00
Total	300.00	100.00



**INFERENCE:** In the survey conducted 22% respondent's qualification is below SSC, 10% respondents studied up to HSC, 12% are diploma holders, 30% are under graduates, 22% are Post Graduates, 5% have done other courses. Majority of the respondents are under Graduates.

TABLE 4: NATURE OF JOB

Nature of job	Total respondent	Percentage
Private service	50.00	16.67
Business	85.00	28.33
Consultants	8.00	2.67
Students	152.00	50.67
Others	5.00	1.67
Total	300.00	100.00

**INFERENCE:** In the survey conducted 17% respondents belong to private service 28% of respondents are business people, 3% of respondents are Consultants, 50% of respondents are Students and remaining 2% respondents belong to other professions like Bank sector, Teachers, Labor etc. Here, majority of the respondents are Students (152).

TABLE 5: HOBBIES

Particulars	Total respondent	Percentage
Watching movies	35.00	11.67
Listening to music	140.00	46.67
Reading newspaper	50.00	16.67
Shopping	10.00	3.33
Others	65.00	21.67
Total	300.00	100.00

**INFERENCE:** In the survey conducted 12% of respondents watch movie in their leisure time, 47% of respondents listen to music, 17% likes to read newspaper, 3% go for Shopping, and rest have different hobbies like, going to park, driving, dancing, knitting, spending time with family, taking rest etc. In the study conducted majority of the respondents' hobbies listening to music in their leisure time activities

TABLE 6: HABIT OF LISTENING TO MUSIC

Particulars	Total respondent	Percentage
Yes	225	75
No	75	25
Total	300	100

**INFERENCE:** In the survey conducted 75% of the respondents have the habit of listening to radio and 25% of respondents don't have the habit of listening to radio. In the survey conducted majority of the respondents have the habit of listening to radio.

TABLE 7: RADIO STATION THAT I LISTEN MOST

Channel	Total respondent	Percentage
Radio Today	297	49.5
Radio Foorti	303	50.50
Total	600	100

**INFERENCE:** The popularity of both the channel is almost same. Each respondent liked both the channels.

TABLE 8: KNOWLEDGE ABOUT INTERACTIVE ADS

Particulars	Total respondent	Percentage
Yes	160.00	53.33
No	140.00	46.67
Total	300.00	100.00

**INFERENCE:** In the survey conducted 53% respondents know about Interactive Ads and 47% don't know about it. Majority of the respondents know about Interactive Ads.

TABLE 9: I LIKE INTERACTIVE ADS

	Total respondent	Percentage
Yes	211.00	70.33
No	89.00	29.67
Total	300.00	100.00

**INFERENCE:** In the survey conducted 70% respondents likes interactive ads and 30% doesn't like it. Majority of the respondents likes interactive ads.

TABLE 10: I PARTICIPATED IN INTERACTIVE ADS

	Total respondent	Percentage
Yes	204.00	68.00
No	96.00	32.00
Total	300.00	100.00

**INFERENCE:** In the survey conducted 68% respondents participates in interactive ads and 32% does not. Majority of the respondents participate in the interactive ads.

TABLE 11: IF "NO" THE REASON IS

Particulars	Total respondent	Percentage
No time	29.00	30.20
Not interested	18.00	18.75
Timing not suitable	5.00	5.21
No proper response	44.00	45.83
Total	96.00	100.00

**INFERENCE:** In the research conducted the reason for nonparticipation in Interactive Ads is: 30% don't have time, 19% are Not Interested, 5% felt Timing is not suitable and remaining 46% for the No proper response. The major response is No proper response i.e. 46%.

TABLE 12: THE FREQUENCY OF PARTICIPATION IS

Particulars	Total respondent	Percentage
Daily	8.00	3.92
3 – 4 days	28.00	13.73
Weekly	36.00	17.65
Only on holidays	45.00	22.06
Rarely	87.00	42.65
Total	204.00	100.00

**INFERENCE:** In the research the study describes that the frequency of participation of respondents is: 4% Daily, 14% three to four days, 17% for the Weekly, 22% for only on holidays, and 43% rarely. The Major participation in the interactive ads are rarely i.e. 43%.

