

THE EFFECTIVENESS OF MEDIA ADVERTISING IN BUILDING UP
BRAND POSITIONING TOWARDS HOUSEHOLD PRODUCT

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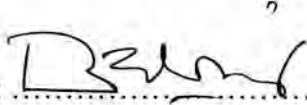
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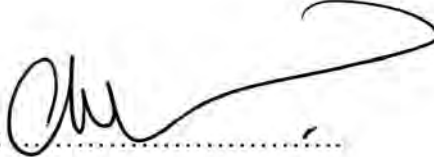
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DECLARATION OF APPROVAL

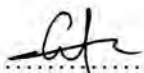
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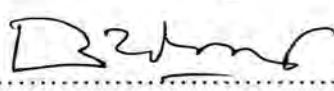
DEDICATION OF ORIGINAL WORK

"I hereby declare that the work of this research is mine except for the quotations summaries that have been acknowledged"

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ABSTRACT

The strategic brand management process starts with a clear understanding of what the brand is to represent and how it should be positioned with respect to competitors. Brand positioning can be defined as “act of designing the company’s offer and image so that it occupies a distinct and valued place in the target customer’s mind, such that the potential benefit to the firm is maximized. In this study, by using integrated marketing communication (IMC), it can assist brand positioning of household product. One of integrated media communication is media advertising. Media Advertising plays crucial roles in positioning brand image in consumer mind. It is main element in marketing communication to deliver messages to target consumer mind. The aim of this study is to find out the effectiveness of media advertising in building up brand positioning towards household product. In this study, methodology to be adopted is quantity research. A survey was conducted and questionnaires were distributed to respondents. By conducting survey questionnaire in respondents, the result of findings can be analyzed and interpreted. The result shows that not all of respondent variables have significant relationship with dependent variable. Hypothesis tests were done by using the t tests, indicated that two statements cannot be supported because the result was not significant. At the end, the relationship between independent and dependent variables can be shown as $y=a+bx_1+cx_2+dx_3+ex_4$ whereas y is dependent variable and x_1, x_2, x_3 and x_4 are independent variables. As conclusion, by understand the effectiveness of media advertising, management can increase brand positioning of household products into customer’s mind.

ABSTRAK

Proses pengurusan jenama strategik bermula dengan kefahaman yang jelas tentang apa jenama ini adalah untuk mewakili dan bagaimana ia harus diletakkan berkenaan dengan pesaing. Kedudukan jenama boleh ditakrifkan sebagai "tindakan mereka membentuk tawaran dan imej syarikat supaya ia menduduki tempat yang berbeza dan penting dalam minda pelanggan sasaran, supaya manfaat yang berpotensi untuk firma dimaksimumkan. Dalam kajian ini, dengan menggunakan komunikasi pemasaran bersepadu (IMC), ia boleh membantu kedudukan jenama produk isi rumah. Salah satu komunikasi media bersepadu adalah pengiklanan media. Media Iklan memainkan peranan penting dalam meletakkan imej jenama dalam minda pengguna. Ia adalah unsur utama dalam komunikasi pemasaran untuk menyampaikan mesej kepada sasaran minda pengguna. Tujuan kajian ini adalah untuk mengetahui keberkesanan pengiklanan media dalam membina kedudukan jenama terhadap produk isi rumah. Dalam kajian ini, kaedah yang akan diguna pakai adalah penyelidikan kuantiti. Satu kajian telah dijalankan dan soal selidik telah diedarkan kepada responden. Dengan menjalankan soal kaji selidik dalam responden, hasil daripada penemuan boleh dianalisis dan ditafsirkan. Hasil kajian menunjukkan bahawa tidak semua pembolehubah responden mempunyai hubungan yang signifikan dengan pembolehubah bersandar. Ujian hipotesis telah dilakukan dengan menggunakan ujian t, menunjukkan bahawa terdapat dua kenyataan tidak boleh disokong kerana hasilnya tidak ketara. Pada akhirnya, hubungan antara pembolehubah bebas dan bergantung boleh ditunjukkan sebagai $y = a + BX_1 + CX_2 + DX_3 + EX_4$ manakala y adalah pembolehubah bersandar dan x_1 , x_2 , x_3 dan x_4 adalah pembolehubah bebas. Kesimpulannya, dengan memahami keberkesanan pengiklanan media, pengurusan boleh meningkatkan kedudukan jenama produk isi rumah ke dalam fikiran pelanggan.

