Chapter - 1
Introduction to Marketing, Advertising and Advertising Media.
1.1 Business and Marketing

The objective of any business organization is to manufacture goods (or deal in service), sale in the market and earn profit. For the same the companies have to organize the resources, change the form of raw material into finished products, reach the market with its offerings and help transactions take place. In this process, various business functions have to be performed such as production, financing, human resource, purchasing and marketing (and selling). As such all the functions are directly or indirectly involved in the process of generating profits. In this process of generating profits, the most important element for the success of the business organization is that all the functions work in an integrated manner.

But when marketing is critically examined then it can be observed that it is the function directly connected with the revenue generation process. A marketing department's influence is related positively to market orientation, which in turn is related positively to firm's performance.¹ Marketing's role has evolved from simply enhancing demand for the factory's current output to being a critical part of the strategic planning process. Using market information, defining market segments, and target marketing are now crucial components of the business plan. Marketing expertise helps a firm make better marketing decisions that can improve the performance and profitability of the firm.² Therefore, all business organizations have to pay utmost focus on marketing. In the absence of proper marketing infrastructure a well planned organization can find itself suffering from some sort of weakness.
1.2 Introduction To Advertising

The marketing communication mix which consists of all the tools to promote a product when classified in terms of the control over the messages by the organization then it can be presented in form as depicted in the below figure.

Figure – 1.1: High and Low Control Messages.

<table>
<thead>
<tr>
<th>High control messages</th>
<th>Low-control messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising, Sales promotion, Direct marketing, Special events</td>
<td>Publicity, PR Crisis Mgt. Employee behavior, consumer word of mouth etc.</td>
</tr>
</tbody>
</table>

Source: D'Souza and Shah, pn-133

In this, advertising stands to be one of the vital communication mix element where organization has a high degree of control. This makes organization to concentrate more on advertising so that the money spent on advertising is not wasted and achieves the objective for which they were meant.

The word advertising is derived from its Latin root *ad verter* which means ‘to turn towards’ or ‘to attract attention to’. The advertising definition is defined by many authors such as-

The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas.⁴

“Advertising is paid communication that uses non personal mass media- as well as other forms of interactive communication- to reach broad audiences to connect an identified sponsor with a target audience.”⁵

Observing the definitions makes the meaning a lot clear. That the advertising is any paid form of- meaning thereby that the company has to incur certain cost. The
payment made by the company or cost incurred for advertising distinguishes it from publicity. That the advertising is not personalized communication. It is a medium with which masses can be reached. Hence, the term mass media. The goods and services are presented before the masses through advertisements, which generate awareness and ultimately lead to promotion of goods. Thus, an important dimension to advertising is that it is for presentation and promotion. With the help of advertisements a marketer is able to reach the targeted audience.

1.3 Marketing and Advertising

Advertising has multiple roles in that it is not only used by firms to create awareness among customers for their products and services, but also as a tool to build a strong image for brands by dramatizing and presenting their products and services in such a way as to attract customers’ attention. The marketer will be almost failing if the targeted audience is not having awareness of the goods and services. This is so because consumers are going to buy only the goods and services they are aware of. Therefore almost all the marketers have to see that their customers are made aware of their offerings.

The objective behind advertising is very clear. It is either to inform, to persuade or to remind.

Table: 1.1 Possible advertising objectives

<table>
<thead>
<tr>
<th>To Inform</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Telling the market about a new product</td>
<td>Describing available services</td>
</tr>
<tr>
<td>Suggesting new uses for a product</td>
<td>Correcting false impressions</td>
</tr>
<tr>
<td>Informing the market of a price change</td>
<td>Reducing buyers’ fears</td>
</tr>
<tr>
<td>Explaining how the product works</td>
<td>Building a company image</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>To Persuade</td>
<td></td>
</tr>
<tr>
<td>Building brand preference</td>
<td>Persuading customers to purchase now</td>
</tr>
<tr>
<td>Encouraging switching to your brand</td>
<td>Persuading customers to receive a sales call</td>
</tr>
<tr>
<td>Changing customer perceptions of product</td>
<td></td>
</tr>
<tr>
<td>attributes</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>To Remind</td>
<td></td>
</tr>
<tr>
<td>Reminding customers that the product may be</td>
<td>Keeping the product in customers’ minds</td>
</tr>
<tr>
<td>needed in the near future</td>
<td>during off-seasons</td>
</tr>
<tr>
<td>Reminding customers where to buy the product</td>
<td>Maintaining top-of-mind product awareness</td>
</tr>
</tbody>
</table>

