

THE ROLE OF MEDIA ON ENHANCING ADVERTISING EFFECTIVENESS



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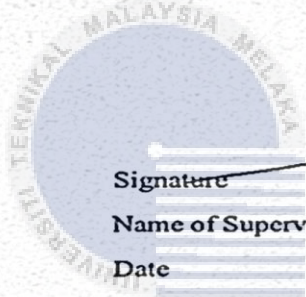
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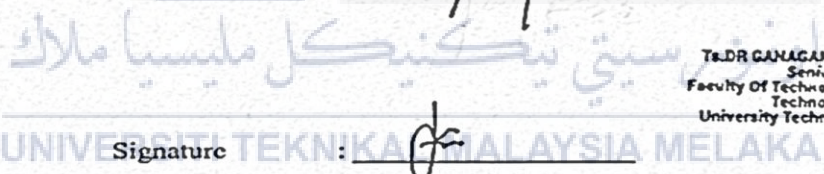
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SUPERVISOR AND PANEL DECLARATION/APPROVAL


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this thesis and this thesis are adequate in terms of
scope and quality which fulfil the requirement for the award of
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THE ROLE OF MEDIA ON ENHANCING ADVERTISING EFFECTIVENESS

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The repo is submitted in partial fulfilment of the requirement for the award of Bachelor of Technology Management (High Technology Marketing) with Honours.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Faculty of Technology Management and Technopreneurship Universiti Teknikal
Malaysia Melaka (UTeM)

JANUARY 2023

DECLARATION OF ORIGINAL WORKS

I thus certify that all of the work contained in this thesis, titled "THE ROLE OF MEDIA ON ENHANCING ADVERTISING EFFECTIVENESS," is original to me, and that no portion of the work contained in this research project proposal has been submitted in support of any other degree or qualification at this or any other college or university of learning. I also state that no work in this research project proposal has been plagiarized from another source.


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DEDICATION

My dissertation is dedicated to my family and many friends. A special thanks to my loving parents, whose words of encouragement and push for tenacity still ring in my ears. My sisters and brothers have never left my side and are extremely important to me. I also dedicate this dissertation to my many friends and family members who have been there for me throughout the process. I will be eternally grateful for everything they have done for me, especially my supervisor, DR. Hasan Saleh, who has assisted me in my research and others at Lecturer who have assisted me in understanding SPSS.



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I'd also like to thank my family, especially my parents, for their unwavering support and for serving as a source of inspiration for me during this trip. Your prayers for me have been the only thing that has kept me going up to this point. I also want to thank my siblings for always been there for me and assist me to understand more about the research.

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ABSTRACT

The developments in information technology are transforming every business and firm. The process of raising awareness, driving traffic, and engaging with customers and prospects using media channels is known as media marketing. Despite the present popularity of media advertising sites for marketing, this study demonstrates that advertising on media networking sites is effective. Marketing based on media advertising must adhere to new norms and principles, and each company must assess what are the best media platform for them to use as a channel to advertise their product and services.

This quantitative study identified the most appropriate media channel for a company to advertise their product. The population for this study was chosen by the researcher from the three state in Malaysia such as, Melaka, Pahang, Kuala Lumpur. To finish this study, the researcher created a set of questionnaires as the research instrument for data collection. Part A contains the demographic factors, while Part B contains the variables used in this study which are social media advertising, video advertising, newspaper advertising, audio channel advertising and billboards advertising. The sample method used was stratified random sampling based on Krejcie and Morgan's table. The Statistical Package for the Social Sciences (SPSS) version 23 was used to analyze the findings. The instrument was then examined using SPSS for reliability and correlation analyses.

ABSTRAK

Perkembangan dalam teknologi maklumat mengubah setiap perniagaan dan firma. Proses meningkatkan kesedaran, memacu trafik, dan melibatkan diri dengan pelanggan dan prospek menggunakan saluran media dikenali sebagai pemasaran media. Walaupun populariti tapak pengiklanan media untuk pemasaran sekarang, kajian ini menunjukkan bahawa pengiklanan di tapak rangkaian media adalah berkesan. Pemasaran berdasarkan pengiklanan media mesti mematuhi norma dan prinsip baharu, dan setiap syarikat mesti menilai apakah platform media terbaik untuk mereka gunakan sebagai saluran untuk mengiklankan produk dan perkhidmatan mereka.

