



## Advertising effectiveness of Print and Electronic media – A Review of Literature

\* Supriya Tandon

\* Assistant Professor, RIMT -School of Management Studies, Mandi Gobindgarh, Punjab

### ABSTRACT

*Advertising is one of the most vibrant and flexible means for spreading information. Advertisement is a communication whose purpose is to inform potential customers about products and services and how to use and obtain them. Every medium delivers messages, including: television, radio, movies, magazines, newspapers, and internet. It is often placed by an advertising agency on behalf of a company. Advertisement influences our lives in many unsuspecting ways because of rapid changes in the macro environment. Various Studies have been conducted on Advertising. Various studies have been studied on the implication of effectiveness of different medias and their latest trends. In this paper, an attempt has been made to understand advertising effectiveness with special reference to print and electronic media by reviewing the existing literature.*

**Keywords : Advertising, effectiveness, brand building, mobile advertising**

Print and electronic media have served human society very well over the ages for the distribution and exchange of information about innovations and developments in society. Moreover, the messages communicated through adverts and other formats in the media often reflect development trends and issues in the societies where they are used. Thus, periodic analyses of the patterns of advertising in various print and electronic media provide potentially very useful means for tracking trends in innovations in the different socio-economic sectors and in the markets for various products and services.

A number of studies have been seen conducted on advertising effectiveness. Few have been reviewed below:

Vakratsas and Ambler (1999) studied "How Advertising Works: What Do We Really know?" The author proposed that advertising effects should be studied in a space with affect of knowing and experiencing which basically reflects advertising's variety product category, competition, other aspects of mix, stage of product life cycle, and target market. They classified and reviewed research of intermediate and behavioral effects of advertising using a classification models starting from market response and concluding with integrative cognition, affect and experience.

Pavlou and Stewart (2000) researched on "Measuring the effects and effectiveness of interactive advertising: A Research Agenda". They researched on interactive advertising which highlights on the role of the consumer in determining the effects and effectiveness of advertising and also discussed the challenges of traditional advertising. They described the active role of consumer in determining the effects of advertising which plays an important role in measuring the effects and effectiveness of advertising. The research paper throws light on these issues and compares and contrasts traditional notions regarding the measurement of advertising effects with notions that recognize the active role of the consumer in interacting with advertising and the advertiser.

Romeo, Nyhan and research assistant Hislop and Salomon, Kaii Tu analyzed (2002) on "Getting Real: Drivers of Effectiveness in Online Brand Advertising". Their analysis was based on dynamic logic market norms database. Dynamic Logic had gathered detailed information on hundreds of online marketing campaigns, with over 5,000 classified creative executions, and close to half a million respondents within those cam-

paigns. The data span a wide range of advertiser industries, brands, ad formats and includes advertising on thousands of web sites, including top 10 publishers. It contains information on many metrics, by creative execution and campaign overall, but version 1.0 of Market Norms focuses on four widely recognized measures of branding effectiveness these were Aided Brand Awareness, Message Association, Brand Favorability, Purchase Intent.

Wurff and Bakker (2008) conducted research on "Economic Growth and Advertising Expenditures in Different Media in Different Countries" They discussed about Newspaper advertising expenditures which depend more strongly on economic development than advertising spent in other media. Gross domestic product (GDP), therefore, predicts ad spending better in countries where newspapers are an important advertising medium. GDP also predicts ad spending better in countries where a larger proportion of GDP is spent on advertising. Inter media competition has little impact.

Owolabi (2009) conducted a research on "Effect of Consumers Mood on Advertising Effectiveness" It focuses on the mood state and knowledge of consumer which is affected by the content of marketing communication and the context in which these communications appear was the basis which the research was conducted. He studied experimental study where a subject design was employed. A total of three hundred and twenty subjects were used in the experiment. Standardized ten minute film clips were used to induce a negative or positive mood. Two scales - attitude towards using advertised products and intention to try advertised products, were employed to measure advertising effectiveness.

Carli (2009) analysed on "Print Vs Digital :False Dilemmas and forced choices". He analysed that digital media is environmentally friendly and print media is the destructive media but at the same time digital media can also be more threatening and destructive. He discussed about the facts and the environmental impacts associated with it. He said that our forests health needs to be considered and follow paperless digital solutions can save our trees or plant trees.

Ganapathi, Kathirvel and Malar (2009) conducted on "Impact of Advertising in Television Media." As per there analysis advertising is becoming a major issue in today's scenario. They emphasized more on product knowledge on television media

and concluded that television has greater advantage over other media in terms of reach and effectiveness.

