

# A Study of Role of Media in Achieving Advertising Effectiveness of Telecom Service Providers in India



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## Abstract

Advertisers of telecom service providers are investing huge sum at various media platforms to influence their consumer's behavior in order to achieve their advertising objectives. Each media has different impact on consumer's involvement towards advertisement. This paper studies the deeper insight into advertisements in different media in order to achieve advertising objectives effectively among the young consumers of telecom industry in India. This paper focuses on the impact of different media types viz., print media, electronic media, internet media and outdoor media on achieving the advertising objectives i.e., to create awareness, to provide knowledge, cultivate conviction and influence purchase behavior of consumers with respect to telecom service provider's selection. The non-disguised structured questionnaire was used to collect responses from young consumers of telecom service providers in India. The statistical tools used in the study were Cronbach alpha for reliability, Kaiser-Meyer-Olkin measure of sampling adequacy and multiple regression. The result indicates that the internet media is statistically most effective in achieving advertising objectives while electronic media is found to be relatively the least effective one. The advertisers of telecom service providers in India can utilize these results in enhancing their objectivity of advertisements to influence young consumers by investing strategically in appropriate media.

**Keywords:** Advertising Objectives, Media Types, Impact of Media, Advertisement Effectiveness.

## Introduction

The advent of new technologies and newer form of media in past decades has allowed advertisers and promoters to communicate with their consumers easily and freely but at the same time the choice of media has become a highly complex phenomenon (Kumar & Rai, 2018). It is important for the advertisers to grab attention of the consumers towards their brand through advertisements. Advertisers are spending huge sum on advertising, according to Dentsu Aegis Network (DAN, 2018) report, the Indian advertising market is expected to grow with a CAGR of 10.62% till 2021 to reach a market size of Rs. 85,250 crore. The report also indicated that the television and print media will cumulatively have the largest share of media spends with 70% followed by internet media with 17% share. The trend for advertising using internet media is growing very rapidly. With the advancement of technology and huge sum of money invested in advertising, it becomes very important for the marketers & advertisers to invest strategically in particular media to get the desired effect.

Doyle & Saunders (1990) had opined that the consumer's expectations and the characteristics of different forms of media such as Television, Radio, Newspaper, Magazines and Internet are entirely different from each other and the effect of each media on consumers also varied differently in short term as well as long term. Petersen (2018) identified the television advertisements have high quality audio-visual contents which is more suitable for product categories that require physical demonstration while Radio has only audio content is more suitable for organizations operating in local markets.

Berkowitz et al. (2001) argued that in short term, advertisements in electronic media have huge impact on consumer's memory but it fades away in long term while print media initially have lower impact on memory but it have persistent impact on consumer's memory because the consumer can read at anytime and with their own pace. Bezjian et al.

(1998) has opined that the Internet media have higher impact on consumer's memory because consumers have higher control for what they are watching. Internet media is most engaging media than print, electronic and outdoor media.

Singh (2012) suggested that the choice of media type for advertisement is key for the promoters of products and services to communicate with their consumers effectively as advertisements on various media types play a vital role in influencing consumers decision (Opeodu & Gbadebo, 2017). Hence the media mix choices must be chosen wisely to achieve advertising objective effectively.

#### **Aim of the Study**

In this paper, the researcher has attempted to explore various advertising media types affecting advertising effectiveness of telecom service providers in India. This study will give deeper insight regarding balancing between different media types so that the advertisers of telecom service providers can invest wisely to get maximum benefit of the amount of money they spent in order to achieve their objective. Subsequent part of the paper elaborates the literature review about advertising, advertising effectiveness, factors affecting advertising effectiveness, media types.

#### **Review of Literature**

##### **Advertising**

Advertising is an important tool through which advertisers communicate with their consumers and consumers are exposed to hundreds of advertisements every day. Everyone of us get affected by advertisements knowingly or unknowingly, degree of effect or magnitude may differ from person to person. Kumar & Rai (2018) had defined advertisements as a marketing communication by an organization or identified sponsor of a persuasive message about an idea, goods or services (Product or idea) in order to form or change the attitude of consumers towards the advertised products. Sharma & Singh (2012) stated that advertising is all over the places from airing on Television and radio to placed in newspapers and magazines to pasted on billboards and even plastered across the sides of the buses to kept on websites and apps.

Lavidge and Steiner (1961) suggested stages of consumer behavior through which a consumer pass through when they are exposed to an advertisement i.e., cognitive, affective and conative. The job of the advertiser is to affect these behaviors i.e., Awareness, Knowledge, Liking, Preferences, Conviction and Purchase. Hence the advertising is pivotal in formulation of marketing strategy.

