

Media And Advertising

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Abstract : Advertising can be a cost-effective way to disseminate message, whether to build a brand preference or to educate people (Kotler & Keller, 2016). This article discusses about advertisement and major media types, advantages and limitations in implementing marketing strategy to ensure the goal to create customers awareness and to persuade them buy products and services.

Keywords: Marketing, advertising, major media types.

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I. INTRODUCTION

According to Kotler & Keller (2016), Marketing is about identifying and meeting human and social needs. Marketing is the activity, set of institutions and process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large defined by the American Marketing Association. Business Dictionary stated Marketing is the management process through which goods and services move from concept to the customer. It includes the coordination of four elements (Marketing mix) called the 4P's of marketing :

1. Identification selection and development of a product
2. Determination of it's price
3. Selection of a distribution channel to reach the customer's place and
4. Development and implementation of a promotional strategy

Today, advertisements are everywhere and be an important tools for organization to sustain in the market. On television, on the internet, radio, billboards and even on our laptop and smart phone screen. Advertising has successfully transcended from one of the most interruptive commercial medium of modern times to something that everyone wants a piece of.

II. BACKGROUND OF THE STUDY

The advertising industry today is showing a change in the traditional media to include the digital media in order to reach audience more effectively. The interactive media of Internet, mobile and gaming as well as increased use and availability of improved handsets, less expensive laptops, faster broadband, and extensive Wireless Fidelity (Wi-Fi) connections, provide support for expectations of further growth in global digital advertising. This type of advertising share of the total advertising spend is expected to rise from 6% in 2005 to 15% in 2009 (SKMM, 2009). Digital signage, floor graphics and Light Emitting Capacitor (LEC) advertisement are a few of the emergent new media advertising. These essentially are derived from traditional formats of advertising, but using the latest technology and creative innovation. Digital advertising opportunities have transformed traditional media such as newspapers, magazines, TV and radio to take content to the online channel. A study noted that 61% of the Malaysian Internet users have more than five years experience online. Also, Friendster is the number one social network website in Malaysia, four times bigger than Facebook and MySpace (as at May 2008). Although still nascent, total mobile advertising revenues in Malaysia are forecast to rise from RM10.4 million in 2008 to RM175.5 million by 2012. Digital signage, floor graphics, table talk advertising, moving ads and out-of-home TV media are seen as growing new advertising platforms in Malaysia. In branding, Maybank was voted the number one brand in Malaysia for the year 2007, while Coca-Cola was voted world's most valuable brand in 2007.

This article discussed about advertisement and major media types, advantages and limitations in implementing marketing strategy to ensure the goal to create customers awareness and to persuade them buy products and services.

III. Objectives of the study

According to Kotler & Keller (2016) advertising can be a cost-effective way to disseminate message, whether to build a brand preference or to educate people. The term 'Advertising is derived from the Latin word 'advert' means 'to turn, the attention. According to Oxford dictionary advertise means to present or to describe a

product, service or event in the media in order to increase sales. In business terms, advertising is a subtle strategy of communicating information for promoting, alluring and convincing people to act accordingly and as expectedly to achieve satisfying results in form of generation of sale of ideas, goods services and / or events. Generally, its consideration is realized in form of cash earned because increasingly sales as a result of its positive impact (persuasion) on potential customers. In developing an advertising program, marketing managers must always start by identifying the target market and buyer motive.

3.1 They can make five major decisions known as “the five Ms” (Kotler & Keller, 2016):

1. **Mission:** What are our advertising objectives?
2. **Money:** How much can we spend and how do we allocate our spending across media types?
3. **Message:** What should the ad campaign say?
4. **Media:** What media should we use?
5. **Measurement:** How should we evaluate the results?

Advertising objective is a specific communications task and achievement level to be accomplished with a specific audience in a specific period of time (Kotler & Keller, 2016) for example, Lazada aims to become the go to shopping site for Southeast Asia. In general advertising has two objectives namely, Behavioural or action objectives and Sales objectives. From the behavioural point of view, it influences the buyer behaviour of consumers. It is an accepted fact that all behaviour starts with motivation. Ad motivates people by arousing their dormant needs that activates behaviour.

3.2 Advertising is primarily used as a tool by companies with the objective to:

1. Inform people about new products and services.
2. Brand building
3. To remind customers about their brand at the right time and place
4. To reinforce customer confidence in purchase
5. To build Corporate Identity
6. To help their sales force become more effective
7. To give their brand and company a “Personality” that makes it unique.

