

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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COMPARATIVE STUDY OF ADVERTISING MEDIA EFFECTIVENESS IN NAVSARI CITY**ZAKIRHUSEN PATEL****ASST. PROFESSOR****NARAN LALA COLLEGE OF COMMERCE & MANAGEMENT
NAVSARI****MIHIR SONI****ASST. PROFESSOR****NARAN LALA COLLEGE OF COMMERCE & MANAGEMENT
NAVSARI****ABSTRACT**

The objective of this study is to compare various advertising media for effectiveness of advertising among literate people of Navsari city of Gujarat State. Different parameters like attention seeking ability, remembrance ability, deception, celebrity impact, flexibility, dramatisation effect and demonstration effect were taken to study effectiveness of media for advertising. Effectiveness of different media source for different types of products is also studied. This study also tries to find out correlation among age and television viewing habits and newspaper reading habits of consumers.

KEYWORDS

advertising media, media effectiveness.

INTRODUCTION

The history of advertising in India parallels the history of the Indian Press. During the early days the newspapers announced births, deaths, appointments, arrival and departure of ships and sale of furniture. By the beginning of the 19th century the power of advertising increased rapidly with the growth in trade and commerce. Advertising expenditure in the 1950s was estimated at \$US 300,000. The first advertising appeared on television in 1976. Having seen the entry of globalisation, businesses have grown rapidly across borders. This saw the rise in promotional expenditure of the company mainly in the form of advertising. Organised form of advertising started with print media and then gradually as technology advanced, it entered into broadcasting media like radio, television and later through internet. Consequently, this study aims at studying the effectiveness of various advertising media.

LITERATURE REVIEW

The media includes newspapers, magazines, TV, radio, billboards telephone, fax, and internet (<http://dictionary.reference.com/browse/media>, 12/5/2011). Media carries advertisements and brings it to individuals (Sissors and Baron, 2002). Media users then decide which media they will use based on the kind and quality of the entertainment, information and advertisements the media provide.

Consumer's perceptions of advertising are linked with advertising effectiveness and the strategies that companies follow (Anderson et al., 1978). The major elements of how to determine effective advertising include the perceptions that people carry of advertising as a source of product information and as a source of pleasure and as a social role. These factors can have an impact on general attitudes toward advertising, which in turn could have an impact on advertising effectiveness (Mehta, 2000).

Advertising value is highly related with the informativeness of advertising information when the advertisement is transmitted by traditional media vehicles (Ducoffe, 1995). Stewart and Pavlou (2002) pointed out that interactive media such as internet allows "the customer to acquire real-time account information that was previously not available." This study concluded that information is considered as an added value by the consumer and the consumer may even be ready to pay for it in few cases.

The programs in media are designed to entertain (DeVito, 1994). This is done in order to gain the attention of maximum people Media providers do this in order to gain the attention of the advertisers which is major reason why mass communication exist (DeVito, 1994). Enjoyable experience of people is responsible for their attitude towards advertisements (Shavitt et al., 1998). Online advertising is more positively evaluated by consumers. They have a higher intention to revisit the homepage compared with websites with no entertaining features (Raney et al., 2003).

Credibility of an advertising medium can be defined in terms of consumers' perceptions of the believability of a medium's advertising content (Kiouis, 2001). Each medium has its own image and personality (Aaker and Brown, 1972), therefore, it can be claimed that each channel has an intrinsic value in terms of credibility. Research has shown that the advertising medium influences consumers' perceptions of the advertisements.

An online survey of 5,000 US adults, conducted by Nielsen reveals that respondents rate newspapers (in print and on the internet) as the most effective advertising media. The study measured advertising effectiveness across various parameters, with print newspapers leading ahead of radio, internet, and TV. Breaking the media types down into different segments, the local paper topped the ratings for likelihood to purchase and propensity to notice ads. The results – which put TV at the bottom of the list for overall advertising engagement and effectiveness – are interesting in that they contrast with numerous previous surveys which show TV to be the most influential advertising medium. Typically, newspapers tend to be seen as more effective by older consumers.

