

ROLE OF MEDIA BEHAVIOR IN DISSEMINATION OF ADVERTISING MESSAGE THROUGH TRADITIONAL ADVERTISEMENT

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ABSTRACT:

The role of mass media notice in federal class actions explores how media planning theories, concepts, and methods might inform the jurisprudence of class action notice and aid in more informed judicial consideration of advertisement notice plans. The number of alternative to traditional advertisement is continuously rising. The trend towards sales promotion, direct response marketing and public relations continues, as a growing number of business shift resources away from traditional advertising. Advertising message involvement has long been a topic of interest in the advertising literature. Despite the many benefits of the effects on consumer's responses to advertising which has not been shown as numerous significance. This study investigates the theoretical and methodological issues regarding predisposition factors and the impact they have on experimenter-generated manipulations of advertising message involvements.

Keywords: Advertising message; Advertisement activity; media relationships; Media Planning; advertising phenomena.

INTRODUCTION:

The purpose of this paper is to present that several researches have been made by various scholars on ad- agency. The research studies on ad-agency focus on various aspects namely viz., account planning, creativity, media planning, media buying and market research. This research concentrates more importantly on the areas of media planning in different dimensions like media planning strategies, selection factors, media buying techniques, ad-agency-client relationship, the problems faced by the ad-agency with regard to media planning and buying and suggestion to overcome difficulties.

Vanessa Rahe, Christopher Buschow, Daniela Schlütz. (2021) in their research paper discussed that brand management is well established in the media industry. However, little research exists on the role of a media company's brand in the media planning process. Exploring the brand's relevance from a theoretical perspective, we argue that it is linked to other qualitative criteria. The results of our exploratory study show that for media planners in Austria and Switzerland, the media brand is most important when advertising for specialty goods, in the premium market segment and in magazines and newspapers. We conclude by presenting implications for media companies' brand management to fully exploit their brands' potential.

Findings

Rubtcova, Mariia and Pavenkov, Oleg (2018) in their paper devoted to the analysis of the role of media planning in increasing the efficiency of advertising campaigns. Media planning is defined as the process of optimal placement of advertising in the media, which is one of the stages of the preparation of advertising campaigns. The failure of many advertising campaigns was associated with the lack of understanding by re-advertisers of the importance of media planning and the need to conduct media research. Conclusion was, media planners should pay attention to the compliance of the audience with the target audience of the advertising impact. The choice of media is influenced by the timing of the transfer of information and the audience's response, as well as the prestige of the media. This is especially true when the goal of advertising campaign is to create the high brand image.

“Media planning and media selection assume significance in the light of frequent reports that advertising is wasteful. Advertisement activity world over witnessed an unprecented spurt at the end of the twentieth century owing to the process of globalization”.¹ “In the face of new competition, which includes both global players and a new breed of aggressive modernistic entrepreneurs, companies need to rethink their advertising strategies to survive and grow in the crowded competitive advertisement market”.² “Media planning process is becoming increasingly formidable because of the complexity of advertising phenomena, the multiplicity of reasonable alternatives, and the economic consequences of the decision”.³ “The media planners are faced with the task of communicating with a larger total, yet increasingly splintered audience. The sophisticated developments in marketing and personalized media will force the current generation of media planners to match these with equally sophisticated information inputs”.⁴

“During the last decade there have been many changes in the advertising media environment. The increased number of advertisement outlets such as specialized magazines, cable channels, television and radio networks, and the new out-of-home media makes the task of media planning difficult and confusing”.⁵

“This greater diversity of the media has been accompanied by an explosion of data for media and markets”.⁶ “The media data services, such as IRPs Behaviour-Scan offer matching information on media behaviour and product purchasing behaviour for the same household. This is in addition to the already available details of media audience demographics provided

¹Chunawaila S.A and Sethia K.C: Foundations of Advertising Theory and Practice, Himalaya Publishing House 1999, New Delhi.

²M.J. Xavier: Strategic Marketing: A Guide to Sustainable Competitive Advantage, Saga Publication Limited, Year 1999.

⁶ Dyer,R.F E.H.Forman, and M.A.Mustapha: Decision Support for Media Selection, Journal of current issues and Reasearch in Advertising 17,2 (1992) 115.

⁷ Russell Abrah; Deanna Cowan: Client -Agency Perspectives of Information Needs for Media Planning: Advertising Age, April (1993).

⁸Katz, Helen: The Role and Function of Media Research at Major US Advertising Agencies, Journal of Media Planning, 1988,p.47.