TABLE 13: I PARTICIPATED THROUGH

Particulars	Total respondent	Percentage
Call	38.00	18.63
SMS	142.00	69.61
Email	20.00	9.80
Post mail	4.00	1.96
Total	204.00	100.00

**INFERENCE:** In the research the respondents are participating in interactive ads as follows: 19% through phone calls, 69% through SMS, 10% through emails and 2% through post mail. Majority the respondents participated through SMS.

TABLE 14: I GOT RESPONSE FROM INTERACTIVE ADS

Particular	Total respondent	Percentage
Yes	67.00	32.84
No	137.00	67.16
Total	204.00	100.00

**INFERENCE:** In the research it is seen that significant number of respondents do not get response from interactive ads (68%).

TABLE 15: ALONG WITH THE MESSAGE, I WOULD LIKE TO DISCLOSE

Particulars	Total respondent	Percentage
Name	67.00	32.84
Place	27.00	13.24
Contact no.	61.00	29.90
Address	2.00	0.98
Email	26.00	12.75
All of them	21.00	10.29
Total	204.00	100.00

**INFERENCE:** In the table clearly describes that 33% of respondents would like to disclose their Name, 13% Place, 30% Contact numbers, 1% Address, 13% Email, 10% of all forms. From the survey conducted most of the respondents would like to disclose their name along with the message they send.

TABLE 16: THE MESSAGE THAT I OFTEN SEND ARE (a)

	Birthday message		Love message		Opinion on famous personality	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Never	98	32.67	121	40.33	86	28.67
Rarely	30	10	63	21	79	26.33
Sometimes	97	32.33	78	26	98	32.67
Frequently	70	23.33	35	11.67	30	10
Very frequently	5	1.67	3	1	7	2.33
Total	300	100	300	100	300	100

**INFERENCE:** The survey reveals that maximum people do not send birthday message and love message and sometimes like to send message on famous personality.

TABLE 16: THE MESSAGE THAT I OFTEN SEND ARE (b)

	Patriotic message		Real Happiness		Heartfelt feelings	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Never	105	35	101	33.67	108	36
Rarely	92	30.67	57	19	83	27.67
Sometimes	74	24.67	82	27.33	79	26.33
Frequently	23	7.67	59	19.67	23	7.67
Very frequently	6	2	1	0.33	7	2.33
Total	300	100	300	100	300	100

**INFERENCE:** The survey indicates very insignificant portion of listeners are very regular in sending patriotic message and seriously reluctant to share personal happiness and rarely share heartfelt feelings with others on radio.

TABLE 16: THE MESSAGE THAT I OFTEN SEND ARE (c)

	Helping message		Jokes		Puzzles		Few words about dear one	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Never	41	13.67	142	47.33	97	32.33	143	47.67
Rarely	12	4	61	20.33	100	33.33	81	27
Sometimes	189	63	56	18.67	74	24.67	32	10.67
Frequently	48	16	32	10.67	23	7.67	39	13
Very frequently	10	3.33	9	3	6	2	5	1.67
Total	300	100	300	100	300	100	300	100

**INFERENCE:** Here we see, maximum people sometimes send helping message and never shared jokes and rarely participate in puzzle game and tremendously reluctant to wish on dear one's occasions.

**TABLE 17: I PREFER INTERACTIVE ADS IN LANGUAGES**

	Bengali		English		Chittagonian (local)	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Not at all	12	4.00	18	6.00	198	66.00
Sometimes	79	26.33	236	78.67	79	26.33
Always	209	69.67	46	15.33	23	7.67
Total	300	100.00	300	100.00	300	100.00

**INFERENCE:** In the survey, it is very clear that Bengali should be the main mode of communication. Sometimes English is okay but surprisingly Chittagonian has been disliked by those people who are all time Chittagonian speakers.