Nagar K. (2009) studies advertising effectiveness in different media. This paper presents the results of a survey focusing on a comparison between the effectiveness of advertisements in two different media, namely the Internet/Web and television. The paper tests the 'value' of advertising on the dimensions of informativeness, attention, emotions, precipitating action, attitude, entertainment, irritation, and deceptiveness.

IMPORTANCE OF STUDY

Customers obtain information related to any product or service through various advertising media. Companies are investing millions of dollars on advertising to market their product and to come close to the customers. Due to increase in the number of media sources, customers have a choice to make informed decisions. This makes it imperative to study the effectiveness of different media among the customers. If we compare them on various grounds and check their effectiveness, it will not only benefit customers but also the companies.

OBJECTIVES

- To study the effectiveness of various advertising media for different products.
- To study the effectiveness of advertising media among customers on the basis of parameters like attention seeking ability, remembrance ability, awareness, information, desire creation ability, interesting, boringness, misleading, celebrity impact, flexibility, dramatisation effect and demonstration effect.

RESEARCH METHODOLOGY

This research study incorporates a descriptive research design. Sampling design was planned keeping in mind non-probability sampling using judgment and convenience method. The study was undertaken in Navsari city with sample size being 200 and the sample units were literate consumers of Navsari city. Primary data was collected through a pre-constructed structured questionnaire and secondary data was limited to web sources. Primary data was statistically analysed through percentages, averages, correlation etc and the results were tabulated.

DATA ANALYSIS AND INTERPRETATION**TABLE NO. 1: IMPORTANCE OF PERSONAL SOURCES**

Personal Sources	
Categories	Frequency
Friends	135
Family	31
Work group	18
Relatives	6
Neighbours	2
Others	8

Interpretation: From the table 1, we can say that 67.5% of the respondents have chosen friends as their most important personal source to find out the information about the product/service that they are going to purchase and only 1% of the respondents collect information from the neighbours.

TABLE NO. 2: AGE-WISE CLASSIFICATION OF COLLECTING INFORMATION FROM PERSONAL SOURCES

Age Group	Personal Sources					
	Friends	Family	Workgroup	Relative	Neighbours	Others
Upto 20	67	16	1	1	1	2
21 to 30	54	12	12	2	0	1
31 to 40	4	2	2	2	1	2
41 to 50	2	2	2	2	0	2
Above 50	3	2	2	0	0	1

Interpretation: From the above table it is clear that all the age group of respondents are giving Friends as their most important personal source.

TABLE NO. – 3: BROADCASTING MEDIA SOURCE

Broadcasting Media	Frequency
Television	131
Radio	12
Internet	57
Total	200

Interpretation: From the table 3, we can interpret that the respondents are more active for television advertising as far as the broadcasting media is concerned. 65% of the respondents go for the television media to gather information for the product /service to be purchased. Similarly print, commercial and experiential media sources generated following results;

TABLE NO. – 4: PRINT MEDIA

Print Media	Frequency
Newspapers	154
Magazines	26
Posters & Banners	20
Total	200

TABLE NO. 5: COMMERCIAL MEDIA

Commercial Media	Frequency
Salesperson	24
Packaging	35
Displays	46
Websites	95
Total	200

TABLE NO. 6: EXPERIENTIAL SOURCES

Experiential Sources	Frequency
Handling the product	11
Examining the product	46
Using the product	143
Total	200

TABLE NO. 7: ATTENTION GENERATING MEDIA SOURCE

Media	Ranking Score*
Television	1029
Radio	464
Internet	806
Newspapers & Magazines	771
Posters & Banners	525
Word of Mouth	605

***Calculation of Ranking Score:**

Here is the procedure given how the Ranking Scores are calculated given above. First of all the respondents' responses in the form of ranks are calculated for each Media category.

Media (e.g.)	Rank					
	1	2	3	4	5	6
Television	108	45	29	10	2	6

Now after getting the total for each rank now do as shown below:

Media (e.g.)	Rank						Total
	1(*6)	2(*5)	3(*4)	4(*3)	5(*2)	6(*1)	
Television	108*6 =648	45*5 =225	29*4 =116	10*3 =30	2*2 =4	6*1 =6	1029

Now the total that you have got above is the Ranking Score for the Television. This way score was calculated for all the other media sources.