3.3 Government and autonomous bodies use advertising to

1. Inform people about their policies
2. Promote birth control
3. Educate the masses on health care
4. Prevent panic during natural disasters
5. Dispel harmful rumours
6. Attract foreign investment

IV. LITERATURE REVIEW

4.1 Profiles of Major Media Types

The media planner or marketer must know the capacity of the major advertising media types to deliver reach, frequency and impact. The major advertising media along with their cost, advantages and limitations are profiled in table below:

Table 1: Profile of Major Media Types

Medium	Advantages	Limitations
Newspapers	Flexibility; timeliness; good local market coverage; broad acceptance; high believability	Short life; poor reproduction quality; small ‘pass-along’ audience
Television	Combines sight, sound and motions; appealing to the senses; high attention; high reach	High absolute cost; high clutter; fleeting exposure; less audience selectivity
Direct mail	Audience selectivity; flexibility; no ad competition within the same medium; personalization	Relatively high cost. ‘junk mail’ image
Radio	Mass use; high geographic and demographic selectivity; low cost	Audio presentation only; lower attention than television; non standardized rate structures; fleeting exposure
Magazine	High geographic and demographic selectivity; credibility and prestige; high-quality reproduction; long life; good pass-along readership	Long and purchase lead time; some waste in circulation
Outdoor	Flexibility, high repeat exposure, low cost; low competition	Limited audience selectivity; creative limitations
Newsletters	Very high selectivity, full control; interactive opportunities; relative low costs	Costs could run away
Brochures	Flexibility; full control, can dramatize message	Overproduction could lead to runaway costs
Telephone	Many users; opportunity to give a personal touch	Relatively high cost. Increasingly consumer resistance.

(Kotler & Keller, 2016)

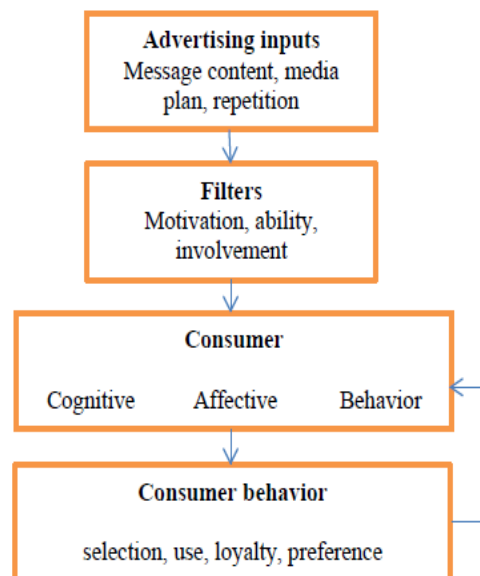
V. THEORETICAL BACKGROUND

5.1 Theoretical background

Advertisers, be it traditional or new media, need to adapt to the new wave of technology revolution to stay competitive in their value chain as the digital media is expected to be the primary media form in about five years. Consequently, share of advertising spend will see traditional media slowly lose out in many ways, such as audience reach or revenue opportunities as advertisers shift advertising spend to interactive marketing opportunities in online and platforms offering mobility. According to St. Elmo Lewis (1898), the starting point in the assessment of the effects of advertising refers to the famous AIDA model (attention - interest - desire - action). Since then, however, the literature has shown many other opinions in this regard. Among the most popular theories on consumer reaction to information of a promotional nature are (Vakratsas and Amble, 1999):

1. market response theory;
2. cognitive response theory;
3. affective response theory;
4. persuasive hierarchy theory;
5. theory of minimal involvement;
6. integrative theory.

Figure 1.1: The conceptual framework the effects of advertising



Source: Demetrios Vakratsas, Tim Amble – *How Advertising Works: What Do We Really Know?*, Journal of Marketing, vol.63, January 1999.

Based on the assumption of a direct relationship between advertising and buying behavior, measured by sales, market share and brand choice according to market response theory. This excludes the presence of intermediate effects that may occur at the consumer level, for example expressing brand loyalty by number of repeated acquisitions and not through a psychological predisposition of the individual. The theory has two dimensions: aggregate and individual. Aggregate dimension of the theory is based on the relationship between market data regarding advertising spending or the audience, on the one hand, and brand sales or market share, on the other hand. Individual dimension points toward the choice of individually brand or number of exposures necessary to generate individual or household purchasing behaviour (Bogdan, 2014).

Thorson & Moore (1996) stated Cognitive response theory assumes that advertising has the ability to influence the relative importance that individuals attach to various attributes of the product, purchase decision being purely rational. The primary role of advertising is to provide utilities related to information or search costs. The model considers that on the market there are two major categories of goods: those involving consumer experience and those related to the search process. The goods in the first category are characterized by the fact that they involve the need for repeated use so that the consumer can assess their quality. The second category can be easily evaluated on the basis of objective criteria such as price, prior use not being necessary. This classification, however, is problematic because numerous goods involve both consumer experience and search ((Bogdan, 2014).

VI. CONCLUSION

This article briefly discussed about media and advertising that can be used by marketers and organization. There are several types of media discussed including television, radio, newspaper, telephone, magazine, brochures and others. This article also highlighted the important of media types and advertising tools using by practitioners and advantages and limitation in implementing the advertising media to gave marketers and organization chances to choose suitable types of media. One of the major implications of this article to increase consumer awareness and to maximize advertising tools in order to gain more company profit. Therefore organizations should carefully plan their advertising, and allocate advertising budget over the different advertising media to ensure no over budget involving advertising. Company should create greater awareness about the benefits of advertising and how they could be useful to company. This will help target customers to be better informed about company and about product and services. In future, others researcher can deeply study about the effect of advertising and media towards company sales and profit.

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