

EFFECTIVENESS OF ADVERTISING ON CONSUMERS**– A COMPARATIVE STUDY OF PRINT AND ELECTRONIC MEDIA**

Dr. Mohd.Arshad-Ur-Rahman
Associate Professor in Marketing,
Department of Business and Economics,
Adigrat University, Adigrat, Ethiopia

Abstract

***“The man who stops advertising to save money is like the man who stops the clock to save time”-
Thomos Jefferson***

Advertising is a potent vehicle which includes imagination, creativity, concepts, ideas and innovation to promote new products and remind about changes in the old one. Advertising means selling but for this one need a creativity of mind with the work of beauty and art.

Advertising can be said both powerful and magical. It sells us dreams and has become fabric by selling life style. We can find that people of the society have tremendous impact of advertisements. In today's fast moving media driven world it plays a vital role in customers' mind and sentiments. So advertisements reach to them through the route of emotion which is a powerful one in advertising.

Advertising proves magical by the 'power of word' which leaves an image on the mind of the customers. 'Words' not only control the minds but it also changes the viewpoints completely and help the customers to climb the ladder of inquisitiveness. If advertising is shown with the combination of words along with something new factor highlighted then it bring a favorable response of the consumers.

This research paper focuses on effectiveness of advertising on consumer by a comparative study of Print and Electronic Media, with the conclusion that in the present scenario the electronic media plays an important role in influencing the consumers.

Key Words: Advertising, Creativity, Customers, Inquisitiveness

Introduction:

Advertising is one of the important element of the promotion mix, but it is often considered prominent in the overall marketing mix design. Its high visibility and pervasiveness made it an important social and economic topic in Indian society. Promotion may be defined as “the coordination of seller initiated efforts to set up channels of information and persuasion to facilitate the sale of a good or service”. Promotion is most often intended to be a supporting component in a marketing mix. Promotion decision must be integrated and coordinated with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy. The promotion mix consists of four major basic elements. They are:

1. Advertising;
2. Personal Selling;
3. Sales Promotion; and
4. Publicity

1. Advertising is the dissemination of information by non-personal means through paid media where the source is the sponsoring organization.
2. Personal selling is the dissemination of information by non-personal methods, like face-to-face, contacts between audience and employees of the sponsoring organization. The source of information is the sponsoring organization.
3. Sales promotion is the dissemination of information through a wide variety of activities other than personal selling, advertising and publicity which stimulate consumer purchasing and dealer effectiveness.
4. Publicity is the dissemination of information by personal or non-personal means and is not directly paid by the organization and the organization is not the source.

RESEARCH METHODOLOGY**Objectives of the Study**

The major objective of the study is to assess the impact of advertising on buyers of consumer goods and a comparative study of Print and Electronic Media.

The other objectives are:

- i. To make a comparative analysis of the impact of advertising on consumer goods buyers categorized by brands purchased and demographic variables.
- ii. To study the Advertising observing habits in the Print and Electronic Media by the consumer goods buyers.
- iii. To analyze the Advertising preferences by the consumer goods buyers; and
- iv. To study the growth of mass media and the preference of buyers between the Print and Electronic Media.

Source of Data

The study mainly presents primary data collected from the buyers of consumer goods, selected by a sample survey in Hyderabad and Warangal. Apart from the primary data, secondary data has also been included. The main sources for the secondary data are Books, Journals, Magazines, and Newspapers.

Thus, the present study is based on primary data as well as secondary data.

Sample Design

The present study is mainly based on the primary data. The data is collected through a specially designed questionnaire for interviewing the selected sample buyers. The population is buyers of consumer goods in Hyderabad and Warangal.

Samples of eight hundred buyers of consumer goods have been selected for the study, with equal representation for 400 male and 400 female buyers. While selecting the sample of buyers, due importance was given to demographic variables like age, income, education and occupation. In other words, a quota sampling methods was adopted for this study. To be specific, the present sample by demographic variables included is as follows:

Table-3.1**SAMPLE DESIGN AS PER AGE & SEX**

Sex	Age Groups					Total
	Below 25 Yrs	26 to 35	36 to 50	50 to 60	Above 60	
Male	40	80	162	80	38	400
Female	150	90	106	30	24	400
Total	190	170	268	110	62	800

Source: Field Survey.

