THE IMPACT OF MEDIA ON ADVERTISING EFFECTIVENESS OF SMARTPHONES

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Abstract

This paper aims to study, whether advertisement medium plays a role in advertising effectiveness of Smartphones. The research will be descriptive in nature and will use primary data, collected through questionnaire, and secondary data. The reason for pursuing this study is, expenditure that is incurred on advertisements is in millions of dollars because in today's highly competitive market advertising plays a crucial role of introducing and sustaining the brands in the consumers' minds. Previously, creating an advertisement that was highly effective was the major challenge faced by the marketers. But, with the easy entry of new competitors and variety of products available in the market as well as on a click, the problem for the marketers has been increasing. With popularizing of different online as well as offline mediums of advertising, choosing the most effective medium is a significant decision for marketers as it is the first interaction of the company's product with their potential buyers. Among the "hot-selling" products in the market, smartphone is a category which has gained a lot of attention of the researchers. As it is a dynamic market that keeps on growing and changing, there is always scope for research. A very big example of this is Xiaomi mobile phones which have thrown the major giants like Apple and Samsung from their position in Indian market and has become the number one Smartphone selling company today. Thus, no research on this subject can be obsolete.

Keywords – *Advertisement, Advertising Effectiveness, "Hot-Selling", Smartphone*

1. Introduction

Business today is far more customer oriented than it used to be. With growing power of technology customer today is well informed and has several options to choose from after analyzing each one of them. Therefore, to survive and compete in such an environment, businesses not only require creating the

product or service as per customer needs and informing them about it but informing them well and in a way, which will grab their attention and stay in their minds. Previously, the competition was among the producers regarding who can provide customers with what they need then it shifted towards the perspective that who can serve the customers better as everyone started focusing on producing what customers require. Then with advancement in technology the perspective shifted to, who can serve the customers better and inform them about it too. Today, the competition is not limited to just informing, but informing in a way which can grab the attention of the customers and hold it despite all the other alternatives as everyone is producing near similar products. Thus, advertising is the most important aspect of every business which ultimately helps them in gaining and retaining customers because today all are producing products or services of a great quality. The marketer needs to carefully design the advertisements as it is no more a source which informs the customer about its existence only. It is the first meeting of a customer and the business and it needs to leave a positive impression. But the problem doesn't end here, with growing competition in every field, deciding to advertise is not the end but the beginning. One major problem is choosing from various mediums of advertising available and among those mediums too there are a lot of crucial details which affect the ultimate result. For example, advertising on television will require decisions like choosing channels, time slots during which advertisement will be shown, duration of the advertisements, etc. Therefore, this paper focuses on the role of media in the effectiveness of advertisements.

For studying the impact of media on advertising effectiveness, there is no better product category than smartphones because they are "hot selling" today and will remain so in the future. Thus, helping in making this research valuable in future too.

Sadeghi, Khani and Hosseini (2013) in their study titled, "The investigation of Lavidge and Steiner model's capability in measuring the advertising effectiveness of fire insurance (Case study: Insurance company in Mashhad)" defined principles which will help an advertisement to be effective. They are:

Simplicity principle: This principle says that an advertisement to be effective doesn't needs to be "decorated". It should be simple and able to convey what the advertiser intends to say.

Differentiation principle: An advertisement needs to be different from the competitors' advertisement so that the viewers don't get confused.

Creativity principle: For an advertisement to gain attention, it needs to be able to generate curiosity and grab the attention of the targeted audience. This is only possible through creativity.

Synergy principle: This principle states that an advertisement must be changed but all the advertisements of the brand must be in same direction.

Penetrating into the clients' feelings: The advertisement should be able to penetrate into the customers' feelings so as to make a bond with them.

2. Literature Review

Various studies have been conducted to show how choice of a particular medium affects the effectiveness of advertisement. Here are some conclusions drawn from the same:

Ghose and Todri-Adamopoulos (2016) mentioned in their study under the title "Toward A Digital Attribution Model: Measuring The Impact Of Display Advertising On Online Consumer Behavior" "mere exposure to display advertising (i.e., without requiring the user to engage with the ad) spurs interest toward the advertiser's brand and product."