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LIST OF ABBREVIATIONS

ABBREVIATIONS	MEANING
H0	Null Hypothesis
H1	Alternative Hypothesis
SPSS	Statistical Packages for Social Science
DV	Dependent Variable
IV	Independent Variable

CHAPTER 1

INTRODUCTION

1.1 Background of study

Media Advertising plays crucial roles in positioning brand image in consumer mind. It is main element in marketing communication to deliver messages to target consumer. The more effective the advertising, the higher the brand positioning in customer mind. This technique can be regulated by many factors which is, the frequency of broadcast, the creativity of advertisers, the messages provided. All these factors can create an emotion to customer as they will remember the brand when the particular emotion comes to attach to their heart. This is a good sign that can be affected to behavioral intention and purchase intention. Automatically they will think the brand's product in their mind instead of competitor's product. Hence, the competitive advantage of company product will become higher. Beyond of the factors, buying decision and competitive advantage, this study is to understand the effective of media advertising in building up brand positioning towards household product.

This can be supported by Little (1979) that stated, researchers have understood that a number of measures have been proposed empirically to investigate advertising effectiveness, where some says advertising is effective when only products were sold out. According to Lynda M. Maddox Wen Gong (2005), advertising is able to create awareness of product or service thus consumer could aware the existence of brand, service and idea. The aim of advertising is to create awareness of a new product or brand, deliver the benefit and features of the product or brand, create a desired perceptions of the products and brands and persuade customers to purchase the product or brand (Mike T. Bendixen, 1993). An understanding the effectiveness of media advertising would significantly

improve the decision making of advertisers in term of the effective allocation of their marketing budgets. Besides, advertisers can also objectively measuring the effectiveness of the primary service which the company provide.

Therefore purpose of this chapter gives a brief background to the subject of the study, which give the reader a comprehensive overview of study. This is will followed by providing the statement of research problem, research question and highlight the exact goals for this research. At the end of this chapter concludes with the significance, scope and limitation and brief key concept of this study.

1.2 Problem Statements

As consumer, wherever your place is, you will be aware of advertising; it is omnipresent and inevitable for the average consumer (Debra Harker, 2000). As the most visible part of marketing communication mix (Boddenwyn, 1989), advertising has often been accused of being penetrative (Drake, 1988), disturbing (Blakeney and Barnes, 1982) and destructive that have been known to be miserable in their intention to reach and persuade their potential markets (Mittal, 1994). From the research, this problem may affect the boredom of consumer towards the advertising from media. Besides, although some brand have high quality and have potential to satisfy requirement of consumer but, the sales of product is not to the level of proudness. Some of the brand loss in gaining a competitive advantage in the marketplace because of the lack of consumer awareness to the brand. Hence, the brand position is difficult to be implemented into consumer mind.

Moreover, one of the most significant powers the media has is that being able to shape opinions and it is quite risky to consumer perception to household product. Despite of the risky opinion, this presents great opportunities to get more people thinking positively about brand after hearing or watching positive news coverage of household products. Because of this, the company should actively seek out positive publicity through positive media coverage. This is the main cause why I try to do study on this research. But company should also remember that any positive opinions generated from positive media coverage can be blunted or reversed by negative opinions generated through negative media coverage.

Besides, there are a lot of researchers do the research about marketing communication but not so many of them do the very focus investigation on how media advertising create the brand positioning of Fast Moving Consumer Goods (FMCG) such as household products. Therefore the problem statement of this research can be developed as how effective this media advertising in creating brand positioning of household products in the mind of customers.

