



WWJMRD 2020; 6(7): 52-57  
www.wwjmr.com  
International Journal  
Peer Reviewed Journal  
Refereed Journal  
Indexed Journal  
Impact Factor MJIF: 4.25  
E-ISSN: 2454-6615

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## Comparative Study of Effectiveness of Various Mediums of Advertising

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### Abstract

Advertising is a form of non-personal communication about an organization, product, service, or idea by an identified sponsor. Advertising is defining as non-personal communication from an identified sponsor using mass media to persuade or influence an audience. Advertising is the best-known promotional tool since it is persuasive. It is also a very important tool for companies whose products and services are aiming to satisfy mass consumer markets. “The business that considers itself immune to the necessity for advertising sooner or later finds itself immune to business.”The need for advertising cannot be denied by any business because every business needs to reach out to its people in a positive manner so as to build a group of loyal customers to their brand who can further bring profits to their brand. Advertising provides the platform to the business to interact with their customer, increase their visibility, build their brand and developing relations with their customers.

**Keywords:** Advertising, Customers, Organization, Product, Industry level, Communication

### Introduction:

Advertising being an investment to company future and like every investment, a lot depends on advertising, as well, in terms of people, profit, longevity of business, sustainability etc. thus, after a company, has come to realize the need of advertising for its business, prime questions it faces are

- Where are my target buyers?
- What is the best medium to reach them?
- Which medium can allow us maximum reach in minimum possible investment?

These are some of the questions on top of the mind of every business once they have decided to go for advertising. With advent of technology, changing customer’s preferences etc., a lot has changed in the way we should advertise. Why does most business advertising fail to yield expected return on investment? That is because of some of our wrong decisions, we make while advertising. And one of the major decisions is, “What should be the right medium to advertise?”

The aim of our study is to understand business needs and correlate it with advertising basics and hence formulating a comparative study for understanding the effectiveness of various mediums advertising according to business needs and expectations.

### Objectives of the study

- To know about the different mediums of advertising
- To understand the primary objective & needs for advertising
- To analyze the suitability of various advertising mediums for different product & industry level
- To correlate the effectiveness of various advertisements with the choice of medium used.

### Statement of the problem

There are various mediums for advertising like newspapers, magazines, radio, television, cinema, outdoor, mobile, internet, direct mailer, etc. This study reveals the effectiveness of

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all the available mediums of advertising on the above said aspects and the attitude of people to advertising on various mediums.

**Scope of the study**

This study is mainly focus on the effectiveness of various mediums of advertisements at Thalasseri town. This study gives an idea about the effectiveness of various mediums of advertisements.

**Methodology**

For the present study, data are collected by referring important documents & through questionnaire. Apart of these, casual talks with the respondents are also very much helpful for this study.

**Sample size**

The study sample constitutes 80 respondents constituting in the research area. The convenient sampling technique is used for selection of sampling.

**Data collection**

**A. Primary data**

- By making direct interview with the respondents.
- Through questionnaire
- By self-observation

**B. Secondary data**

- referring books & journals
- By searching in various websites

**Tools of analysis**

Once the data collection is done, the questionnaire is checked for wholeness. For processing and analyzing the primary data computer package namely M.S Excel and SPSS version 23 is used.

Statistical tools used for analysis of data are,

- Percentage Analysis
- Measures of Central Tendency
- Measures of Dispersion
- Chi - Square

**Limitations**

- The study was conducted within a limited duration. So, a detailed & comprehensive study could not be made.
- While collection of the data, many respondents were unwilling to fill the questionnaire.
- All inherent mistakes in the sampling method might have crept into the study.

**Literature Review**

**Advertising**

Advertising is, according to Belch and Belch (2004), any paid form of nonperson communication about an organization, product, service, or idea by an identified sponsor, Wells, Burnett, and Moriarty (2000) claim that advertising is nonperson since it is a form of mass communication and defines advertising as nonperson communication from an identified sponsor using mass media to persuade or influence an audience.

Belch and Belch (2004) suggest that advertising is the best-known promotional tool since it is persuasive. It is also a very important tool for companies whose products and services are aiming to satisfy mass consumer markets.