⁹ Turk, Peter.B and Helen Katz: "Making Head Line": An overview of Key Happenings in Media Planning, Buying and Research from 1985-1991, Journal of Current Issues and Research in Advertising, 1992, p.19-24.

by expanded print and people-meter research facilities”.⁷

“The advertising and marketing practitioner is increasingly concerned with the evaluation of advertising media in terms of their qualitative or intangible values. This growing interest stems from three basic forces, which are:

1. Individual media and medium vehicles have had important success in measuring quantitatively the characteristics processed by both themselves and their direct competitors.
2. Quantitative audience measurements are now well established for the major media, even though there are variations from the medium in the measurement used and in the number of measures vehicles.
3. There is an increasing awareness of the need for media studies measuring additional non-quantitative values occurring to an advertising message only because it is placed within a particular medium or medium vehicles”.⁸

The use of information system to support marketing decision making is increasingly recognized. The majority of advertising campaigns were built on insufficient and inadequate information. The study of Clancy (1990)⁹, Helegesan (1992)¹⁰ highlighted that the size advantage of-the new super advertising agencies would lie in their greater information resources. It also believed that the future Decision Support System (DSS) would be developed and employed with integrated marketing science modeling, historical databases, and simulated test marketing research.

2. Literature review and hypotheses development

“Media planning strategy lay higher emphasis on media consumption which deals with all aspects of audience, media relationships and inevitably lead to enhanced quality of effect. This focuses on audience rather than media, which will lead to less reliance on mass media and force the media planner to think innovatively about creating new media opportunities”.¹¹

Hansen(1995)¹², Helgesen (1992)¹³, Johnson(1994)¹⁴ Murry and Jenkins (1992)¹⁵ Poise and

¹⁰ Coen, Robert. J: Changes in Advertising in the Twentieth Century and Implications for Media Planning: Journal of Media Planning, 1991 p.58-67.

⁸ Welibacher. M: The Qualitative Values of Advertising Media, Journal of Advertising Research, Vol.1, Dec. 1960, p.12-17

⁹ Clancy. J.K.: The coming Revolution in Advertising Ten Developments which will separate Winners from Loser, Journal of Advertising Research (1990), p.47-52.

¹⁰ Helegesen T.: The Rationality of Advertising Decision: Conceptual Issues and some empirical Findings from a Norwegian Study, Journal of Advertising Research, 1992, p.22.

¹¹ Bose D.K.: Think Audience Not just Medium, Brand Wagon Year Book, 1996.

¹² Hensen, F: Recent Developments in the Measurement of Advertising Effectiveness: The Third Generation Marketing and Research Today, November 1995.

¹³ Helgesen, T: The Rationality of Advertising Decision conceptual Issues and some empirical findings from a "Norwegian Study", Journal of advertising Research, 1992, p.22-30

¹⁴ Johnson. B "Food chains Stockup on promos" Advertising Age, April 12, 1993

¹⁵ Murray G.B. and J.R. Jenkins: The concept of Effective Reach in advertising: Journal of Advertising Research 32(2) Year, 1992, p.34-42

Robben (1994)¹⁶, in their studies, reveal media planner's need for a method of estimating the relative concentration of product users in media audiences in order to evaluate media vehicles selection. Planners are interested in selecting media with relatively high concentration of product users. Despite the growing number of advertising studies, and the cumulating of industry experience, a set of principles for effective advertising is still elusive.

The advertisements are affected when the media is selected based on theoretical model, because of the following reasons:

1. Only limited media models are available; so comparison efficiency is not possible.
2. Problem in reach and frequency maximization.
3. Some of the marketing factors are omitted by the models.
4. Narrow scope of media and dependence of syndicated audience research data.

These above limitations have not only been well documented in advertising and planning research but have also found an equally captious voice in the professional field". "Increasingly critical attitudes are developing towards both the operation and effects of traditional marketing communication. The focus of this criticism is on the inability of advertising industry to account for their advertising message and budgets".¹⁷

"Media Planning has been the same since its development. The media reach is also called now effective reach or more popularly effective frequency".¹⁸ "Though there is some difference in the various interpretations, at root they all prescribe an optimal range of exposure to an advertising message that best communicates the desired information. Specially, the claim is that there is a minimum exposure and a maximum effective limit of repetition necessary".¹⁹

John L. Stanton, and Jeffrey Burke identify, in their study, "whether various executional alternatives are more or less effective when used in 15 seconds and 30 seconds commercial formats. The study has also determined that some elements which were effective in a 15 seconds format were less effective in a 30 second format and vice versa".²⁰

"The creative theme of the ad-agency is evolved in two different stages: a model of the ad-agency's creative process in advertising is developed, then a qualitative refinement of this model is conducted by comparing it to the real life actions".²¹

"The traditional methods of media evaluation with respect to new interactive media and

¹⁶Ha. L: Media Modules and Advertising Effects: Conceptualisation and Theoretical implications: Journal of Current Issues and Research in Advertising (1995), p.1-15.

