

A study on the advertising scenario in Guwahati with reference to various media

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Introduction

“Think like a wise man but communicate in the language of the people”

Companies advertise about their product and services in different media to get the attention of the people. Nowadays creative contents are required to achieve the attention of the people. So, there have been tremendous changes in the way companies advertise and in the selection of advertising media. The print media, radio, television, social media etc. are the major platforms through which companies advertise.

This study aims at finding out various criteria, which agencies and clients use to choose different media platforms for advertising. The advertising decisions are taken by various sectors differ. Sectors such as educational institutions, hospitals, automobile industry etc. have different strategies in choosing a media platform for advertising. The study has been carried out under The Times of India Guwahati, and it will also analyze the criteria followed by different sectors to choose a media platform and the preference of the companies in Guwahati towards various advertising media.

Literature Review

One of the functions of advertising is to increase brand awareness and creative copywriters use various techniques for this. Tina, et al (2005) did a study on the relation between linguistic characteristics of brand names and brand name memory. According to them achieving brand awareness is often determined by the 50 memorability of the brand name.

The meaning of creative advertising and can it create positive brand images and purchasing possibility. It discusses about how an advertisement qualifies as creative according to past research, the elements involved in the qualifications, how it works and if it works. This paper also investigated the barriers of creative advertising which involves consumers' persuasion knowledge and the limitation of advertisements. “Creative Advertising; What is it and can it Create Positive” Brand Images and Purchasing Possibilities? By Gan Foon Yoong & Rashad Yazdanifard Upper Iowa University, Malaysia, Year 2014.

Research reviews how the company, as the principal, may determine the nature of its relationship with the advertising agency and the degree of adaptation vs. standardization necessary in each situation- The role of the advertising agency: Standardization/Adaptation Aygul ISAYEVA

Research on the comparative effects of different advertising media has to a large extent focused on the persuasive effectiveness of different media such as print, radio and television (Wright 1974; Liu & Stout 1987; Stafford & Day 1995; see also Taylor & Thompson 1982). Advertising effectiveness is typically measured as attitude towards the advertised product/service, attitude towards the advertisement, and intention to purchase the advertised product/service.

Rational/informative appeals are typically based on information about product attributes presented in a straightforward manner. Emotional appeals typically intend to create warm feelings and positive emotions (Davies 1993; Stafford & Day 1995). The Information Content of Newspaper Advertising”, Avery M. Abernethy, Published online: 08 May 2012. Although newspaper advertising revenues exceed that of television and magazines, there has yet to be a study of the information content of newspaper advertising. The amount of newspaper advertising information also varied significantly by the category of newspaper (national or local).

Advertising by Eddie M. Clark; Timothy C. Brock; David W. Stewart Lawrence Erlbaum Associates, 1994 Consumer psychology is interdisciplinary. Researchers in consumer psychology are becoming more creative in their methodology and their theorizing. Purposely eclectic, this volume presents new issues in consumer psychology and advertising such as the relationship between gender differences, cortical organization and advertising; new approaches to old issues such as attention as an epiphenomenon, and meta-analysis of comparative advertising research; and new applications of consumer psychology to other fields such as examining health behaviour as consumer behaviour, affect and political advertising, and the relationship between advertising and eating disorders.

Subliminal Advertising Subliminal Embeds in Print Advertising: A Challenge to Advertising Ethics J. Steven Kelly, Published online: 30 May 2013. The news media are currently giving attention to various types of subliminal stimulation. One author has what appears to be documented evidence of subliminal techniques currently being used in magazine advertising. This recent challenge to advertising ethics has gone unanswered. Such a lack of reaction may be detrimental to the advertising community. This paper presents some of the details of the accusations and discusses a study of this new aspect of subliminal advertising, subliminal embeds in print ads.

“Advertising and Ethnicities”: A Comparative Study of Sri Lanka and Northeast India DARSHANA LIYANAGE University of Ruhuna, Sri Lanka Northeast India is a region where several conflicting identities are in a constant battle of production and reproduction. India also is a country of ethnic diversity and ethnic unrest. Especially, Northeast India is a land for different ethnic groups and “the Northeast”, the “troubled periphery” (Bhaumik, 2009), Northeast India, the new trend is multicultural advertising as evident by the recent interest in the region shown by ad-makers.

“The Elite Newspaper of the Future” By Philip Meyer Philip Meyer is professor emeritus in Journalism at the University of North Carolina at Chapel Hill and the author of "The Vanishing Newspaper: Saving Journalism in the Information Age." The Internet wrecks the old newspaper business model in two ways. It moves information with zero variable cost, which means it has no barriers to growth, unlike a newspaper, which must pay for paper, ink, and transportation in direct proportion to the number of copies produced.

Objectives

From an Agency perspective

- To find out the criteria based on which the advertising decisions are taken by the agencies.
- To formulate a comparative report of different media on advertising based on their effectiveness.
- To analyse the newspaper advertising.
- To identify the contribution of different sectors to advertising field.

From a Client perspective

- To understand the preference for advertising media.
- To estimate the budget allocated to advertising/ media by the companies.
- To understand the routing of advertisement through other advertisement agencies
- To understand the print media
- To understand the evaluation criteria that companies use to find out the effectiveness of advertisement media.

Research Methodology

Under descriptive research method, the survey method is used to collect the data. Two sets of questionnaires are prepared, both for the clients and advertising agencies. The questionnaires were close ended. Data was collected by interviewing the companies' marketing head and the advertisement agencies.

Sampling Method

Under probability method systematic sampling method is used to collect data. The sample size of the research includes both the advertising agencies and clients. For the study it is determined to collect data from 10 advertising agencies and 45 clients. This sample size is determined as per the data provided by the organization.

Tools Used

The spreadsheet formulas such as average, sum, percentage and pivot table are used for analysis. A trial version of IBM SPSS was used to find out the reliability of the questions.

Analysis and Interpretation

The bar chart (Figure 1) depicts that the popularity of media, coverage of media and cost of the advertisements are the main criteria based on which advertising decisions are taken by agencies.

From the sample collected, the following three factors seems to be the major driving force behind advertising decisions.

- 1) Cost and expenses involved
- 2) Reach of the advertising media
- 3) Popularity of the media.

Convenience of publishing an advertisement seems to be the least important factor.

CRITERIA FOR MEDIA PLANNING BY THE AGENCIES IN

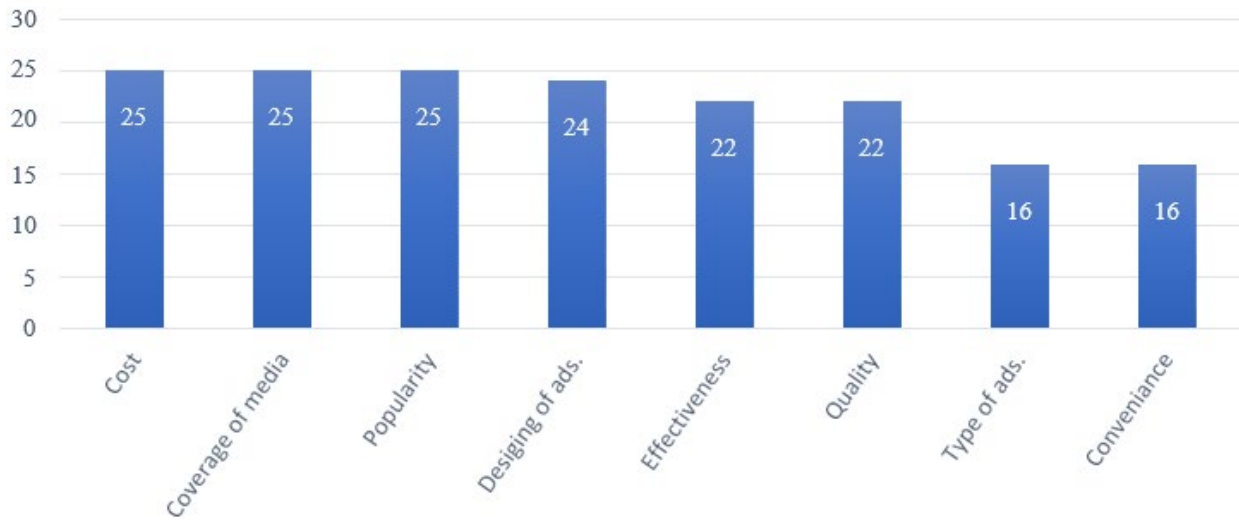


Figure 1: Criteria based on which the advertising decisions are taken by the agencies

Most of the agencies state that the print media is most cost-effective and tv is the next best media. The websites are also gaining importance. The results are shown in figure below.