**Need for reviewing advertising performance**

Consumers in today’s marketplace have the opportunity to choose between several available alternatives in almost every product category. The willingness of consumers to exercise this option is demonstrated in two significant ways-the large market share differences among competitors within product categories and the high failure rate of new product introduction. Sound management practices dictate that all phases and operations of the company be subject to systematic review in order to achieve a maximum level of performance. This should include advertising. The short-term and long-term benefits of systematically reviewing a firm’s advertising efforts are overwhelming. For example: - Management will be forced to define specifically what each element of its program is intended to accomplish, in advance of actual advertising exposure.

-An accurate feedback system could be provided to management, assisting them in uncovering what the advertising program-working in conjunction with other marketing forces-is actually accomplishing in the marketplace.

-Management would be able to use and to learn from experience (both successes and failures) in order to create more effective communications in the failure.

**Different Mediums of Advertising:**

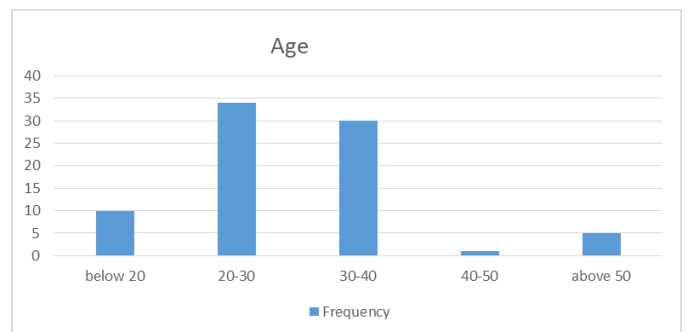
- Television Advertising
- Newspaper Advertising
- Magazines Advertising
- Cinema Advertising
- Radio Advertising
- Mobile Advertising
- Specialty Advertising
- Data Analysis And Interpretations

**Analysis of the data is given in the following**

**Table 4.1:** Age wise classification

AGE	Frequency	Percent
below 20	10	12.2
20-30	34	41.5
30-40	30	36.6
40-50	1	1.2
above 50	5	6.1
Total	80	100

**Source: Primary Data**



**Fig. 4.1:** Age wise classification

**Interpretation**

The age of respondents given in the figure 4.1 indicates that out of 80 respondents, 34 of the respondents were belonging to the age group of 20-30, 30of respondents were belonging to the age group of 30-40, 10 lies down below20,

only 5 respondents were come under the age group of above 50 and 1 a come under the age group between 40-50. Most of the respondents belonging to the age group of 20-30

**Table 4.2:** Gender wise classification

Gender	Frequency	Percentage
Male	36	45.0
Female	44	55.0
Total	80	100

Source: Primary data



**Fig. 4.2:** Gender wise classification

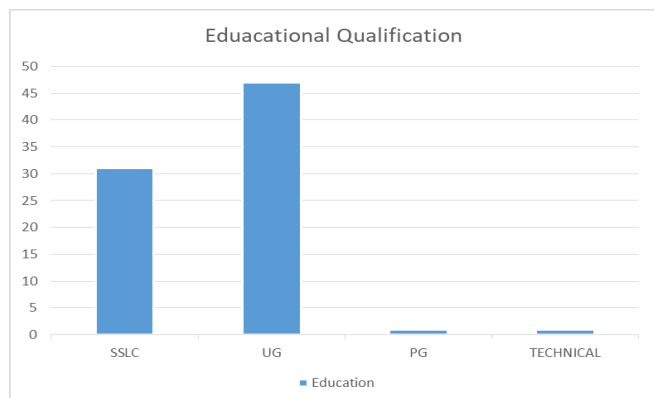
**Interpretation**

The analysis reviews that 55% of the respondents were female and remaining 45% of the respondents were Male. Therefore majority of the respondents belonging to the female.

**Table 4.3:** Educational wise classification

Qualification	Frequency	Percent
SSLC	31	38.8
UG	47	58.8
PG	1	1.3
TECHNICAL	1	1.3
Total	80	100.0

Source: Primary data



**Fig. 4.3:** Educational wise classification

**Interpretation**

Figure 4.3 indicates that 47 respondents are under

graduates. Out of remaining, 31 respondents are SSLC, and only 1 respondent is belonging for technical and post graduates.