Source: Kotlar and Armstrong, 2002
Unless and until the efforts by the company is not made to inform the target market about company’s offering there are only little chances that customer will acquire knowledge themselves and buy the product. Similarly if the information is presented in a very logical and rational manner, then it will appeal to the prospective customers and they will be convinced that this offering of the company can fulfill their needs and wants. In the same way company needs to constantly remind of its presence especially in an environment where competition is constantly rising and changing its face. Advertisements are an important part of our visual world. From the perspective of clients who order advertisements, they are supposed to be effective. In a short term perspective, potential customers should spend a lot of time looking at an advertisement, retain a vivid memory and find the ad pleasing and interesting. On the long run, it is expected that positive evaluation and stable memory transform into a favorable attitude towards products or brands and purchase decisions. People will continue to base many of their choices on habit, prior experience, or impulse. Thus, the ability to help remind and reinforce brand decisions will still be an important goal for advertisers. In the same way the advertising as a promotional tool cannot be undermined because of its unique role. Advertising should not be neglected since, unlike promotions, it both raises sales in the short term and builds brands in the long term.

1.4 Advertising As A Communication Process

The figure no: 1.2 is the basic model of communication process which starts from sender and ends with receiver which even include responses and feedback. In the same way advertising is also a communication process in the sense that a marketer tries to communicate to the targeted audiences or the consumers.
Here the sender of the message is marketer. Whereas the receiver is the targeted audiences to whom the message is sent.

**Sender:** When advertising is viewed as a communication process the sender of the message is the marketer or advertisers who prepares the advertisement with a specific objective in mind.

**Receiver:** The receiver of the message in the case of advertisement is the consumer or the targeted audience for whose awareness all the effort of advertisement is undertaken.

**Encoding:** The sender i.e. a marketer or the advertiser prepares or encodes the message that he is desirous of passing to the targeted audience. He does this depending upon his understanding of the targeted audiences, what message he desires to pass on and amount of creativity he can use.

**Decoding:** The receiver decodes the message depending on his understanding level which is influenced by large number of factors such as education, perception, attitude, learning, past experience, etc.

**Media:** The marketer uses the media so that the message reaches the targeted audience at the right time and in the right frame. For the same a marketer uses media such as television, newspaper, magazines, radio, banner, mobiles and
internet. It is very important here to know the actual media habits of the prospective customers so that accordingly the media related strategy can be framed.

**Message:** The marketer always desires that his message is loud and clear. This is the stage where marketer wishes that an advertising professional is hired so that the money spend on the advertising do not go in vain.

Response: It is nothing but the action of the prospective customer which may range from mere awareness of the product to final decision to buy. Even if there is a change in opinion about a product or a customer is coached how to use the product or at least convinced the product is of superior quality we can say the very purpose of the advertisement is achieved.

**Feedback:** Marketers are interested in knowing whether the message has reached or not. Even if it has reached, marketer is interested in knowing if the message has reached in the right perspective. For the same surveys are carried out to make a detail inquiry to collect customers' knowledge.

**Noise:** When an advertisement is carried out and the customer is exposed to the media in which advertisement is carried out there are chances that the advertisement may not be able to fulfill the very purpose of its making because of noise present in the environment. This noise in extreme case can be the rigidity of opinions and perceptions, the way information is analyzed, huge amount of clutter, etc because of which actual product's advertisement is not heard.