**TABLE 18: THROUGH INTERACTIVE ADS I WOULD LIKE TO TALK TO**

Particulars	Total respondent	Percentage
Actors	64.00	21.33
Doctors	57.00	19.00
Singers	93.00	31.00
Politicians	54.00	18.00
Corporate personality	5.00	1.67
Others	27.00	9.00
Total	300.00	100.00

**INFERENCE:** The survey report depicts that maximum people like to talk to singers followed by actors and doctors.

**TABLE 19: I USUALLY PREFER TO LISTEN TO RADIO IN/AT.....**

Particulars	Total respondent	Percentage
Morning	28.00	9.33
Afternoon	22.00	7.33
Evening	24.00	8.00
Night	99.00	33.00
Anytime	127.00	42.33
Total	300.00	100.00

**INFERENCE:** Most of the people like to listen to radio as and when they get time and large number of them likes to listen at night.

**TABLE 20: IN MY OPINION THE IDEAL DURATION FOR INTERACTIVE ADS**

Particulars	Total respondent	Percentage
Half an hour	65	21.67
One hour	68	22.67
Two hours	22	7.33
Several times in a day	145	48.33
The whole day	0	0.00
Total	300	100.00

**INFERENCE:** Not a single person expects whole day interactive ads and most of them think it should be several times in a day so that people can participate in their convenient times.

**TABLE 21: THE THING WHICH I LIKE IN INTERACTIVE ADS (a)**

	Music		Anchoring		Timing	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Not at all	50	16.67	50	16.67	38	12.67
Sometimes	50	16.67	190	63.33	160	27.67
Always	200	66.67	60	20.00	102	26.33
Total	300	100.00	300	100.00	300	66.67

**INFERENCE:** Music is highly expected in interactive ads, sometimes anchoring is not bad but people are very sensitive about timing.

**TABLE 21: THE THING WHICH I LIKE IN INTERACTIVE ADS (a)**

	Conversation		Equal opportunity	
	Frequency	Percentage	Frequency	Percentage
Not at all	199	66.33	3	1.00
Sometimes	86	28.67	90	30.00
Always	15	5.00	207	69.00
Total	300	100.00	300	100.00

**INFERENCE:** Majority listeners hate conversation during interactive ads and expressed strong support for equal opportunity as far as participation is concern.

**TEST OF HYPOTHESIS**

$H_0$ : Preference of interactive ads is not dependent on language

$H_1$ : Preference of interactive ads is dependent on language

**TABLE 22**

				Observed (O)	Expected (E)	(O-E) <sup>2</sup> /E
Bengali	12	79	209	403	583.3333*	55.74876
English	18	236	46	572	583.3333	0.22019
Chittagonian	198	79	23	775	583.3333	62.97619
		Total		1750		$\chi^2$ Cal= 118.9451

$$* \text{ Expected Value} = \frac{\text{Observed Total}}{3} = \frac{1750}{3} = 583.3333$$

Level of significance: 5% Degree of freedom: (3-1) = 2  $\chi^2$  tab: 5.991 Since  $\chi^2$  Cal >  $\chi^2$  Tab

$H_0$  is rejected.

So, we can say that preference of interactive ads is dependent on language.