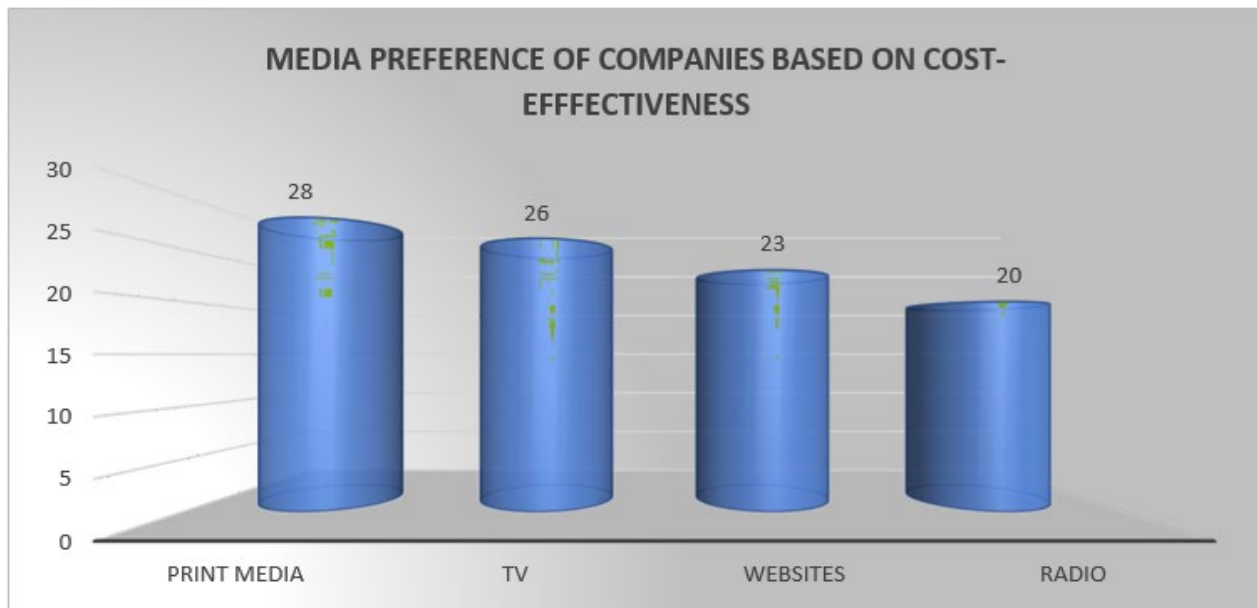


Figure 2: Advertising media based on their cost-effectiveness

According to the agencies most of their clients prefer Assam Tribune and Asomiya Pratidin for advertisements. The agencies had to rank their preferences given a choice of six leading newspaper circulations in Guwahati. These choices were – The Assam Tribune (English), Asomiya Pratidin (Assamese), Amar Asom (Assamese), The Times of India (English), The Telegraph (English), The Sentinel (English), and everything else. The findings are shown in figure 3 below.

ADVERTISING PREFERENCE OF COMPANIES TOWARDS NEWSPAPERS IN GUWAHATI

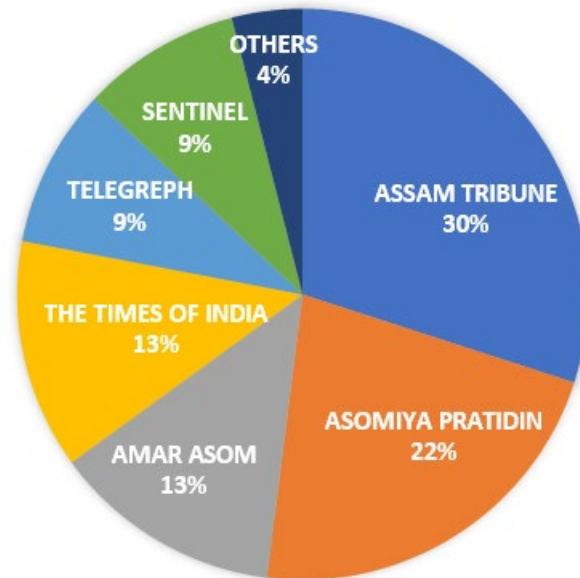


Figure 3: Analysis of newspaper advertising

The next attempt was to study the contribution of different public and private industry sectors towards revenue generation for the advertising sector. The healthcare and financial sectors were seen to invest the most given the specific sample collected. Figure 4 below is a representation of the findings.

CONTRIBUTION OF DIFFERENT SECTORS TO THE ADVERTISING FIELD

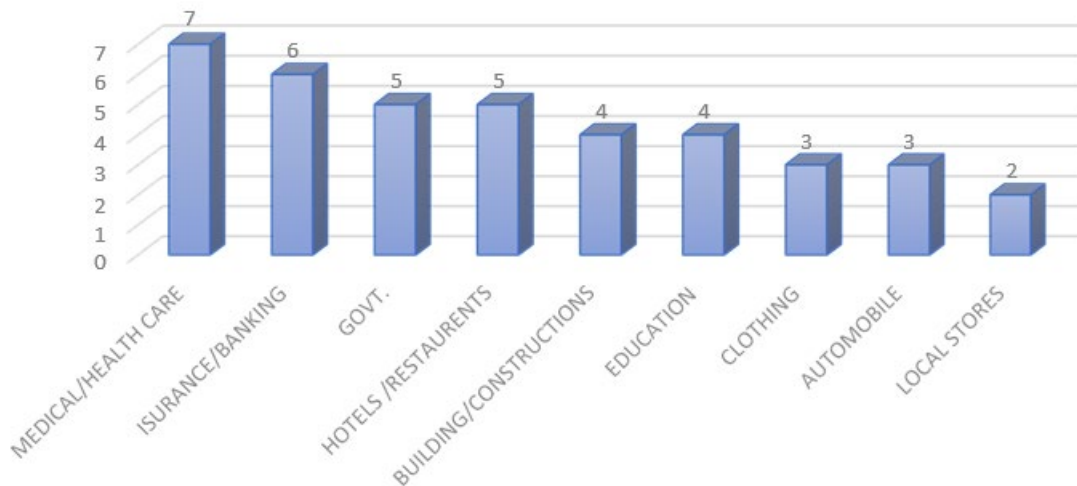


Figure 4: Contribution of different sectors in Guwahati to the advertising field

Figures 5a to 5e depict the sectoral preferences of five different sectors, Healthcare, Banking and Insurance, Retail, Education and Automobile, for advertising media. Figure 5f provides us with the summary of the findings.

