



Examining the Effectiveness of different Media of Advertising: A Comparative Analysis in North India

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Abstract: Advertising is mass media content intended to persuade audiences to take action on products, services and ideas. The idea behind advertising is to drive consumer behavior in a particular way in regard to a product, service or concept. Advances in communication technology have provided the advertisers a wide range of media options. Advertisers must be well-versed in choosing advertising media that will present the message to the targeted audience efficiently and effectively. Since, media research constitutes an important component of advertising effectiveness; the present study is aimed at analyzing the impact of different media. The study was conducted in select states/UT of north India. This study provides comparative analysis of different media of advertising on the basis of attractiveness, accessibility, message clarity and the influencing power. The results of the study revealed that TV is the most preferred medium of advertising followed by internet. This research has the implication for the advertisers as the study will help them to develop effective media strategies.

Keywords: advertising; media; effectiveness; attractiveness; credibility; influencing power

I. Introduction

The Advertising is an integral part of our social and economic system. In our complex society, advertising has evolved into a vital communication system for both consumers and businesses. The ability of advertising to deliver carefully prepared messages to target audiences has given it a major role in the marketing programs of most organizations. Companies ranging from large multinational corporations to small retailers increasingly rely on advertising to promote their products and services. In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decision.

Nearly everyone in this modern world is influenced to some degree by advertising and other forms of promotion. Organizations in both the public and private sectors have learned that the ability to communicate effectively and efficiently with their target audiences is critical to their success. We are experiencing perhaps the most dynamic and revolutionary changes of any era in the history of advertising and promotion. These changes are being driven by advances in technology and developments that have led to the rapid growth of communications through interactive media, particularly the internet. The increasing growth in advertising and media expenditures provides evidence of their rising significance. Since companies are investing huge expenditure on advertising, they are obviously interested in knowing the impact of advertising. That's why companies are using various extensive research techniques to know the effectiveness of their advertisements. (Belch and Belch, 2012).

Advertising strategy consists of two major elements: creating advertising messages and selecting advertising media. The media planner has to know the reach, frequency and impact of each of the major media types. The major media types are television, the internet, newspapers, direct mail, magazines, radio and outdoor. Advertisers can also choose from a wide array of new digital media, such as cell phones and other digital devices, which reach consumers directly. Media planners consider many factors when making their media choices. They want to choose media that will effectively and efficiently present the advertising message to target customers. Thus, they must consider each medium's impact, message effectiveness and cost. (Kotler, 2010)

II. Review of Literature

Banwari (1994) examined the perceptions of consumer towards TV advertising. The result of the study indicated that majority of the respondents had an unfavorable attitude towards the ads. **Abhilasha (2000)** studied that print advertisement performance is influenced by consumers' attitude towards advertising in general. The findings revealed that the respondents with more favorable attitude towards advertisement recalled a higher no. of advertisements the day after exposure and were more persuaded by them. **Wim & Patrick (2005)** studied 17 characteristics of 100 Belgian radio commercials (amount of information & brand quotes,