**1.5 Why study media?**

A marketer or an advertiser who is desirous of bringing about any kind of awareness amongst the consumers or target audiences has to first of all focus on the media option available at his disposal. Further a marketer or an advertiser makes analysis regarding the medium that is affordable and feasible to use. Effective advertising is possible only if suitable media are available. Thus studying and scrutinizing different media becomes inevitable for a marketer or an advertiser.
The above model clearly highlights that if a marketer desires to carry out any influence on the consumer then it has to start with media. Media allows for some advertising input because of which marketer can reach the target audience and exercise the influence on the consumer behavior. This depicts one significant reason why media has to be studied. Over and above this before deciding about a message or message content it must be remembered as to which medium is going to carry it. This is because depending upon the medium, message has to be framed. Advertising effectiveness depends on good media selection. Media decisions are typically based upon consummatory, or usage. Though perceived usefulness (instrumental media behaviour) is generally not a consideration, consumers' perceptions of media types as useful have definite implications for advertising and promotional decisions. Any discussion about the role of new media in consumer
decisions is clearly complex. There is no one form of advertising or consumer communications. Media planners in advertising have long recognized that different media have various strengths and weaknesses and are good for different objectives.\textsuperscript{14}

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{figure-1.4.png}
\caption{The stages of the advertisement communication process}
\end{figure}

Source: Laimona Sliburyte, 2007\textsuperscript{15}

8
We may treat the advertisement from two perspectives: as advertisement specialists and consumers. Advertisement specialists make decisions incident to planning, creation and conveying of the advertisement. Consumers, on the contrary, react to the advert which advertisement specialists have created and presented them.16

1.6 Types of Advertising Media

A marketer is exposed to different types of advertising medium. Following is the highlighting view of these media.

Table – 1.2: Types of media

<table>
<thead>
<tr>
<th>Traditional Media</th>
<th>New age Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print</strong></td>
<td><strong>Internet &amp; related platforms</strong></td>
</tr>
<tr>
<td>• Newspaper</td>
<td>• Social network sites</td>
</tr>
<tr>
<td>• Magazine</td>
<td>• Email</td>
</tr>
<tr>
<td>• Trade journal</td>
<td>• Blogs</td>
</tr>
<tr>
<td>• Direct mail</td>
<td>• Mobile phone/mobile internet</td>
</tr>
<tr>
<td><strong>Audio/Visual/Audio-visual,etc.</strong></td>
<td>• Mobile TV</td>
</tr>
<tr>
<td>• Radio</td>
<td>• Podcasts</td>
</tr>
<tr>
<td>• TV</td>
<td>• In-Store TV</td>
</tr>
<tr>
<td>• Sponsorships of events</td>
<td><strong>WOM (Word of mouth)/Stimulated Buzz</strong></td>
</tr>
<tr>
<td>• Cassettes-audio &amp; video</td>
<td><strong>In-programme brand placements</strong></td>
</tr>
<tr>
<td><strong>Outdoors</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Trade fairs</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: V S Ramaswamy and S Namakumari, 200917

Print:

• Newspapers:

"The ‘newspaper’ is defined as printed periodical work containing public news or comments on public news"18 It is the most conventional method of giving news on a large number of topics to the people and that too at their doorstep. In India and across the globe the newspapers have evolved to become what it has become today. It has evolved from black and white version to colored one, from rough
pages to glossy pages, also from (hard) paper form to digital forms— in the form of e-newspapers.

The reading habit, habit of updating oneself or knowing what’s happening around has made newspaper a way of life of most of the citizens. As it is an important source of information for world of things around, the credibility level as well happens to be high. This makes newspaper a strong medium for advertisements.

- **Magazines:**

As the newspaper tries to cover large number of stories to cater to the needs of heterogeneous population, many a times the information need remains unfulfilled. This is where magazines come in picture which more concentrates on the specific line of thinking and covers mostly the related stories. In this case it appeals to only that set of population for whom magazine is meant for. Thus a magazine like 4Ps or Business World mostly will be read by the marketers, businessmen, management students etc. Similarly a Femina will mostly be read by youth particularly by female. This way magazine can very easily be used to, reach a targeted group.

- **Direct mail:**

In direct mail, printed messages are posted directly to members of the target market. Direct mail is any advertising sent by mail (postal transmission) including sales letters, folders, pamphlets, booklets, catalogues and the like.