EDUCATIONAL SECTOR

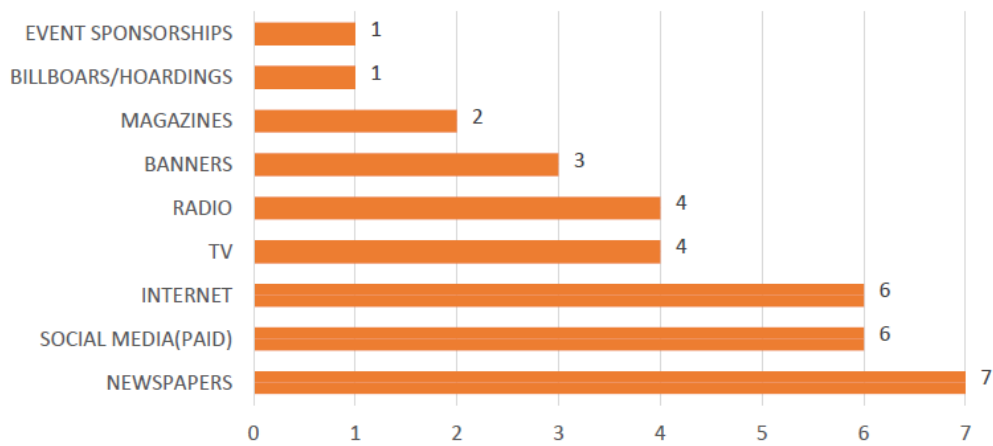


Figure 5a

RETAIL SECTOR

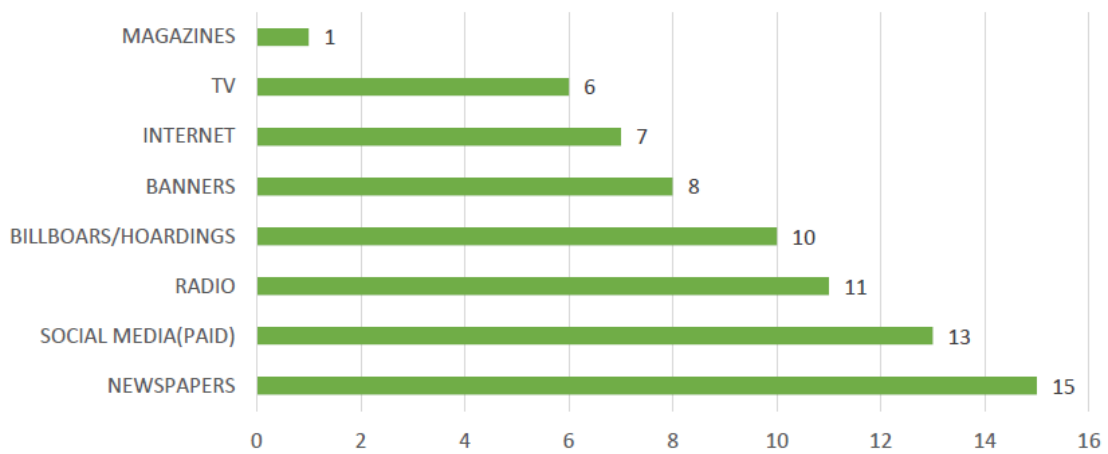


Figure 5b

AUTOMOBILE

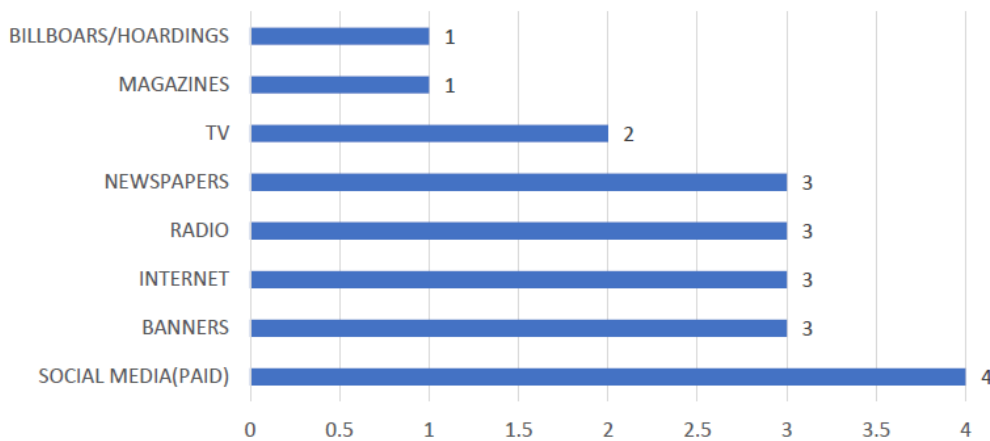


Figure 5c

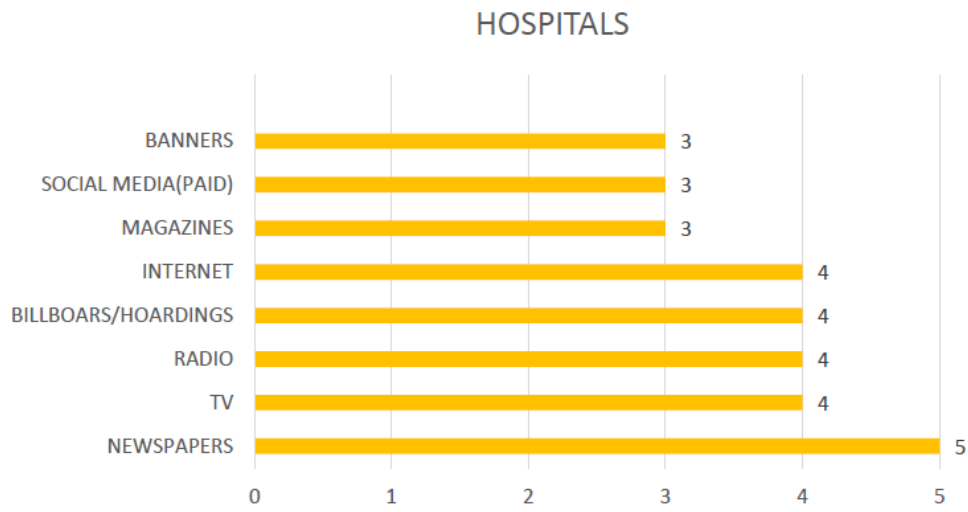


Figure 5d

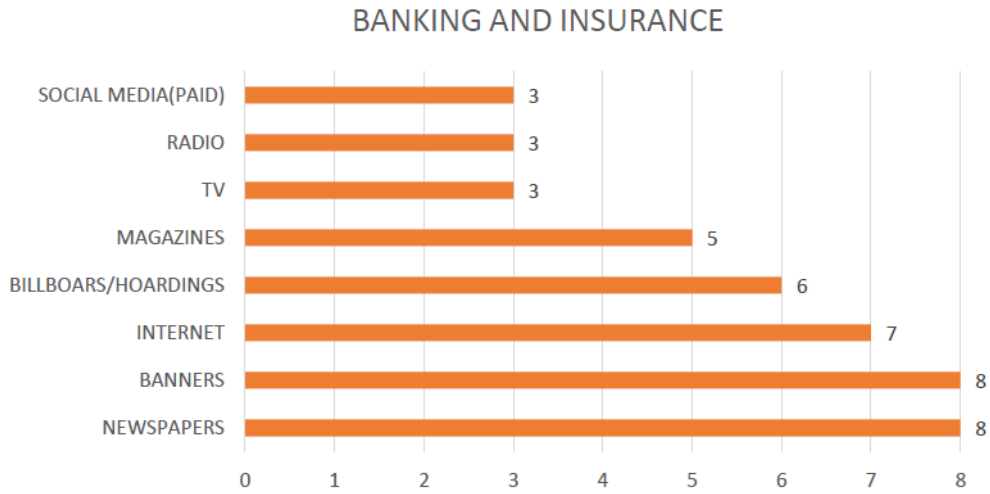


Figure 5e

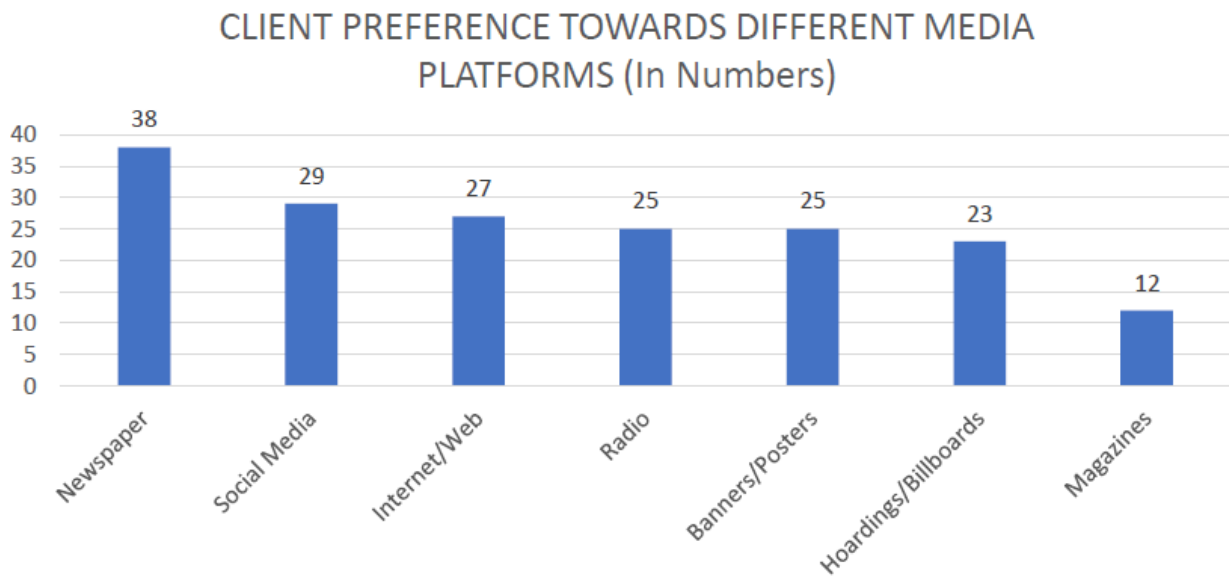


Figure 5f

In the sector wise charts on preferred advertising media, the retail sector advertises more on newspaper, at the same time the automobile sector focuses more on social media. The hospitals advertise more on newspapers, the banks and other insurance companies focus on banners and posters along with newspapers.