Liberali et al., (2016) concluded in their study titled, "A New Method of Measuring Online Media Advertising Effectiveness: Prospective Meta-

Analysis in Marketing", the traditional approach to estimate consumer response to advertising is based on estimating the probability of exposure given by TV or radio advertising schedules. In broadcasting, consumers could receive, not transmit, information. In online channels, cues about consumer reaction to advertising are readily available, such as clicks on Facebook posts. Because of this more fine-grained information about consumer response to advertising, marketing managers can now use a more in-depth perspective on how consumers process and react to advertising.

Yeh and Lin, (2010) concluded in their study, "Measuring the effectiveness of advertisements sent via mobile phone: Implications of the Appeal, Endorser, and Involvement model and purchasing Behavior" m-commerce advertisements create a higher level of self-esteem and self-actualization in consumers. Second, when the advertising messages which include only text may be misinterpreted as they might not give complete information which may further lead to negative effect on sales. Third, advertising through large screens, billboards, and banners is a popular advertising strategy.

Alijani et al. (2010) accomplished a study under the title, "Effectiveness of Online Advertisement Factors In Recalling A Product" concluded that due to inclusion of videos, features and price of the product or service in the online advertising along with credibility which helps in motivating consumers and thus making business transactions makes it an effective medium for advertising.

Choudhry (2007) in his study titled "The Effects Of Advertising Medium, Seller, Cost, And Brand On Consumer Perceptions Of New Product Quality" concludes that if the consumer trusts an advertising medium, it leaves a stronger impact on their perception regarding the quality of the product.

AlbenaPergelova in their research "Assessing Advertising Efficiency: Does Internet Play A Role?"

analyzed a sample of seventeen companies from the Spanish automobile industry concluded that online advertising has a positive effect on the sales.

Knight & Kristina (2007) stated that advertising is shifting from push advertising to trust-based advertising.This means that the advertisers engage their consumers with their brands and thus stimulating word of mouth (WOM) promotion.Facebook advertising offers the advantage of trust-based advertising, this kind of advertising requires participation and feedback from the customers and personalization from the advertisers. Both of these features are available in Facebook advertising thus leading to viral marketing, which can enhance brand image and brand equity, thereby enhancing consumers' intention to purchase. He also concluded that successful companies should use engagement advertising for successfully engaging their customers before, during and after their purchase cycle. They also found that getting most ''like''s and ''share''s on a product or service has a positive impact on the customers' purchase intention which suggested that the brand is reputable. Most of the members of Facebook are young adults and they have accepted it as fashionable way of advertising. Therefore, in order to survive in today's competitive market, firms need to be informed of the brand awareness of their consumers and devise up-to-date advertising strategies.

Wang (2003) claimed advertising formats have a power of pursuing the customers.

Importance of this research

The work of advertising is not complete if its effectiveness is not measured. This is the only way to know how the advertisement is performing, is it reaching the targets and is the goal achieved.The main factor that is in direct control of the marketer which influences the effectiveness of advertising is the medium of advertising.

Many studies have been conducted in the field of advertising effectiveness and the selection of media but none has its focus primarily on the smart phones.

3. Research Objectives

To assess the impact of media on effectiveness of the advertisements of smart phones

To find which advertising medium influences the prospects most.

To identify the medium that positions the smartphones in the minds of the customers.

4. Research Methodology

Area of Study: Universe for this study comprises ofthe students pursuing under graduation and post-graduation studies in Ajmer city.

Sampling Size: 200 units

5. Data Collection

Tool: Structured Questionnaire

Primary data: Primary data was collected in which the respondents were asked to fill a structured

Secondary data:

Journals

Newspapers

Annual reports of companies

Sales records

Magazines

Websites etc.