- **Directory Advertising:**

A directory is a book-let containing the list of businesses or associations. The basic objective behind directory is to provide one umbrella under which many manufacturers with their products, contact details etc can represent themselves. Here many a times, companies and marketers want that their name is highlighted a bit more than others and for the same some extra fee is also charged from them. The objective of directory such as yellow pages or other local, regional, national
trade directories are meant for providing information pertaining to contact details of the manufacturer so that the buyer can know from where to purchase.

### Table - 1.3 Persuasive Capabilities and Limitation of Traditional Advertising Media

<table>
<thead>
<tr>
<th>Media</th>
<th>Targeting Precision</th>
<th>Message Development and Execution</th>
<th>Degree of Psychologic Al Noise</th>
<th>Obtaining Feedback</th>
<th>Relative Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines</td>
<td>High geographic and demographic selectivity. Selective binding allows more precise targeting of subscribers with the desired demographics.</td>
<td>High quality of production. High credibility of ads in special-interest magazines. Long message life ad pass-along readership. Long readership. Long lead-time required.</td>
<td>High clutter. Some magazines may not guarantee ad placement in particular position within the magazine.</td>
<td>Delayed and indirect feedback, such as the Starch scores that measure recall and attention.</td>
<td>Determined by cost of page and circulation. Top magazines charge very high rates.</td>
</tr>
<tr>
<td>Television</td>
<td>Reaches very large audiences. Many programs lack audience selectivity.</td>
<td>Appeals to several senses. Enables messages that draw attention and generate emotion. Short-duration messages must be repeated. Long lead time.</td>
<td>High clutter. Viewers can avoid message exposures by channel surfing or using advanced technologies such as TiVo.</td>
<td>Day after recall tests measure how many consumers were exposed to the message and to a lesser degree, their characteristics.</td>
<td>Very high costs based on how many consumers watch a given program.</td>
</tr>
<tr>
<td>Radio</td>
<td>High geographic and demographic audience selectivity.</td>
<td>Audio messages only. Short exposure. Relatively short lead time.</td>
<td>High clutter. Listeners can easily switch among stations during commercials.</td>
<td>Delayed feedback such as day after recall tests.</td>
<td>Based on size of the audience reached. Local radio may be relatively inexpensive.</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>High audience selectivity. Enables personalization. Perceived by many as &quot;junk mail&quot; and discarded.</td>
<td>Enables novel, visually appealing and dramatic messages (including the addition of sensory inputs)</td>
<td>No competing messages within the mailing.</td>
<td>Easy to measure feedback through limited pretests and cost per order. Delayed feedback.</td>
<td>Relatively high cost per person per mailing due to &quot;junk mail&quot; image.</td>
</tr>
</tbody>
</table>
### Table: Persuasive Capabilities and Limitation of Traditional Advertising Media (Contineous)

| Direct Marketing | Enables building and refining electronic databases of qualified buyers based on inquiries and purchases. Permists the development of selective customer segments. Privacy concerns make this practice difficult. | A function of the medium used to solicit the direct response from the customer. | Can be relatively free of clutter, even in media where there is generally a lot of noise. For example, infomercials provide advertisers with a "clutter-free" environment. | Generates measurable responses and enables marketers to measure the profitability of their efforts directly. | Determines through such variables as cost per inquiry, cost per sale and revenue per advertisement. |

Source: Leon G. Schiffman, Leslie Lazar Kanuk and S Ramesh Kumar, 2011

### Audio/Visual/Audio-visual, etc.

- **Television:**

  The invention in itself was the wonder of that time and definitely it has caused revolution. The delight and fascination of watching audio-visual has still not faded. Rather with the advent of newer technology like LED TV and 3D TV the viewer are able to move to a higher level of experience in watching the T.V. From the day of invention television entered the living rooms faster than any other media. This gave rise to an opportunity to the marketer to reach the prospective customers. Thus the advertisements on television are the most popular source of reaching the targeted audiences and informing, persuading and reminding about the product related information.

- **Radio:**

  Radio stands to be a medium which can run parallel which the user of this medium is working, traveling, relaxing or doing almost anything. It is a medium which uses sound or voices only and helps customers create moods or images. It stood as one of the largest networks in the world in terms of reach. Definitely preference
for radio has gone down with advent of television and the rising literacy level leading to rise of newspaper reading habit, but still in the rural area it has a good amount of presence. Also the effort made by some private players like the Times of India Group to revamp the radio in the form of Radio Mirchi, some huge success in cities like Ahmedabad, Pune, etc. was experienced. The rates for the advertisement also went up then. Advertisement can very easily reach the targeted audiences through radio.