humor, emotionality, eroticism, music, action-impulse and so on), three types of radio spots were identified: image dominant and emotional/creative spots, information-dominant and non-emotional/non creative spots. **Cleopatra & Claire (2005)** investigated the perception towards a non-traditional, outdoor, transit media that have not been researched previously, traditional black cabs. The study revealed that the medium is far from being unnoticed by the respondents, who accept it better than anticipated. **Gerard & Chan (2005)** conducted a survey of 150 interviewers in Hong Kong to know their perception of cinema advertisements. Results showed that cinema advertisements exposure and recall rates were significantly related to various demographic variables, especially gender and age. **Renjith (2007)** studied the unaided recall ability of customers watching television advertisements. The results of the study indicated that female audiences, teen-age audiences, audiences who watch television advertisements in the evening have high recall ability than others. **Helen et al (2007)** investigated the impact of seven characteristics of banner ads on the effectiveness of online advertising using a multiple regression model. The findings of this study are broadly consistent with past research into online advertising efficiency, indicating that the creative characteristics of effective banner ads in the online gaming arena include: a large size, absence of promotional incentives and the presence of information about casino games. **Alain (2007)** studied four major components of print advertisements: Pictures, logos, text & headline. Findings revealed that pictures and texts are the prevailing elements, while logo and headlines are of marginal importance. **Kirti (2009)** conducted a study on consumer beliefs and attitudes towards advertising media concluded that the imperative for marketers is to create advertisements that are believable and contain relevant information about the product. **Dan & Horst (2010)** demonstrated in their study that evolving media i.e. internet use pattern facilitates a new kind of TV advertising effect and this effect can be measured with a new metric - a measure of changes in Google search queries. **Shintaro & Patrick (2011)** explored that mobile advertising is a young, fast-growing part of marketing communication. Results have been mixed but suggest acceptance especially by younger consumers of well executed SMS based push advertisements. **Cengiz et al (2011)** examined the impact of source likability and source credibility on the effectiveness of print advertisements. Findings indicated that the sequence of relationships between source characteristics, attitudinal response and willingness to purchase may vary substantially across the four conditions characterized by high/low levels of processing motivation and product category knowledge. **Peter et al (2011)** found that the environment in which online advertisements are viewed has significant impact on consumer perception of the ad message and ultimately impacts the persuasive properties and efficacy of the ads. **Pongiannan (2011)** studied a new sales promotional strategy through measuring the viewer's perception towards the different advertisements on TV media. It is observed from the study that TV is single most preferred media for advertisements by the respondents because of its creativity, reliability, understandability & flexibility. **Vinita & Sanjeev (2012)** studied the general opinion of respondents towards internet advertisements and found that internet advertisements are attractive and informative.

III. Objectives of the Study

Keeping in mind the rationale behind the study, the following research objectives have been framed:

- To know the most preferred medium for watching advertisements
- To evaluate the effectiveness of different media of advertising on the basis of (a) Attractiveness (b) Accessibility (c) Message clarity (d) Credibility (e) Influencing power

IV. Research Methodology

Research Design: The study is descriptive in nature and is focused on the comparative analysis of effectiveness of different media of advertising. The advertising media used in the study are: television, radio, newspapers, magazines and internet.

Sampling: The study attempts to investigate the effectiveness of different media of advertising in the select states/UT of Northern region of India. At the first stage; 3 states; namely Punjab, Haryana, Himachal Pradesh and one UT; namely Chandigarh were selected on the basis of simple random sampling. Then, a sample of 500 respondents (Age group 20-40 years) was selected from different cities of these states on the basis of convenience sampling. The sample was comprised of 330 male respondents and 170 female respondents.

Data Collection: The study is based on primary data. A well structural schedule of questions containing different aspects of the study was developed and circulated among the respondents. Certain information has been collected through personal observations.

Statistical tools: The mode was used to find the most preferred media by the respondents on the basis of ranks assigned to different advertising media by them. The mean and standard deviation were used to compare the results for different media. Further, ANOVA was used to check the significant difference among different media of advertising on the basis of attractiveness, accessibility, message clarity, credibility and influencing power.

V. Analysis and Findings

(1) Most preferred Media of Advertising

In this part of the study, Respondents were asked to rank the different media (TV, radio, newspapers, magazines and internet) according to their preference. Further, respondents' opinion towards the media preference has been comprehensively analyzed in order to know the most preferred medium of advertising.

Table 1: Descriptive Statistics for Most Preferred Media

Media	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total	Mode
TV	293	114	70	22	1	500	1
	58.6%	22.8%	14.0%	4.4%	.2%	100.0%	
Radio	43	82	59	158	158	500	4
	8.6%	16.4%	11.8%	31.6%	31.6%	100.0%	
Newspaper	108	101	123	85	83	500	3
	21.6%	20.2%	24.6%	17.0%	16.6%	100.0%	
Magazines	64	44	115	140	137	500	4
	12.8%	8.8%	23.0%	28.0%	27.4%	100.0%	
Internet	125	137	99	46	93	500	2
	25.0%	27.4%	19.8%	9.2%	18.6%	100.0%	

It is evident from the table 1 that TV was the most preferred medium of advertising with mode value 1, followed by internet with mode value 2, followed by newspaper with mode value 3. Radio and magazines were found to be least preferred media of advertising with mode value 4.