Table-3.2**SAMPLE DESIGN AS PER INCOME & SEX**

Sex	Income per annum				Total
	Below Rs.25000/-	Rs.25001 to Rs.50000	Rs.50001 to Rs.100000	Above Rs.1,00,00	
Male	52	126	144	68	400
Female	48	144	192	16	400
Total	100	270	346	84	800

Source: Field Survey.

Table-3.3**SAMPLE DESIGN BY EDUCATION & SEX**

Sex	Illiterate	School Level	Graduation	P.G.	Professional	Total
Male	14	90	176	68	52	400
Female	30	110	200	48	12	400
Total	44	200	376	116	64	800

Source: Field Survey.

Table-3.4**SAMPLE DESIGN BY OCCUPATION & SEX**

Occupation	Male	Female	Total
Govt. Service	252	100	352
Private Service	60	180	240
Business	30	40	70
Professional	40	10	50
Agriculture	10	0	10
Housewife	0	60	60
Others	8	10	18
Total	400	400	800

Source: Field Survey.

Techniques of Analysis

This study is descriptive and analytical in nature. The study makes a comparative analysis of the durables and non-durables by demographic variables. The methodology adopted for collecting the primary data is through questionnaire and personal interviews.

The questionnaire is fully structured. Before finalizing it, a pilot survey was conducted to pre-test it and the views of the respondents were considered in finalizing the questionnaire. Due care has been taken in selecting the consumer goods and their brands. The primary data collected through the questionnaire was scientifically tabulated, analyzed and interpreted.

SCOPE OF THE STUDY

The scope of the study is restricted to 800 selected consumer goods buyers in, Hyderabad and Warangal. To observe the impact of advertising on the buyers, five consumer non-durables, like Toilet soap, Toothpaste, Detergent powder, Shampoo and Soft Drinks and five consumer durables like

Refrigerator, TV, Microwave oven, Washing Machine and Air-Conditioners were taken as the survey products.

In each category eight to ten brands were selected, i.e. nearly one hundred brands were studied. Advertisings in the mass media i.e. Press, TV and Radio on these goods/brands were taken into account.

LIMITATIONS OF THE STUDY

Any study of this nature would have Limitations, Considering the fact that the study covers a large number of brands/products there may be possibility of bias in consumer's perception. The study is limited to Press, TV and Radio Media. The study is conducted at Hyderabad and Warangal District.

FINDINGS

1. The brand usage data of the 800 survey respondents in Hyderabad and Warangal indicates that, Lux toilet had the highest usage rate at 16% followed closely by Rexona at 15.5% of the total respondents. Mysore Sandal Soap was used by 12.8% respondents while Lifebuoy and Liril were favoured by 10.6% to 9.3%, respectively. Dove also had significant usage rate at 7.5% of the total respondents.

2. Television was the single most important media source of advertising for toilet soaps among the survey respondents at 42.7% followed by outdoor media at 19.7%, Press at 15.2% and Radio at Just at 3.5%. As many as 18.9% were not influenced by any toilet soap advertisements. The tabulation by sex, age and income indicates that TV happens to be the most important media for females while for males both TV and Press are equally important. Outdoor media have a greater influence on males comparatively to females.

3. The brand preferences for toothpaste indicate that Colgate was used by 30% of the respondents followed by Close-Up at 19.5% and Forhans and Cibaca at 12.9%, each. Again, TV is the single most important media influence for toothpaste buyers at 43% followed by outdoor media and Press. As many as one-third of the Colgate buyers did not need any advertising influence.

4. The brand preference for detergent powder buyers indicates that 26% of the respondents used Surf/Surf Ultra, followed by Nirma at 24% and Wheel at 19%. Ariel and Rin were favored by 12.7% and 9.5% respondents.

5. TV was the most important advertising source of detergents for as many as 54% and outdoor media at 13%. The media preferences by sex, indicate, that TV is more popular with females while in the case of males both press and other media have greater influence.

6. The brand preference for packaged tea indicates that Coca Cola was favored by 18.5% respondents followed by Pepsi and Mirinda 17.7% and 14.3% respectively.