Kajian kuantitatif ini mengenal pasti saluran media yang paling sesuai untuk sesebuah syarikat mengiklankan produk mereka. Populasi bagi kajian ini dipilih oleh pengkaji dari tiga buah negeri di Malaysia seperti, Melaka, Pahang, Kuala Lumpur. Bahagian A dan Bahagian B. Bahagian A mengandungi faktor demografi, manakala Bahagian B mengandungi pembolehubah yang digunakan dalam kajian ini iaitu pengiklanan media sosial, pengiklanan video, pengiklanan akhbar, pengiklanan saluran audio dan pengiklanan papan iklan. Pakej Statistik untuk Sains Sosial (SPSS) versi 23 digunakan untuk menganalisis dapatan. Instrumen tersebut kemudiannya diperiksa menggunakan SPSS untuk analisis kebolehpercayaan dan korelasi.

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CHAPTER 1

INTRODUCTION

1.0 Background of Study

Advertisement is a type of communication that is designed and intended to promote a product or service for purchase and use by a consumer (Willet, 2010). It is a type of data that can be found anywhere. People who watch television can see advertisements similar to those found in newspapers, magazines, and on highways in the form of banners and backdrops, as well as those heard on the radio. According to Hackley (2005), industry professionals view advertisement as a powerful marketing tool capable of persuading millions of consumers. Paid ad campaigns on electronic media platforms are used to reach specific audiences in media advertising, which is an extension of digital marketing. Marketers and advertisers can promote their businesses and encourage purchases by utilising popular media networks to their target customer. Consider the following media advertising statistics: 26% of people who click on digital media advertising, such as Facebook, end up purchasing the promoted product and get influenced easily by the advertising through the social media. Over 7 million businesses advertise on Facebook. The CMO study predicts that firms' electronic media advertising budgets will nearly double by 2023. These fascinating figures show how important electronic media advertising has become for businesses looking to grow.

When it comes to media advertising, the most pressing issue is determining which type of media advertising platform is best for your organization. In general, which media platform to prioritize is determined by the nature of your business. For example, if you have a creative endeavor, social media marketing such as Pinterest or Instagram, as well as video advertising, are recommended; however, if you have a construction or real estate business, you should focus on Facebook marketing or audio channel advertising such as ad radio and podcast. It is because each platform has their

own loyal customer. The researcher will focus on the types of media that businesses may use as a platform to advertise their product. As we can see, digital media is a novel approach to marketing, and it now allows for easier access to a larger audience. As a result, it is an important tool for business marketing, and determining which tool is more effective for which type of business is simple. According to my research, which was based primarily on Forbes articles, Facebook is the most widely used marketing tool, and thus most businesses are likely to use it.

Social media advertising is one of the many areas of digital media advertising. Social media is a relatively new form of media in the advertising industry, but it is valued by advertisers for a variety of reasons. "Media such as newspapers, radio, and television dominated the twentieth century and continue to do so," writes Utiz (2012). Traditionally, these media have been used to transmit social behavior and thought patterns. Social media, on the other hand, has emerged as a new trend. Social media is displacing traditional forms of media in the advertising industry. Furthermore, "conventional media such as television, newspaper, radio, and magazine are one-way, static technology," according to Assad and Gomez (2011). As a result, social media is gaining ground on traditional media. People can post on social media, which puts the concept of "words of mouth" in a new light.

Advertisement on social media platforms the best way to profit from social media is to harness its marketing potential and use it to promote the businesses own brand. Networking features such as buddy focus, search, security, and help & support were included in this social media. Users can make their profiles private on digital networking sites in various ways. They also have the option to report and block other users. A good social network allows users to do more than just update their profiles and photos. There are also music sections, video submissions, groups, and other features. A social network's goal is to make new friends and strengthen existing ones. Members of top social networking websites can search for other members in a secure and straightforward environment. Common search options include name, city, school, and email address. Social networking websites are self-explanatory. Without a doubt, social media is an important new way to connect with others, but the market is still in

its early stages. That is why it is important to the businesses nowadays to learn and follow the trend to boost their product name.

