

A COMPARATIVE STUDY ON EFFECTIVENESS OF VARIOUS MEDIUM OF ADVERTISEMENT IN PERAMBALUR DISTRICT

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ABSTRACT

Advertising may be a sort of communication wont to encourage or persuade an audience to continue or to require some new action. Most commonly the desired result is to derive consumer with respect to a commercial offering. Advertisement covers all the activities connected with the giving of publicity regarding goods and services offered purchasable. Thus the aim of the study is to understand the effectiveness of various medium of advertising according to business needs & expectations to help business maximize their reach public acceptance, personalization, cost effectiveness by selecting the right medium to advertise. Advertisement plays an important role within the success of the business. There are various medium for advertising in today's world. Each medium have its own merits and demerits to reach out to people. Here the study analyses which medium of advertisement is most effective for the popularity and growth of a business..Medium ormedia selection is a unique decision to be made by the advertiser.

KEYWORDS: Advertisement, Communication, Publicity, Commercial, Medium, Decision.

INTRODUCTION

Competition is very high in almost industries. Along with existing firms, so many firms are entering to the industry with latest technologies. It enables a new firm to sell quality products at a lower price. Some of the existing firms also enjoy certain advantages because of their reputation in the market. As a result, competition had become much tougher than have earlier. So in order to face the competition, companies are now focusing more on the advertisement. Advertisement has a powerful tool: it enables the companies to attract the new customers and also to retain existing customers.

Advertising may be a sort of communication wont to encourage or persuade an audience (viewers, readers, listeners, sometimes a selected group of people) to continue or to require some new action. Most commonly the desired result is to derive consumer with respect to a commercial offering. Advertisement covers all the activities connected with the giving of publicity regarding goods and services offered purchasable .

Almost every day people come across various types of advertisement. Whether people use internet,

read a newspaper or magazine, listen to the radio, watch television, walk on the road or travel in the vehicles, watch a movie or go anywhere else we shall come across of some sort of advertisement. Even while watching news on television we are disturbed by a great number of advertisements.

Advertisement functions alertly while introducing a new product in the market. It creates an attraction and interest among consumers towards a product and induces the customers to purchase the product. Advertising is a form of communication used to encourage or persuade an audience (viewers, readers, listeners, sometimes and a specific group of people) to behavior with respect to a commercial offering. Advertisement covers all the activities connected with the giving of publicity regarding goods and services offered purchasable . Advertisement is the best tool for communicating information about the product to the present and the potential customers.

Definition of Advertising: American Marketing Association defines Advertisement as “any paid form non personal presentation of ideas, goods or services by an identified sponsor” Advertisement effectiveness can be defined as the extent to which advertising generates a certain desired effect. Testing or evaluation of Advertising effectiveness refers to the managerial exercise aimed toward relating the advertising results to the established standards of performance and objectives so on assess the real value of the advertising performance. This evaluation exercise is also known as the advertising research. It is a research activity undertaken to measure the worth of specific elements of an advertisement or the aspects of entire advertising program. It is an effort to understand whether the message designed properly has reached the best number of prospects at the smallest amount practical cost.

The need for advertising can't be denied by any business because every business needs to reach out its people in a positive manner so as to build a group of loyal customers to their brand who can further brings profits to their brand .Advertising provides theplatform to the business to interact with their customers, increase their visibility, build their brand and developing relations with their customer. Need for advertising can in no way be denied, because if there is business, there ought to be customers, & if there are customers, communication is evident. This communication is advertising.

Advertising being an investment to company future and like every investment, a lot depend on advertising, as well, in terms of people, profit, longevity of business, sustainability etc...Thus the aim of the study is to understand the effectiveness of various medium of advertising according to business needs & expectations to help business maximize their reach public acceptance, personalization, cost effectiveness by selecting the right medium to advertise.

These are various mediums for advertising like Newspapers, Magazines, Radio, Television, Cinema outdoor, Mobile internet, And distributor etc. Every medium follows its own set of

customers and cost advantages. Differentiating between different mediums become essential to urge the utmost advantage of communication, reach, public acceptance, cost advantage and building brand image, switching abilities, acceptance and price, effectiveness and quality of ad, compatibility of ad with the medium, compatibility with the time, shelf life, personalization of message, shortcomings etc... Every medium rates differently on the scale for above things & thus being different on the idea of needs and priority of business.