Overall (Figure 5f), most of the advertisers prefer newspaper as their main advertising media. Social media and internet also gaining popularity among the advertisement platforms.

The next attempt was to study the purpose of advertisements. Figures 6a to 6e depict the sectoral purpose-based preferences for the same five sectors above. Figure 6f provides us with the summary of the findings.

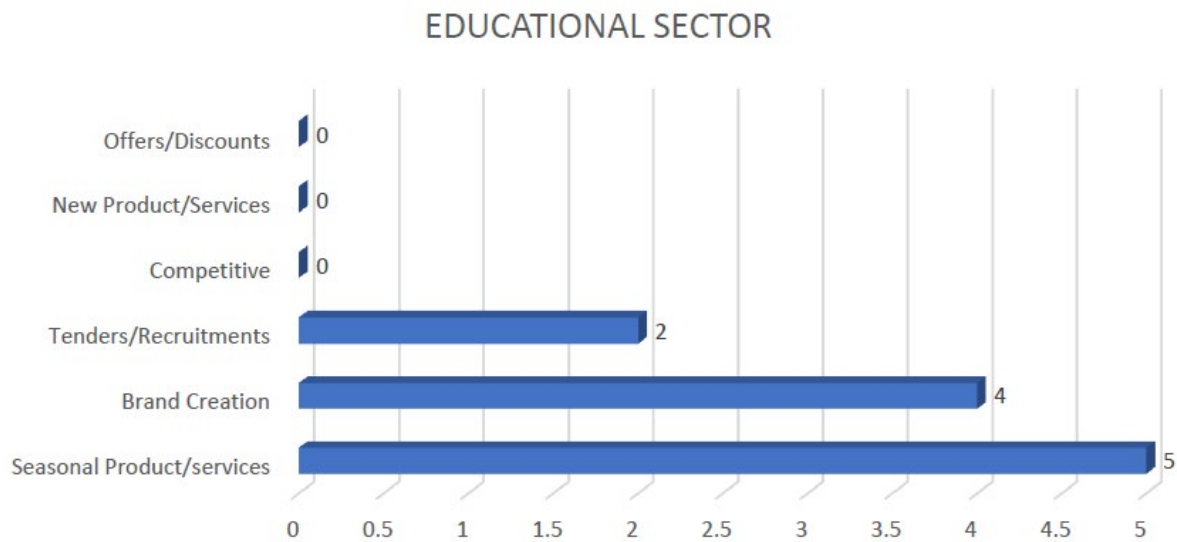


Figure 6a



Figure 6b

In the diagrams the educational sector mainly advertises during the admission seasons and the to create an image. At the same time retail sector aims at advertising of offers and discounts.

