

EFFECTIVENESS OF RADIO AS AN ADVERTISING MEDIUM: A PERCEPTION SURVEY IN DELHI/NCR

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FM Radio is a medium that reaches the mass, but with the twin benefit of it is a wide coverage along with cost effectiveness. All over India, there are two hundred and forty-five private FM Radio stations in twelve major cities. Radio has now evolved into a primary local advertising media, which is characterized by a highly special programming that appeals to a narrow segment of the population. A Radio agency has a deeper understanding of the various radio channels across India. It is important to study the effectiveness of radio as an advertising media. This study attempts to study the effectiveness of radio as an advertising media, primary research is conducted through an online survey to study the radio listenership pattern of a consumer. In addition, it also aims to understand what kind of radio advertisement becomes successful and how consumers respond to different type of radio ads. In order to achieve the objectives, a primary research was conducted with a structured questionnaire. The data was collected from 321 people in Delhi and NCR region over a period of a month. The finding indicates that Perception of listeners is influenced by various factors that allow them to judge whether to act on the advertisement or not. Also, if a radio advertisement is playing on the right channel, at the right frequency, in the right time-band and has the capability to grab the attention of a listener; then only it is termed as an effective advertisement.

Keywords: Advertising, FM Radio, Radio Channels, Advertising

Introduction

Advertising means communicating a product or a service to a mass audience, enabling marketing at a large level. The main purpose is to provide information, grab attention, to generate awareness and impact the purchasing decision of customers. Advertising is one of the main activities for an upcoming business as well as an on-going well established business. Advertising to a vast audience requires organizing and applying human skill, talent and technology media. With the huge advancement of electronic media, advertising industry is re-shaped by regulatory changes over the time. With the advent of TV, Radio, Print and outdoor, media has increased potential. This development included the deregulation of FM Radio, DTH Broadband and Foreign Direct investment has made it a fast moving industry. Indian advertising industry is evolving from a small-scale business into a full-fledged industry.

Advertising must be considered like an investment which reaps long and short-term profits. Some businesses advertise regardless of a rise or a fall in the economy and thus get a competitive advantage over the companies which alter their ad

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budgets. Advertising informs the consumers about the new products launched by the company, new offers on those products, helping to keep customers informed about any new development in their industry. Thus the final outcome of advertising is the increased customers who would then become loyal to the product.

Every advertising medium has its own special features, advantages, disadvantages and suitability. An advertiser first need to calculate his advertising budget, then select an appropriate advertising medium and further use it for advertising purpose.

Television is the most used and popular way to advertise. However it is quite expensive, the long term advantages compensate for the same. It is considered to be an ideal medium, with an element of glamour and excitement. FM Radio is a medium that reaches the mass, but with the twin benefit of a wide coverage along with cost effectiveness. All over India, there are two hundred and forty-five private FM Radio stations in twelve major cities. Radio has now evolved into a primary local advertising media, which is characterized by a highly special programming that appeals to a narrow segment of the population (for example, different music give advertisers the choice of targeting a young teenage audience, or an elder audience who has great interest in classical music or cultural events).

Many people use radio as a constant companion in their cars, home, and even during work. An average Indian listens to radio more than one hour every day. Nowadays, busy teenagers prefer listening to radio as it complements a fast lifestyle. They listen to music and also get important information on the go. Radio listeners are now a very important audience for marketers.

The biggest benefit holder of radio advertising is a local retailer. Globally, retail segment constitutes a major part of radio's clients and sales, whereas it is a small portion in India; for instance, in USA, 70% of total radio, local retailers constitute it and, in contrast, in India, retail constitute only 8% of radio pie. According to the International research, radio has 60% of TV's effectiveness at increasing campaign awareness amongst an audience of 16-44 year old radio listeners, while advertising on radio costs just 15% that of television, making radio significantly more cost effective than television. In India, the cost of TV advertising is seven times that of radio, the cost effectiveness of radio advertising will be even more acute, which can be a great deal for the local retailers. Another benefactor is small businesses. Radio allows small businesses to advertise campaigns within their geographical markets; for instance, local businesses could use local stations that target local customers, on the other hand small businesses targeting markets nationally could advertise on radio nationally. As a matter of fact, using national radio in conjunction with an e-commerce website means that small businesses do not have to build a network of outlets to reach a national audience.