It is becoming increasingly difficult to get the message seen in the internet environment, as user attention is becoming increasingly scarce. Digital media advertising has a significant impact because it allows the user to reach their ideal buyers at all stages of the purchasing process. A B2C brand, for example, it can launch a brand awareness campaign to generate buzz before releasing a new product. A B2B company, on the other hand, can use remarketing to re-engage their audience and sell a high-ticket item.

With extensive targeting possibilities, social media advertising stands out from traditional advertising. Traditional advertising uses a carpet-bombing strategy, in which brands bombard as many individuals as possible with commercials, regardless of whether they're interested or not. On the other hand, social media allows marketers to connect with ideal customers based on their location, demographics, psychographics, and behavioral characteristics or traits.

1.1 Problem Statement

The purpose of this research is to identify the most effective and appropriate types of media advertising for promoting a business. In this study, we'll look at how effective and efficient it is for young marketers and entrepreneurs to use media advertising, whether traditional or digital, to advertise and sell their goods and services, and how average the business owners and marketers don't fully understand the risks and challenges that they will face in the future. Because the field is so new, it is difficult to assess the credentials of media "experts" who sell their services. As a result, before entering the media marketing sector, a company must conduct extensive research into a media practice. To succeed in the realm of media marketing, a company must figure out and understand the fundamental ideas and strategies of using digital media as a powerful solution for their advertising for their product.

Digital media and traditional media advertising began with publishing. Businesses nowadays use digital media to promote their content to drive traffic to their websites and, possibly, sales. However, digital media has evolved into much more than just a platform for information dissemination. Nowadays, businesses use digital media in a variety of ways. Customers are exposed to businesses through digital media on a regular basis, so it has enormous potential for businesses. However, because it is a constantly changing, extremely noisy, and congested environment, it poses significant challenges for businesses.

There are various statistics that are appropriate and readily available for use in digital advertising. Statistics for example the number of unique visitors, page views, frequency of visits, average visit length, and click-through rates are either totally inappropriate or pointless. These numbers only represent the total amount of impressions, visits, friends, posts, and players. The essence of the consumer's interaction with the brand, the level of engagement felt both during and following the interaction, or the impact of the interaction, exposure to brand messages, and brand engagement on brand likability, brand image, brand awareness, brand loyalty, brand affiliation, congruency, and purchase intent are not included in this tally. To assess the efficacy of digital media advertising, a balance should be struck between quantitative statistics and qualitative insights that cannot be derived from the available information.

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1.2 Research Question

The following research questions will be addressed in this study:

- What is the most appropriate media channel used by the business nowadays to advertise the product?
- What is the best way that businesses might use media advertising to improve consumer interaction?
- How will the companies identify the most appropriate media channels that will suite their customers?

1.3 Research Objective

The goal of this research is to see how new media has changed advertising and how it has affected businesses and services. Aside from that, the study aims to discover the following factors:

- To determine the most appropriate media channel that used by the business to advertise their product.
- To determine customer views of media advertising and its relevance to the development of a company's brand image.
- To Identify the most appropriate media channel that suitable various societies in this country.

1.4 Significant of the Study

With the passage of time, it is clear that people are increasingly turning to digital media advertising as a means of communication. When looking at advertisements, sharing pages, and news on social media sites, it's clear that most businesses are emphasizing their use of these platforms.

This study is significant in terms of determining the route dialogue or discussions between customers and businesses should take. Dialogue or conversations

between consumers and businesses have long been an important aspect of advertising. These dialogues can now involve more people, across more channels and locales, and more quickly than ever before, thanks to the rise of Web 2.0 and digital media.

Because digital media is so important in advertising and earnings in businesses today, the findings from this research will help to develop technology marketing structures throughout enterprises. Because technology and digital media are so prevalent in society in today's culture, it's critical for businesses to stay up to date on the latest developments that could help them grow. The study's findings could help businesses improve their media advertising marketing efforts and increase their chances of success in the future. This study may aid in identifying areas where media advertising marketing for business may be lacking. This study could assist business owners in developing more effective media advertising marketing strategies.