HOSPITALS

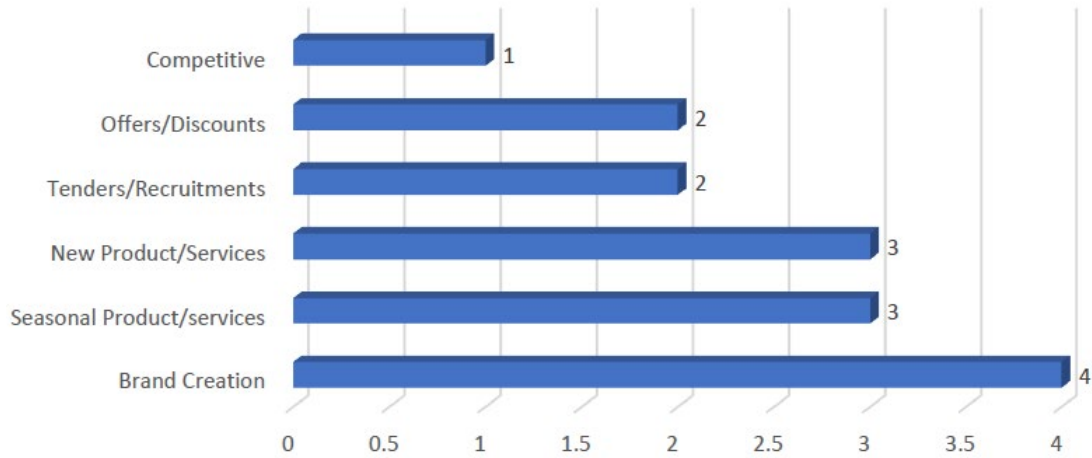


Figure 6c

AUTOMOBILE

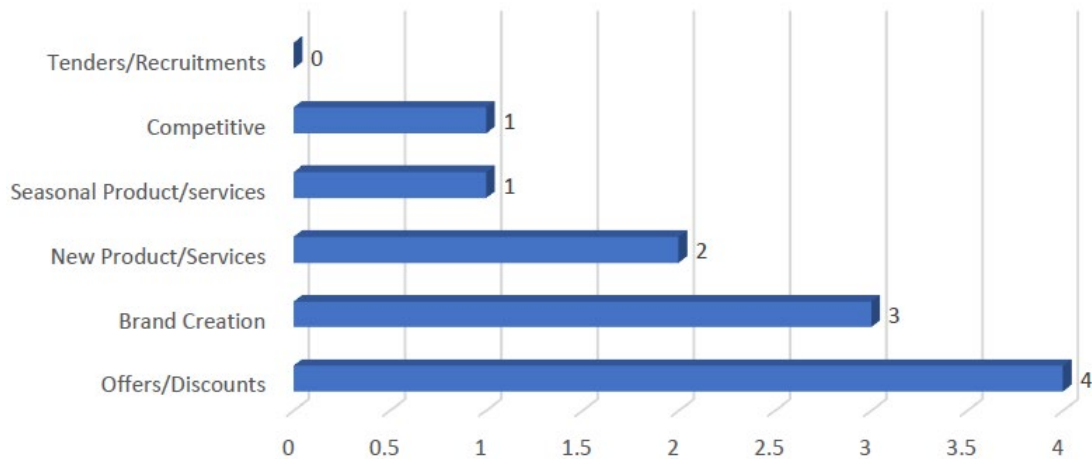


Figure 6d

BANKING AND INSURANCE

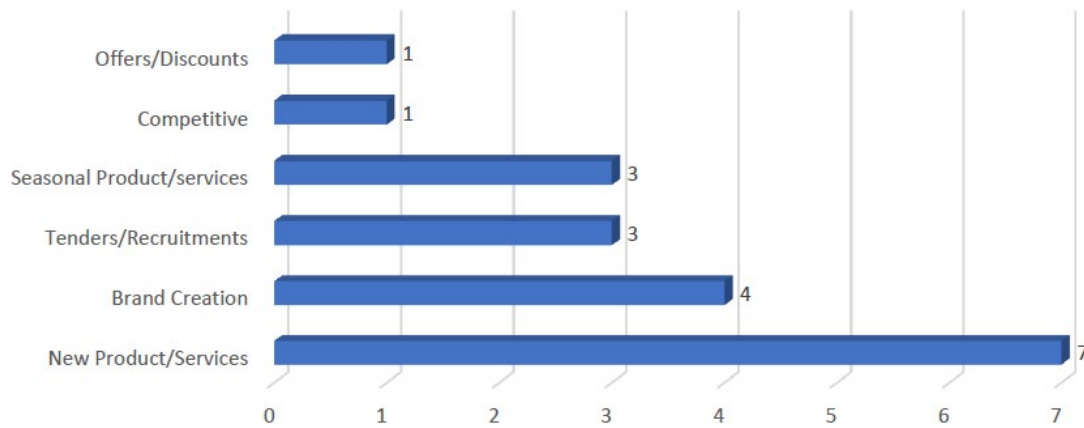


Figure 6e

In the diagrams (figure 6a to 6e) we observe that the educational sector mainly advertises during the admission seasons and the to create an image. At the same time retail sector aims at advertising of offers and discounts. Brand creation is the main purpose behind the advertisements of hospitals and at the same time the automobile mainly aims at promoting their products and services through offers and discounts. The banks and insurance companies use advertisements to promote their new services. Figure 6f below summarizes the purpose of advertisement.

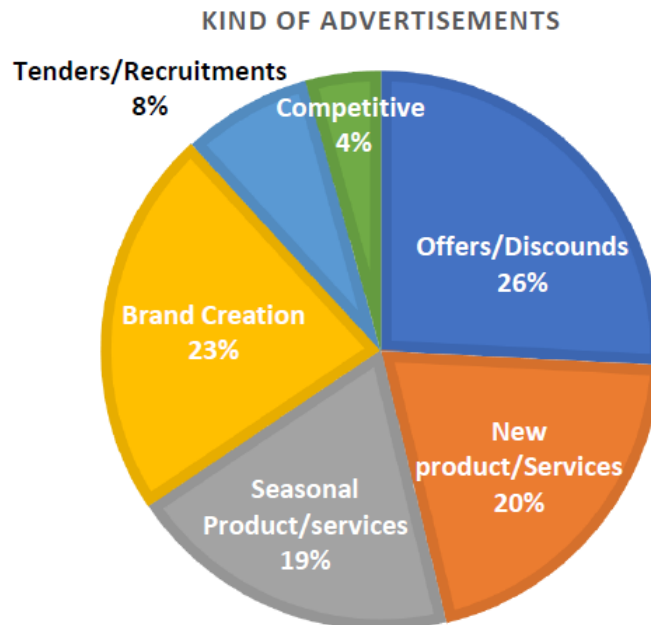


Figure 6f

A study on the routing of advertisements shows that 51% of the companies in Guwahati route more than 50% of their advertisements through other agencies and 30% of the companies up to 20% of their ads are being routed through agencies. Figure 7 summarizes these findings.

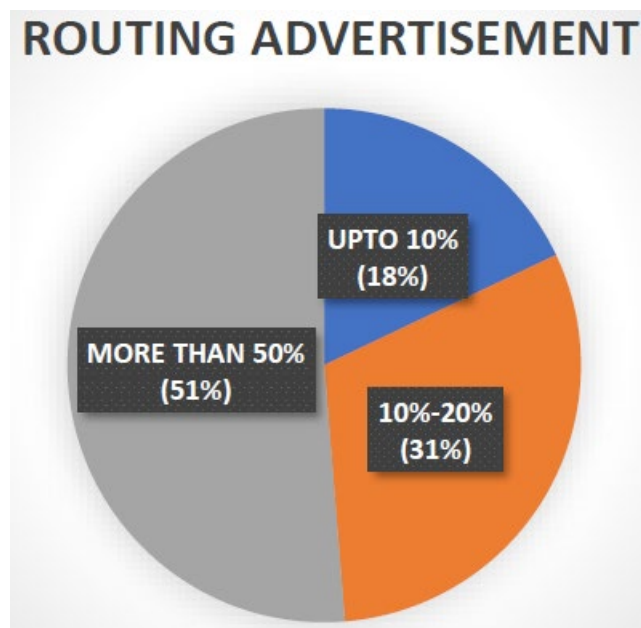


Figure 7: Routing of advertisement

The logical follow up to the routing of advertisements is obviously the factors which influence the decision to route. Staying with the five sectors selected earlier, the study on factors influencing the routing decision was carried out. Figure 8a to 8e provides the sectoral findings and figure 8f summarizes the results.

