



A Comparative Study of Advertising Effectiveness Across Different Media Platforms

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Abstract

In the modern world, advertising is now a crucial component of any company's or organisation's marketing plan. Due to the development of technology and the internet, businesses now have a variety of venues to select from when promoting their goods and services. Businesses have a wide range of alternatives to reach their target audience, ranging from classic media platforms like television, radio, and print to newer digital media platforms like social media, search engines, and mobile apps. India, the second-most populous nation in the world, provides businesses with a sizable market to market their goods and services. With such a diverse population, it is essential for organizations to comprehend how well various media platforms can connect with their target audience. The efficiency of advertisements across several media outlets in India, including older print, broadcast, and digital outlets including social media, search engines, and mobile applications, as well as newer digital platforms like these. to determine which platform is the most productive for businesses to use in India by analyzing the impact, reach, and engagement of advertising on each one. This can assist companies in making wise choices regarding their marketing plans and expenditures to get the most out of their advertising.

Keywords: Advertising, Media platforms, Goods and Services, Efficiency, Marketing plan.

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Introduction

The usage of social networking sites as a tool for marketing communication in a few Indian industries. Social media is rapidly being used by businesses as a platform for advertising and customer engagement. It emphasizes how social media platforms are more affordable, more accessible, and more engaging than traditional media. Additionally, social media gives companies the option to focus their advertising on particular customer segments, which boosts the efficiency of their marketing initiatives. This provides beneficial insights for companies looking to reach out to their clients

more successfully and maximize their advertising costs. (Sharma and Rehman 2013).

India's online customer involvement via blogs highlights the importance of blogs as a powerful tool for customer engagement and brand recognition. It was emphasised that for businesses to engage with their customers and build a devoted following, a regular and interesting blog is essential. Additionally, blogs have a big impact on consumer choice-making and can affect buying habits. It gives companies insightful information on how to use blogs as part of their marketing plan to leave a lasting



impact on their clients. It identified a number of variables that can influence a business blog's success, including the caliber of the material, the regularity of the entries, and the usage of multimedia. This implied that companies needed to create a clear blogging strategy. Businesses should, for instance, determine their target market and then cater their material to their interests and preferences. For their blog entries to have the greatest impact and reach, businesses should make sure they are educational, entertaining, and shareable. It emphasizes the value of blogs as a medium for marketing communication and offers companies useful advice on how to make the most of blogs' potential for their marketing plans. By creating high-quality and captivating content and building a well defined blogging approach (Verma 2014).

The impact of human resource management techniques on the IT industry in India's ability to handle knowledge. The value of HRM procedures in enhancing knowledge management capability was emphasized. It has been found that HRM practises improve knowledge management capabilities, which in turn improves a company's overall performance. Effective HRM procedures can aid in the growth of an organizational culture that values knowledge exchange. It offers information that organizations can utilize to improve their HRM procedures and build their knowledge management capabilities, improving organizational performance. It offers insightful information about how HRM practices and knowledge management capabilities relate to one another in the Indian IT sector. Businesses can create plans to optimize their HRM practices, promote innovation, and enhance overall performance by understanding the vital role that HRM practices play in developing knowledge management capability. (Gope et al. 2018).

Literature Review

Businesses in the modern digital era can advertise their goods and services via a variety

of media platforms. It is crucial to think about which media outlets are best for reaching the target audience if you want your advertising to be as effective as possible. Small and medium-sized businesses (SMEs) with the potential to employ blogs as a marketing tool were the focus of Chua et al.(2009) . They revealed that companies who had a significant online presence, were creative, and required regular consumer communication were more likely to profit from utilizing blogs as a marketing tool. As a result, blogs can be an effective advertising medium for SMEs in India to interact with clients and market goods. Social networking websites like Facebook, Twitter, and LinkedIn have also become significant outlets for corporate advertising in addition to blogs. Sharma and Rehman (2013) used social networking sites as a marketing communication tool in a few different industries, they discovered that businesses in the retail, educational, and hotel sectors had very high levels of customer involvement on these platforms. This emphasized the value of utilizing a variety of social networking sites to connect with various audiences. As a result, it is crucial for businesses in India to determine which social networking platforms are used the most frequently by their target market and to adjust their advertising approaches accordingly.

Pal and Kapur (2010) assessed blog marketing approaches for both established and developing markets. This implied that while the content of blog entries was important, emphasis should also be placed on the appearance and layout of the site. It suggested making the blog user-friendly by incorporating visually attractive visuals and photographs, succinct and clear headers, and simple navigation. This emphasizes how crucial visual appeal is to advertising because it has a big impact on how effective it is across various media channels. Because of this, companies in India should make sure that their advertising plans include aspects that are visually appealing in order to increase their efficacy across various media platforms. According to Farook and Abeysekara (2016),

social media marketing has an impact on consumer involvement. It has been discovered that social media marketing has a favourable impact on consumer involvement, which ultimately results in greater customer loyalty and more sales. It emphasised the significance of companies implementing successful social media marketing strategies to interact with their clients. The improvement of the efficacy of human resource management procedures, which in turn fosters organizational innovation, is facilitated by knowledge management, another vital component.

