An investigation from the standpoint of consumer behavior on the effects of the choice of media on the performance of marketing campaigns

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Abstract

Over a century has passed since the invention of advertising. Technology advancements have produced a variety of media for advertising. As a result, there are more possibilities for advertisers to select the ideal advertising media. Choosing the best medium for marketing is one issue this poses for advertisers. An empirical study from the viewpoint of consumer behavior was done to ascertain the effect of media choice on the efficacy of marketing. This descriptive study uses a single cross-sectional design and quantitative methods. With 155 participants, this study was done in Chandigarh. SPSS and PLS were used to analyze the data. This study's findings indicate that media selection positively and significantly affects the efficacy of advertising. It demonstrates the significance of media choice.

Keywords: Consumer Behavior; Choice of media; performance; marketing campaigns; investigation

1. Introduction

Even though it is difficult to assess advertising's efficacy internationally, we should design and implement methods and measurements that permit some degree of outcome validation. Advertising has a variety of long-lasting effects that are not necessarily measurable. Thus, the benefits are only sometimes apparent after the expenditures. Advertising interacts with internal corporate variables (such as behavior, marketing strategies, and financial considerations) and external ones (such as competition, the state of the economy, etc.). Advertising is a specialist attempt to market a specific commodity or service to a particular cost. It acts as a public relations tactic. It is a usual manner of discussing a business, its concepts, offerings, or goods without becoming personal. It has

been suggested that commercials make up the central nervous system of the commercial world. A commercial that mirrors the nervous system must inspire the reader with as many different sorts of imagery as the thing itself may conjure, just as the brain is built to give us all the feelings that an object may supply.

The groups in charge of its various consequences define the efficacy of advertising differently. All four objectives must be met for advertising to be effective; messages must be delivered to the appropriate Audience to generate profitable sales. It is a blanket term describing efforts to appeal to a broad audience. Placing commercially relevant news about a product, service, or business unit in published media or gaining favorable presentations can increase demand for those items.

Advertising is an unambiguous exertion to endorse a product at a specified price. It is a publicity policy. It is forever purposefully and publicly supported by the sponsor, entails some expense, and is hence funded. It is an archetypal technique of informal interaction that is dispersed to potential consumers by using a mass distribution medium that concerns anorganization, its creation, thoughts, etc. The expressions advertisement and publicity are frequently utilized interchangeably.

When deciding between various sorts, a particular media type's effectiveness and efficiency are the fundamental variables with the biggest impact. The communicative consequence of the effort, or whether or not it had any effect on customers' subconsciousness, must therefore be determined when a study on its efficiency and efficacy is conducted.

Advertisers need to know their campaign goals and how they hope to change customer behavior. A different technique will be taken by an advertiser who wants to influence consumers for recognition of their brand as opposed to one who wants to influence consumers to buy their goods. With the targeted audiences' depending on age, gender, education level, and economic level, these methods will be further blended. Therefore, advertisers must be able to determine their advertising goals and select the best delivery method.

There is no denying the significance of choosing the appropriate media for advertising. With the development of technology, there are numerous alternatives for placing advertisements. Since the advertising business has evolved, advertisers must move with it.

A company has to know which medium would best serve its advertising needs. The effectiveness of the advertising campaign will be increased by selecting the appropriate media. A company must be aware of the available media outlets and which is the best for reaching its target market. Media choice is significant, particularly in locations with a wide range of advertising media.

Numerous studies are looking into advertising efficiency and media choice. Jabodetabek Indonesia lacks research-based information on the best media to utilize for advertising to achieve a particular objective. To determine the effect of advertising medium on its effectiveness while taking into account current

2. Literature Review

The two most significant benefits that consumers attribute to advertising are pragmatic (or functional) and emotional benefits (Alghamdi & Bogari, 2020; Apejoye, 2013). The client's physiological nature, informational, and safety demands, including a desire to solve or avoid problems, are typically linked to utilitarian advantages (Maslow, 1970). Data is one of the main utilitarian advantages that consumers look for in advertising (Alghamdi & Bogari, 2020; Apejoye, 2013).

Advertising offers emotional advantages, which are the aesthetic, pleasant, and hedonic benefits it can offer alongside its utilitarian benefits (Balakrishnan& Kumar, 2011; Bekk et al., 2010). Butler and Javalgi (1993) state that emotional benefits typically relate to consumers' underlying demands for excitement, individuality, social acceptance, and self-esteem (Miyatake et al., 2016; Moshrefjavadi et al., 2012).