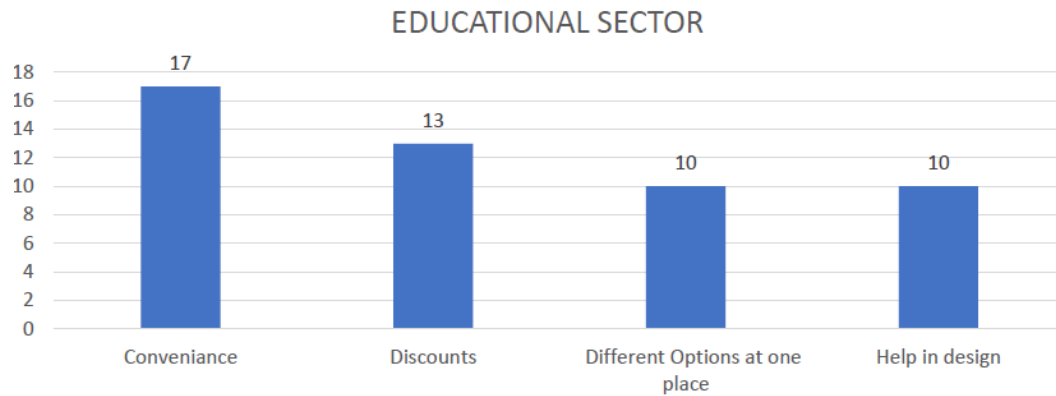


Figure 8a



Figure 8b

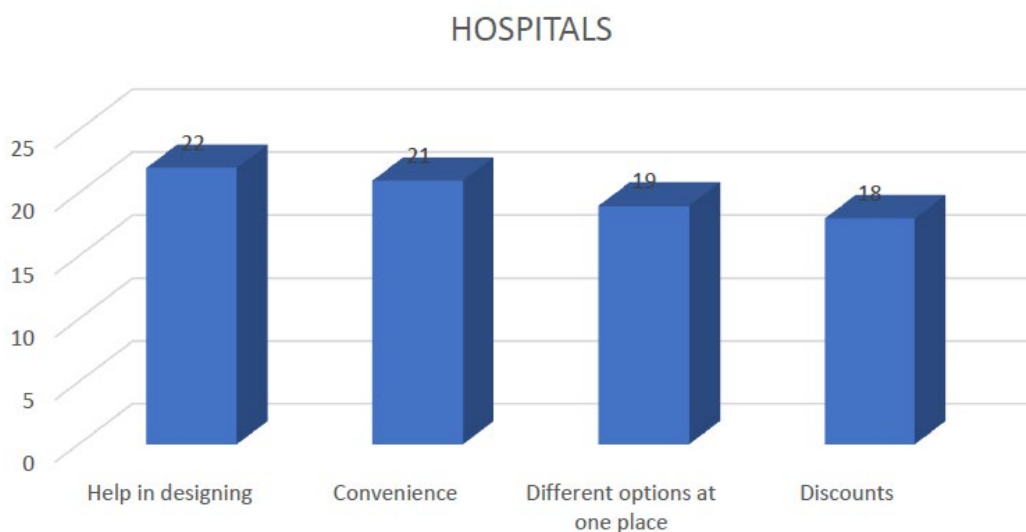


Figure 8c

AUTOMOBILE

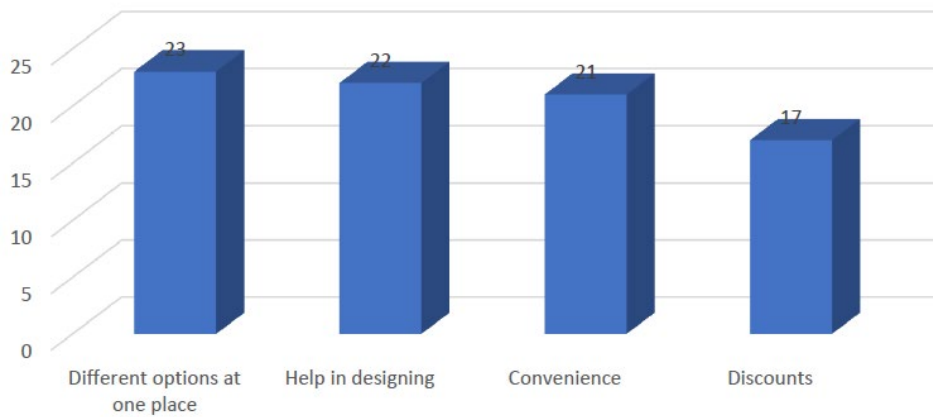


Figure 8d

BANKS & INSURANCE COMPANIES

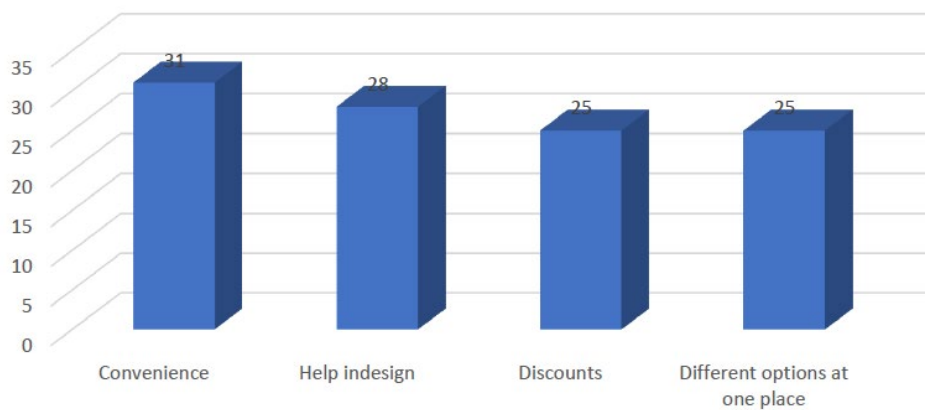


Figure 8e

CRITERIA FOR ROUTING

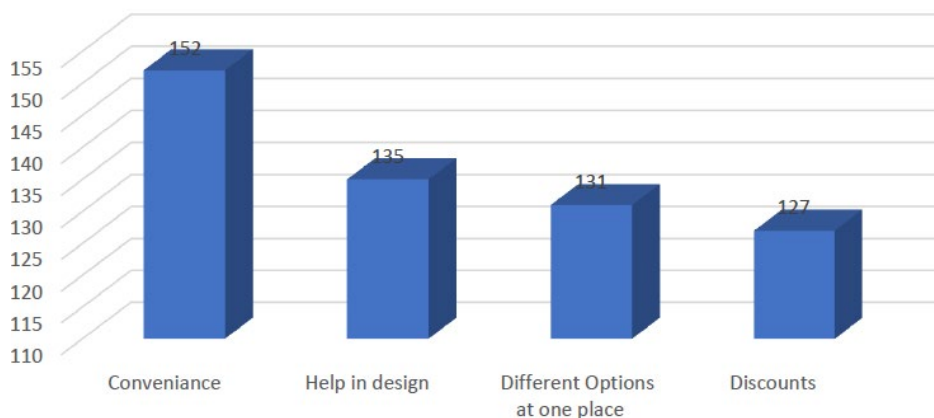


Figure 8f

The main reason that the universities, colleges, and other educational institutes stated for routing their ads. through agencies is convenience of creating an ad. and publishing it. The retail shops state that convenience as their main criteria for routing the advertisements. The hospital sector in Guwahati routes ads. through agencies because they help in designing. The advertising agencies

provide different options to the clients based on their budget or content of the advertisement, most of the automobile agencies in Guwahati route their ads through agencies due to this reason.

Overall, the most important criteria for routing the advertisement is the convenience of the companies. Some companies also state that agencies have an idea about the demography or the target market, so it is easy for them to launch an advertisement in the local market.

We now look at the criteria for choosing any advertising media. The process followed is the same as in the above. We look at the five sectoral data (figure 9a to 9e) and then provide the combined data (figure 9f).