## MAJOR RESEARCH FINDINGS

1. In the survey conducted 2% respondents are less than 10 years age, 22% belong to age group of 10-18 years, 45% belong to age group of 18-30 years, 20% belong to age group of 30-50 years, 8% belong to age group of 50-75 years and 3% belong to age group 75 years and above. Majority of the respondents belong to the age group of 18-30 years.
2. In the survey conducted 65% are male and 35% are female. Majority of the respondents surveyed are male.
3. In the survey conducted 22% respondent's qualification is below SSC, 10% respondents studied up to HSC, 12% are diploma holders, 30% are under graduates, 22% are Post Graduates, 5% have done other courses. Majority of the respondents are under Graduates.
4. In the survey conducted 17% respondents belong to private service 28% of respondents are business people, 3% of respondents are Consultants, 50% of respondents are Students and remaining 2% respondents belong to other professions like Bank sector, Teachers, Labor etc. Here, majority of the respondents are Students (152).
5. The popularity of both the channel is same. Each respondent liked both the channels.
6. In the survey conducted 53% respondents know about Interactive Ads and 47% don't know about it. Majority of the respondents know about Interactive Ads.
7. In the survey conducted 70% respondents likes interactive ads and 30% doesn't like it. Majority of the respondents likes interactive ads
8. In the survey conducted 68% respondents participates in interactive ads and 32% does not. Majority of the respondents participate in the interactive ads.
9. In the research the study describes that the frequency of participation of respondents is: 4% Daily, 14% three to four days, 17% for the Weekly, 22% for only on holidays, and 43% rarely. The Major participation in the interactive ads are rarely i.e. 43%.
10. In the research the respondents are participating in interactive ads as follows: 19% through phone calls, 69% through SMS, 10% through emails and 5% through post mail. Majority the respondents participated through SMS.
11. The survey indicates very insignificant portion of listeners are very regular in sending patriotic message and seriously reluctant to share personal happiness and rarely share heartfelt feelings with others on radio.
12. In the survey, it is very clear that Bengali should be the main mode of communication. Sometimes English is okay but surprisingly Chittagonian has been disliked by those people who are all time Chittagonian speakers.

## RECOMMENDATIONS

1. In the survey conducted significant portion of respondents are not aware of Interactive Ads so it should adopt promotional campaigns like public advertisements in TV, Magazines news papers to create awareness among public about these ads.
2. From the survey it is found that majority of the respondents are not participating in Interactive Ads as they did not get proper response for their messages in the past. So the programmer should respond to the listeners specially the ones who are participating by sending messages and requesting songs, so that public gets motivated to participate in the future.
3. In the survey conducted 32% of respondents did not participate in Interactive Ads as the program timing is not suitable for them. So the radio station should arrange these Participative programs based on the conveniences of the listeners.
4. Many of the respondents prefer to listen to radio in the night. So such programs should be arranged during night at 10pm to 12am.
5. In this program 'music is very popular. The other ways like Sending Flowers, Gifts, and Wishing etc should also be organized and popularized.
6. 93% of respondents want to talk to singers. So in such programs singers should be invited often during some special occasions like festivals, national holidays etc, so that audience get chance to talk to them. This is one way of making Interactive Ads popular.
7. In the survey conducted, respondents prefer Interactive Ads in Bengali Language rather than English and Chittagonian.
8. Few of the respondents don't like the way of anchoring in Interactive Ads. So the programmers should improve the anchoring style and make it attractive.
9. In Chittagong, the FM Radio Stations should give more importance on outdoor advertising to attract new listeners.

## CONCLUSION

Bangladesh has huge untapped radio market and has the potential to grow as the most viable medium of advertisement over the next few years, UK media and Bangladesh media have their own respective target audience but radio is more effective as it is portable. The potential to advertise through radio is exponential. At the rate at which Bangladesh is growing, radio should command an advertising market share of 10-12 percent. Britain has more than 300 radio stations, of which almost all are going digital. We have online radio listening, listening through television and radio device. And we believe Bangladesh should learn from UK how effectively the medium can be used and also understand from the mistakes we committed. Stressing on the lessons for Bangladesh, sometimes ago Britain relied heavily on national advertising. This is something Bangladesh can follow. Stating the benefits of radio as a useful tool of advertising, Radio is a national medium with flexibilities of a local medium. Radio is unique and Bangladesh needs to understand the way people use it.

## SCOPE FOR FURTHER RESEARCH

We considered FM channels based in Chittagong city only. Researchers can do the similar type of research on other important metro cities in Bangladesh to know the taste, choice and the reactions of listeners, and their interactive attitudes towards FM based ads.

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