**Table 4.4:** Effectiveness medium of advertisement

Medium	Low	Medium	High
Television	5	25	50
Radio	24	38	18
Newspaper	36	30	14
Magazine	36	31	13
Outdoor Advertisement	30	33	17
internet	32	33	15

Source: Primary data

**Descriptive Statistics**

	N	Mean	Std. Deviation
effective medium on advertising-Television	80	2.5625	.61302
effective medium on advertising-radio	80	1.9250	.72522
effective medium on advertising-newspaper	80	1.7250	.74587
effective medium on advertising-magazine	80	1.7125	.73250
effective medium on advertising-outdoor advertisement	80	1.8375	.75379
effective medium on advertising-internet	80	1.7875	.74109
Valid N (list wise)	80		

**Interpretation**

From the above table effectiveness of medium of advertisement reveals that the mean of television is 2.56 with standard deviation 0.61302, the mean value of radio is 1.9250 with standard deviation 0.72522, the mean value of outdoor advertisement is 1.8375 with standard deviation 0.75379 and the mean of internet and newspaper is 1.7875 and 1.7125 with standard deviation 0.74109 and 0.73250 respectively. We can conclude that most effective medium of advertisement is television

**Table 4.5:** Entertainment wise classification

Mediums	Frequency	Percentage
Television	46	57.5
Radio	4	5.0
Newspaper and Magazine	21	26.3
Internet	5	6.3
Outdoor Advertisement	3	3.8
Direct mail	1	1.3
Total	80	100.0

Source: Primary data

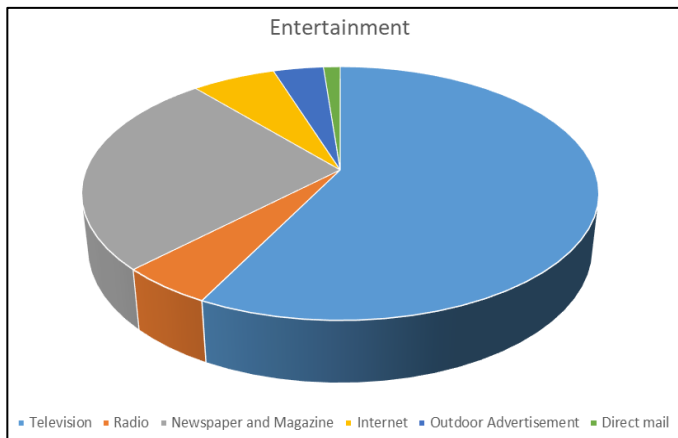


Fig 4.5: Entertainment wise classification

was the most viewed medium for entertaining for respondents. After this newspaper and magazines are the second most viewed medium for entertaining .and only few respondents are belonging to internet outdoor advertisement and radio that is, 5 .3 and 4 respectively.

Table 4.6: Informational wise classification

Medium	Frequency	Percentage
Television	13	16.3
Radio	8	10.0
Newspaper and Magazine	34	42.5
Internet	8	10.0
Outdoor Advertisement	8	10.0
Direct mail	9	11.3
Total	80	100.0

