



## A Study on Public Opinion Towards Effectiveness of Advertising on Radio Media in Coimbatore

**KARTHIKEYAN.B**

PH.D FULL TIME RESEARCH SCHOLAR, DEPARTMENT OF COMMERCE, PSG COLLEGE OF ATRS AND SCIENCE, COIMBATORE-641014

### ABSTRACT

Radio media advertising play a major role in the technology development. The researcher in his study focuses on the effects of advertising made in radio media and how it creates the impact among the public. Advertisement is the key for any success of the product or business. Creating advertisement through radio media grabs a lot of public opinion. The area of the study is limited to Coimbatore city. The sample design of the study is convenience sampling. The source of researcher study is based on primary data collection among 150 respondents. The statistical tools used in the study are percentage analysis and chi-square test.

### KEYWORDS

#### INTRODUCTION

Radio is the wireless transmission of signals through free space by electromagnetic radiation of a frequency significantly below that of visible light, in the radio frequency range, from about 30 kHz to 300 GHz. These waves are called radio waves. Radio broadcasting is a one-way wireless transmission over radio waves intended to reach a wide audience. Stations can be linked in radio networks to broadcast a common radio format, either in broadcast syndication or simulcast or both. Audio broadcasting also can be down via cable radio, local wire television networks, satellite radio, and internet radio via streaming media on the internet. The signal types can be either analog audio or digital audio.

#### Process

Radio systems used for communications will have the following elements. With more than 100 years of development, each process is implemented by a wide range of methods.

Specialized for different communications purpose.

#### Reach

No. of prospects that will hear the marketing message.

#### Frequency

The average number of times the respects will actually hear the message

#### CPT

What it will cost to reach 1% of the target audience.

#### FM RADIO: 88 megahertz to 108 megahertz

Frequency modulation varies the frequency of the carrier. The instantaneous frequency of the carrier is directly proportional to the instantaneous value of the input signal. FM is commonly used at VHF radio frequencies for high – fidelity broadcasts of music and speech (see FM broadcasting).

#### AM RADIO: 535 kilohertz to 17 megahertz

Amplitude modulation of a carrier wave works by varying the strength of the transmitted signal in proportion to the information being sent. For example, changes in the signal strength can be used to reflect the sounds to be reproduced by a speaker, or to specify the light intensity of television pixels. It was the method used for the first audio radio transmissions, and remains in use today. "AM" is often used to refer to the medium wave broadcast band (see AM radio).

On the radio from the 1920s Advertisement for a live radio

broadcast, sponsored by a milk company and published in the Los Angeles Times on May 6, 1930 in the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non – profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. When the practice of sponsoring programs was popularized, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows. However, radio station owners soon realized they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show.

#### NEED OF THE STUDY

Radio advertising is now emerging as an important media tool for marketing various types of product. The marketers define radio advertising as a must tool to increase their sales.

But do customers pay attention towards radio advertisements, whether it increases the sales values are some facts to be discovered in this research. Hence a research is needed in this field.

#### STATEMENT OF THE PROBLEM

This research provides information relating to the advertisements in radio and its marketing effectiveness. Through this, the relationship between the radio advertisements and its consumer buying attitude on listening to it can be identified to some extent. This research also helps the listeners to know about the value of radio advertisements and its effectiveness in the market.

#### OBJECTIVES OF THE STUDY

##### PRIMARY OBJECTIVE

To study about the effectiveness of advertising on radio media.

##### SECONDARY OBJECTIVES

To know the listeners favorite advertisement.

To reveal listeners expectation towards various radio advertisement.

To elicit listeners favorite FM channel to hear advertisement.

To evaluate the listeners satisfaction level towards radio adver-

tisement.

To offer suitable suggestion to improve the effectiveness of advertisement.

**RESEARCH METHODOLOGY  
AREA OF STUDY**

The study was conducted in Coimbatore City.

**SOURCES OF DATA**

The source of researcher study is based on primary data collection among 150 respondents.

**SAMPLING DESIGN**

The sampling design used in the study is convenience sampling

**STATISTICAL TOOL USED**

Percentage Analysis

Chi-square Test

**LIMITATIONS**

The attitude of customer is bond to change for time to time, the result of this study may be universal.

The time are the factors that limiting the study.

The study mainly depends on respondent's view which may be biased in nature.

The sample size is 150 only, which may not be sufficient to conclude the accurate response.

Chances of human errors are possible.

The area is restricted to Coimbatore city only.