On the other hand, research only focuses on traditional media, such as television, radio, printed media and billboard. This is because mainly a large corporate companies driving traffic to the site as one of the most important as well as the most difficult determinants of the site's success (Rosen & Barwise,2000). There is a fierce competition regarding to online marketing, this is the reason why this research only focus to traditional media.

1.3 Research Questions

Research questions refer to a statement about an area of concern, a condition to be improved upon, a difficulty to be eliminated, or a troubling question that exists in scholarly literature, in theory, or in practice that points to the need for meaningful understanding and deliberate investigation. The research questions of this project are:

- a) What is the impact of media in building up brand positioning towards household product?
- b) How to create a unique impression of household product in the customer's mind?
- c) What is the most significant characteristic of media that effective to promote household product?

1.4 Research Objectives

The purpose of defining the research objective is to specify the intended outcome of the research study. It refers to narrow and focus on the study. It also help to guides the information to be collected and the most important, it facilitates the development of

methodology. From the research questions that have been identified, it should be emphasize on the research objectives. The objectives of this project are:

- a) To determine the relationship between various media towards brand positioning of household product.
- b) To analyze the factors of excellent advertisement to create unique impression in the customer's mind.
- c) To examine the most significant characteristic of media that trigger consumer intention to buy the household product.

1.5 Scope and Limitation and Key Assumption of Study

This study focus on the effectiveness of media advertising in building up brand positioning towards household products. In this research, scope of study is to focus on the household product such as perfumes, toothpaste and deodorant.

Limitation of study means an inability of the study team to fully meet the study objectives or fully investigate the study issues. During this research, there have some limitations that can be occurred. Time constraints will cause the limitation of doing wide observation survey in the market. The data will be getting from consumer of Melaka city that do not encompasses to other scope of area. This will lead to the lack of information getting from respondents because the data are almost insufficient and inaccurate.

Key assumptions means a statement related to the study that is taken as true in the absence of facts, often to accommodate a limitation. As respondents are selected to be the purpose of this finding research, it should be assumed that the respondents will answer all the questionnaire truthfully in order to get the accurate information and feedback from them. Through the respondents' feedback, all the data can be used in collecting the information from them and there is the higher respond rates.

Advertising effectiveness depends on good media selection. Media decisions are typically based upon consumption, or usage, measures. 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. Moreover, perceived usefulness of a media type cannot simply be inferred from

usage data. This study examines both the reported use of and perceived usefulness of media categories. Though newspapers were reported by respondents to be the most useful media type, the relationship between amount of use (consumption) and perceived usefulness (instrumental) was strongest for magazines and radio.

1.6 Significant of Study

The contribution of this study would become an interest for the aspect of academic such as for researcher and also organizations as well as for managers, which is involve in the business environment. Study on the effectiveness of media advertising in building up brand positioning towards household products are the core areas of research in which this study would be significant.

The result of the study will contribute to the academic environment especially for researchers who will carry out the research project. On the other side, the findings of this research will help a lot to the business environment especially for local advertisement producer who want to build up the brand equity through marketing communication. Determine the brand image by positioning the brands in the minds of consumers can enhance customer awareness about the product. Therefore, this study would contribute to future researcher for another observations to analyze the effectiveness of media advertising.

The contribution of this study should be valued to researcher and also organizations in any industry aiming to finding the importance of media advertising in building up brand positioning towards household product. To the business environment the result of this research hopefully can help to understand how they improve their brand positioning by choosing the right media advertising.

1.7 Summary

In the highly competitive marketplace, there such a lot of brand to compete among each other. Although some brand have high quality and have potential to satisfy requirement of consumer but, the sales of product is not to the level of proudness. Some

of the brand loss in gaining a competitive advantage in the marketplace because of the lack of consumer awareness to the brand. In this study, the aim is to create brand positioning of household product using media advertising by selecting the best suitable media that match with this era of modernization.. During this study, hypothesis will be carry out to test whether media advertising will influence brand positioning of household product to consumer mind. This study can contributes for researcher and organizations by evaluating whether this marketing communication can create brand positioning awareness to customer.