7. Although TV is the most important media of advertising influence for 39.8% of the respondents, Press influenced 18.4% and others 18.4%. As many as 19.5% of the respondents did not need any advertising influence for their SOFT DRINKS purchases.

8. The brand usage for Shampoo shows that Clinic Plus Special, Halo, Chik are the three most important brands in that order.

9. TV remained the most important source of Shampoo advertising influence for 40% of the respondents. Clinic Plus and Chik TV advertising was favored by 48.2% and 51.8% respectively.

10. As many as 65% of the 800 survey respondents own a refrigerator. The largest brand ownership is that for Godrej at 39% of the refrigerator owners, followed by 27% for Samsung. TV is the single most important media influence for refrigerator owners at 56.5% followed by Press at 20.8%. Again TV media is more popular among females and press among the males.

11. Sony TV had the largest brand ownership among the respondents at 23.2% followed by LG at 16.5%, Videocon at 15.2% and Samsung at 14.4%. As many as 49.6% of the 750 TV owners were influenced by TV advertising followed at 26% by Press advertisements. Sex-wise analysis shows that, female buyers seem to favour the TV media.

12. As many as 750 respondents own Microwave oven of them, 26.9% own Samsung followed by LG at 16.8%, Bajaj at 11.5% and Godrej by 10%. Comparatively less number of Microwave Oven buyers was influenced by TV advertising, at 3.8% only. Moreover, in the case of new brands like Godrej, non-media source like "other media" and friends influenced 33% of the owners as against just 25% for TV.

13. IFB-Bosch washing machines were owned by 28% of the 440 respondents who have got a washing machine. The next most preferred brand is Video at 10%, followed by BPL-Sanyo and Onida at 8% each.

TV is cited as the single most important source of advertising by 42% buyers followed by other media at 20% and Press at 17%, Although, TV remains the most important source of advertising, in the case of IFB-Bosch washing machine buyers as many as 29.4% were influenced by “other media”.

14. Blue Star is the largest owned brand of Air-Conditioners among the survey respondents. As many as 27% of the 696 Air-conditioner buyers have cited “other media” as the single most important source of advertising influence, compared to TV as cited by 37% of the owners looking sex-wise TV is seven times a more important source for female buyers compared to male buyers of Air-conditioner.

15. The advertisement observation habit among newspaper readers, by sex and age, indicates that more than 90% of the age group below 15 years observes Ads in newspapers. This is slightly high in the case of females at 94% while it is 90% for males, in the same age group. There is a sudden drop of advertisement observation in newspapers among females in the higher age group of 16-25 years, at 52.5% only. In the case of males, this proportion drops gradually to reach 65% by the 36-60 years age-group.

16. Looking at the same, by income groups, we see an upward rise from the lowest income group of below Rs.25000 to the highest income group of above Rs.1.00 lakh, where it is 100% for females and 84% for males. Occupation wise, it is seen that the advertisement observation habit is the same for those who are in Government service as well as in private service at 72%. However, in the case of females in Government service it is just 58%, while for those in private service it is as high as 88%. Although, 73% of the males in business observe Ads in newspapers, only 40% of the housewives do so.

17. Among the survey respondents, 54.5% observe advertisements in Magazines, while 17.5% do not observe Ads and another 28% do not read magazines at all.

Although, by age-groups advertisement observation in magazines is higher in the lower age groups for both males and females, by income groups, it is higher in the higher income groups.

18. Out of the 800 sample respondents, 30% are in private service and more than 42.5% are in Government service. In Government service the magazine advertisement observation habit for both males and females is 59% whereas in private service it is almost 49%.

19. Out of the total survey respondents, 52.75% watch advertisements on TV, 22.75% do not watch Ads on TV, while the rest 12% do not watch TV at all. The proportions are higher for males at 75.5% for those who watch Ads on TV, while only 55% of the females watch Ads on TV. Although males in lower age groups have high advertisement observation habit on TV at about 70%, it is only about 30% among younger age group females. Income-wise, the TV advertisement observation habit is high among higher income groups, for both males and females.

20. Among the Radio listeners, advertisement listening is about 60% with females showing a greater proportion at 65% while it is just 51% for males. It is interesting to note, that the Radio advertisement listening habit is highest among illiterate females at 80%, while it is lowest among professional males at 28%.