After understanding different available mediums of advertising next step would be to correlate effectiveness of various advertisements with respect to the medium used i.e. How successful a particular medium is to add on to an advertisement meeting its objective.

STATEMENT OF PROBLEM

Advertisement plays an important role within the success of the business. There are various mediums for advertising in today's world. Each medium has its own merits and demerits to reach out to people. Here the study analyses which medium of advertisement is most effective for the popularity and growth of a business.

NEED OF THE STUDY

Consumer, in today's marketplace has the chance to settle on between several available alternatives in almost every product category. With increasing competition, changing consumer behavior advancement of technology, the necessity for advertising is growing even more for the organizations to succeed in bent its customers within the best possible way and build the long term relation with them. Advertising today is a crucial item on the highest management agenda. The foremost reason, of course, is that the increase in size of advertising expenditure. In many cases advertising has become the third, second and in few cases, the largest item in the corporate budget.

Every business invests huge amount of time and money on its advertising but the problem arises when it fails to deliver results. Some of the reasons for it might be people never accessed or viewed the advertisement. Many of the 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...

Thus, the goal of the study is to know how the proper choice of media can actually help in getting maximum possible benefits from advertising. Every medium of advertising carries its own respective benefit, its own set of loyal audience and its own different chief characteristics. Thus, at some point of times companies haven't any available criteria, to judge, which medium would be best to unravel their required purpose than budget as a consideration. The actual study aims to know every aspect of the various medium and correlate it with needs of the business.

OBJECTIVES OF THE STUDY

Primary objective

To understand best media of advertising for business.

Secondary objectives

- to know and explore different available mediums of advertising for business.
- to know attitude of individuals to advertising on various mediums.
- To correlate the effectiveness of varied advertisements with the selection of medium used.
- to review the connection between age and most used medium of entertainment.

SCOPE OF THE STUDY

There are different mediums of advertisement in today's world. Different people can access different mediums of advertisement. This study is conducted to research the effectiveness of varied mediums of advertising.

RESEARCH METHODOLOGY

a) Primary research:

Primary research was administered using various research tools. Primary research carried various questionnaires. It had been basically taken from consumer perspective.

b) Secondary research:

Secondary research was needed within the study, so to understand all the previous researches, studies and derivations within the above field of media comparisons for advertising. In our secondary research, the essential purpose of the secondary research is to copy the actions behind the first research with the knowledge. The research with consumers was extremely important for this study. The relevance of audience criteria to media comparison hinges on the idea that media effectiveness may be a function of the extent to which audience possess characteristics predictive of the longer term purchase of advertised items. Which further has various aspects thereto like likeliness towards a specific medium of entertainment, what builds more trust inside a consumer, or what's most action focused etc... Thus a search was administered to review the behavioral aspects of consumers in context of their responses to varied medium of advertising.

TYPE OF RESEARCH:

The type of research utilized in this project is descriptive research which incorporates fact finding enquiries of various kinds. The main purpose of descriptive research is description of the state of affairs because it exists as present.

SAMPLE SIZE:

The sample size of the study consists of 100 peoples.

SAMPLING METHOD:

A sample may be a representative of population, which predicts the behavior of whole universe. For this project convenient sampling method is employed.

DATA COLLECTION:

In this study there's a requirement to collect primary also as secondary data. Primary data are collected on original information gathered for specific purpose through a questionnaire and secondary data is collected from already existing sources in various organizations, brochures, records etc...

PRIMARY DATA:

The present study has used questionnaire method to gather the first data by distributing to varied respondents.

SECONDARY DATA:

Secondary data means the info that are already been collected by someone and which have already been skilled the statistical process. Secondary data is required for correct interpretation of primary data. In this project secondary data obtained from various text books, internet and brochures.

Tools used for data collection

For the aim of said research, two different questionnaires were designed having different objectives each.