6. Data Analysis and Interpretation

1. Do you own a smartphone?

Fig A
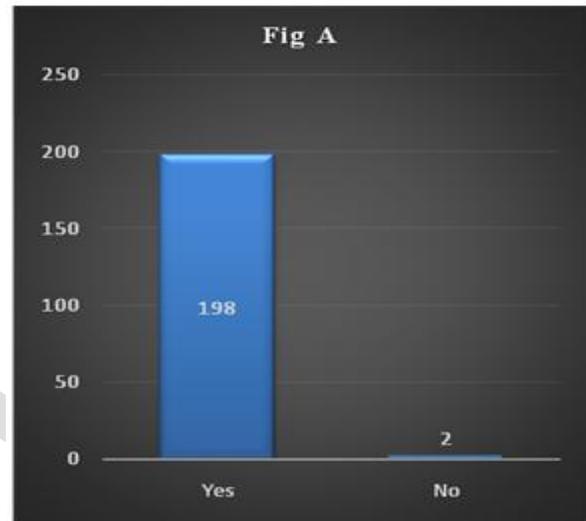
Out of 200 respondents, 198 respondents owned a smartphone. As this research is regarding studying the impact of advertisement medium on effectiveness of advertising of smartphones, we have taken into consideration data from all the respondents while analyzing data. Furthermore, all the respondents are college/university students which means that they have exposure to the advertisements and can understand and provide valuable data for the research

2. Which brand's smartphone you use?
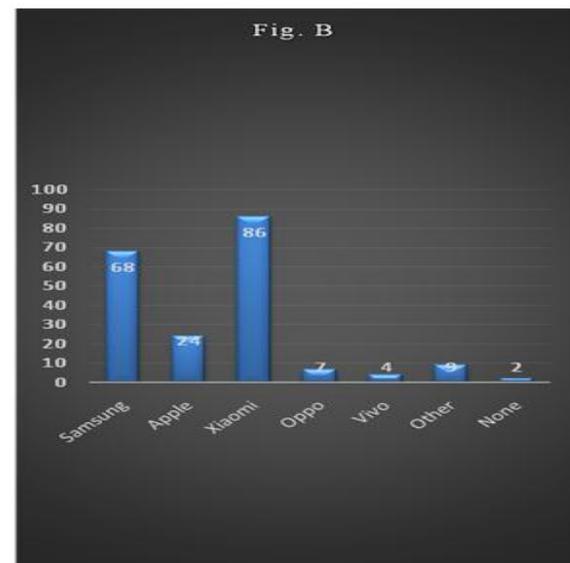
Fig. B

Majority of respondents own Xiaomi smartphones followed by Samsung and Apple. This may be due to the fact that Xiaomi offers high specifications at a lower price.

3. Are you aware about the advertisements of smartphones?

Fig.C
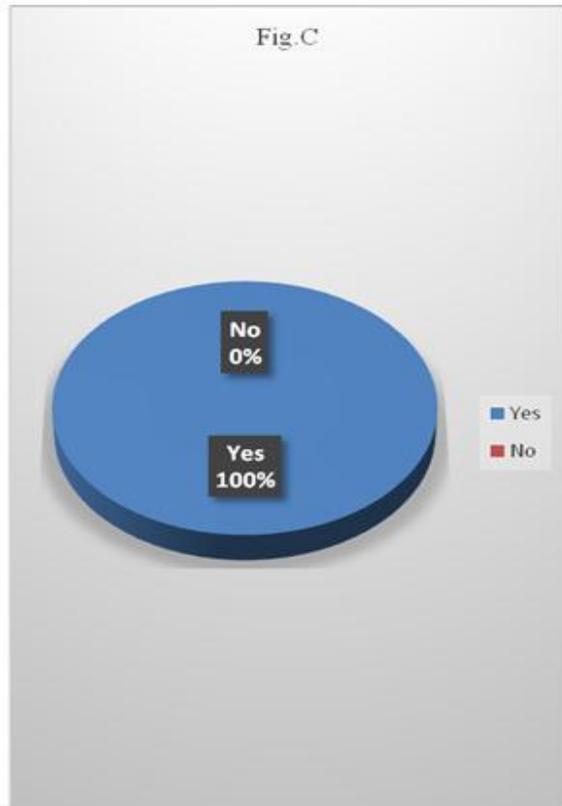
100% of the respondents are aware about the advertisements of smartphones.