In today's advertising world, it's now well established that multi-media approaches are sound. Most major advertisers try to use a mix of advertising media

to reach consumers, and the challenge for planners isn't just to pick a good medium—it's to understand each medium's strengths so that the best communication occurs across media. Radio advertising also benefits from that personalized connection. Radio ads, like the programming that contains them, are seen as "speaking to me," and radio advertisers are associated with "trying harder to reach me personally." that translates into an open door to a listener's emotions, which we know to be a key to advertising effectiveness.

Literature Review

Duncan & Nelson (1985) reports results of a radio programming experiment that extends prior research by examining the impact of perceived humor on nine managerially relevant dependent variables. Findings showed the significant humor effects on attention to the ad, liking the ad, liking the product, and irritation. Findings also supported the position that attitude-toward-advertisement mediates humor's impact on product preference and intention to buy. Study of Gelb & Zinkhan (1986) tested a model relating humor perceived after repeated exposures to a commercial message to measures of advertising effectiveness. These effectiveness variables were recall of the brand name and advertising copy, attitude toward the advertised brand, stated purchase probability and actual brand choice. The findings indicated that adding humor to a conventional hierarchy-of-effects model does not improve the model's overall explanatory power. However, humor was found to be negatively related to recall and was positively related to brand attitude; both relationships were predicted based on literature in this area. Sullivan(1990) experimentally investigated the radio advertising performance to determine whether music format can moderate the persuasive effect of ads for low involvement type products. Recall, attitude toward the product, attitude toward the advertisement, and behavioral intention scores each provide support for the research hypothesis. The results showed that, a highly involving music format produced the most consistently favorable effects for the products tested. Martin & Agee (2002) in their research tried to explore the influence of infomercial advertisement design elements, such as the use of customer testimonials or expert comments, and consumer characteristics, such as level of prior interest in the advertised product, upon perceptions of advertising effectiveness. They did a primary research with a survey of consumers who had bought products in response to viewing an infomercial. Based on 878 respondents, findings indicate that infomercial advertising is more effective when employing expert comments, testimonials, product demonstrations, and the use of target market models, celebrity endorsers, product comparisons, and bonus offers. Age also impacted how consumers view infomercials, as did the type of product purchased. Farrelly & Bauer (2007) assessed the relative effectiveness and cost effectiveness of television, radio and print advertisements to generate calls to the New York smokers' quitline. Overall they found that, there

is a positive and statistically significant relation between call volume and expenditures for television and radio advertisements and a marginally significant effect for expenditures on newspaper advertisements. The largest effect was for television advertising. However, because of differences in advertising costs, for every \$1000 increase in television, radio and newspaper expenditures, call volume increased by 0.1%, 5.7% and 2.8%, respectively. Television, radio and print media all effectively increased calls to the New York smokers' quitline. This implies that a more efficient mix of media would place greater emphasis on radio than television. Green & Shaw (2007) conducted the first large-scale experiment involving paid political advertising on TV and Radio. They managed to gauge movement in public opinion, a tracking poll conducted brief telephone interviews with approximately 1,000 registered voters each day. Results indicated a strong but short-lived effects of television advertising and somewhat equivocal effects of radio advertising. Potter & Callison (2009) tested the ability of a limited-capacity model of cognition to predict listener reactions to changes in the structural complexity of radio promotional announcements. In past research they found out that certain auditory structural features cause listeners to automatically allocate cognitive resources to message encoding. In their study Potter and Callison found that increasing the number of such features in promos leads to better recognition, free recall, delayed free recall, and more positive attitudes about promos and the stations that produce them. Voorveld (2011) investigated the advertising effects during media multitasking. Simultaneously surfing the internet and listening to the radio is a common media multitasking combination. The results of this experimental study with 111 participants showed that combining online and radio advertising resulted in more positive affective and behavioral responses than using only one medium. However, media multitasking seemed to have a negative influence on the recall and recognition of auditory information as combining media did not result in superior cognitive responses compared to using online ads alone. Work of Peacock & Hazlett (2011) compared the ability of radio and television advertisements to generate emotional responses and engage consumers. In their research they did so by using advanced physiological methods that measure emotional activation in ways that do not require verbal responses. 16 different real advertising campaigns were evaluated with 80 consumers watching television and 80 listening to radio programming with embedded commercials. It was found that radio and television evoked positive emotion about equally, but television advertising generated a slightly higher negative emotional reaction. Positive emotion and brand recall were found to be positively correlated, with the relationship stronger for radio than for television. Flaherty & Gulas (2012). explored the connection between perceived humorousness, humor style and product type on consumer perceptions of radio ads and brands advertised. Radio ads were tested using either incongruity or incongruity-resolution (humor type) with higher and lower risk products. The results showed that incongruity-