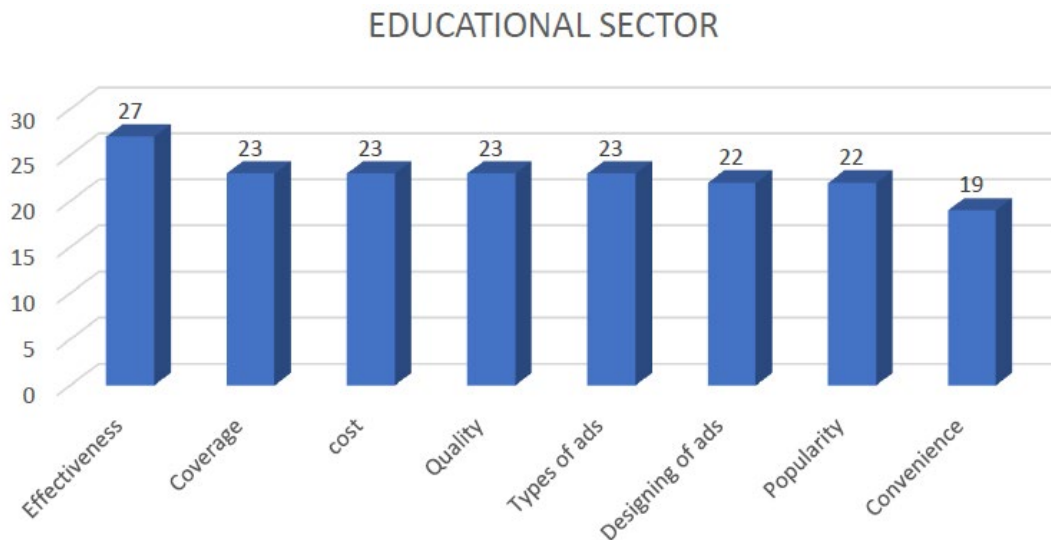


Figure 9a

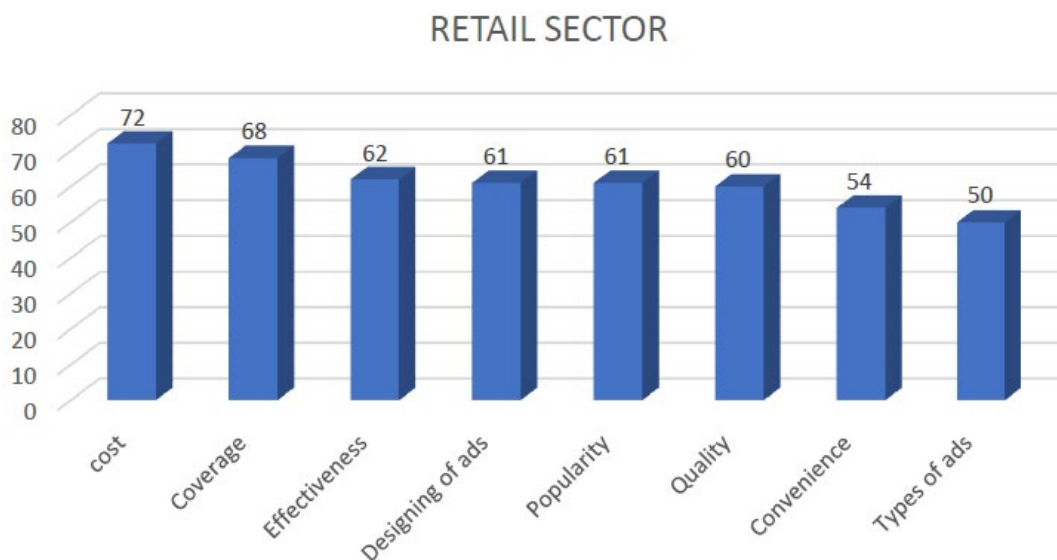


Figure 9b

In the educational sector the effectiveness of advertising media is the main criteria to choose a media platform. At the same time in retail sector the cost of the advertising is taken into consideration.

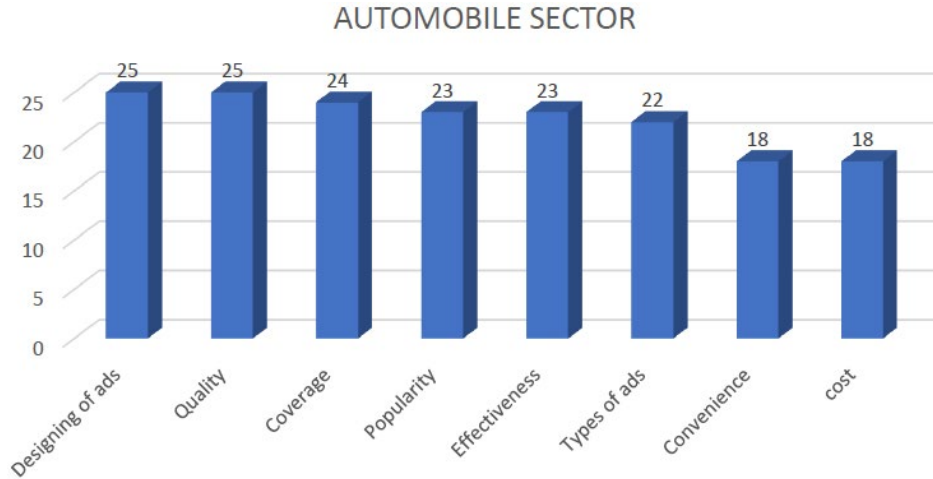


Figure 9c

In each sector the criteria for selecting a media differs, the automobile sector considers the quality of the media and the type of ads. as their main parameters to select a media platform.

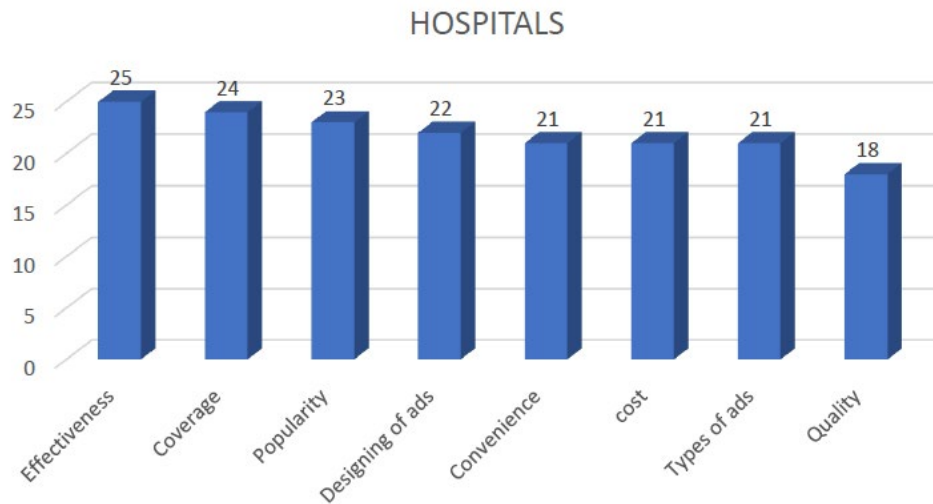


Figure 9d

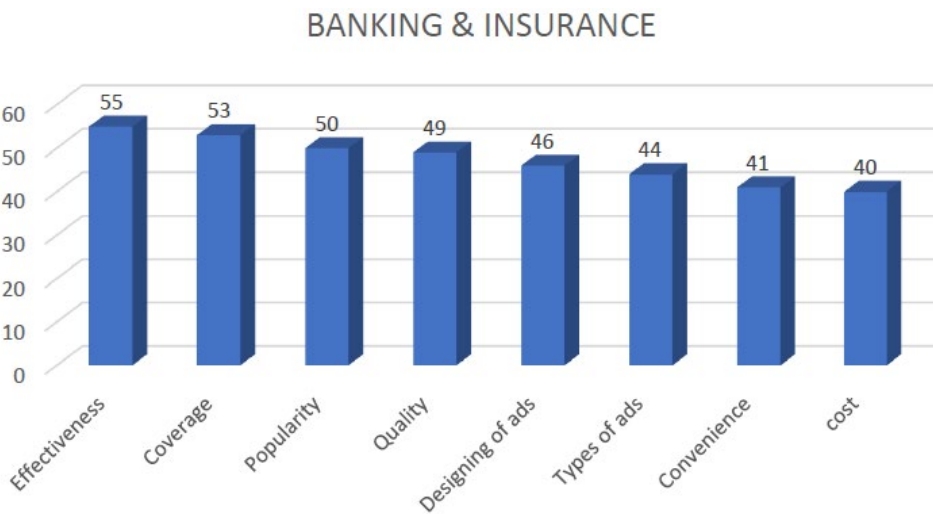


Figure 9e

The hospitals and the financial sectors are service rendering industries and their main standard for choosing a media platform is the effectiveness of the media. The coverage of the media comes as the next priority.

