



Review of Media Advertising's Effects

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Abstract: To sway customer behaviour, marketers make investments across a range of media channels(CB). Every media platform has a unique composition of advertisements that engage viewers in a distinctive way. The media habits of consumers have changed as a result of digitalization. Therefore, a deeper comprehension of media platform advertisements and their effects on CB must be formed. In this paper discuss on media advertising effects.

Keywords: media advertising, effects, customer behavior, marketers, media channels, media platform advertisements, viewers, digitalization, comprehension, paper

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INTRODUCTION

It is from the Latin verb *adverticare*, which meaning "to draw attention to," that the English term advertising is derived. By attracting people's attention, publicity might sway their judgement. The term "promotion" is commonly used to describe the method of exposing a product or service to the general public through advertising shown on various types of media. These days, commercials seem to pop up everywhere.[1] Music can be heard emanating from the lone abandoned coffee mug, the computer, the television, and the radio in the break room. Public relations, which was formerly seen as an unorthodox strategy, is now considered an indispensable resource for any successful firm. They are well-liked because of their informative value, respected for the autonomy they grant individuals, and useful for situating crucial decisions in their historical context. There may be a consensus among the many schools of thought, evaluations, and points of view. Perhaps the greatest human accomplishment since the introduction of religion.[2]

MEDIA & ADVERTISING

When used for marketing, media tactics can encompass everything from online and print magazines to radio, television, conventional mail, and the World Wide Web. Businesses may utilise the media as a conduit for their marketing messages to reach specific demographics. In order to cover operational expenses, advertising revenue is crucial to many media outlets.[3] The media is used by many businesses to disseminate their message because of the informative and entertaining role it plays in people's lives. There is a general distinction to be made between "mainstream" and "celebrity" media. Audiences who consume broadcast media including newspapers, magazines, TV, and radio may not realise their own socioeconomic level. Recent trends indicate that marketers interested in reaching a wide audience may find success with broad arguments.[4]

Media having a "claim to fame" are those used for advertising that draw in viewers with extremely precise

measuring characteristics or specialty interests, such as satellite TV or mail based on a postal station. The rapid evolution of media also has a remarkable impact on tastes. The likelihood of a customer making a purchase is affected by three distinct factors: Independent Variables Aspects of the Natural World The third phase involves propagating the stimuli. According to research, "showcasing upgrades," which integrates the evolution of the advertising mix with an emphasis on customer service, might increase sales across the four Ps (Product, Price, Place, and Promotion).[5]

Promotion of a commodity, service, or idea through paid media exposure is known as "publicity." Commercials play a significant part in getting people to rethink their commitment to a certain brand or product. Spreading the word about innovative goods not only increases the likelihood that they will be manufactured, but also informs buyers about the many reasons they are a good investment.[6]

The Asia-Pacific region is expected to maintain its position as the world's second-largest market for generic forms of marketing. The World Economic Forum estimates that by 2020, promotional spending would have reached \$235.8 billion, up from a record-breaking \$158.1 billion in 2015. When you consider that India is one of the world's fastest-growing export markets and China is the world's second-largest economy, it's easy to see why the economy of the area is thriving. There will be a \$2.84 billion increase in the size of the Indian market from 2015 to 2018. This is the fifth-largest increase in worldwide advertising costs since 1945, after allowing for inflation. Advertising in India is dominated by fast-moving consumer goods (FMCG), automobile, and electronic product manufacturers.[7]

Statistics to Inform Policy and Build India's Economy In 2016, a survey found that television and print advertising were the two most well-received forms of marketing in India. Salary rises in India's advertising industry were greatest in print media and then in television by year's end 2015. At almost 37% of total advertising expenditure in 2017, television and print advertising were the most trusted promotional channels in India. National advertisers mostly use television and print media.[8] The most widely read newspaper in India predicts that expenditure in 2017 would reach \$6 billion, up from the \$5 billion predicted for 2016. Traditional out-of-home advertising in India is essential to the success of the growth endeavour, alongside digital marketing. It is forecasted that the average income will stay at \$24.5 billion until 2020. Even while traditional out-of-home advertising will need to keep rolling as normal in the next years, projections show that electronic out-of-home advertising will constantly generate money, from roughly \$10 billion in 2015 to \$18.5 billion in 2020. Since its low point of \$39 million in 2006, India's investment in online advertising has skyrocketed. In 2016, India is expected to spend a record high of over \$700 million on internet advertising. Despite projections that the media would account for 14% of India's investment pie by 2017, this is only a tiny fraction of the country's overall commercial sector. In 2015, India allocated 30% of its advanced technology budget for interest advertising. Revenue from social media, TV, movies, and CDs combined for between 16 and 18 percent that year.[9]

Print Media Advertisement

Promoting one's services via newspaper and magazine ads is standard practise for any industry. Press advertising includes ads placed in newspapers, magazines, and specialised publications.[10]