¹⁷ Poiesz T.B.C. and H.S. Robben: Individual Reaction to Advertising: Theoretical and Methodological Development, International Journal of Advertising (1994), p.25.

¹⁸Naples: Michael: Effective Frequency: The Relationship between Frequency and Advertising Effectiveness, Nevi' York Association of National Advertisers, (1979)

¹⁹Behrmann, William: Putting Effective Frequency to work in Media Planning in Transcript Proceedings: Effective frequency State of the Art, New York, Advertising Research Foundation, 1982.

²⁰John.L. Stanton, Jeffery Burke: Comparative Effectiveness of Executional Elements in TV Advertising: 15 versus 30 second commercials, Journal of Advertising Research, Nov-Dec, 1998, p.7

²¹Paroo, Feizal: The creative process in advertising towards developing a model, University of Guelph (Canada) Dissertation Abstract International, 1990

electronic publishing are not suitable. But the study has found that traditional media evaluation tools apply only to online advertising”²²

“Kim, Heejin (1994), in his dissertation on a new multivariate media reach, explores the frequency estimation model which eliminates and improves the limitations and accuracy of the best, currently available non-proprietary models. The new model has increased the awareness of effective reach concept, importance of frequency distribution, and has also increased the concern about the accuracy of media performance”²³

“The advanced media data may alleviate some problems faced by media planners, but the availability of this information may enhance the need for tools to meaningfully interpret and analyse the raw data”²⁴

“The importance of reach and frequency distribution estimates has been heightened by increased usage of the concept of effective reach and frequency among both practitioners and academicians”²⁵

“The study of Moreland, Timothy. J (1995) has examined the uses and perceptions of Nielsen television ratings by advertising professionals. Two groups namely 1) ad agency media directors and 2) National corporate advertising managers have been surveyed to determine if there is a significant difference among the groups to know how each uses and perceives Nielsen Ratings”²⁶

“Leckenby and Kishi (1982), in their study, reveal that majority of the leading advertising agencies in the United States are using at least one method to estimate reach and frequency distribution. In the same study, it has also been observed that most media directors responding to the questionnaire believed at least some improvements in reach and frequency estimation methods were required”²⁷

3. Practical implications

The study reveals to understand the purchase behavior of the audience and the media planners have to keep the following in mind:

1. “Traditional selection of TV programme by Gross Demographic characteristics. 2. The selection based on a more specific demographic profile of heavy product users. 3. Selection based on product usage, independent of demographics”²⁸

The study of Joesph St.Georges (1963) has pointed out the stages at which media decisions

²²Michels, Tara Anne: Electronic Publishing and Interactive Advertising: Towards a Normative Theory for Media Planning, University of Florida, Dissertation Abstract International, 1996.

²³Kim, Heejin: A conditional Beta Distribution Model for Advertising Media Reach, Frequency, The University of Texas at Austin, Dissertation Abstract International, 1994.

²⁴Kim, Heejin and John D.Leckenby: A Test of the Canonical Expansion Reach/Frequency Model the Proceedings of the Conference of American Academy Advertising, 1993.

²⁵Sissors, Jacic: Confusions about Effective Frequency, Journal of Advertising Research, 22,6 (1982) p.33-37.

²⁶Moreland Timothy J: Advertising professionals uses and perceptions of A.C. Nielsen Syndicated Television Ratings, Dissertation Abstracts International, The University of Southern Mississippi, 1995, p.117

²⁷Leckenby Shizue Kishi: How Media Directors view Reach/Frequency Estimation, Journal of Advertising Research, 22(4) 1982, p.43-52.

²⁸Assael, Hentry and David F. Poltrack: Can Demographic profiles of Heavy users serve as a Surrogate for purchase behaviour in selecting TV Programs? Journal of Advertising Research(1999) p.11-16

makers will realize the potential inherent in the computerized media decision model. He also points out why such a model will enhance rather than inhibit media judgment and creativity:

- i) Researchers, media people and advertisers have a great deal of work to do. There are tremendous amounts of information to gather and new technique to develop before the full set and most effective uses can be made of the computer tool.
- ii) There are new opportunities to do much better work done ever before, and thus to make even more important contributions to advertising.
- iii) Nowadays, it requires great intensity to improve our computer ability.