##### **Advertising Effectiveness**

The effectiveness of advertising is a highly complex phenomenon and mainly depends upon the consumer's response to the communication (Tellis, 2004). Corvi (2010) defined advertising effectiveness as the extent to which advertising generates a certain desired effect. Rimoldi (2008) opined that consumer's liking towards the advertisements which results into the sales is the advertising effectiveness. Calder et al. (2009) stated that consumer's involvement with the media positively affects advertising effectiveness.

According to Numberger & Schwaiger (2003), the advertising effectiveness is optimum when the print, electronic, Internet and outdoor media are used together for advertising.

##### **Predictors of advertising effectiveness**

Numerous factors play a critical role as determinants of the advertising effectiveness. Lasswell (1948) studied that the effectiveness of advertising is dependent on consumer's characteristics i.e., it depends upon the consumer's understanding on who said what to whom, how and with what effect (McGuire, 1985). Mehta (2000) stated that advertising effectiveness depends on many factors like the type of media and their abilities to involve consumers. Hence the media characteristics play a role as determinant of advertising effectiveness. Nysveen and Breivik (2005) posited that advertisement content, color & size of advertisement, audio-video, special offers in advertisement and quality of media have a significant impact on the effectiveness of the advertisements (Benedixen 1993; Malthouse 2007). Hence advertisement characteristics also play a role of determinants of advertising effectiveness. Menon et al. (2004) stated that product characteristics and environment characteristics such as product attributes and differences in demographic and psychographic characteristics of consumers also play a role as determinants of advertising effectiveness (Giri, 2016). Hence, Based on the above literature, the following hypotheses are proposed:

##### **H<sub>0</sub>**

There is no significant relationship between media characteristics and the advertising effectiveness of telecom service providers.

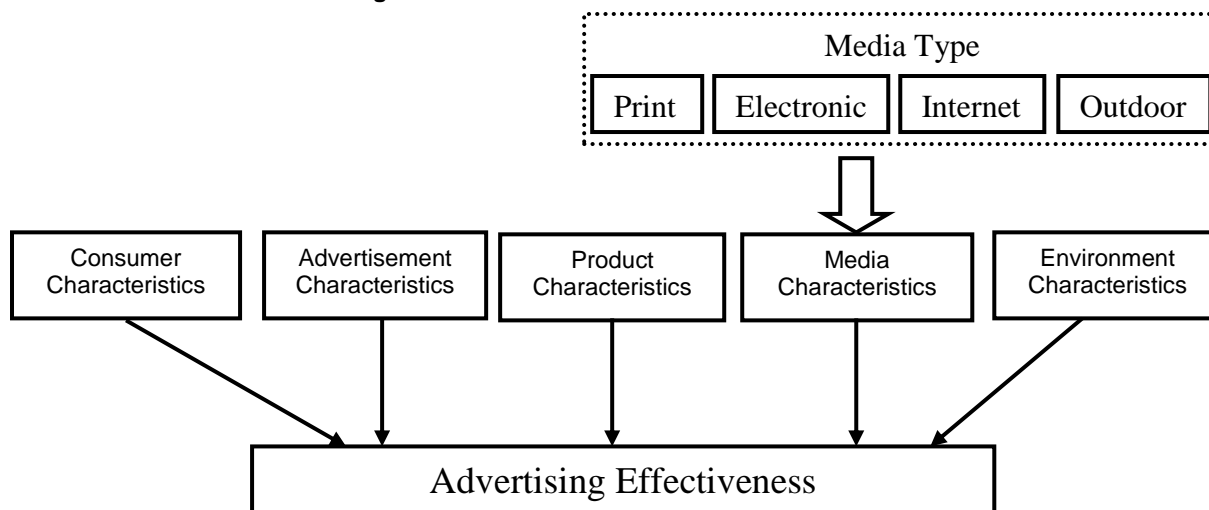
$$r_{(MC, AE)} = 0$$

##### **Media Types**

Ayanwale et al. (2005) stated that Print, Electronic, Internet and Outdoor are most popular media among the advertisers to communicate with their targeted consumers. Sorce & Dewitz (2007) identified that electronic and Internet advertisements have positive effect on consumers. Due to which advertisers spend more on TV, radio and internet media as compared with print and outdoor media. Malthouse (2007) opined that a newspaper and magazines play a critical role in affecting purchase behavior of consumers and found that print media is considered to be more trustworthy. Schommer et al. (1998) opined that advertisements on electronic media have greater effect on recall and retention of consumers. Hence, electronic media generates greater awareness and knowledge as compared to print and outdoor media (Morris et al., 1989). Mehta (2000) identified that Internet media are less effective as compared to print media as users have more control over it. The aforesaid inferences state that media have impact on consumers buying behavior and play a major role in their purchase decision making. The previous studies focused mainly on general impact on media whether positive or negative. The advancement of technology has given more media options to the consumers which facilitate advertisers & marketers to take the right media mix

decision. Theoretical Framework for the study is presented below:

**Fig. 1. Theoretical Research Model**



**Research Objectives**

1. To identify the role of factors affecting advertising effectiveness of telecom service providers.
2. To identify the role of media in determination of advertising effectiveness for telecom service providers.

**Research Methodology**

Non-disguised structured questionnaire was framed and data was collected from 341 students above the age of 18 years and pursuing graduation and post-graduation using telecom services in seven major cities (Varanasi, Allahabad, Lucknow, Kanpur, Gorakhpur, Ghaziabad and Noida) of the state of Uttar Pradesh in India. The questionnaire was developed on likert scale from 1 being strongly disagree to 5 being strongly agree consisting of 29 items in English. The responses were collected using simple random sampling technique. In total 400 questionnaire were circulated and 341 are considered for analysis after data cleaning. Out of these 341 respondents, 165 were female and 186 were male. The data were analyzed using R software with 3.5.1 version.

**Data Analysis & Discussion**

The internal consistency of the scales was checked by testing Cronbach’s alpha value which was 0.88, which is well above the acceptable value of 0.70. The KMO value was found to be 0.78 and the value of Bartlett’s test was found to be significant. Factors were extracted from literature and content & construct validity was checked. The factors of advertising effectiveness were further evaluated to ascertain the relative importance in achieving advertising effectiveness for telecom service providers. The predictive model for advertising effectiveness assessment consisting of its determinants with their relative weights is as follows:

$$AE = 0.096 + 0.067 CC + 0.193 AC + 0.106 PC + 0.261 MC + 0.169 EC$$

Media characteristics (MC) emerged as the most dominant factor of advertising effectiveness (AE) for telecom service providers. Environmental

Characteristics (EC) also found to be significant for achieving advertising effectiveness. Advertisement Characteristics (AC) contribute relatively lower portion in shaping behavior of young consumers towards advertisements of telecom service providers. Product characteristics (PC) such as plans & schemes and services are found to be influencing less while Consumer Characteristics (CC) of young consumers have minimum influence in shaping their behavior towards advertisements of telecom service providers. Further, the relationship between media characteristics and Advertising effectiveness (AE) has been checked by keeping other factors constant through linear regression on R 3.5.1 software. It was found that the 1 unit change in media characteristics is likely to contribute 0.406 units of change in behavior of young consumers in achieving advertising effectiveness of telecom service providers in India. The relationship between media characteristics and Advertising effectiveness are presented below

$$AE = 6.039 + 0.406 MC$$

The linear regression model found that the relationship between media characteristics and advertising effectiveness is statistically significant (p-value < 2.2e-16). Hence it was found that there is strong relationship between media characteristics and advertising effectiveness and hence we failed to accept the hypothesis.

$$H_0: r_{(MC, AE)} \neq 0$$

**Conclusions**

In the era of digital revolution, young consumers are exposed to huge number of advertisements around them and there are many newer forms of media available to influence their behavior. The advertisers kept on trying hard to influence consumer behavior and with advent of technology, advertisers have many choices of medium to select for their advertisements. Media characteristics were found to have strong relationship with advertising effectiveness. Hence we can conclude that the media types and media abilities to convey message to influence buying behavior of young consumers of telecom service providers are

highly important in order to achieve advertising objectives of the organizations.

#### Implications, Scope & Limitations of The Study

The above study will help advertisers and managers to understand the importance of media and select their medium wisely to communicate with their targeted customers and create necessary impact on their behavior towards their product. When a medium is selected for showcasing advertising, it should be carefully chosen to ensure the achievement of the advertiser's goals. This study will also urge managers to design media mix strategy to achieve their objectives.

This study was conducted on young consumers from seven cities of Uttar Pradesh of India, similar research can be conducted for different age group and other demographic profile to check whether the media characteristics have similar kind of impact. The future research can also be conducted on impact of media types on advertising objectives in order to achieve advertising effectiveness.

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