Companies may engage with consumers through multi-way communication on digital media channels, and consumers can contact with brand representatives as well as each other, thanks to the variety of tools available on sites like LinkedIn, Facebook, newspaper, magazines and others. It's critical for businesses to understand how the usage of social media advertising as a communication strategy affects consumer attitudes, both positively and adversely. Consumers are, in fact, using social media to investigate products and services before making a purchase. To have a better knowledge of the function of contextual elements in the virtual communication process and the impact of digital media advertising, more research is needed. This study will, ideally, pique people's interest in the topic and serve as a springboard for more research on the subject.

1.5 Summary

This study will look at how firms can use media to improve their advertising skills in order to fill gaps in the media advertising literature. The problem statement, which was to assess the outcomes of using media networking sites to promote a business, as well as how efficient and straightforward it is for young marketers and entrepreneurs to use digital networking sites to advertise and sell their goods and services, was introduced to the reader in Chapter 1. In Chapter II, a review of the literature is provided to identify the current state of social media usage and advertising, as well as gaps in the literature that warrant further investigation. The methods and processes utilized to obtain the data needed to complete the study are discussed in Chapter III. The last part contains an overview of the research, as well as the study's findings and suggestions.



CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Previous research has shown that media advertising can attract various types of customers as long as the company know what is the most appropriate and suitable media channel for their company products and services. In this literature review, the researchers will identify the type of media advertising that will involve in this study. There are six types of media advertising that will be involve in this study and will be useful for some company. This media advertising also will guide the company to advertise their product in proper way to attract more customers and to reach more audience for their products and services. Advertisers use language as an expression of verbal communication in advertisement that is considered outstanding in a product. According to Parsa “advertisements have their own language. Their goal is to communicate information about the company and the image they want to create to the consumers. Words are most often used in advertisements to reaffirm the impression that companies want the audience to feel. Words are frequently used to tie the images created in advertisements to the product they are trying to sell” (2005, p. 846).

2.1 Definition of Media Advertising

Advertising media is the medium through which an advertisement is communicated to the public. It includes messages, anecdotes, or points about the promoted goods. Reaching out to the general public and asking them to buy a product or use a service is a highly informative technique for a businesses to practice. Advertising media is critical in tying the seller-buyer direct communication link together. There is absolutely no doubt that with the correct sorts of advertising, the company will be able to get their brand known to the public in the most efficient way possible. Advertising, according to W.J. Stanton, consists of all the activities involved

in presenting to a group a non-personal, oral or visual, openly sponsored message about a product, service, or idea. This message, known as an advertisement, is disseminated through one or more media and is paid for by the identified sponsor.

Advertising encompasses not only display and promotion, but also persuasion. Any advertisement that does not persuade will be deemed a communication connection providing some piece of information to the masses and will not be considered advertising. According to Cohen, Advertising is a business activity that involves using creative techniques to create persuasive communications in mass media that promote ideas, goods, and services in a way that is consistent with the advertiser's objectives, consumer satisfaction, and the advancement of social and economic welfare.

2.2 Element in the Media Advertising.

2.2.1 Good Ads Have Visual Impact

Ours is a visual world. This means that every company should consider the aesthetic effect of any advertising that the company create, regardless of the medium. Consider how the company advertising will match the entire message and how the company's target audience will react, from images and color scheme to text size, shape, depth, and thickness. Do the people in the commercials represent the same target market as the people the corporation hopes to attract? Showing a visual of the American flag waving joyously against a cloudless blue sky while listening to a patriotic song to an audience who will find it exploitative or contemptuous is not a good idea. In a non-diverse area, don't choose images that emphasize diversity. Select photos that complement the company's brand and target market.

2.2.2 Great Copy with Staying Power

The words tell the tale of the firm brand, whether it's a classified advertisement in a small newspaper, a full-page block in a fancy national magazine, or a Facebook meme. It's sometimes a true narrative, in which a single advertisement will lead to a

second segment of the original story, a third, and then a fourth advertisement, all as part of a series that keeps viewers on the edge of their seats. But more often than not, it's a single commercial with exceptionally well-chosen words and a strong message. For example, like coca cola “ I'd to Teach the World to Sing (In Perfect Harmony)” swept the category in 1971. "What Happens in Vegas, Stays in Vegas," we all knew in the early 2000s.