4. Choose the appropriate option for the following statements as per your opinion:

1. Advertising has an effect on the awareness of smart phones.

2. Smart Phone advertisements add to the consumer's knowledge about the product

3. Advertisement has an effect on the preference or likingof the smartphone

Fig. D
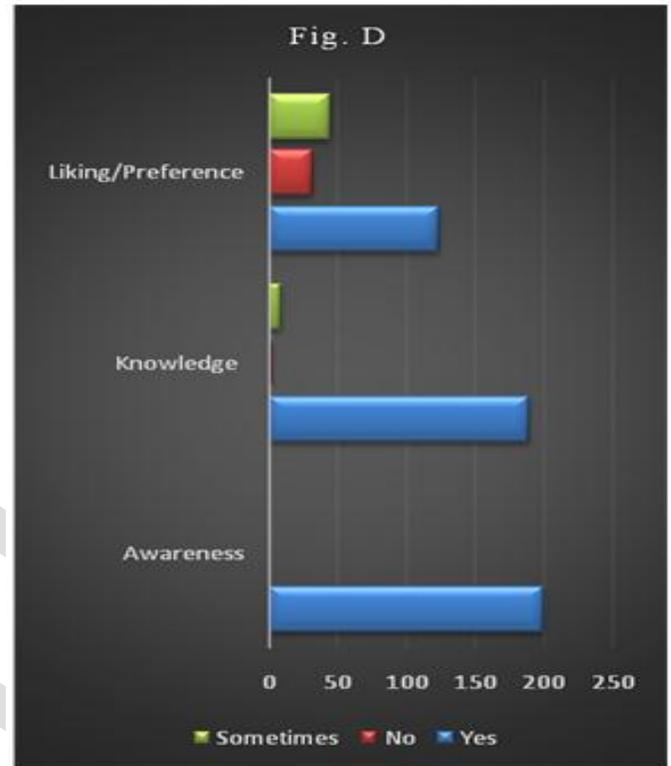
|	Yes	No	Sometimes
Awareness	200	0	0
Knowledge	189	2	9
Liking/Preference	124	32	44

100% of the respondents agreed that Advertising has an effect on the awareness of smart phones.

When asked whether Smart Phone advertisements add to the consumer's knowledge about the product or not, 94.5% respondents agreed whereas 01% disagreed and 4.5% said that sometimes advertisements add to the knowledge about the product and sometimes they don't.

66% respondents agreed that advertisement has an effect on the preference or liking of the smartphone while 16% said no and 22% said sometimes.

5. Rate the advertising medium on the basis of your exposure to the advertisements of smartphones on that medium. (1 for least and 5 for highest)

| Rating		5	4	3	2	1
Television		166	30	2	2	0
Newspapers		84	13	41	26	38
Internet/ Social media		92	54	49	4	1
Hoardings/ Banners		91	46	35	16	12
Other		0	0	0	1	199
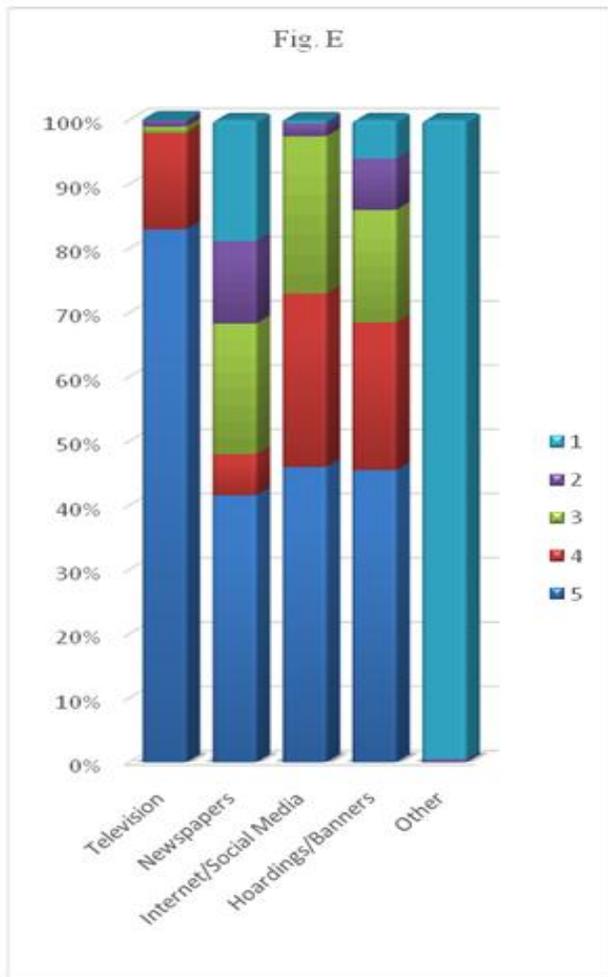
Fig. E