(2) Effectiveness of different Media of Advertising

In this part of the study, respondents were asked to express their opinion about the effectiveness of different media (TV, radio, newspapers, magazines and internet) on the basis of certain parameters i.e. attractiveness, accessibility, message clarity, credibility and influencing power.

(a) Attractiveness of different Media of Advertising

Respondents' opinion about the attractiveness of different media of advertising has been analyzed and statistically verified.

Table 2: Descriptive Statistics for Attractiveness parameter

Media	No. of Respondents	Mean	Std. Deviation
TV	500	3.6100	1.18351
Radio	500	3.0420	1.08563
Newspaper	500	3.4880	1.07339
Magazines	500	3.3240	1.11423
Internet	500	3.5800	1.07046
Total	2500	3.4088	1.12489

It is evident from table 2 that mean value is highest for TV i.e. 3.6100. It shows that TV is the most attractive medium for advertisements followed by internet, newspapers and magazines. Radio is found to be least attractive medium of advertisements.

Table 2.1: ANOVA for Attractiveness parameter

Attractiveness	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	108.898	4	27.225	22.246	.000**
Within Groups	3053.308	2495	1.224		
Total	3162.206	2499			

Austerely to verify the statistical significance of attractiveness of different media of advertising, ANOVA test was applied and following hypothesis was framed:

H_o : There is no significant difference in the attractiveness of different media of advertising

H_A : There is significant difference in the attractiveness of different media of advertising

The computed value of F is 22.246 which is highly significant i.e. 0.000 at 95% confidence level. This shows that null hypothesis is rejected and it can be concluded there is significant difference in the attractiveness of different media of advertising.

(b) Accessibility of different Media of Advertising

Respondents' opinion about the accessibility of different media of advertising has been analyzed and statistically verified.

Table 3: Descriptive Statistics for Accessibility parameter

Media	No. of Respondents	Mean	Std. Deviation
TV	500	3.4740	1.16621
Radio	500	3.4340	1.19687
Newspaper	500	3.4520	1.21600
Magazines	500	3.2240	1.12977
Internet	500	3.4380	1.14402
Total	2500	3.4044	1.17363

It is evident from table 3 that mean value is highest for TV i.e. 3.4740. It shows that TV is the most accessible medium for advertisements followed by newspapers, internet and Radio. Magazines were found to be least accessible medium of advertisements.

Table 3.1: ANOVA for Accessibility parameter

Accessibility	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.830	4	5.207	3.797	.004**
Within Groups	3421.322	2495	1.371		
Total	3442.152	2499			

Austerely to verify the statistical significance of accessibility of different media of advertising, ANOVA test was applied and following hypothesis was framed:

H₀: There is no significant difference in the accessibility of different media of advertising

H_A: There is significant difference in the accessibility of different media of advertising

The computed value of F is 3.797 which is highly significant i.e. 0.004 at 95% confidence level. This shows that null hypothesis is rejected and it can be concluded that there is significant difference in the accessibility of different media of advertising.

(c) Message Clarity of different Media of Advertising

Respondents' opinion about the message clarity of different media of advertising has been analyzed and statistically verified.

Table 4: Descriptive Statistics for Message Clarity

Media	No. of Respondents	Mean	Std. Deviation
TV	500	3.6780	1.13882
Radio	500	3.2040	1.19886
Newspaper	500	3.5680	1.14717
Magazines	500	3.2960	1.11124
Internet	500	3.5680	1.14717
Total	2500	3.4260	1.17246

It is evident from table 4 that mean value is highest for TV i.e. 3.6780. It shows that TV is the most effective medium for advertisements in terms of message clarity followed by newspapers, internet and Radio. Magazines were found to be least effective medium of advertisements in terms of message clarity.