2.2.3 Perfect Placement for the Audience

The media that a corporation uses for advertising is an important part of the advertising itself. A network television commercial should look and feel different than one that appears as a brief flash-by on a Facebook page or as a YouTube video. Along with the location of the advertisement, the corporation must also consider the target audience. While conventional media can provide significant brand lift in broad strokes, companies hoping for rapid, measurable benefits should investigate digital advertising. The corporation can track consumers who click on their messaging and follow them across the internet as they follow the company's brand and products.

2.2.4 Get the Timing Right

Many businesses and organizations, particularly those with a small staff and even fewer resources, underestimate the importance of timing. Many business owners underestimate the importance of marketing during specific seasons of the year, preferring to spread their marketing efforts throughout the year, which, while effective in some cases, can result in a low return on investment. By targeting different seasons of the year, businesses and marketers can appeal to an audience at a time when they are most attentive, increasing engagement, leads, and sales.

2.3 The Type of Media on Enhancing Advertising Effectiveness

There are several types of media in advertising any product of the company. Each type brings the great impact to the sales revenue of the company. These are the example of media that will be use by the company in doing their advertisement of their product.

2.3.1 Social Media Advertising

Social media is one of the newest platforms for media planners to use. Social media commercials evolved from digital banner ads after the first social media ad placement on Facebook in 2006. In less than a decade, advertisements on social media have become the norm. The majority of today's social media companies make their money by attracting new members to the network and then targeting them with existing user data. The effectiveness of advertising is inextricably linked to its credibility, which is how customers express how they feel about its dependability. Consumers are more concerned with advertisements' credibility and overall message where its influence their buying decisions for some product. This is because some types of advertisements are more trustworthy than others. 2017 (Kaye and Johnson). According to some research perspectives, social media can be used to test the credibility of those who disseminate brand attractions, and consumers perceive, consumer generated social media communications to be more virtuous than marketing generated messages, according to Lee et al. (2011). Calder et al. (2009) demonstrate that social media advertising leads to diverse online user participation by demonstrating that customers who use variety of social media have interactive attitudes that allow them to communicate with other users.

Social media advertising takes advertising to a whole new level by allowing people to interact with it, particularly on Facebook, the most popular social media platform (Logan, K., Bright, L.F and Gangadharbatla, H. 2012). Facebook advertising allows users or consumers to interact with advertisements on their page by allowing them to 'like' and 'share' advertisements, as well as see who else or whose friends liked or shared the same advertisements, the site can detect the target customer. It could be

argued that social media networking has shown that birds of a feather not only flock together, but also like and share similar points of view. While there are growing benefits to advertising on social media networks, there is a growing belief that aligning users' or customers' online relationships and creating graphs for these social relationships can be extremely useful for predicting customer responses to various online marketing strategies and messing around with these graphs.

2.3.2 Video Advertising

There are two examples of video advertising which are television and YouTube. On July 1st, 1941, during a Brooklyn Dodgers versus Philadelphia Phillies game broadcast on approximately 4,000 televisions, the first-ever lawful television advertisement revealed was broadcast in the state of New York. In the decades that followed, television advertising grew in popularity alongside the rise of mass marketing. Today, television is one of the most famous media channels for marketers, especially with the introduction of connected TV advertising, which uses viewer data to segment audiences more effectively. YouTube advertisements and online video have also expanded the reach of video commercials beyond the typical cable box. To interact with internet audiences, media planners can now present their ads on a variety of websites to reach their target consumer. Marketers are increasingly relying on and allocating budget to this category of technology-enabled advertising device. According to Statista.com (2015), worldwide online video advertising spending increased from \$15.54 billion in 2015 to \$20.72 billion in 2016 where it is a huge amount because the customer really attract to the video advertising.

Everything has improved over time, and television advertising now has a much greater influence on society than radio stations, newspapers, and magazines. According to available evidence, people watch television for an average of five hours per day because it is one of their favorite activities (Liaukonyte, Teixeira, & Wilbur, 2015). This is why television advertising became so effective and remains one of the most popular marketing media formats today for the businesses.