Source: primary data

**Interpretation**

From the above figure, we can understand that television

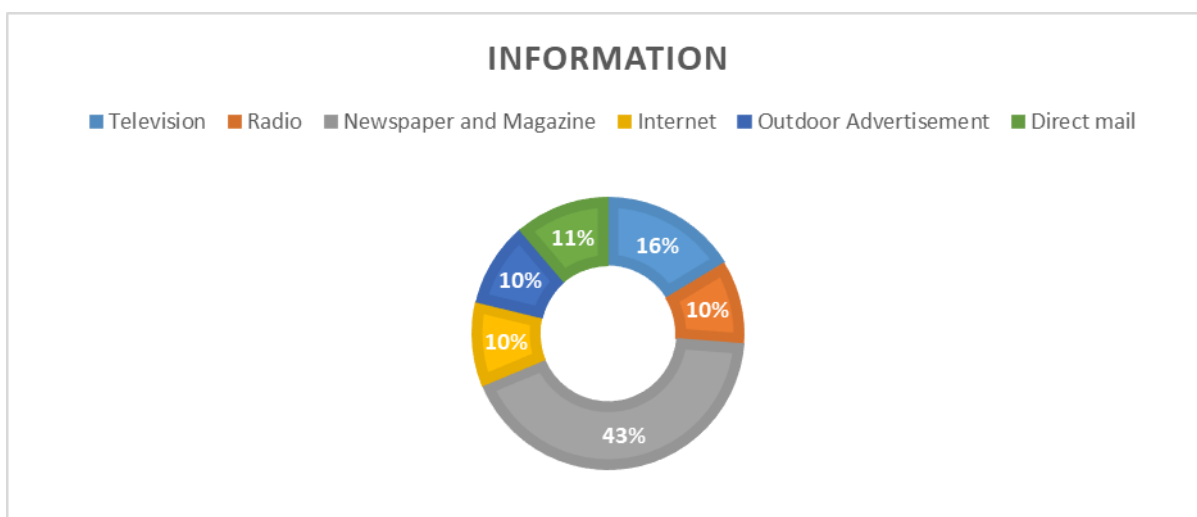


Fig 4.6: Informational wise classification

**Interpretation**

The above figure shows that respondents found newspaper and magazines as the most informational advertising. And 16.3 % said that television is the most informational advertisement.10% of the respondents argue that radio, internet and outdoor advertising is their most informational advertisement. And finally, 11 % respondents said direct mail were the information providing advertisement.

Table 4.7: Reference to purchase wise classification

Mediums	Frequency	Percentage
Television	13	16.3
Radio	9	11.3
Newspaper and Magazine	28	35.0
Internet	4	5.0
Outdoor Advertisement	6	7.5
Direct mail	20	25.0
Total	80	100.0

Source: Primary data

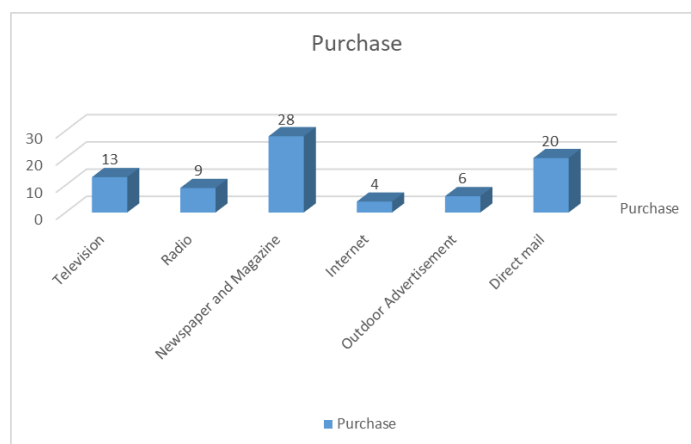


Fig 4.7: Reference to purchase wise classification

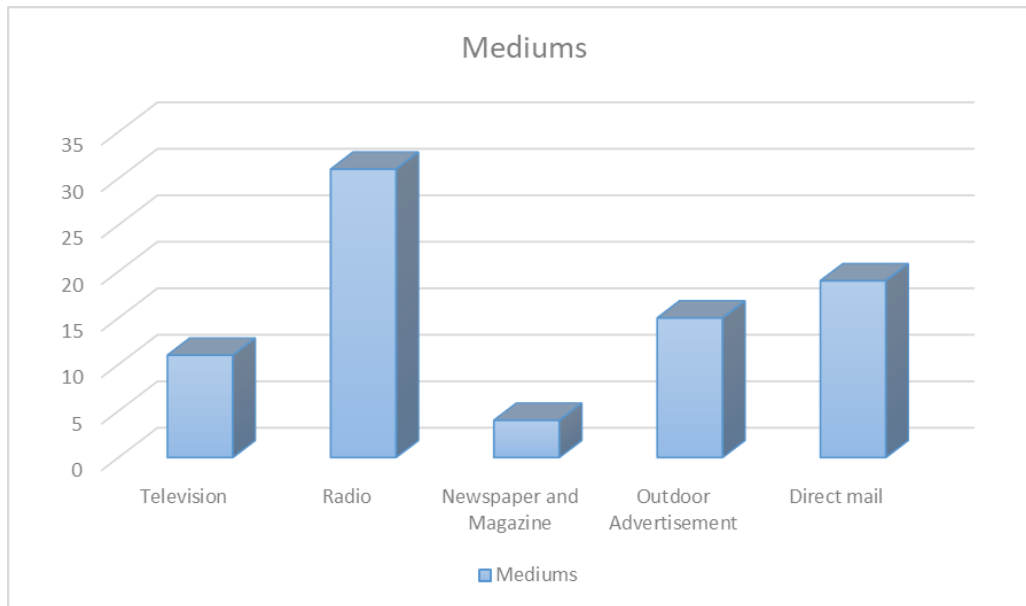
**Interpretation**

From the above figure, we can understand that newspaper and magazines advertising was found to be most reference to purchase. 13 respondents were satisfied with television & 9 respondents satisfied with radio and only 4 and 6 respondents are satisfied with internet and outdoor advertisement.