- **Film:**

  The advertisements can be relayed before the beginning of a movie or during the intermission and awareness can be generated. The audience who had come for watching a film may not have much choice to escape from watching the relayed advertisement. This makes film especially in the cinema halls a good medium for reaching the specific audience.

**Sponsorships of events**

Sponsorship is a two way mutually beneficial partnership between an organization being sponsored and the sponsor. Sponsorship works on the premise that association largely affects image and that the sponsor may exchange money and/or goods or services in kind return for the association that the sponsorship provides. "The strength of a conventional advertisement is in its propensity to send a direct and specific message. Sponsorship of an event, on the other hand, facilitates an opportunity to indirectly deliver a message (e.g., increase brand awareness and enhance brand image which could lead to raised sales)."

**Outdoor advertising:**

Outdoor advertising includes hoarding, bill boards, posters and transit advertising. New technologies are transforming out-of-home ads, a sector which includes roadside billboards, ads on buses and trains and now even coasters in bars. Transit advertising is the advertising on the buses, auto-rickshaws, trains and even
personal vehicles. Because of outdoor advertising the prospective customer who is not involved in any media- e.g. a passerby moving to a certain destination when comes across such hoarding or bill boards can throw a glance and information about company, product or brand is acquired. This glance on the bill board works as a very good reminder. It can also arouse interest if the billboard is creatively made. It can be used when a famous brand is giving a huge promotion offer. Even glance is enough to acquire the knowledge that such a promotional offer is present. Few important things must be taken care such as that the billboards must be located in a very good location and the message must be concise, clear and interesting.

**Trade fairs**

The fair-network comprises a wide range of relations (commercial, productive, and of research) which involve both the horizontal dimension (associations, partners, institutions) and the vertical one (customers, suppliers) of the value chain. Participation at fairs extends a firm’s relational network beyond the geographical boundaries defined by the location of its production units, so that the network acts as a prime vehicle for the transfer of knowledge, on the one hand, and for the enlargement of the firm’s market on the other.25

**Internet:**

Over the last decade or so, a new medium has become more and more popular. That medium is the internet, or Internet Marketing. Just think, being able to target down to a zip code for searches for say dry cleaning. Local searches are more relevant than ever. The major search engines can pinpoint where you are searching from with great preciseness. So if you want to cover your town or the country or even the whole world, the internet can get your message out for people looking for what you’re selling. All of this for a fraction of what print would cost to cover the same area.26
The Internet has apparently become an important source of information for consumers and partly because of this trend; the Internet now presents a huge opportunity for advertisers who seek effective communication with their target markets. It includes: Banner ads, Pop-up ads, Commercial Web sites, Internet sponsorships, Paid keyword search listing, Adver-games and Mobile advertising.\textsuperscript{27}

In this information age, email has become an increasingly important and convenient mode of communication in the context of sales and marketing. In comparison with other modes of communication, such as prints and television commercials, sales emails enable business organizations and personal sellers to promote their products or services at a much lower cost and with a potentially more global reach.\textsuperscript{28}

Social Media

The term Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social media takes on many different forms including magazines, Internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. With the world in the midst of a social media revolution, it is more than obvious that social media like Facebook, Twitter, Orkut, Myspace, Skype etc., are used extensively for the purpose of communication. This form of communication can be with a person or a group of persons. However, these days it has been witnessed that most of the business houses also engage in social networking while promoting their products and services. Very often, the head honchos of the business groups tries to maintain a healthy relationship with their valued customers. Social networking sites are now seen as a promising means of publicity, which every brand must embrace. Social media as a medium of promotion contributes, through its immediacy, to a healthy and direct relation between brands and their public in an online environment. This immediacy offers the public the ability to be present, to communicate, to influence and retain a stronger position towards brands.\textsuperscript{29}
Social network sites are one of the fastest-growing arenas of the World Wide Web. It is the space of so-called social networking sites. A social networking site is typically initiated by a small group of founders who send out invitations to join the site to the members of their own personal networks. In turn, new members send invitations to their networks, and so on.\textsuperscript{30}