Majority of the respondents said that they are majorly exposed to advertisements through television followed by Internet or social media and Hoardings or banners. This may be due to the easy access to internet due to lower price data packs available.

6. Does medium through which the advertising is donehas an effect on you as a customer?


Fig. F
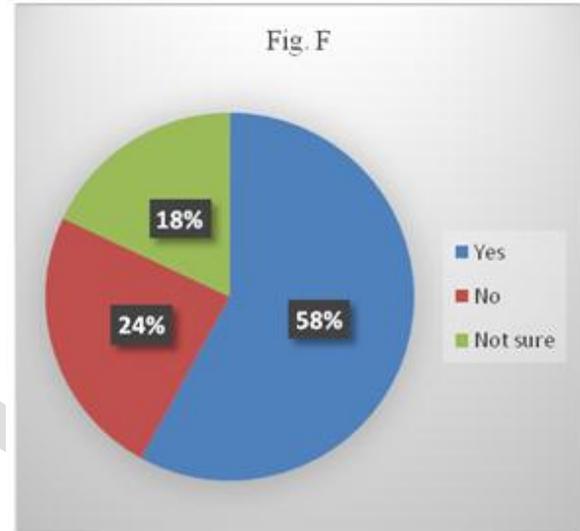
58% of the respondents agree that medium on which the advertising is done has an effect

7. Advertisements through which medium grab your attention the most?
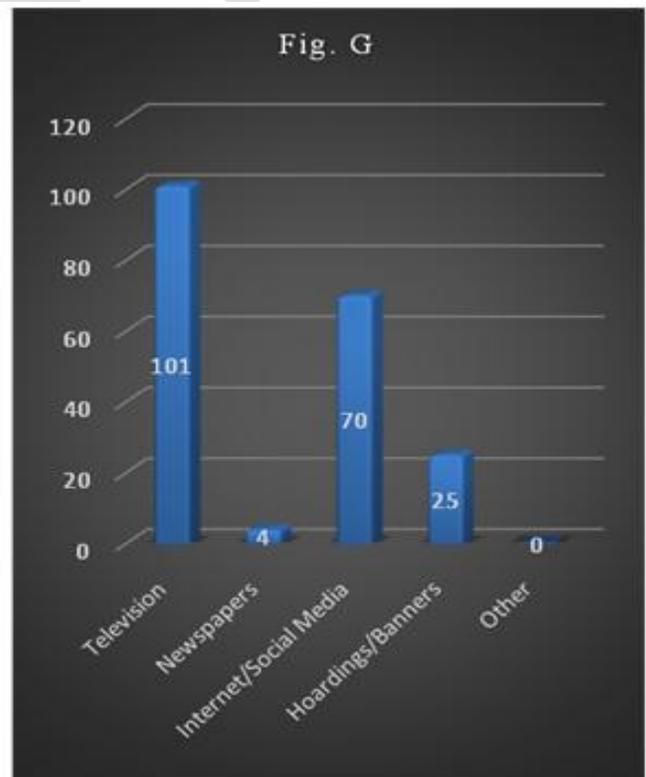

Fig. G

Almost 50% of the respondents said that Television as an advertising medium grabs their attention the most followed by Internet or social media. This shows that advertisements that are dynamic and include videos and sound along with the pictures help in grabbing the attention of the youth.