DATA ANALYSIS:

The data collected from the respondents were then analyzed with the assistance of the subsequent tools:-

1. Percentage Analysis
2. Weighted Ranking Analysis
3. Mean Score
4. Graphical Method
5. Chi square test

LIMITATIONS OF THE STUDY

- The study is predicated on the opinions of limited number of individuals .
- The study is conducted for a brief period of your time
- The sample size of 100 might not adequately represent the entire population.
- a number of the persons not so representative

ANALYSIS AND INTERPRETATION

CONSUMER'S BEHAVIORAL TEST ON DIFFERENT ADVERTISING MEDIUM.

The study was conducted on all the following advertising mediums:

- Television
- Newspaper
- Outdoor
- Radio
- Internet

In the study, the consumers were asked to rank these mediums on following factors on a 5 point likert scale

- Entertaining
- Informational
- Reference topurchase
- Mostirritating

Table no:1

Response towards online advertising

	Strongly agree	agree	neutral	disagree	Strongly disagree	Rating scale	Mean score
I enjoy watching TV ads, they are entertaining	20%	10%	45%	20%	5%	3.2	3.68
TV ads provides information, I need	25%	55%	20%	0%	0%	4.05	
I find TV ads as a reference to purchase & I trust them	40%	40%	20%	0%	0%	4.2	
TV ads irritates me the most	10%	30%	35%	25%	0%	3.25	

(Source: Primarydata)

INTERPRETATION:

On the basis of likert scale, if we use 3 as scale value, the value higher than considered as a positive response and the value below is considered as negative response. Here the value is greater than 3, i.e. 3.68 so we can conclude the people have a positive response towards Internet i.e. online advertisements.

Table no.2**Response towards News papers and magazines**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Rating average	Mean score
I enjoy watching Newspaper& Magazines they are entertaining	20%	35%	30%	15%	0%	3.6	3.25
Newspaper& Magazines ads provides information, I need	20%	50%	25%	5%	0%	3.85	
I find Newspaper& Magazines ads as a reference to purchase &I trust them	10%	35%	25%	25%	5%	3.2	
Newspaper& Magazines ads irritates me the most	0%	10%	45%	45%	0%	2.65	

(Source: Primarydata)**INTERPRETATION:**

On the basis of likert scale, if we use 3 as scale value, the value higher than considered as appositve response and the value below is considered as negative response. Here the value is greater than 3, i.e. 3.25 so we can conclude the people have a positive response towards newspaper and magazine advertisements.

Table no. 3

Response towards TVadvertising

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Rating average	Mean score
I enjoy Internet ads, they are entertaining	15%	25%	40%	20%	0%	3.35	3.33
Internet ads provides information, I need	15%	60%	15%	10%	0%	3.8	
I find Internet ads as a reference to purchase &I trust them	10%	20%	40%	20%	0%	2.9	
Internet ads irritates me the most	5%	25%	50%	25%	5%	3.3	

(Source: Primarydata)

INTERPRETATION:

On the basis of likert scale, if we use 3 as scale value, the value higher than considered as a positive response and the value below 3 is considered as negative response. Here the value is greater than 3, i.e. 3.33 so we can conclude the people have a positive response towards

TV advertisement.

Table no.:4

Response towards Radio advertising

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Rating average	Mean score
I enjoy listening Radio ads, they are entertaining	10%	35%	15%	20%	20%	2.95	2.67
Radioads provides information, I need	5%	35%	25%	15%	20%	2.9	
I find Radio ads as a reference to purchase &I trust them	0%	10%	50%	25%	15%	2.55	
Radio ads irritates me the most	5%	10%	45%	25%	15%	2.65	

(Source: Primarydata)

INTERPRETATION:

On the basis of likert scale, if we use 3 as scale value, the value higher than considered as appositve response and the value below is considered as negative response. Here the value is less than 3, i.e. 2.67 so we can conclude the people have a negative response towards radio advertisements. They are not much interested in radio advertisements.