TABLE NO. 8: ATTENTION CONSUMERS GIVE TO DIFFERENT MEDIA SOURCES

Media	Ranks
Television	1
Internet	2
Newspapers & Magazines	3
Word of Mouth	4
Posters & Banners	5
Radio	6

TABLE NO. 9: EFFECTIVENESS OF DIFFERENT MEDIA SOURCES FOR DIFFERENT TYPES OF PRODUCTS

Products	Media						
	T.V.	Newspapers	Magazines	Radio	Internet	Posters & Banners	Word of Mouth
Mobile Phones	82	11	2	3	64	1	38
Food Products	72	20	15	7	5	13	70
Electronic Products	74	31	16	3	58	9	9
Cosmetic Products	81	22	37	7	9	14	29
Home Appliances	70	46	18	0	29	8	25
Garments	35	37	24	5	24	39	35
Footwear	60	25	24	2	28	29	45
Stationary Products	39	49	21	2	14	23	55
Pharmacy	49	35	23	10	36	15	33

TABLE NO. 10: REMEMBRANCE OF ADVERTISEMENT

Media	Time Period (Approximately)					
	Few hours	One Day	One Week	One Month	More than the Month	Not Sure
Television	43	26	42	20	42	27
Radio	65	35	34	10	8	48
Newspapers & Magazines	18	59	60	22	29	12
Internet	33	33	31	32	39	32
Posters & Banners	47	38	42	20	25	28
Word of Mouth	30	20	20	29	49	52

Interpretation: From the above table following interpretation can be had about how much the respondents remember the advertisements of various media:

- Consumers remember internet advertisements for longer period of time
- Word of mouth does not indicate any clear trend.

TABLE NO. 11: RATING OF MEDIA SOURCES ON VARIOUS PARAMETERS

Parameters	MEDIA					
	T.V.	Radio	Newspapers & Magazines	Internet	Posters & Banners	Word of Mouth
Creates more awareness	106	13	27	37	1	16
Provides more information	37	14	35	104	3	7
Generates true desire to purchase	52	7	39	34	10	58
Leads to take actions towards buying	48	12	28	41	16	55
More interesting	77	10	20	65	18	10
More boring	7	98	31	20	24	20

TABLE NO. 12: MISLEADING MEDIA SOURCES

Media	Options			
	Yes	No	To some extent	Not sure
Television	64	51	73	12
Radio	25	100	42	33
Newspapers & Magazines	44	80	55	21
Internet	48	82	50	20
Posters & Banners	48	64	50	38
Word of Mouth	47	70	30	43

Interpretation: From the above table we can say that television media source is more misleading compared to other media sources.

TABLE NO. 13: IMPACT OF MEDIA SOURCE

Media	Ranks
Television	1
Internet	2
Newspapers & Magazines	3
Posters & Banners	4
Radio	5

Interpretation: From the above table we can say that Television ranks at the top as far as celebrity impact on various media sources is concerned follow. Radio makes the least impact of celebrity.

TABLE NO. 14: PERCEPTION WHETHER ADVERTISEMENTS ON BUSES, TRAINS AND AUTO RICKSHAWS (TRANSIT MEDIA) CAN CREATE AN IMPACT ON BUYING BEHAVIOUR OF CONSUMERS

Options	Frequency
Yes	95
No	30
To some extent	60
Not sure	15
Total	200

Interpretation: From the above graph and table we can analyse that 47% of the respondents believe that advertisements through transit media does make an impact on buying behaviour of consumers. 15% say that it doesn't make any impact on buying behaviour. 30% were of the view that it affects to some extent. 8% of the respondents were not sure about it.

TABLE NO. 15: FLEXIBILITY OF ADVERTISING MESSAGE DESIGN

Media	Ranking Scores*
Television	867
Radio	378
Newspapers & Magazines	601
Internet	687
Posters & Banners	422

Interpretation: From the above graph and table we can interpret that Television has more flexibility as far as the advertising message is concerned, while Radio has the least flexibility for the same.