Table 4.1: ANOVA for Message Clarity parameter

Message clarity	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	75.808	4	18.952	14.075	.000**
Within Groups	3359.502	2495	1.346		
Total	3435.310	2499			

Austerely to verify the statistical significance of message clarity of different media of advertising, ANOVA test was applied and following hypothesis was framed:

H₀: There is no significant difference in the message clarity of different media of advertising

H_A: There is significant difference in the message clarity of different media of advertising

The computed value of F is 14.075 which is highly significant i.e. 0.000 at 95% confidence level. This shows that null hypothesis is rejected and it can be concluded that there is significant difference in the message clarity of different media of advertising.

(d) Credibility of different Media of Advertising

Respondents' opinion about the credibility of different media of advertising has been analyzed and statistically verified.

Table 5: Descriptive Statistics for Credibility parameter

Media	No. of Respondents	Mean	Std. Deviation
TV	500	3.5700	1.12054
Radio	500	3.4980	1.25903
Newspaper	500	3.5440	1.11829
Magazines	500	3.1540	1.14582
Internet	500	3.3140	1.21258
Total	2500	3.4160	1.18233

It is evident from table 5 that mean value is highest for TV i.e. 3.5700. It shows that TV is the most credible medium for advertisements followed by newspapers, Radio and internet. Magazines were found to be least credible medium of advertisements.

Table 5.1: ANOVA for Credibility parameter

Credibility	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	62.936	4	15.734	11.444	.000**
Within Groups	3430.424	2495	1.375		
Total	3493.360	2499			

Austerly to verify the statistical significance of credibility of different media of advertising, ANOVA test was applied and following hypothesis was framed:

H₀: There is no significant difference in the credibility of different media of advertising

H_A: There is significant difference in the credibility of different media of advertising

The computed value of F is 11.444 which is highly significant i.e. 0.000 at 95% confidence level. This shows that null hypothesis is rejected and it can be concluded that there is significant difference in the credibility of different media of advertising.

(e) Influencing Power of different Media of Advertising

Respondents' opinion about the influencing power of different media of advertising has been analyzed and statistically verified.

Table 6: Descriptive Statistics for Influencing power parameter

Media	No. of Respondents	Mean	Std. Deviation
TV	500	3.6940	1.12734
Radio	500	3.1760	1.25226
Newspaper	500	3.3900	1.12803
Magazines	500	3.3600	1.12647
Internet	500	3.6020	1.07606
Total	2500	3.4444	1.15734

It is evident from table 6 that mean value is highest for TV i.e. 3.6940. It shows that TV is the most influencing medium for advertisements followed by Internet, newspapers and magazines. Radio was found to be least influencing medium of advertisements.

Table 6.1: ANOVA for Influencing Power parameter

Influencing power	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	84.630	4	21.157	16.179	.000**
Within Groups	3262.642	2495	1.308		
Total	3347.272	2499			

Austerly to verify the statistical significance of influencing power of different media of advertising, ANOVA test was applied and following hypothesis was framed:

H₀: There is no significant difference in the influencing power of different media of advertising

H_A: There is significant difference in the influencing power of different media of advertising

The computed value of F is 16.179 which is highly significant i.e. 0.000 at 95% confidence level. This shows that null hypothesis is rejected and it can be concluded that there is significant difference in the influencing power of different media of advertising.

VI. Conclusion and Future Scope

Since media plays a crucial role in advertising effectiveness, the present study was aimed at assessing the impact of different media of advertising. The importance of TV as advertising medium in creating consumer awareness cannot be denied even after the invasion of modern media of advertising like internet. TV is still the most preferred media to watch advertisements. Internet has shown its significant presence as it was found the second most preferred medium by the respondents. TV was found to be the most effective medium of advertising on the basis of attractiveness, accessibility, message clarity, credibility and influencing power. For future scope,

outdoor media and some new unusual media of advertising like mobile advertising can also be researched in order to increase the scope of media research. In addition to this in-depth analysis of medium like internet could be made with special focus on the effectiveness of social media advertising.

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