resolution was seen as humorous by significantly more respondents than incongruity. Riebe & Dawes (2015) investigated the relationship between radio advertising clutter and advertising recall using the Australian radio market as a test case. In the research certain groups of participants were exposed to a radio format with high advertising clutter, while others were exposed to a low-clutter format. The study showed that the 'low-clutter' respondents recalled as many ads on average as the 'high-clutter' respondents. The research of Janssens & Pelsmacker (2015) was on the basis of 17 characteristics of 100 Belgian radio commercials (amount of information and brand quotes, humor, emotionality, eroticism, music, action-impulse, and so on), three types of radio spot were identified: image-dominant and emotional/creative spots, information-dominant and emotional/creative spots, and information-dominant and non-emotional/not creative spots. With a sample of 100 respondents, they found that the information-dominant, emotional/creative type of commercial resulted in the most positive attitudes towards ads and brands. The components of the attitude towards the ads were strongly correlated with the attitude towards the brands.

Research Methodology

The main objective of this research is to study the radio listenership pattern of a consumer. In addition, it also aims to understand what kind of radio advertisement becomes successful and how consumers respond to different type of radio ads. In order to achieve the objectives, a primary research was conducted with a structured questionnaire. The data was collected from 321 people in Delhi and NCR region over a period of a month. Data was then analyzed with SPSS.

Data Analysis and Findings

Respondent's Profile

TABLE 1: DEMOGRAPHICS OF THE RESPONDENTS

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
AGE	UNDER 18	50	15.6	15.6	15.6
	18-25	163	50.8	50.8	66.4
	26-35	46	14.3	14.3	80.7
	35-50	32	10.0	10.0	90.7
	51 AND ABOVE	30	9.3	9.3	100.0
GENDER	MALE	215	67.0	67.0	67.0
	FEMALE	106	33.0	33.0	100.0
OCCUPATION	HOUSEWIFE	65	20.2	20.2	20.2
	SERVICE	108	33.6	33.6	53.9
	STUDENT	91	28.3	28.3	82.2
	BUSINESS	57	17.8	17.8	100.0
	Total	321	100.0	100.0	

The sample set for the questionnaire contained 50.8% of the people in the age group of 18-25 years of age, followed by 15.6% of people who were under 18, 14.3% in the age group of 26-35, 10% in the age group of 35-50 and 9.3% of 51 and above. 67% of the respondents were male and 33% female. 33.6% of the people were servicemen, 28.3% were students, 20.2% were housewives and 17.8% were business owners.

Radio Listenership Pattern

As per survey results, on an average, maximum i.e.; 56.1% people listen to 0-2 hours of radio in a day. 24% people listen 2-4 hours radio, 20% people listen to radio more than 6 hours daily. Maximum people listen to the radio in the morning and evening time band. This is because at this time people are usually free and are travelling. Since nowadays in Delhi, commuting takes a lot of time and with the availability of radio in every car and mobile phone, most of the time radio is consumed at the time with maximum traveling is done by people. People are going and returning back from workplaces etc. at these times.