This method of advertising is commonly employed. When discussing the various distribution methods for

printed content, the phrase "print media" is frequently used. Publications like newspapers and magazines spring to mind when we consider this medium. There are still certain regions where print advertising receive the bulk of their budget. Abernethy and Franke (1996) claim that printed materials can handle a wide range of message lengths and processing speeds. The two components of traditional print media are as follows.[11]

a. Newspaper

The typical successful man starts his day with a read of the newspaper. Several newspapers, published in languages other than English and Hindi, are widely read across the country. People flock there because it's where they may experience and express the newest feelings, fashions, and attitudes. Newspapers also frequently feature advertisements. With the magazine's widespread readership, the advertiser's message has a greater chance of being heard. Daily newspaper advertisers get access to timely information across several fields, including business, politics, and more.[12]

When it comes to reporting and analysing news, traditional media channels are unrivalled. Their passion for exercise is one of a kind. Working with a centralised, authoritarian organisation is the way to go when concerns of dependability, obligation, truth, and transparency are at stake.

The focal points of Newspaper Advertising are as beneath:

1. A single press release in the newspaper might potentially reach thousands of readers.
2. Due to extensive availability, advertising is quite inexpensive.
3. Daily newspaper delivery is the norm. In this method, ads may be recycled to show the advertiser that they are consistent.
4. Advertisement materials may be sent to newspapers quickly. Even a minute ago, changes may have been made to the substance. Therefore, ads may be adapted to any setting.

Constraints: Advertisements in newspapers are also subject to the limitations listed below:

- a. The lifespan of newspapers is short. The majority of homes read their newspapers as soon as they arrive, and then they are placed face down in a storage area until they are read again.
- b. Newspapers are read primarily for news and current events, and people pay close attention to what they say.
- c. Newspapers' advertising doesn't profit them to the ignorant people.

b. Magazines

Magazines are periodic periodicals that aren't issued every day. They might be given out once a week, twice a month, four times a year, or at any other regular interval. Imagine all the Onlookers and India Todays and other newspapers and publications we could devour. Due to the enormous number of advertisers that purchase space in these journals, their advertisements are exposed to a diverse

audience.[13]

Focal Points:

- a. Magazines, on the other hand, may be kept for a lot longer than newspapers. All of this is archived in case it has to be referred to, read for entertainment, or read again at a later date.
- b. The popularity of a magazine may help advertisers target their messages to a specific audience and place advertisements that are more likely to be read and remembered. Femina is an example of a magazine that caters to women and does not often include advertising for consumer items.

Constraints:

- a. Magazine ads are more expensive.
- b. Fewer individuals will notice the ads on the internet than in newspapers.
- c. Since the advertising materials are sent in advance, any last-minute changes are out of the question. Your flexibility to make last-minute route corrections is therefore reduced.

Television Advertising

Advertising on television has become more important as data innovation and electronic media continue their meteoric rise. Television, which promises to be pleasurable both visually and aurally, has the greatest vehicle-effect relationship. Products, their uses, and their benefits may all be shown and discussed via the medium of television.[14]

Focal points:

- a. The wide-ranging influence it has had on the media is the best part.
- b. With the advent of local channels, even the most uninformed citizens may be able to see and comprehend the public service broadcasts.
- c. People watch TV to relax, therefore salespeople who phone them while they're watching are generally regarded with contempt.
- d. The emotional impact of electronic media has contributed to television's rise to prominence by stimulating its viewers.

Constraints:

- a. Creating and airing ads on television may be expensive.
- b. Since almost every producer uses television commercials to spread their message, their impact on consumers is dwindling.

Radio Advertising

Advertisers pay for commercial airtime on radio stations to broadcast spots for their products and services. Radio advertising may be very successful. Some of its most striking characteristics are as follows:[15]

Focal points:

- a. As a result, it's a more intriguing and ground-breaking gadget.
- b. It is also beneficial to those who are illiterate and unable to read or write.

Confinements:

- a. The majority of what was said will stick in the memory of the average listener. The public, however, is notoriously bad at remembering details from radio broadcasts.
- b. As the target audience is unlikely to be exposed to the commercial again anytime soon, its message may not be well received. The defacement of letters might be the result of a variety of unpleasant factors.
- c. Radio is less effective than TV because of the need of visual effects.

Internet Advertising

The World Wide Web has evolved into the most prominent medium for the dissemination of knowledge since its beginning in 1994.[16]

There are a few essential ways in which online marketing differs from more conventional methods. Like

- It might function as a thoroughfare, market, and distribution centre, among other things. Users of the Internet may get access to information, make purchases, and make payments in part or in full.
- The information available on the web is invaluable. The digital purchasing process may begin when a customer visits a website and engages with hyper-connected material there. The Internet is both the issue and the solution, since it is where people get the tainted medication.
- Many individuals think they may more easily ignore alerts when they are sent over the Internet as opposed to more traditional means like the mail or television.
- It's a shame that the vast majority of people still use the Internet primarily for serious purposes rather than for fun.

Focal points:

Advertisements may be seen on demand by viewers.