**ANALYSIS AND INTERPRETATION**

**TABLE 1**

**PERCENTAGE ANALYSIS  
PERSONAL FACTORS IN THE RESPONDENTS**

AGE	NO.OF RESPONDENTS	PERCENTAGE
Below 18	14	9.33
18-25	88	58.67
26-35	39	26
Above 36	9	6
TOTAL	150	100
GENDER	NO.OF RESPONDENTS	PERCENTAGE
Male	82	54.67
Female	68	45.33
TOTAL	150	100
INCOME	NO.OF RESPONDENTS	PERCENTAGE
Below 10000	32	21.33
10000 to 30000	39	26
30001 to 50000	63	42
Above 50000	16	10.67
TOTAL	150	100
EDUCATIONAL LEVEL	NO.OF RESPONDENTS	PERCENTAGE
No formal education	14	9.33
School Level	10	6.67
Under graduate	84	56
Post graduate	42	28
TOTAL	150	100
MARITAL STATUS	NO.OF RESPONDENTS	PERCENTAGE
Married	54	36
Un married	96	64
TOTAL	150	100
OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
Government service	13	8.67
Private service	15	10

Business	50	33.33
Professional	18	12
Others	54	36
TOTAL	150	100
NUMBER OF FAMILY MEMBER	NO.OF RESPONDENTS	PERCENTAGE
2	37	24.67
3	32	21.33
4	50	33.33
More than 4	31	20.67
TOTAL	150	100
THEME / CORE CONCEPT	NO.OF RESPONDENTS	PERCENTAGE
Yes	113	75.33
No	37	24.67
TOTAL	150	100
ATTRACTION	NO.OF RESPONDENTS	PERCENTAGE
Music	34	22.67
Radio jockey	47	31.33
Programs	51	34
Brand Ambassador	18	12
TOTAL	150	100

**TABLE 2**

**CHI-SQUARE TEST**

**Chi square analysis between reason for listening and gender**

Reason for listening	Favorite song	Radio jockey	Innovation program	popularity	others	Total
Gender						
Male	23	29	18	5	7	82
Female	20	20	17	6	5	68
Total	43	49	35	11	12	150

**HYPOTHESIS:**

**Ho=** No association between gender and the reason for listening particular fm station

**Ha=** Association between gender and the reason for listening particular fm station

**CALCULATION OF CHI-SQUARE VALUE**

O	E	O-E	(O-E)2	(O-E)2/E
23	23.506	0.506	0.256	0.011
29	26.786	2.214	4.902	0.183
18	19.133	-1.133	1.027	0.054
5	6.013	-1.013	1.026	0.171
7	6.560	0.440	0.194	0.029
20	19.439	0.561	0.315	0.016
20	22.213	-2.213	4.897	0.220
17	15.867	1.133	1.027	0.065
6	4.986	1.014	1.028	0.206
5	5.440	0.440	0.194	0.036
TOTAL				Σ=0.991

**CALCULATED VALUE=0.991**

**LEVEL OF SIGNIFICANCE: 5%**

**EXCEPTED DEGREE OF FREEDOM : (r-1)(c-1) : (2- 1)(5-1) : 1\*4 : 4**

**TABLE VALUE: 9.49**

**CALCULATED VALUE: 0.991**

**RESULT OF CHI-SQUARE TEST:**

Since the calculated value is lesser than the table value it represents that there is a significance of association between gender and the reason for listening particular fm station. Therefore the null hypothesis is accepted and the alternate hypothesis is rejected.

**FINDINGS**

It is revealed that majority 58.67% of the respondents belong to the age between 18-25 years.

It is identified that majority 54.67% of the respondents are MALE.

It is proved that maximum 42% of the respondents earn income between 30001 -50000.

It is inferred that majority 56% of the respondents are Under Graduate.

It is revealed that majority 64% of the respondents are Un-married.

It is identified that maximum 36% of the respondents belong to some other occupation.

It is inferred that maximum 33.33% of the respondents belong to four family members.

It is proved that majority 75.33% of the respondents accept theme of the advertisement makes it favorite.

It is identified that maximum 34% of the respondents attracted towards radio jockey.

### **SUGGESTIONS**

The radio stations and the advertising agencies must develop an advertisement which should attract the audience and should not annoy them so that they tune the next channel.

Humor really works, therefore the ads based on humor sense attracts the consumer spontaneously which run into his mind on the spot of hearing it.

Here the advertisements that need excessive legal jargon can be avoided where the audience would not have such patience to hear a 30 second of advertisement.

The RJ of the stations must be better than the other stations to survive in the market so skilling of talented persons is mandatory. To increase the sale of the product effective advertisement is necessary.

Pinpoint your audiences i.e. write a one-sentence target audience profile based on the demographics of your prospects.

Great and effective radio spots grab and hold attention, usually through humor. Entertaining the audience is the important factor in influencing the customer.

### **CONCLUSION**

The research goal was to identify the effectiveness of advertising on radio media and the results of the study indicate that the voice of the celebrity influence the customer to buy the product and it has proven that the sales have been increased due to radio advertising. Further studies on radio commercials should include the surroundings of the advertising block. It would be very interesting to know if there is actually any difference in impact of a spot or the way people perceive a radio commercial or brand when aired just before or after the news, or even in between musical programs or other contents.

### **REFERENCES**

1. "Companies and markets: weak Economic Reinforce the strength of Radio Advertising – New Report Published." M2 press wire: n/a. Pro Quest Computing. Feb 01 2010. Web 9 Nov 2011.
2. Gerdes Louise I. "The "Golden Age" of Radio". The 1930s San Diego, CA: Green haven, 2000. 162-63. Print.
3. Websites
4. <http://www.thearf.org>
5. <http://www.arbitron.com/downloads/arbitron2008mediaplan.pdf>
6. [www.rab.co.uk/showContent.aspx?id=253](http://www.rab.co.uk/showContent.aspx?id=253)