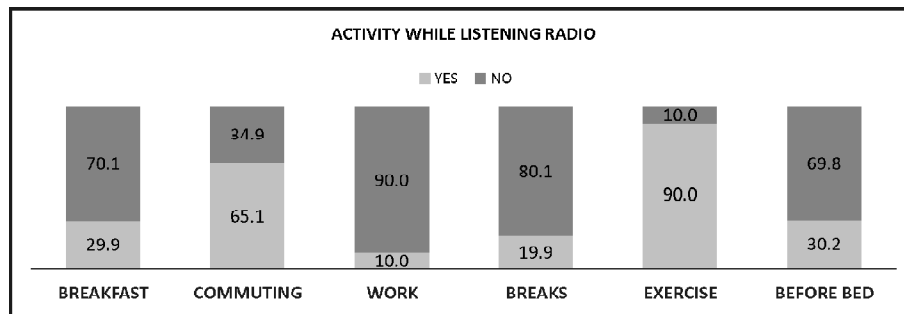


Figure 1: Activity done while listening radio

The results presented in Figure 1, shows that maximum people said that they consume radio as a medium of entertainment while commuting and during exercising. Radio is a passive medium and is consumed while working side-by-side. This is because at this time people are usually free and are travelling. Since nowadays in Delhi, commuting takes a lot of time and with the availability of radio in every car and mobile phone, most of the time radio is consumed at the time with maximum traveling is done by people.

Listenership of Various Radio Channels

Fever 104 is the most popular channel in the sample, followed by Big FM, Radio City, Red FM and Radio Mirchi. AIR FM Rainbow and AIR FM Gold have the lowest listenership in this sample. This report is in sync with the Radio Audio Measurement report. Fever 104, Big FM, Radio City, Red FM and Radio Mirchi

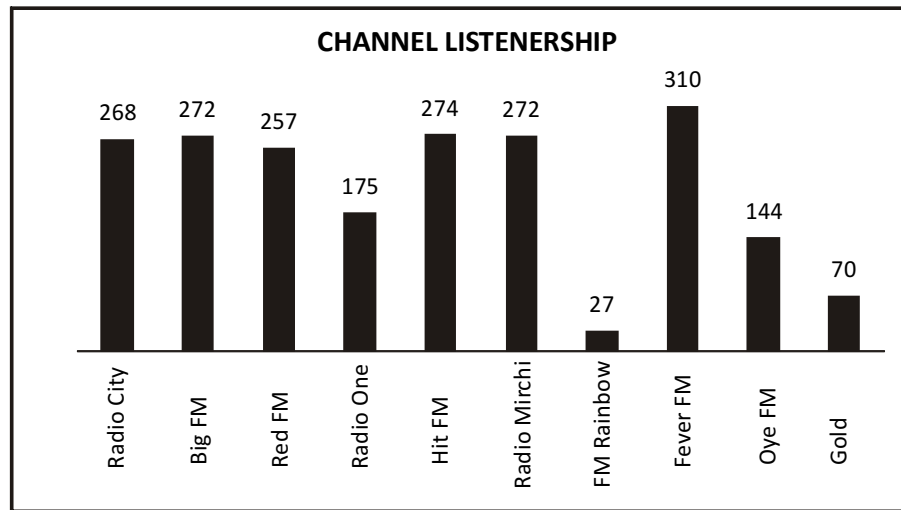


Figure 2: Channel listenership

are mostly preferred by the youth because of the genre of the songs played on such stations. These play the latest and popular hits from bollywood.

In order to study the listenership of radio channels according to the age, Cross tabs were analysed to check the relation between- Age and Station's Listenership.