8. On which advertising medium the advertisements for smartphone are easily identifiable and noticeable?


Fig. H
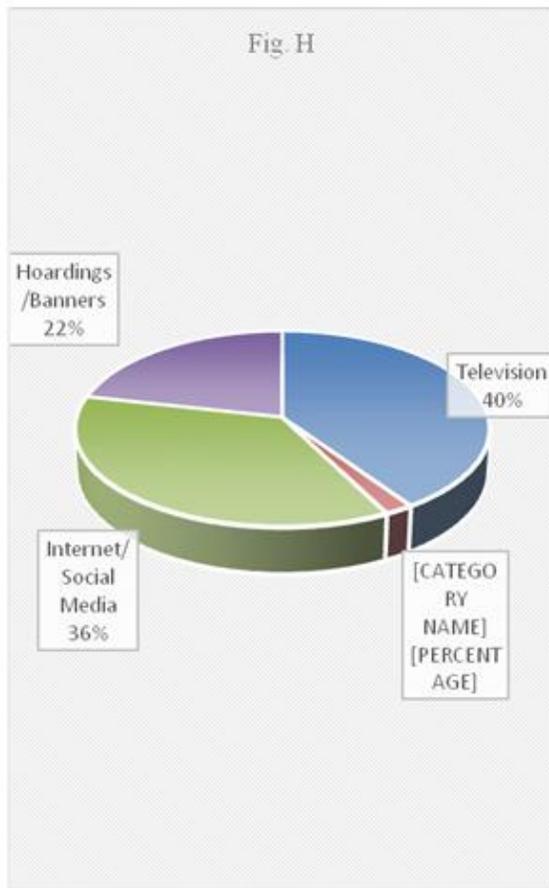
This also leads to the similar result and conclusion as 40% of the respondents said that advertisements of smartphones on Television are easily identifiable and noticeable.

9. Smartphone advertisements on which medium are easy for you to remember and recall?

Fig. I
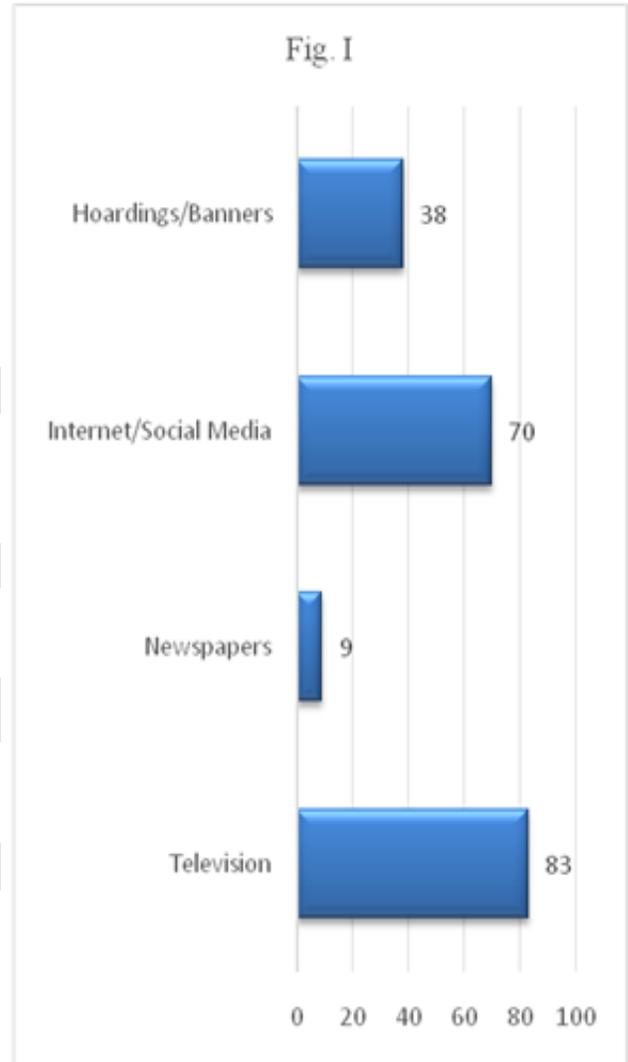
Again above 40% respondents said that advertisements of smartphones on Television are easy to remember and recall. This further confirms that advertisements that are dynamic and include videos and sound along with are easier to recall.