Zaim et al. (2018) assessed the links between knowledge utilisation and the effects of knowledge management practices on human resource management. It was discovered that knowledge utilization mediates the positive effects of knowledge management techniques on human resource management. With an emphasis on the mediating function of effective knowledge management, Tan and Nasuridin (2011) also investigated the relationship between organisational innovation and human resource management practises. It was discovered that the link between organizational innovation and human resource management practises is mediated by knowledge management effectiveness. According to Singh et al. (2008), blogs have the power to completely change how businesses interact with their clients. Businesses may engage with their customers more meaningfully and forge better relationships by starting a two-way conversation. This highlighted a number of instances when businesses used blogs to improve customer interaction and foster brand loyalty. It was advised that businesses should concentrate on producing worthwhile content that speaks to the needs and problems of their audience. Additionally, they advise businesses to interact with their customers by answering questions and soliciting feedback.

Thakur and Thakur (2018) highlighted the growing significance of social media marketing in India as companies try to tap into the

country's sizable and diverse market. However, it also brings to light a number of issues that Indian marketers must deal with, such as communication difficulties, a lack of infrastructure, and low internet penetration in some areas. Utilizing social media as an advertising platform successfully may be tough due to these issues. Despite these obstacles, Mishra (2011) contends that social media in India has the potential to be a powerful tool for advertising, particularly with regard to the younger demographic that uses social networking sites often. The effectiveness of social media marketing may be constrained if the product's price point is not competitive because Indian consumers are very price-sensitive. The fast-moving consumer goods (FMCG) industry in India has also looked at the usage of social media for advertising. Several trends in the use of social media as a medium of marketing communications are noted by Banerjee and Bj (2013), including the use of social media for contests and promotions as well as the use of celebrity endorsements to draw in customers.

Saxena (2011) examined the effect of blogs on consumers' desire to buy, with a particular emphasis on the significance of blog content and how it affects readers' attitudes and perceptions of the blog. To examine the connections between the variables, it employed a structural equation modelling method. This revealed showed trust in and attitude towards the blog were positively impacted by the quality of the site's content. Purchase intention was influenced favourably by trust and attitude towards the blog. The value of producing top-notch content that engages the target market and fosters brand loyalty is emphasised. Customer loyalty and purchasing intent may grow as a result of this content.

Objective

- To determine factors determining the advertising effectiveness across different media platforms



Methodology

This study makes a comparison of the traditional and modern marketing techniques motives for using the techniques with 168 users (84 from each category). The respondents were

selected based on judgmental sampling. Data were collected on “five-point Likert Scale”. Statistical technique – means was used to find the magnitude of their responses.

Analysis and Interpretation:

Table 1 Factors Determining the Advertising Effectiveness Across Different Media Platforms

SL. No.	Motivation	Mean Value	
		Traditional Marketing Technique (N=84)	Modern Marketing Technique (N=84)
1	Aims maximum revenue	4.21	3.97
2	Aims customer satisfaction	4.03	4.20
3	Geographical reach is vast	3.91	4.30
4	Bases on manual and physical marketing concepts	4.18	3.77
5	Based on social and selling concept	3.86	4.35
6	Focus on availing high profit	4.15	3.85
7	Long term oriented	3.60	4.12
8	Focuses on customer’s needs and wants	4.08	3.92

Table and Figure 1 show the factor determining the motives for using a credit card. The study was conducted for two categories – traditional marketing techniques and modern marketing techniques. It was found that the most important motivations for traditional marketing techniques are aims maximum revenue (4.21), Bases on manual and physical marketing

concepts (4.18), Focus on availing high profit (4.15) and focus on customer’s needs and wants (4.08). However, the most important reasons for modern marketing techniques are Based on social and selling concept (4.35), Geographical reach is vast (4.30), Aims customer satisfaction (4.20) and Long term oriented (4.12).





Figure 1 Factors Determining the Advertising Effectiveness Across Different Media Platforms

Conclusion

An important component of any marketing strategy is the effectiveness of the advertising. In the Indian market, it is now crucial to leverage a variety of media outlets for advertising. Although there is still a lot of value in advertising on print, radio, and television, the development of digital media has opened up new doors for advertisers. Advertising strategy now must include the usage of social media sites like Facebook, Instagram, and Twitter. These platforms make it possible to target customers with greater specificity and to give them a more tailored experience. Given the rapid increase in mobile phone usage in India, mobile advertising has also become an efficient technique for contacting consumers. The efficiency of advertising across various media channels, however, varies depending on the type of the good or service being advertised as well as the target market. Advertising on television, for instance, might be more successful for products with a broad appeal, but

social media might be more successful for niche products aimed at certain populations. Marketers need to thoroughly assess the target demographic and select the best media platform in accordance with their findings if they want their advertising campaigns to be successful. To make the required adjustments and boost overall performance, the efficacy of advertising must also be continuously tracked and assessed.

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