TABLE 2: AGE AND STATION'S LISTENERSHIP

RADIO CITY		Total	BIG FM		Total	RED FM		Total
AGE	UNDER 18	50	AGE	UNDER 18	8	AGE	UNDER 18	38
	18-25	120		18-25	24		18-25	139
	26-35	40		26-35	54		26-35	44
	35-50	32		35-50	132		35-50	28
	51 AND ABOVE	26		51 AND ABOVE	54		51 AND ABOVE	8
<i>Total</i>		268	<i>Total</i>		272	<i>Total</i>		257
RADIO ONE		Total	HIT 95		Total	RADIO MIRCHI		Total
AGE	UNDER 18	65	AGE	UNDER 18	66	AGE	UNDER 18	44
	18-25	45		18-25	107		18-25	94
	26-35	55		26-35	89		26-35	55
	35-50	6		35-50	8		35-50	47
	51 AND ABOVE	4		51 AND ABOVE	4		51 AND ABOVE	32

contd. table 2

<i>Total</i>		<i>175</i>	<i>Total</i>		<i>274</i>	<i>Total</i>		<i>272</i>
FM RAINBOW	Total		FEVER 104	Total		OYE FM	Total	
AGE UNDER 18	0		AGE UNDER 18	101		AGE UNDER 18	32	
18-25	3		18-25	143		18-25	68	
26-35	6		26-35	26		26-35	14	
35-50	6		35-50	32		35-50	26	
51 AND ABOVE	12		51 AND ABOVE	8		51 AND ABOVE	4	
<i>Total</i>	<i>27</i>		<i>Total</i>	<i>310</i>		<i>Total</i>	<i>144</i>	
FM GOLD								
				Total				
AGE UNDER 18				0				
18-25				10				
26-35				18				
35-50				30				
51 AND ABOVE				12				
Total				70				

Radio City, Red FM, Radio Mirchi and Fever 104 are channels that are popular among the people who are 35 and below i.e.; youngsters and adults.

This is mainly because of the genre of the songs played on such stations. These play the latest and popular hits from bollywood. These channels must be targetted by advertisers if their target audience is young audience.

Big FM, FM Rainbow and FM Gold are popular amongst the mature audience i.e.; 35yrs and above. This is mainly as these channels play retro songs from the 1970's-1980's, which are admired by the older people. These channels must be targetted by advertisers if their target audience is mature audience. These channels have less, but loyal listenerships.

Radio One is the only channel in Delhi that plays only english songs, Hit 95 is the channel that plays only Punjabi popular hits thus these channels are popular amongst the youngsters only.

It can be observed from the table 3, that the radio is consumed in the morning Time Band (6 AM-10AM) and the evening Time Band (6PM-10PM) in majority by the working professionals and also the students on the go. These time bands must be targetted by advertisers if their target audience is the working professionals and students. Whereas, house wifes generally consume radio in the late morning Time Band (10 AM-2PM) and the afternoon Time Band (2PM-6PM). Research tried to find out the reasons behind people switching channels or turning of the radio, the results shows that 46% of listeners change the radio channel whenever the ad break gets elongated and 24% listeners change or turn off the radio when they don't like the song on it. 15% listeners change due to poor content or for using their own pre-recorded songs. Ultimately, this shows

TABLE 3: OCCUPATION AND LISTENERSHIP TIME BAND

		<i>6-10AM</i>	<i>Total</i>			<i>10-2PM</i>	<i>Total</i>
OCCUPATION	HOUSEWIFE		34	OCCUPATION	HOUSEWIFE		72
	SERVICE		102		SERVICE		18
	STUDENT		93		STUDENT		63
	BUSINESS		82		BUSINESS		17
Total			311	Total			170
		<i>2-6PM</i>	<i>Total</i>			<i>6-10PM</i>	<i>Total</i>
OCCUPATION	HOUSEWIFE		35	OCCUPATION	HOUSEWIFE		25
	SERVICE		22		SERVICE		112
	STUDENT		55		STUDENT		109
	BUSINESS		17		BUSINESS		63
Total			129	Total			309

that, radio is consumed as an entertainment medium, it is consumed to listen to songs, not ads.