10. Which advertising medium helps you the most, in recognizing the brand and advertisement among the alternatives?
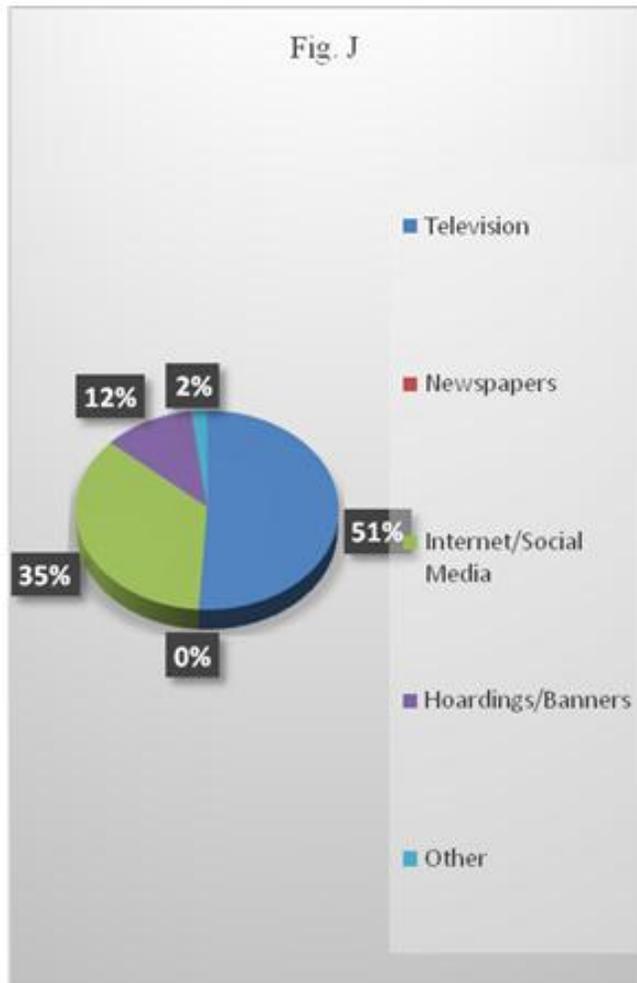
Fig. J

More than 50% of the respondents said that Television as an advertising medium helps them the most, in recognizing the brand and advertisement among the alternatives, because as seen in fig I, Television advertisements are easy to recall.

7. Conclusion and Suggestions

Majority of respondents own Xiaomi smartphones followed by Samsung and Apple. This may be due to the fact that Xiaomi offers high specifications at a lower price.

Majority of the respondents said that they are majorly exposed to advertisements through television

followed by Internet or social media and Hoardings or banners. Almost 50% of the respondents said that Television as an advertising medium grabs their attention the most, followed by Internet or social media. 40% of the respondents said that advertisements of smartphones on Television are easily identifiable and noticeable and more than 50% of the respondents said that Television as an advertising medium helps them the most, in recognizing the brand and advertisement among the alternatives, closely followed by internet and social media. This shows that advertisements that are dynamic and include videos and sound along with the pictures help in grabbing the attention of the youth thus making television and internet as the most successful medium of advertising smartphones. Along with this easy access to internet at a lower price, internet might soon be the most favorite advertising medium.

So the marketers must focus on the power of internet and social media to grab the attention of the youth as they are the generation that will use the smartphones for the longest period of time and gaining their loyalty today will gain them sustainable customers.

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