The absence of a comprehensive theory of media planning remains a distinct problem for those involved in this aspect of advertising. To understand fully the media planning process, one must consider the marketing situation, advertising situation and media planning strategy, and tactics, the latter involving advertising and media reach, schedules evaluation and optimization and media appropriation”²⁹

4. Research methods

“Clients and agencies have typically seen these new possibilities as a means to increase the efficiency rather than as a way to increase effectiveness by tailoring messages to the audiences in a much more targeted fashion”.³⁰“Hauser and Wernefelt (1990)”³¹, in their study analyses the issue of how repetition affects advertising effectiveness which is an important one in contemporary research, and a significant body of research has examined repetition effects. However, there is still considerable ambiguity in the value of advertising repetition. Further research is sorely needed for a better understanding of the repetition effects.

“The frequency determination study of Michael J. Naples(1997)”³² deals with the following conclusions:

1. One exposure of an advertisement to a target group consumer within a purchase cycle has little or no effect in all, but in a minority of circumstances.
2. Since one exposure is usually ineffective, the central goal of productive media planning should be to place emphasis on enhancing frequency rather than reach.
3. The weight of evidence suggests strongly that frequency of exposure of two within a purchase cycle is probably an effective level.
4. By and large, optimal frequency of exposure appears to be at least three exposures with a purchase cycle.
5. Beyond three exposures within a brand purchase cycle, or over a period of four or even eight weeks, as in the Ogilvy & Mather (O&M) study, increasing frequency continues to build advertising effectiveness at a decreasing rate, but there is no evidence of decline.

²⁹ Joseph StGeorges: How Practical is the Media Model: Journal of Marketing, Vol.27, July 1963, p.31-33.

³⁰ Nares V. Eechambadi: Does Advertising Work? The McKinsey Quarterly, Vol. No.3, 1994

³¹ Hauser, John R. and Birger Wernefelt: An Evaluation Cost Model of consideration sets, Journal of Consumer Research, 16th March, 1990, p.396-408.

³² Michael: J. Naples: Effective “frequency” then and Now: Journal of Advertising Research, July-Aug.1997, p.7-11.

6. Very large and well-known brands and or those with dominant market shares of category advertising weight appear to differ considerably in response to frequency of exposure from smaller or more average brands.

7. Although there are general principles with respect to frequency of exposure and its relationship to advertising effectiveness, differential effects by brand are equally important.

Gerard J. Tellis (1997)³³, in his paper, argues that effective frequency depends on three factors rather than on a single exposure level. These three factors are brand familiarity, message complexity and message novelty. The opposing views in the literature can be explained by differences in research context on these three factors.

“Keyzlar, Friedrich, in his study, examines CHAIPS’S (Chi -2 Automatic Interaction Detector) role as a new instrument for media planning and tries to validate the results of the Austrian 1985 Media Analysis Survey, both as form and analytical statistics points of view.

The results of the study deal with the application of the model in the form of several CHAID analyses showing both the applicability of the method for targeting group segmentation and for creating a media- related sociogram as well as the limitations of CHIAD as an incumbent for media planning”.³⁴

The article of Thomas E. Coffin (1963)³⁵ discusses an experiment in which it has been concluded, that it is possible to measure the total effectiveness of advertising if effectiveness is assumed to be the product, size of audience in a time and impact per audience member.

“The development of media buying services has had important consequences in the advertising market. An unbundling process in the advertising business has been provoked, splitting media buying and planning, on the one hand, and creativity on the other. These companies have relevant buying clout that allows them to put media under pressure, facilitate media concentration on the selling point that leads to direct dealings between the advertisers and media”.³⁶

“The rationale for media buying services is similar to that of any commercial relationship in the market. They act as middlemen, handling significant columns of advertising space to buy at the best available rate, and get more profit from commissions and fee paid by advertisers and media”.³⁷

Beard, Fred Kenneth (1995)³⁸, in his study, states that marketing client representatives have important work roles to perform in the production of the ad-agency services. Research on the

³³Gerard J. Tellis: Effective Frequency: One Exposure or Tree Factors? Journal of Advertising Research, July-Aug. 1997, p.44-49.

³⁴Keyzlar, Friedrich: Target Group Segmentations with CH. AID: A critical analysis of the statistical software for Empiric Media Planning, University Wien (Austria), Dissertation Abstract International, 1990

³⁵Thomas E. Coffin: A Pioneering Experiment in Assessing Advertising Effectiveness: Journal of Marketing, Vol. 27 July, 1963, p.1-10

³⁶Perez Latre and Francisco Javier: Media Buying Services: University De Navarra (Spain) Dissertation Abstract International, 1993.

³⁷Perez Latre, Francisco Javier: Media Buying Services University of De Navarra (Spain) Dissertation Abstract International, 1993.