**Table 4.8:** Irritation wise classification

Mediums	Frequency	Percentage
Television	11	13.8
Radio	31	38.8
Newspaper and Magazine	4	5.0
Outdoor Advertisement	15	18.8
Direct mail	19	23.8
Total	80	100.0

Source: Primary data



**Fig 4.8:** Irritation wise classification

**Interpretation**

From the above figure shows that most of the respondents says that radio was the most irritation. Direct mail was the second most irritating. About 15 respondents says that outdoor advertisement is most irritating and finally 11 and 4 respondents says that television and newspaper are most irritating.

Attention	Frequency	Percentage
yes	57	71.3
sometimes	17	21.3
rarely	1	1.3
never	5	6.3
Total	80	100.0

Source: Primary data

**Table 4.9:** Reading habit of newspaper and magazine

Reading habits	Frequency	Percentage
One time	58	72.5
Two time	16	20.0
More than two	4	5.0
Don't read	2	2.5
Total	80	100.0

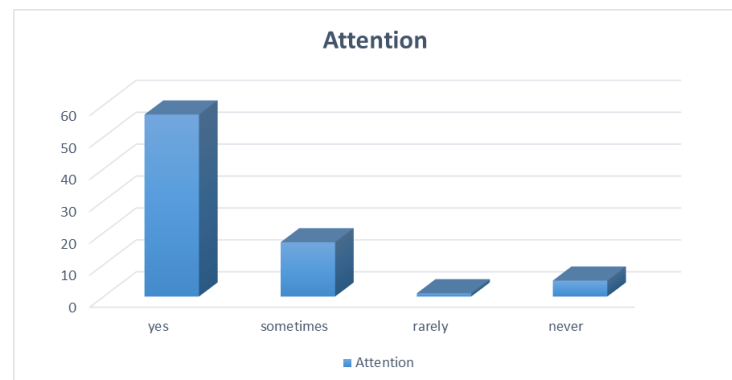
Source: Primary data

**Fig 4.9** Reading habit of newspaper and magazine

**Interpretation**

Above figure shows that a large percent 72.5 % of the respondents read single newspaper in a day. Very few people read two newspapers in a day. Whereas 5.0% of the respondents read more than two papers in a day, whereas only 2.5% people who never read newspapers and magazines.

**Table 4.10:** Grab the attention for advertisement



**Fig 4.10:** Grab your attention for advertisement

**Interpretation**

According to the above figure, 71.3% of respondents were said yes, various mediums of advertising grab their attention. 21.3% of respondents were said sometimes advertising grab their attention, if they are too catchy. Thus the respondents were on the positive side of grabbing their attention. And very few percent said that, advertising rarely or never grab their attention.

## Findings, Suggestion, Conclusion

### Findings

- In the view of most of the respondents that, effective medium of advertisement is television.
- Television was the most viewed medium of entertainment for people.
- Newspaper and magazine advertising as the most informational advertising and it used as a reference to purchase.
- Most of the respondents read only one newspaper in a day.
- 80% of the respondents say that sometimes their purchase decision depends on the advertisements being seen by them in various mediums.
- Most of the respondents listen to radio at some point of the day and are accessible to radio advertisements.

### Suggestion

Based on the analysis and findings, the following are recommended to better the understanding of the various mediums of advertisements.

- Messages in the advertisements should convey perfectly without wasting the time.
- Advertisements should have an apt slogan and story.
- Advertisements should be attractive.
- All mediums should give the importance for clarity.

### Conclusion

This study is conducted at Thalasseri town. The main aim of the study was to know the effectiveness of various mediums of advertising. All mediums of advertising have its own important.

The information in previous chapters brought forward in front of us various facts and behaviours of the people, which we can use in any possible way. The above study is like water, which can take any shape of knowledge and the any conclusions can be derived from it based on the different needs of the people. Our job was to uncover various facts, which could be further shaped with any conclusions. Your needs and requirements could be put in front and being matched with the facts stated in the analysis and findings and your own conclusions can be derived, which could be further put to use.

Finally, I would like to conclude that all mediums of advertising, have their different functions, cover different needs and have different set of target audience. The needs of the business should be analysing first and then the above information can be used to understand, which medium of advertising could be best for any business.

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