Table no.:5

Response towards outdoor advertising

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Rating average	Mean score
I enjoy watching outdoor ads, they are entertaining	21%	63%	15%	0%	0%	4.32	3.19
outdoor ads provides information, I need	5%	42%	26%	26%	0%	3.03	
I find outdoor ads as a reference to purchase &I trust them	0%	31%	31%	31%	7%	2.86	
Outdoor ads irritates me the most	0%	5%	47%	48%	0%	2.57	

(Source: Primarydata)

INTERPRETATION:

On the basis of likert scale, if we use 3 as scale value, the value higher than considered as appositve response and the value below is considered as negative response. Here the value is greater than 3, i.e. 3.19 so we can conclude the people have a positive response towards outdoor advertisements. But it is less than TV advertising, newspaper and internet advertising and more than radio.

CHI SQUARE TEST

$$X^2 = \sum (o-E)^2/E \text{ Where,}$$

o=observed frequency E= Expected frequency

1. HO: Age and preference towards medium of advertisement are independent.

2. Degree of freedom: (R-1)(C-1)

$$= (4-1)(3-1)$$

$$= 3 \times 2 = 6$$

3. Cross table showing age and preference towards medium of advertisement

Table no :6

Age	TV	Newspaper & magazines	Inter net	TOT AL
Below	14	5	5	24
18-30	6	10	25	41
30-45	5	5	5	15
Above	5	10	5	20
Total	30	30	40	100

(Source: Primary data)

Table showing expected frequency

Table no .7

Observed value(o)	Expected value(E)	O-E	(O-E) ²	$X^2 = \frac{\sum(O-E)^2}{E}$
14	7.2	6.8	46.24	6.422222
5	7.2	-2.2	4.84	0.672222
5	9.6	-4.6	21.16	2.204167
6	12.3	-6.3	39.69	3.226829
10	12.3	-2.3	5.29	0.430081
25	16.4	8.6	73.96	4.509756
5	4.5	0.5	0.25	0.055556
5	4.5	0.5	0.25	0.055556
5	6	-1	1	0.166667
5	6	-1	1	0.166667
10	6	4	16	2.666667
5	8	-3	9	1.125
				21.70139

INTERPRETATION

Here the table value for 6 degree of freedom at 5percent level of significance is 12.592.the calculated value is higher than the table value so the hypothesis is rejected. That is age and preference towards medium of advertisement is dependent.

FINDINGS

1. Most of the respondents are between 18-30 age group
2. Majority respondents are comes under other category than student, business, profession.
3. Internet is most used medium of entertainment by the people.
4. Majority respondents are read only one newspaper in a day.
5. Majority people said newspaper advertisement grab their attention if they are catchy
6. Majority people said that their purchase decision depends newspaper advertisement rarely
7. Major people said they never listen radio
8. People more interested watch advertisement which provides information about the product.
9. Newspaper is the medium that conveys its message to people without wasting their time.
10. Majority people said they enjoy watching TV ads.
11. People are interested to watch TV ads because which gives more idea about the product.
12. Majority people said internet advertisement give more idea and information about the product compared to other medium.
13. Most of the people said internet advertisement attract more them to buys products
14. People have positive attitude towards internet advertisement
15. People interested to watch TV advertisement. They have positive attitude towards TV advertisement.
16. People have positive attitude towards newspaper advertisement
17. People have positive attitude towards magazine advertisement.
18. People have negative attitude towards radio advertisement.
19. The relation between age and choice of medium of entertainment is dependent.

SUGGETIONS

- Internet advertisement is the most effective medium for advertisement. It is better to use internet advertisement especially in social media for the popularity of the product.
- In making media selection, we have to consider the nature of the product and the demand for it.
- The media may be tilted towards a particular segment of audience. The type of audience or viewership of the media should be considered before taking a decision.
- News paper advertisement is better for local area advertisement.

CONCLUSION

All mediums of advertising have different functions, cover different needs and have different set of target audience. The needs of the business should be analyzed first and then they above information can be used to understand, which medium of advertising could be best for any business. Medium or media selection is a unique decision to be made by the advertiser. There is no one medium that is best for all business units and what is best depends on the unique individual situation of the business unit.

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