³⁸Beard, Fred Kenneth: Marketing Clients and their Advertising Agencies: Antecedents and Consequences of Client Role Ambiguity in complex Service Production, The University of Oklahoma, Dissertation Abstract International (1995).

ad-agency - client's relationship suggests that agencies may have difficulty in satisfying their clients because of inadequate or unpredictable client role in the co-production of the services. The findings of this research indicate that marketing client representatives are quite satisfied with their ad-agencies in the areas of performance and personal relationship. The data also indicate respondents with experience relatively facing low levels of conflict, tension and anxiety resulting from the relationship.

5. Analytical findings

The study by Bouriand and Pamelagale (1995)³⁹ has identified and investigated the conflict issues, which are considered significant to agencies and client's relationships. The findings of the study suggest that most of the client organisations have housed a public relation department, and hired public relations and advertising agencies. The clients have emphasised the media services their public relations firms provided. About half the clients have conducted evaluation, focusing on tangible results such as media placement and responses. Both sides tend to agree on conflict issues relevant to their relations, and recognize that neither side is above re-approach.

“The exploratory research has examined the client's perceptions of risks, its components, complexity and their relationship with agency, dimension of the buying centre extensively. The findings suggest:

1. Ratings of the agency's characteristics under scored the importance of these relationships.
2. The agency includes specific capabilities and results, but the importance of the fit between the agency's and the client's people is a recurring theme”.⁴⁰

The research study conducted by Henley, James.A.Jr.(1992)⁴¹ analyses the impact on firms(clients) that change their ad-agencies and the impact on client turnover measured by examining the stock price reactions of firms(clients) that make an announcement of an advertising agency change.

“Client-agency relationship and divergent perceptions of advertising creativity research have been dealt with and hence the following suggestions:

- i) Client-agency's creative decision taking exhibits similar features to established organisations' buyer behaviour.
- ii) Relationship complexities and perceptual differences are demonstrated in specific account with the findings 92% of the client principally quoting unsatisfactory with ex-agency performance, and the ex-agencies blame the client policy and management.⁴²

6. Limitations

³⁹Bouriand, Pamela Gale: Conflict in Public Relations Agency-Client Relationships: A Survey of Public Relation Agencies and Clients: University of Georgia, Dissertation Abstract International, 1995.

⁴⁰Chase, Robin: Effects of risk perception on participation in the Advertising Agency Review, University of Southern California, Dissertation Abstract International, 1992.

⁴¹Henley James A. Jr.: An analysis of the impact of announcements of advertising agency changes on stockholder wealth (Corporate Announcements, agency switch, stock price reactions) Mississippi University, Dissertation Abstract International, 1992.

⁴²Michell P.C.N.: Creative Decision - taking within Client-Ad-Agency Relations: Brunei University (United Kingdom) Dissertation Abstract International, 1983.

“An earlier investigation of the relationships between very large advertisers and their ad-agencies have found significant correlation among the variables of client-role-ambiguity (i.e., lack of certainty regarding relationship and occupational role requirements) client satisfaction, and other relationship characteristics. This study has replicated these findings by investigating a national sample of marketing clients representing much smaller firms. The results indicate that, although role ambiguity is correlated with client satisfaction differences in the consequences of the ambiguity construct problem between large and small advertisers. In addition, this study confirms the most clients express quite high level of satisfaction with ad-agencies.”⁴³

7. Conclusion and discussion

“The explosion growth of the internet has the potential to alter agency-client relationships and blur the functions performed by each. Moreover, newer challenges are also surfacing with regard to web- related activities and functions performed by agencies and outside internet specialists from public relations firms, computer design, boutiques, and studios. This study attempts to assess and compare perceptions, use and implementation issues associated with marketing on the internet among a national sample of ad-agencies and clients. The findings are discussed regarding the potential impact of these perceptions on the agency-client relationships.”⁴⁴

Implications As hypothesized, our results indicate that the “Creative advertising decisions are placed in the context of client- agency relationship with the differing perceptions of advertising creativity. The relationship complexities between agency and client have been demonstrated in specific account breakup.”⁴⁵

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⁴³Beard, F.K.: Client Role Ambiguity and Satisfaction in Client Ad-agencyRelationships, Journal of Advertising Research, 39 (2) 89-78 March-April, 1998.

⁴⁴Alan J . Bush, Victoria D. Bush: Potential Challenges the internet Brings to theAgency - Advertisers Relationship, Journal of Advertising Research, July August 2000.

⁴⁵Michell. P.C.N.: Creative Decision - Taking within Client - Advertising AgencyRelations, Brunei University (UK) Dissertation Abstract International 1990,p. 426.

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