LISTENERS' PERCEPTION ABOUT THE VARIOUS TYPES OF ADVERTISEMENTS

The perception of listeners about the various types of advertisements on the grounds of grabbing their attention were also studied, the survey results shows that *humorous ads* are considered as effective as 75% of the respondents voted for this category, this shows humorous ads are engaging the listeners. 70% of the people said that *narrative ads* grab their attention. Total of 30% of the people feel that they are not much important in grabbing their attention. People tend to have a deeper involvement with a narrative ad. Narrative ads usually have a story that creates a sense of suspense or curiosity in the mind of the listener, thus provoking them to hear the full ad. Less than 50% of the respondents said that they consider *informative ads* to be very important element in grabbing their attention. Total of 51% of the people feel that they are moderately or not much important in grabbing their attention. Informative ads tend to be very straight-forward and donot grab attention until its something the listener is really cared to hear about. Wooping 85% of the respondent said that they consider *emotional ads* to be very important element in grabbing their attention. This shows, people tend to have a deeper connection with an emotional ad and emotions greatly help in engaging the listener and effectively communicating the message. Interestinly, again 78% of the respondent said that they consider *radio jingles* to be very important element in grabbing their attention. People tend to enjoy a jingle,which helps create a recall value in their minds. Jingles create a song re-call in the minds of the listener. Only 35% of the respondent said that they consider celebrity associations to be very important element in grabbing their attention.

IMPORTANCE OF VARIOUS FACTORS ON EFFECTIVENESS OF A RADIO ADVERTISEMENT

90% of the people agreed that hearing the ad multiple times a day will lead to an action on hearing the ad. Only 10% of the people feel that they are not much important in grabbing their attention. Radio works on the simple principal, number of frequencies multiplied by number of channels. 85% of the people said that seeing an ad on multiple mediums around them leads to an action on hearing the ad. A campaign becomes more credible and effective when it runs simultaneously on multiple mediums. It creates a multiplied effect. It is interesting to note that, around 70% of the respondents feels that content of an ad is not much important in grabbing their attention. These findings shoes that hearing the advt. multiple times and its presence on multiple mediums do impact the effectiveness. I.e. multiple spots on multiple radio stations leads to a hammering effect on listeners and create an impact. Radio works on the simple principal, number of frequencies multiplied by number of channels. A campaign becomes more credible and effective when it runs simultaneously on multiple mediums. It creates a multiplied effect.

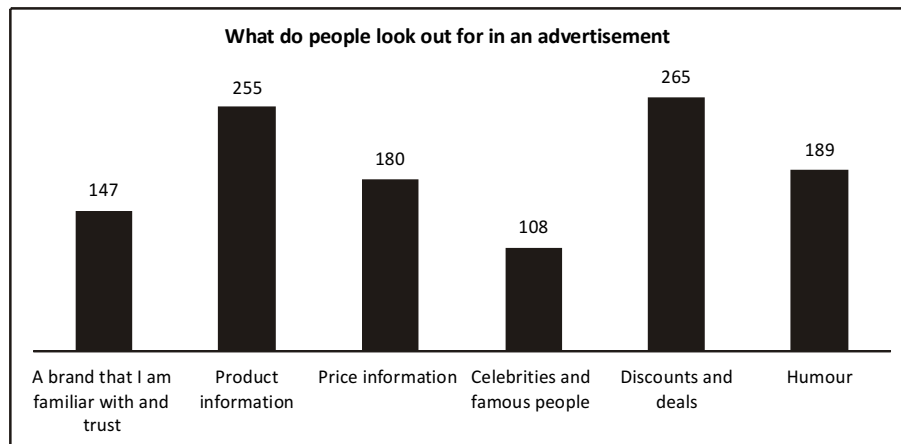


Figure 3: Things people look out for in an advertisement

Figure 3 shows that, maximum people seek Discounts and deals in an advertisement, followed by product information. Humour is also a desired element along with a known and trusted brand. People donot seek celebrity endorsement as an important element in a radio ad.