CHAPTER 2

LITERITURE REVIEW

2.1 Introduction

A literature review is the assessment of a body of research question. The aim is to identify what is already known about the field of study and also identify questions a body of research does not answer. The relevant literature will be reviewed under the following outline: media advertising, television media, radio media and billboard media categories. Thus, how effective the media advertisement is measured by relevance, credibility, frequency and creativity of advertising design. This section brings to light what can be done in order to understand about effectiveness of media advertising in building up brand positioning towards household product. Besides, dimension of study will be discussed in this chapter.

2.2 Concept of Advertising and Media Advertising

Advertising is often the most prominent element of the communication mix. In fact, marketing and advertising are often misconstrued as the same thing. Advertising includes all messages a business pays to deliver through a medium to reach a targeted audience. Since it involves the majority of paid messages, companies often allocate significant amounts of the marketing budget to the advertising function. While it can be costly, the advertiser has ultimate control over the message delivered, since it pays the television or radio station, print publication or billboard for placement.

Consumer's brand positioning are obtained by the bundle of messages they receive or contact they have, such as media advertisements, price, package design, direct marketing efforts, publicity, sales promotions, websites, point-of-purchased display; even

where a product or service is sold. However, I would like to narrow my study into media advertising that involve television media, radio media, printed media and billboard media.

From the aspect of communication, it seems a little bit complex. Success of communication depends on such factors as the nature of the message, the audience's interpretation of it, and the environment in which is received. The receiver's perception of the source and the medium used to transmit the message may also affect the ability to communicate, as do many other factors.

Words, pictures, sound and colors may have different meanings to different audiences, and people's perceptions and interpretations of them is vary. Marketers must understand the meanings that words and symbols take on and how they influence consumers' interpretation of products and messages. Example of media advertising is television media, radio media, printed media and web media. Therefore, from this study, I am trying to investigate the effectiveness of media advertising in building up brand positioning towards household product.

2.2.1 Television Media

Television content include both sound and visuals. This audio visual character of television makes it a magic medium which allows us to watch the world from our drawing home. This powerful visual nature helps television to create vivid impressions in our mind which in turn leads to emotion attached. The audio visual quality also makes television images more memorable.

Advertise through television advertising is also very effective because the message can be communicated widely to all levels of society. Advertising on television has audio-visual effects and often infused during television programming that appeals to the goal of achieving a lasting impression on the audience. This can be supported by Noor Hasmini Abd Ghani (2005), that stated "television is the most important source of new product information for children and this importance increases significantly as they get older. They posited that through television advertising children learn about new brands and products, how to use the products and who uses them. Children develop knowledge and opinions

about the products and show preferences. The children may then buy advertised products themselves or ask their parents to purchase for them.

2.2.2 Radio Media

While television may an advantage on both visual and audio medium, advertise through radio broadcasts is way cheaper than television. Advertisement can also be included between these programs that attract listener or sponsoring a program. Therefore, market coverage as well can be widen as almost every consumer has a radio. However the effect is limited to voice and sound only.