TABLE NO. 16: DRAMATISATION EFFECT OF MEDIA

Media	Frequency
Television	160
Radio	15
Newspapers & Magazines	5
Websites	13
Posters & Banners	7
Total	200

Interpretation: From the above table it can be interpreted that Television is the media that can create better "Dramatisation Effect".

TABLE NO. 17: DEMONSTRATION EFFECT OF MEDIA

Media	Frequency
Television	96
Radio	19
Newspapers & Magazines	29
Websites	49
Posters & Banners	7
Total	200

Interpretation: From the above table we can conclude that Television is the medium that can create better "Demonstration Effect".

TABLE NO. 18: CORRELATION BETWEEN AGE AND TELEVISION VIEWING HABIT

Age	No. Of Respondents	Television Viewers
11-20	88	67
21-30	81	58
31-40	13	8
41-50	10	10
51-60	8	3
Total	200	146

Age X	% of Tel. Viewers Y	dx (X-35)	dy (Y-75)	dx ²	dy ²	dx.dy
15	76	-20	1	400	1	-20
25	72	-10	-3	100	9	30
35	62	0	-13	0	169	0
45	100	10	25	100	625	250
55	38	20	-37	400	1369	-740
Total	-----	0	-27	1000	2173	-480

Coefficient of correlation 'r = - 0.34

From the above calculation we can say that the Age & Television Viewing habit are Negatively Correlated.

TABLE NO. 19: CORRELATION BETWEEN AGE AND NEWSPAPER READING HABIT:

Age	No. Of Respondents	Newspaper Readers
11-20	88	35
21-30	81	25
31-40	13	5
41-50	10	5
51-60	8	3
Total	200	73

Age X	% of Newspaper Readers Y	dx (X-35)	dy (Y-40)	dx ²	dy ²	dx.dy
15	76	-20	0	400	0	0
25	72	-10	-9	100	81	90
35	62	0	-2	0	4	0
45	100	10	10	100	100	100
55	38	20	-2	400	4	-40
Total	-----	0	-3	1000	189	150

Coefficient of Correlation $r = 0.35$

From the calculation we can say that the Age and Newspaper Reading habits are Positively Correlated.

MAJOR FINDINGS OF THE STUDY

- Television is the most attention seeking media.
- Following table shows most effective media for different types of products.

Media	Products
Television	Mobile phones, Food products, Electronic products, Cosmetic products, Home appliances, Foot wear, Pharmacy products.
Posters & Banners	Garments
Word of Mouth	Stationary products

- Respondents remember advertisements on internet the most.
- Media that creates more Awareness & is more Interesting: - *Television*.
- Internet as a medium is more informative.
- Media that generates true desire to purchase & leads to take action towards buying is Word of Mouth. Radio is perceived to be boring.
- 47% of the respondents believe that the advertisements on Buses & Trains/Rickshaws create an impact on buying behaviour of consumers.
- Television has more Listenership Power as compared to Radio and better flexibility in designing advertising message. Television also has better dramatisation and demonstration effect. It has greater celebrity impact. But this medium may mislead at times.
- As per the Correlation Analysis it is clear that Age and Television Viewing habits are negatively correlated and Age & Newspaper Reading habits are Positively Correlated.

CONCLUSION

Friends are the most important personal source for respondents for collecting product information. Television is the most effective broadcast media. Newspapers & Magazines is the most effective media in Print sources. In Commercial media Websites is the most effective one. Use of different media for different products is an ideal situation. Even for different parameters different media may prove effective like for Awareness it is Television, for Information it is Internet etc. Direct marketing through Mobile messages & E-mails disturb most of the respondents whether male or female. There is the only media which may mislead customers even though it is most effective is Television. And lastly Television is the most effective media based on different ground like, Attention, Awareness, Interesting, Celebrity Impact, Reach, Listenership Power, and Flexibility in the design of advertising message, Dramatisation & Demonstration Effect etc.

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