**WOM (Word of Mouth):**

Word-of-mouth marketing is a particularly prominent feature on the Internet. The Internet provides numerous venues for consumers to share their views, preferences, or experiences with others, as well as opportunities for firms to take advantage of WOM marketing.\textsuperscript{31}

**In programme brand placement**

The studies showed that the integration of a brand into the editorial content of a program had a significant effect on brand image: As people watched more episodes, the brand image became more in agreement with the program image.\textsuperscript{32}

1.7 **Link between Advertising, Media and Consumer Behavior.**

![Figure – 1.5: Triangle of Communication](image)

Source: Manendra Mohan\textsuperscript{33}
There is a link between advertisement, advertising media and consumer buying behavior. This link is enough blur and thin that it can go unnoticed. This is one important reason why it should be discussed and elaborated, so that each dimensions can be explored and elaborated and their connecting links established. With the help of this advertisements can be framed suitable for a particular media to generate specific consumer behavior as scientifically as possible.

When a marketer thinks of advertising the first thing very naturally he will thinks and concentrates on is which media are at his disposal and which media he wishes to use. The advertiser must next develop a compelling creative concept or “big idea”- that will bring the message strategy to life in a distinctive and memorable way. Thus all creativity will be utilized keeping in mind the media and its limitations. Other than limitations in the use of creativity, the limitations present in the use of particular media may also mar the overall advertisement.

The advertising message may be to inform, persuade and remind about the product or services. Again how far these objectives will be fulfilled will depend firstly on how creatively a message is framed to suit these objectives. Over and above this how creatively the message is prepared that it even overcomes the limitations of the media to be used. Message has to be such that it appropriately appeals to the targeted audience.

When we take the dimension of media then there are large numbers of media at the marketer’s disposal. These are print- which includes newspaper and magazines, broadcast- which includes television and radio, outdoor- which includes billboards and hoardings and today the twenty first century’s rising media are mobiles and internet. Each media has their positive sides and negative sides.

Also each media has a different capacity when it comes to reach frequency and impact. Reach- It is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time. Frequency- It is a measure of how many times the average person in the target market is exposed
to the message. **Impact** – The qualitative value of a message exposure through a given medium.

Not only this, each media with their specific reach, frequency and impact are able to segment the market. If the marketer is able to learn this properly he can use the same to target a specific audience, with specific media's ability to reach, generate the frequency and cause an impact.

If we look at a general model of the consumer behavior then we can see there is marketing and other stimuli which includes promotion (which ultimately includes advertising). These are stimulating or influencing elements.

**Figure – 1.6: Model of the Consumer Behavior**

<table>
<thead>
<tr>
<th>Marketing Stimuli</th>
<th>Other Stimuli</th>
<th>Buyers’ Characteristics</th>
<th>Buyer’s Decision processes</th>
<th>Buyer’s Decisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>Economic</td>
<td>Cultural</td>
<td>Problem recognition</td>
<td>Product choice</td>
</tr>
<tr>
<td>Price</td>
<td>Technological</td>
<td>Social</td>
<td>Information search</td>
<td>Brand choice</td>
</tr>
<tr>
<td>Places</td>
<td>Political</td>
<td>Personal</td>
<td>Evaluation of alternatives</td>
<td>Dealer choice</td>
</tr>
<tr>
<td>Promotion</td>
<td>Cultural</td>
<td>Psychological</td>
<td>Purchase decision</td>
<td>Purchase timing</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Post purchase behavior</td>
<td>Purchase amount</td>
</tr>
</tbody>
</table>

Source: Kotlar and Armstrong

The buyers' characteristics influence how he or she perceives and reacts to the stimuli. And the buyer’s decision process itself affects the buyers’ behavior. Marketer must concentrate on the buyer characteristics which ultimately become influencing factors such as cultural, social, personal and psychological. Depending on these factors the prospective consumer firstly will be exposed to that type of media and advertisement and secondly depending on the type of media he is used to and advertisement exposed to is going to respond.
When it comes to response to an advertisement, then it can be attention, interest, desire and action. Attention, when the prospective buyer has viewed particular advertisement. Interest, when after watching an advertisement a prospective consumer discovers that a need can be satisfied and develops an obvious interest. Desire, when the customer is convinced that his or her need can be satisfied then it can lead to any of the following actions;

- he wishes to buy but some time in future.
- ultimately ends up purchasing the product
- may be want to buy but postpones for later period.
- because he do not have purchasing power decides not to buy.
- consumer is updated with the knowledge and shares this with others.