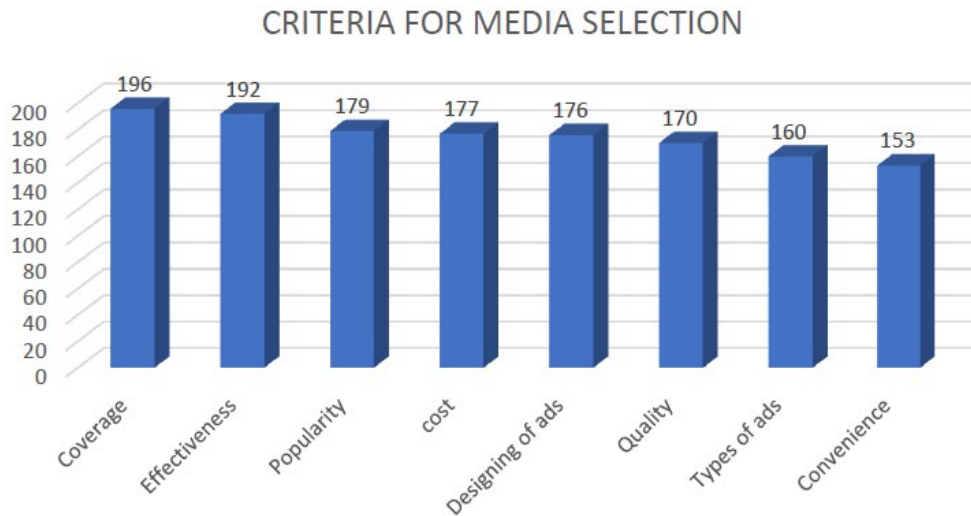


Figure 9f

From the above chart, the main criteria of the companies to select a media platform are the coverage of the media and the effectiveness.

In figure 5f above, we have observed that newspapers are the most popular advertising media among different industry sectors. As such, we tried to investigate the reasons behind this popularity. Our findings are depicted in figure 10 below.

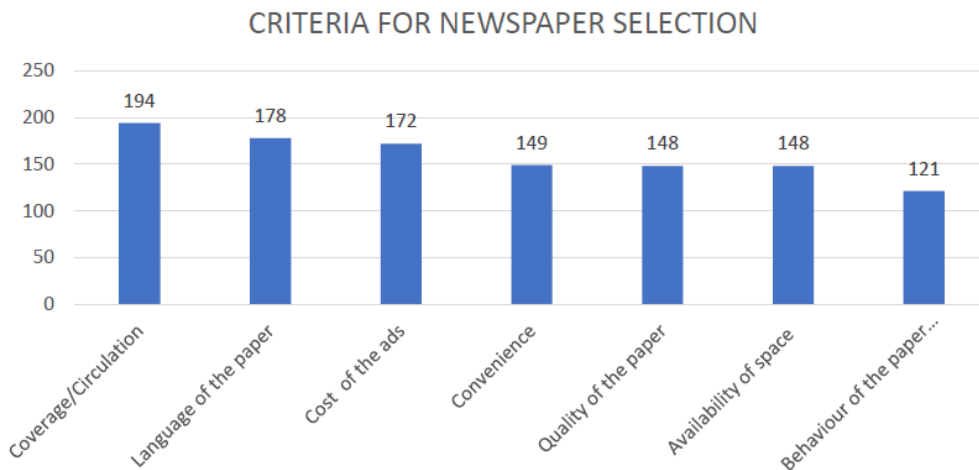


Figure 10

Our sample supports the commonly accepted understanding about the popularity of newspapers as advertising media, that is, the potential reach / coverage of newspapers and easy promotion possible in vernacular languages.

Every institution evaluates the effectiveness of their promotional activities or find out the Return on investment. As per the responses of the major companies and institutions in Guwahati most of them analyse the footfalls or data to find out the result of their investment in advertising and some

use the sales comparison methods. This also depends upon the sectors; the retail industries mainly compare the sales, at the same time financial institutions analyse the footfalls/ data of the customers.

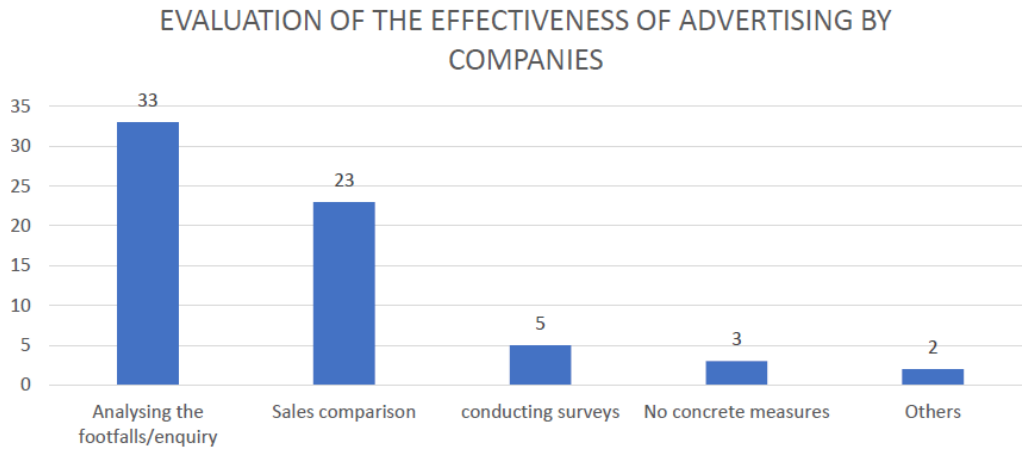


Figure 11: Evaluation of the effectiveness of advertising

Summary of observations

- We can summarize the findings from the survey under the following bullet points.
- Cost, coverage of media, popularity of media are the major criteria based on which advertising decisions are taken by companies.
- Print media is the most cost-effective advertising media by the advertising agencies.
- 30% of the organizations prefer Assam Tribune and 22% prefer Asomiya Praditin, this reveals that the circulation/coverage of the media has great influence on advertising.
- The agencies mainly get advertisements from the medical and health care sector and other major sources are financial institutions and government.
- The educational, retail and banking and insurance sector mostly prefer newspaper for advertising and automobile sector focus more on social media in the local areas.
- The service sector advertisements mainly aim at brand creation and inform about the seasonal services at the same time retail sector focuses on offers and discounts.
- 51% of the companies route their advertisements through agencies, because of convenience and different options for designing.

The percentage of advertisements received from various sectors for the two main pages of Assam Tribune in the month of May 2019.

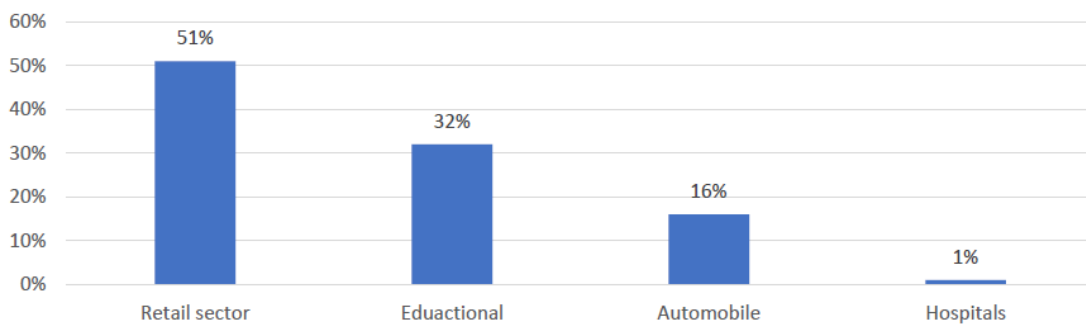


Figure 12

From figure 12 above, we find that the leading newspaper (in terms of client preferences – figure 3) in Guwahati received the maximum percentage of advertisements in 2019 from the retail sector.

Conclusion

The sample used in the study involved responses from 45 companies and 10 advertising agencies. Even though drawing inferences about the population from such samples may not be accurate, it may very well be indicative. Hence, we would like to put forward the following as the concluding remarks for our study.

- Focus more on educational and retail institutions and organize creative campaigns and contests.
- Reach new customers in the region and include pages which serve all the customers such as children, youth and aged.
- It would be creative to run seasonal contests for the readers with the support of some advertisers.
- The advertisers are more focusing on social media and online advertisements, so being an international newspaper, TOI can promote local businesses online so it can become a networking hub.
- If possible, the advertising process can be made more convenient to the customers and can tie up with more financial institutions to serve their needs immediately.
- Focusing more on creative advertisements also beneficial.

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