Basically advertisement through television is delivered in the form of sponsorship where advertisers have to pay part of the cost of the particular broadcast television program. According to Sailas Nyareza Archie L. Dick (2012), Radio is used extensively as a communication medium in developing countries to support programs in teaching, health, literacy, nutrition, and farming practices to improve agricultural production. While communication media like television remain in the hands of a small number of people, low-cost transistor radios that run on batteries are now affordable for the poorer sections of the population. Also, radio as a communication medium does not require literacy. The increasing shift to local radio program production and broadcasting is removing barriers of language and dialect. As a result, radio has become a valuable medium for communicating and disseminating information, as well as for training broad segments of rural communities. Several experts identify radio as the most appropriate medium for rural emancipation programs (Okwu et al., 2007). The advantages are that:.. It overcomes distance, and thus has immediate effect. . It is the only medium of mass communication that the rural population is very familiar with because a radio set is cheap to obtain and is widely owned in the rural areas. This is made possible by the advent of the battery-operated transistorized sets and the invention of wind-up radio (Kuponiyi, 2000). . Radio's power contributes to mass education because it is easier to attend to than print, and it is more accessible. Listening is easier than reading, and if people of low cultural levels are interested in serious subjects, then radio is a more effective way to communicate than print. The use of radio to disseminate agricultural information is relatively cheap when

compared with other media. In Malawi, one project evaluation found that radio-trained farmers in new agricultural techniques cost 3,000 times less per hour than face-to-face extension services. The disadvantages of radio are: . Radio ownership – because not all rural dwellers own a radio set, and the batteries to power the radio are expensive for rural peasants (Makunike-Sibanda, 2001). . Transmission problems, which hamper the effective use of radio in community development. However, the invention of the wind-up radio by Trevor Baylis and the subsequent manufacture of the Freeplay by the Baygen Company of South Africa helped to diffuse radio to remote communities (Hartley, 2000). . Potential abuse – because radio's ubiquity and ease of access means that it is available for the free expression of ideas, and can be used to build communities of hate. It can also be abused by politicians, and other leaders in the society (Hartley, 2000). As a result of its advantages and disadvantages, radio has been taken up and applied in different ways in rural communities.

2.2.3 Billboard Media

Billboard is the most basic and most commonly used by retailers to introduce the business identity to the customer. The billboard material are made of wood, metal, or plastic, and it displays the name of the store and the type of business. According to Steven David Shapiro (2014), it is becoming increasingly common these days to see electronic billboards flanking many of the highways and local roads encountered during a typical day's worth of driving. It was hanged in front of the store. For example, Pizza Hut, KFC, Mc Donald and so on.

There are also sign board that is built by the roadside, bus stations, airports, and the suburbs to guide potential customers to visit the store. The cost of advertising with billboards is cheap. However, the message conveyed is simple, short and limited.

2.2.4 Printed Media

The print media is a static media which is emphasis on visual sense. It is generated from printing process; essentially raw materials as well as a means of delivering the

message using paper or card. Print media advertising is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. According to Lynda M. Maddox Wen Gong (2005), newspaper and magazines tend to lead all media in term of authority, authenticity and depth of information. As such, marketers and advertisers should take advantage of consumers' confidence and advertise their product more in these media because readers do notice the advertisement in these media. There are two types of printed media which is newspaper and magazines as stated below:

- **Newspapers**

Advertisers can choose from a wide range of different types of newspapers, including local, regional or national titles published in daily, evening, weekly or Sunday editions. Newspapers target different readerships with a mix of content, often including sports, entertainment, business, fashion and politics in addition to local, national or world news. Advertisers can buy different sizes of advertising space, from small classified ads with text only, to display ads featuring text, photographs, illustrations and graphics in sizes up to a full page or even a double-page spread.

- **Magazines**

Magazines offer advertisers extensive choices of readership and frequency. Consumer magazines cover a wide range of interests, including sport, hobbies, fashion, health, current affairs and local topics. Many business and trade magazines provide coverage of specific industries, such as finance or electronics. Others cover cross-industry topics, such as communications or human resources, while still others focus on job-specific areas, such as publications for executives, marketing professionals or engineers. Publishing frequency is typically weekly, monthly or quarterly. As with newspapers, advertisers can take advertising spaces from classified ads to full page ads in black and white or color.

2.3 The Importance of Media

For many community groups and organizations, gaining positive and consistent coverage in the media can have an incredible impact on the work they do. It can have a multiplier effect on the good work that groups are doing. The purpose of advertising lies