Bamfo (2010) analysed on "Advertising Likeability and Its Effectiveness" He emphasized more on processing of advertisement information consciously. The study identified the factors that attract customer's interest. Some factors include celebrities, humor, information, music. The researcher has given more emphasis on the medium and language used in advertising. Koganuramath and Angadi researched on "Print Media Vs Internet Media" They researched on the change in print media to online journalism. They analyzed on the websites which has replaced the print media. Most of the On-line newspapers are free, interactive and archival in nature and it provides users to search the information on newspapers through various access points eg by contributors, title, and date. It lists out comprehensively various newspapers available on the net emphasizing in Indian context along with popular search engines with possible danger involved in sustainability of on-line newspapers in future. Further, authors make an attempt to provide a comparison of print newspapers versus On-line newspapers with respect to its usefulness and accessibility of users.

#### Conclusion:

The review of various studies shows different problems related to advertising. Researchers have provided valuable solutions and suggestions to solve these problems and to widen the area of advertising effectiveness in a better and efficient way. Every researcher has used a different methodology for conducting the study and to draw results thereof.

A curious symbiotic relationship appears to exist between print and electronic media. Both of these forms of mass media attract and support the advertisers, while establishing a solid base of readership. News outlets have recognized the massive popularity of electronic media. The research study stated that television has more impact. The knowledge of the product has been given more attention on television media. Television advertisements have greater advantage over other media in terms of reach and effectiveness, since the television reaches the audience almost like personnel face to face contact. Other researcher stated that in measuring advertising effectiveness two criteria were combined one was attitude towards advertised product and intention to try advertised product. The findings reveals that there is a significant effect of mood on advertising effectiveness, which means that when people are in good mood they view the world through rose-colored glasses and evaluate events around them positively. It is worth noting that for an advert to achieve the desired aim of creating a favorable impression in the mind of the audience it seems to be useful if members of the audience are in a happy mood.

The basic purpose of advertising effectiveness is to avoid costly mistakes, to predict the relative strength of alternative strength of alternative advertising strategies and to increase their efficiency. In measurement of advertisement effectiveness feedback is always useful even if it costs some extra expenditure to the advertiser.

#### REFERENCES

- Vakratsas, Demetrios. and Ambler, Tim. (1999) "How Advertising Works: What Do We Really Know?" Journal of Marketing, Vol. 63, No. 1. (Jan., 1999), pp. 26-43.
- Paul A. Pavlou and David W. Stewart (2000) researched on "Measuring the effects and effectiveness of interactive advertising: A Research Agenda" Journal of Interactive Advertising, Vol 1 No 1 (Fall 2000), pp. 62-78. © 2010 American Academy of Advertising.
- Anthony Romeo, Nick Nyhan and research assistant Molly Hislop and Andrew Latzman Amanda Salomon, Kai Tu analyzed (2002) on "Getting Real: Drivers of Effectiveness in Online Brand Advertising" September 16, 2002.
- Sally J. McMillan (2004) researched on "Internet Advertising: One Face or Many?" Internet Advertising: Theory and Research, second edition. March 12, 2004.
- Tania M. Bubela, Timothy A. Caulfield (2004) researched on "Do the print media "hype" genetic research? 2004 Canadian Medical Association or its licensors CMAJ • APR. 27, 2004; 170 (9)
- Dulluri, Sandeep. and Raghavan, Srinivasa N R. (2005) "Allocation of advertising space by a web service provider using combinatorial auctions" S'adhan'a Vol. 30, Parts 2 & 3, April/June 2005, pp. 213-230.
- Woodside, Arch G., Randolph J. Trappey III. (2005) conducted a research study on "Consumer Responses to Interactive Advertising Campaigns Coupling Short-Message-Service Direct Marketing and TV Commercials" Journal of Advertising Research, 2005, vol. 45, issue 04, pages 382-401
- Zhang, Ping., Kim and Youngseek. (2007) researched on "Web advertising: What do we know about its acceptance and impacts? -A Meta analysis of the literature" Syracuse University, Hinds Hall, 328, School of Information Studies, Syracuse.
- Tripathi, Shalini N. and Siddiqui, Masood H. (2008) "Effectiveness of Mobile Advertising: The Indian Scenario" Vikalpa .volume 33.no 4.October-December 2008.
- Van der Wurff, Richard. and Bakker, Piet. (2008) conducted research on " Economic Growth and Advertising Expenditures in Different Media in Different Countries" Journal of Media Economics, 1532-7736, Volume 21, Issue 1, 2008, Pages 28 – 52.
- Owolabi, Ademola B. (2009) " Effect of Consumers Mood on Advertising Effectiveness" Europe's Journal of Psychology 4/2009, pp. 118-127.
- Don Carli (2009) analyzed on "Print Vs Digital :False Dilemmas and forced choices" Institute for sustainable communication
- Ganapathi, R. and Kathirvel, N. and Malar, S Anbu. (2009) "Impact of Advertising in Television Media." Management Effigy Vol.VI Issue -II 2009 Pg No 107-120.
- Bamfo, Byron Abeeke. (2010) "Advertising Likeability and Its Effectiveness" Journal of International business and finance January-June 2010 pg 103-116.
- Dr. M M Koganuramath and Mallikarjun Angadi researched on "Print Media Vs Internet Media".