MAJOR FINDINGS AND DISCUSSIONS

The studied aimed to study the Radio listenership pattern of a consumer in Delhi, The results shows that, radio is now an everyday entertainment that everyone uses in their daily lives. Radio is a passive medium, which can be consumed on non-

appointment basis unlike other mediums such as TV, Print, Cinema etc. Thus, consuming 2 hours minimum on radio is very usual for many in Delhi. Maximum people listen to the radio in the morning and evening time band. This is because at this time people are usually free and are travelling. Since nowadays in Delhi, commuting takes a lot of time and with the availability of radio in every car and mobile phone, most of the time radio is consumed at the time with maximum traveling is done by people. People are going and returning back from workplaces etc. at these times Maximum listeners consider radio as a medium of entertainment while commuting and during exercising. Radio is a passive medium and is consumed while working side-by-side. Since nowadays in Delhi, commuting takes a lot of time and with the availability of radio in every car and mobile phone, most of the time radio is consumed at the time with maximum traveling is done by people. With the availability of radio in every car and mobile phone, most of the time radio is consumed on these devices. Radio City, Red FM, Radio Mirchi and Fever 104 are channels that are popular among the people who are 35 and below i.e.; youngsters and adults. This is mainly because of the genre of the songs played on such stations. These play the latest and popular hits from bollywood. These channels must be targeted by advertisers if their target audience is young audience. Big FM, FM Rainbow and FM Gold are popular amongst the mature audience i.e.; 35yrs and above. This is mainly as these channels play retro songs from the 1970's-1980's, which are admired by the older people. These channels must be targeted by advertisers if their target audience is mature audience. These channels have less, but loyal listenerships. Radio One is the only channel in Delhi that plays only english songs, Hit 95 is the channel that plays only Punjabi popular hits thus these channels are popular amongst the youngsters only. It is observed that the radio is consumed in the morning Time Band (6 AM-10AM) and the evening Time Band (6PM-10PM) in majority by the working professionals and also the students on the go. These time bands must be targeted by advertisers if their target audience is the working professionals and students. Radio is also consumed in the late morning Time Band (10 AM-2PM) and the afternoon Time Band (2PM-6PM) majorly by the housewives.

The Perception of listeners about the various types of advertisements on the grounds of grabbing their attention was also studied in this research, the results shows that, listeners have a perception that Jingles and Emotional ads grab the most attention. People tend to have a deeper connection with an emotional ad. Emotions help in engaging the listener and effectively communicating the message. Also, people tend to enjoy a jingle, which helps in creating a recall value in their minds i.e. Jingles create a song re-call in the minds of the listener.

On the aspect of the possible relation between 'actions taken on Radio ads and frequencies and presence of ad on other mediums, the results shows that, maximum spots on maximum radio stations leads to a hammering effect on listeners and

create an impact. Radio works on the simple principal, number of frequencies multiplied by number of channels. A campaign becomes more credible and effective when it runs simultaneously on multiple mediums. It creates a multiplied effect.

CONCLUSION

Radio messages are mobile. They can be heard at work, on the go, in-short, anywhere. Radio is an intrusive medium. A listener does not have to be actively involved in getting a message to hear it. Radio allows for target selection based on Geography, Time of day and Format. A message can run with as much frequency as chosen. Radio is mostly local in its appeal. Advertiser can tie their messages into local events, weather, or locations to heighten the relevance of their message to the listener. Radio time is relatively cost-efficient to purchase. Some radio audiences may be fragmented. Advertiser may have to buy effectively reach target group. A radio advertisement's effectiveness is purely based on the perception of the listener towards it. Perception of listeners is influenced on various factors that allow them to judge whether to act on the advertisement or not. If a radio advertisement is playing on the right channel, at the right frequency, in the right time-band and is has the capability to grab the attention of a listener, it is termed as an effective advertisement. An advertiser must plan and execute the campaign effectively, and in order to achieve that, understanding how radio works is the most important. To conclude, don't try to reach too many people all at once. It is better to reach 10% of the prospects 100% of the way than to reach 100% of the prospects only 10% of the way.

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