Reasonable appeal was defined by Stafford and Day (1995) as an objective, unambiguous presentation of factual information. According to Johar and Sirgy (1991), rational appeal

emphasizes the product's utilitarian benefits. Conversely, emotional attraction is linked to feelings and emotions, including romance, status, terror, and adventure (Cutler & Javalgi, 1993). Given the variety of services available, one of the most generally used classification schemes for services is based on their experience, credence, or utilitarian characteristics (Keh & Pang, 2010; Sun et al., 2012). Credibility characteristics cannot be assessed even with knowledge and must be accepted on trust (Simmons et al., 2003). Expertise attributes require real experience with the service to be appraised (Putra& Prasetyo, 2017;Putra & Darma, 2021).

Hotels, fast-food restaurants, and hair salons are experience services, while tax consultants, counseling, doctors, legal counsel, and financial investments are examples of credibility services (Ostrom & Iacobucci, 1995). It can be challenging to distinguish between experience-based and credence-based services. However, it is generally acknowledged that credence-based services, such as constitutional or medical services, are more challenging to verify than experience-based services because there are few information cues or established norms by which customers can assess the service's actual results (Sun et al., 2012).

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Differences in product categories and consumersegments may explain these different findings of the online advertisement effect on offline sales (Susilo et al., 2019; Youn & Kim, 2019).

3.   Factors influencing the choice of media

The choice of advertising media is influenced by various factors that advertisers must consider to create a successful and impactful campaign. These factors help determine the most suitable platforms and channels for reaching the target audience and achieving campaign goals. Here are some key factors that affect the choice of advertising media:

3.1   Target Audience: Understanding the demographics, psychographics, behaviors, and preferences of the target audience is essential. Different media channels have varying reach levels and relevance to specific audience segments.

3.2.   Advertising Objectives: The goals of the advertising campaign, whether it is brand awareness, lead generation, sales conversion, or something else, can influence the choice of media. Different media are better suited for achieving specific objectives.

3.3.   Budget: The available budget plays a significant role in media selection. Different media have varying costs, and advertisers must balance cost and potential reach and impact.

3.4.   Message Complexity: The complexity of the advertising message can impact the choice of media. Some media, like print or long-form content, allow for more in-depth explanations, while others, like social media or outdoor ads, require concise messaging.

3.5.   Geographic Scope: The geographic area the campaign intends to cover can influence media selection. Local campaigns might opt for regional newspapers, radio stations, or outdoor billboards, while national or international campaigns may focus on television or digital platforms.

3.6.   Competitive Landscape: Analyzing where competitors are advertising can provide insights into effective media channels within the industry. Advertisers may choose to leverage or differentiate from their competitors' media choices.

3.7.   Media Reach and Frequency: Evaluating the reach and frequency capabilities of different media helps ensure that the message reaches the target audience with the desired level of repetition.

3.8.   Media Usage Habits: Understanding how the target audience consumes media is crucial. Are they more active on social media? Do they watch TV, read newspapers, or listen to the radio? Advertisers need to align with these habits.

3.9.   Creative Requirements: Certain media require specific creative formats or content types. Video ads suit television or online platforms, while print media requires visually appealing graphics and copy.

3.10.   Measurement and Analytics: The ability to measure and track the performance of advertising efforts is important. Digital media often provide more robust analytics, while traditional media might require additional methods for tracking.

3.11.   Brand Fit: Media channels should align with the brand's image, values, and messaging. A luxury brand might choose high-end magazines or upscale events, while a youth-oriented brand may focus on social media.

3.12.   iming and Seasonality: Some campaigns may be time-sensitive or influenced by seasonal trends. Advertisers should select media that align with the timing of their promotions or events.

3.13.   Regulatory and Legal Considerations: Certain industries have specific regulations or restrictions on advertising content. Advertisers need to choose media that comply with relevant legal and ethical guidelines.

3.14.   Ad Formats and Creativity: Different media platforms offer various ad formats, such as banners, videos, native ads, or interactive content. Advertisers need to consider the creative possibilities each platform offers.

3.15.   Long-Term vs. Short-Term Goals: Media selection can be influenced by whether the campaign aims for immediate results or long-term brand building.

By carefully evaluating and balancing these factors, advertisers can make informed decisions about the most appropriate advertising media to effectively reach and engage their target audience and achieve their campaign objectives.

4. Impact of Media selection on the effectiveness of advertisement

Media selection plays a crucial role in determining the effectiveness of advertising campaigns. The impact of media selection on advertising effectiveness can be significant and influence various aspects of a campaign's success. Here are some key points to consider:

4.1.   Target Audience Reach and Relevance: Different media channels have varying reach and relevance to specific target audiences. Selecting the right media allows advertisers to effectively reach their intended audience, increasing the chances of resonating with potential customers.

4.2.   Message Clarity and Engagement: The choice of media can impact how well the advertising message is communicated. For example, visual-heavy products benefit from platforms that allow for impactful visuals, while complex messages require more detailed explanations available in print or long-form content.