1.8 Print Media Compared To Other Media

Print and Television:

Television stands to be the most obvious choice of the marketers because of the power of influence that it exercises. It is a powerful medium when it comes to coverage, frequency, demonstration, influence etc. Television is found naturally to be a high cost medium from both the perspectives. Firstly the ad that has to be produced demands heavy expenditure. Also the relay of the advertisement with particular program demands hefty charges.

Planning and organizing:

The print especially newspapers are a good source of speedily reaching the targeted audiences with information pertaining to the promotional offers. A festival season in a particular geographic region creates an environment of purchase. A competitive situation which a marketer has come across cannot so easily be planned and organized with the help of television but it can be done with
the help of newspapers. The moment an idea strikes, the next day the promotional offer can be presented in the living room of the prospective customers.

**Communication and impact:**

A television viewer is having multiple options at his disposal. When such a viewer changes a particular channel because there was an advertisement the plan of the marketer of reaching the targeted audience is left unfulfilled. Whereas newspaper advertisement more nicely blends with the content the reader is going through. This makes him look at the print advertisement with the same interest till he fully grabs the idea of what the advertisement is all about. This makes newspaper a powerful medium.

**Print and Radio:**

**Planning and organizing**

The way availability of music has become almost free and updating with current happening and events have become cheap, better and faster radio has moved to a neglected option. To those exposed to radio, definitely the message may reach the prospective customers as they do not have much choice for avoiding the advertisement but the product may not be available or there may be a poor product preference. And it is difficult to advertise different products preferred in different geographic regions. A common advertisement on radio reaching broader geographic region may cause much of the advertisement a just waste. Planning and organizing for a product advertisement can be easier with the help of newspaper. The marketer can reach that geographic area where the product is preferred, accepted, prevalent and consumed.

**Communication and Impact:**

Radio can work nice if it’s only the information advertising and not for demonstrating the product. But only informing may not help. The product demonstration especially the detailing of its features is not possible with radio.
Here the prospective customers can better comprehend the newspaper advertisement. It's here that information pertaining to features, can be detailed and the prospective customers can make a rational judgment about which product to buy and which not to.

**Print-newspaper and outdoor:**

**Planning and organizing**

Outdoor advertising is also known as Out Of Home (OOH). The outdoor advertising mostly includes in the form of hoardings, billboards, posters, etc. They can be located in any place available. It appeals to the passerby who accidentally faces the same and the message is passed on. The cost of such hoarding also stands to be higher. In comparison to the same newspaper happens to be cheaper. It can be more properly planned and organized than those outdoor where a passerby comes across accidentally.

**Communication and impact:**

A newspaper advertisement will appeal and communicate more where the prospective customer has deliberately come across this media. His involvement and believability will also be higher, in comparison to an outdoor advertising in which a prospective customer mostly has come across accidentally and out of context. That is the reason the chances will be greater here in outdoor advertising that he may not remember for long and because of this the very purpose of reaching the targeted audience and the very purpose of incurring the cost will be lost.

**Print and Internet:**

While news magazines are printed on paper, content in the internet can only be read on screens. This is resulting in one of the fundamental differences between print and internet: a screen will not be grasped and physically manipulated as is the case with a magazine consisting of paper. Therefore, the actual component of
consuming content is different. Printed text can be touched and magazine pages turned, whereas the screen impression is controlled at distance and indirectly, through clicking on mouse, keyboard, touchpad, tracker balls, etc. Online advertising was among all participants considered more disturbing than print advertising. The reasons for finding higher ad memory scores among subjects exposed to the print medium are more likely to be related to the specific features of print as a medium when compared to online than to any artifact of the experimental design.
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