Restrictions:

- a. No non-PC user may access it.
- b. In the grand scheme of things, it doesn't make much sense.
- c. People who are unfamiliar with or have little expertise with the Internet will find this to be impractical.

Mobile Advertising

The introduction of short message service (SMS), often known as mobile advertising, is a major step forward in the realm of global dissemination of information. All other modes of communication have been supplanted by the short message service (SMS) due to its efficiency, ease, and flexibility. SMS is currently being used to maintain customer connections and provide goods and services in the same manner that any other kind of mass communication would.[17]

Focal points:

When using short message service (SMS) for advertising on mobile devices, the message might strike a chord with the recipient because of the personal nature of cell phone responsibility for the user.

Limitations:

- a. Mobile advertising is in the infancy of advertising
- b. Unfortunately, you can't fit all you need to say in a single SMS because of the character limit.

Social Media Advertising

The Internet's spectacular surge in popularity has altered the nature of the content sector. changed into media creators, and the greatest thing is, once a media product has been Historically, corporations have developed and owned media content. It is the way through which drug peddlers 'communicate' with their clients. Consumers now create media, distribute it online via any of the aforementioned channels, and attract new users by encouraging conversation about the content (through comments, retweets, etc.). The dialogue between brands and customers online is becoming more and more dynamic.

One emerging indicator of this rapid change is the expanding use of long-distance human connection. Individuals are becoming more reliant on and knowledgeable about their various technological devices. Thanks to technological advancements, people can now express themselves as quickly as they can think. The word "social media" has evolved to mean a vast network of interconnected news organisations. In light of this, the promoters may choose to take advantage of new markets and difficulties, or they may risk slipping behind the curve if they don't.

Social media platforms with over 200 million users, such as Facebook, WhatsApp, and Instagram, are failing as an advertising platform. According to eMarketer's forecasts, American spending on nonprofit advertising will increase from 2012's \$1.17 billion to 2013's \$1.64 billion.

Due to the unpredictable nature of human interaction, unstructured get-togethers will always be a bad idea

for marketing purposes. People that use social media as a kind of stimulation or specialised tool pay close attention to advertisements, particularly those that are novel or become viral.

Many factors may affect how well an advertisement performs. Several other factors that contribute to an advertisement's success will be discussed below.

MEDIA IMPACT ON ADVERTISEMENT

The effect of advertising on profits is little studied. There hasn't been much progress made in the sector using nonconventional media and transportation (for example, see Bhattacharya and Lodish 1994). It's well known that media content (particularly ads and the news) influences people's worldviews and the beliefs they hold. Many individuals still get their news and information from print and entertainment media rather than the internet, despite the proliferation of online news sources. [18]

Conceptual background for Media impact

In the advertising industry, the word "media" is typically used to include a broad variety of communication channels, such as but not limited to print, broadcast, outdoor, and digital. Marketers use the media to convey corporate material to target audiences, while the media depends on advertising revenue to support operating expenses. In addition to informing and entertaining audiences, the media also play a crucial role in the economy through spreading ads.

Internet As a Medium of Advertisement

Customers' opinions on advertisements have long been considered important to track because of the influence they may have on people's exposure, evaluation, and response to various advertisements. Advertising placement on the Internet is far more under the control of the customer than it is under the management of the company. Customers in conventional marketing tend to sit back and listen to the pitch. [19]

Advertisement & Engagement of Customer

Advertising campaigns are evaluated on a wide range of factors, not only the promoted product and the publication page (back cover, inside front page, etc.). There is a wealth of data showing that consumers' receptivity to commercials rises as they feel more "connected" to a media. Some have stated that further study is needed to determine how the setting in which promotions are disclosed affects employees' reactions [20]

Customers may engage with media in a broad range of ways, and each media platform has its own advantages and disadvantages for businesses and their target audiences. Commitment, or a second-order construct, is shown by one-of-a-kind encounters, as stated by Calder et al. (2009). A person may become stuck in an automobile in several ways. Some publications are helping out since they provide readers helpful information. A number of leisure and entertainment alternatives across different media are accessible to customers as a way to relax and escape from the stresses of everyday living. Aaker and Brown (1972) found that few media outlets could do both. Consumers' dedication to the media ecosystem

may be a better predictor of their overall opinion of the ecosystem than any one statistic of user pleasure. Measuring commitment rather than encounters provides a more complete picture.

CONCLUSION

It's clear from this that companies need to start developing their marketing plans with the assumption that customers' perceptions of their brands are heavily influenced by both conventional and social media. It is essential to acknowledge and take use of the internet's many distinct benefits over more conventional modes of communication. Management that refuses to accept the advantages of doing business online risks losing touch with the great majority of their customers. "Online subculture"

Changes in consumer behavior as a consequence of the proliferation of the internet were of particular interest to the study's authors. Given the exponential growth of available data, the Social Web is an effective platform for disseminating and collecting novel forms of knowledge. Businesses now have to adapt their marketing strategies to account for the widespread usage of social media.

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