4.3.   Cost Efficiency: Media selection affects the cost of advertising. Different media have different cost structures, and choosing the right media can help advertisers optimize their budget and achieve better cost efficiency.

4.4.   Brand Image and Credibility: The media in which an advertisement appears can influence the perceived credibility and image of the brand. Advertisers must choose media that align with their brand identity and values to maintain consistency and build trust with their Audience.

4.5.   Timing and Frequency: Different media channels have different scheduling options, which can impact the timing and frequency of ad placements. Proper timing and frequency are essential to ensure that the message reaches the Audience at the right moments without overwhelming them.

4.6.   Interactivity and Engagement: Some media allow for more interactive and engaging advertising formats, such as clickable ads, videos, or interactive games. Choosing media that facilitate engagement can lead to higher audience interaction and response levels.

4.7.   Measurability and Analytics: Digital media often provide more robust tools for tracking and measuring advertising performance. Advertisers can gather

valuable data on metrics like impressions, clicks, conversions, and engagement, enabling them to assess the effectiveness of their campaigns more accurately.

4.8.   Geographic and Demographic Targeting: Different media offer varying geographic and demographic targeting capabilities. Advertisers can tailor their messages to specific regions and demographics, improving the relevance of their campaigns.

4.9.   Competitive   Landscape: Understanding   where   competitors   are advertising can help inform media selection. Being present in the same media as competitors might be necessary to maintain visibility and compete effectively.

4.10.   Cross-Media   Integration: Combining   multiple   media   channels   in   a cohesive campaign can amplify the overall impact. For instance, using social media to drive traffic to a website or physical store can create a synergistic effect.

In conclusion, media selection significantly influences advertising effectiveness by determining how well the message reaches the target audience, the level of engagement and interaction, cost efficiency, brand image, and the ability to measure and optimize campaign performance. Advertisers must carefully evaluate their options and select media channels aligning with their campaign goals, target audience, and overall marketing strategy.

5.   Results and Discussion

Table No 1: Recapitulating of Reactions to Media Choice from Respondents

Aspect	Total count	Average	Group
Social Media	6754	3.6	Excellent
Search Engine	6956	3.6	Excellent
Television/Mobile	6754	3.6	Excellent
Radio	5679	2.9	Normal
Billboard/Hoardings	5690	3.2	Normal
Transport	5675	3.1	Normal
Sum	37508	3.33	Normal

The respondent's evaluation of social media choice has been incorporated in the Group Mean with a score of 3.33, according to the computation of participants' reply scores shown in the table above. Men and women both have the top three averages on websites, social media, and television, according to the restitution of participants' opinions on choosing media based on gender.

Test of Hypothesis

Path coefficients and ts will be used to evaluate the study's hypotheses to determine whether or not there are any significant influences. The value of the parameter coefficient (original sample) was also shown in the path significance test findings. The parameter coefficient displays the significance level of each study variable's impact.

Table No 2- Path Importance Test

Aspect	Sample	T Value	P value
Choice of Media-> Ad Effectiveness	0.645	10.678	0.000
AGEXMED -> Ad Effectiveness	-0.067	0.805	0.434
SEXXMED->Ad Effectiveness	0.118	1.527	0.132
EarningXMed->ad effectiveness	-0.067	0.650	0.534

Effect of Choice of Media on advertising effectiveness

Ho: Choice of media has no positive effect on the advertisement's effectiveness.

H1: Choice of media has a positive effect on the advertisement's effectiveness.

Accept H1 and reject Ho if the values exceed the table.

It can be determined that H1 has been confirmed, with a significant influence of Media Selection on advertising effectiveness, by using the value t-value to test the hypothesis above. The value of t-value 10.678, for example, is greater than 1.96 with a = 0.05.

With an original sample of 0.645 and a positive direction, the Media_Selection factor to Advertising Efficiency indicates that the more effective the media selection, the more effective the advertising will be by 0.645.

6. Conclusion

This study's findings indicate that media selection positively and significantly affects the efficacy of advertising. It demonstrates how crucial media choice is to achieving advertising effectiveness. From this study, media choice positively and significantly affects the efficacy of advertising. This demonstrates how choosing the right media is essential to good advertising. Every advertiser needs to remember this when they plan their advertising approach. When media choice is influenced by gender, the effectiveness of advertising does not increase significantly. This indicates no gender-related difference in the link between advertisement effectiveness and media choice.

Gender has no discernible influence as a moderating factor. When age is adjusted, the choice of media does not significantly improve the effectiveness of advertising. This indicates little correlation between age and the effectiveness of advertising or the choice of medium. Age as a moderating factor has no discernible impact. Media choice does not significantly improve advertising effectiveness when income level is regulated. This indicates that there is no discernible impact of income on the link between advertising effectiveness and media choice. As a moderating factor, income does not significantly affect the outcome.

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