SUGGESTIONS

1. Advertising professionals in developing countries have to be fully aware of the challenge and responsibility trust on them by virtue of a vast unexploited potential, on the one hand, and the resistance they encounter from various quarters on the other. This requires looking beyond narrow areas of operation.

A great deal of cooperative endeavor is required in order to put advertising on a sound footing. This has to be backed by research, the lack of which is a major drawback for advertising decisions.

2. There has to be a greater willingness on the part of all persons and actions concerned with advertising to innovate and experiment.

This calls for an unconventional approach, as applicable, whether it is towards idea, contents of the message, creative strategy or evaluation of trends. Stereo-typing is the curse of advertising. It is a real danger against which the industry has to guard itself. This may be seen for instance in heavy reliance on the standard mass media, or in creative execution. An advertisement for textiles products for instance, look alike. This type of situation may render all such advertising ineffective. It is, basically, in the interest of advertisers to get a proper

payoff from their investment in advertising agencies, too, can justify their existence only if advertising products result.

3. The quality of advertising and its social acceptance are the two sides of the coin. Advertising has to reflect social norms, value and aspirations; it will be irrelevant and wasteful. Nevertheless, various problems arise hence the need for legislation and self regulation has been felt wide. In India, too, this subject should be treated with urgency it requires.

The sensible and practicable guidelines can be developed and an institutional frame work to be established for self regulation, the greater will be the benefit for the advertising industry. Imposition of such discipline from within is preferable to legislation.

4. Self-regulation can be more effective, because of its expediency, as against lengthy legal processes. If recent trends towards increasing professionalization there are grounds to believe that the advertising industry will be able to evolve norms of conduct for itself which will enable it to continue growing and making its due contribution to person and the nation.

BIBLIOGRAPHY

1. AAKER, DAVID .A and MYERS, JOHN G., "Advertising Management," Prentice-Hall of India Pvt. Ltd., New Delhi, 1986
2. Adler, Richard P., "The Effects of Television Advertising on Children" Lexington Books, Lexington, Mass 1980.
3. Alma Williams, "Educating the Consumer : A Practical Guide" Long Man Group Limited, Longond, 1975.
4. Antonova, K. "A History of India", Progressive Publishers, Moscow, 1978.
5. Arndt. Johar., Ed. "Insights into consumer Behaviour" Allyn & Bacon, 1968.
6. Autvin, William H., "Advertising", Mc Graw Hill Book Company, New York.

7. Balaji, U., "Factors in Consumer Confusion in Purchase Process" Business Management, Ph.D. Thesis, Osmania University, Hyderabad.
8. Barban, Arnold M., Stephen M. Cristol Frankaj Kopei : "Essentials of Meida Planning," Crains Books, Cicago, 1976.
9. Ben M. Enis. Keith K. Cox "Marketing Classics, A Selection of Influential Articles" – Allyn and Bacon, Inc-Boston-1985.
10. Bennett, P.D. and Kassarian, H.H., "Consumer Behaviour," Prentice Hall of India, New Delhi, 1976.
11. Beri, G.C., "Marketing Research Text and Cases", Tata Mc Graw Hill Publishing Company Limited, New Delhi, 1989.
12. Bhattacharjee Arun "The Indian Press, Profession to Industry" Vikas Publications Delhi, 1972.
13. Blankenship, A.B. & Doyle, J.B. "Marketing Research Management" D.B. Taraporevala Sons & Co. Pvt. Ltd., Bombay, 1971.
14. Bonoma, Thomas, V. Bruce H. Clark : "Marketing Performance Assessment" Harward Business School Press, Boston, Massachusetts, 1988.
15. Borden, Neil H., and Marshall, Martin "Advertising Management Text & Cases", D.B. Taraporevala Sons & Com., Bombay, 1965.
16. Boyd, Harper, W., Jr., and Newman, Joseph W., (ed) "Advertising Management", D.B. Taraporevale Sons & Co., Bombay, 1965.

17. Boyd, Harper W. & Kapoor, M.C. "Readings in Marketing Management," Bombay, Asia, 1965.
18. Brih, Stewar Henderson : "Consumer Behaviour and Behavioural Sciences" Joh Wiley and Sons, New York, 1966.