

# Media Selection in Odisha for Marketing Communications

## A study among Marketing Managers

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### Introduction

The Indian Media and Entertainment (M&E) industry is a sector for the Indian economy and is making high growth in terms of revenue. The gradual growth is backed by rising viewership and so also consumer demand there is a remarkable growth in the advertising revenues. This Industry has been in growth trend due to digitisation and large internet user base in comparison to last decade. Internet has almost become an important medium of entertainment irrespective of gender, age and profession. After China India is the second growing advertising market in Asia. Electronic Media i.e television media is having the Lion share in entertainment Industry with around 45% Though the the major entertainment lies with Television, Print and films but the major market share is of television Then comes the Print which is the 2nd major sector. And Out of Home (OOH) and Radio contributes very less share which is around 2%.

The same thing is observed in Odisha. Among all the available media vehicles the electronic media is the most preferred medium of communication and marketing managers play the vital role in this decision making process.

### 1.1 Selecting of media vehicle

For any product to be made aware by the consumers needs to be advertised. So advertising is a form of communication used to influence consumers or individuals to purchase products or services. It conveys a message that depicts the name of the product or service and how that product or service could potentially benefit the consumer. Advertising often creates a need to buy a particular product or service by potential customers to buy or to consume a particular brand of product or service. For making the awareness of the potential consumers the advertisement is placed in different media as per the decision of the advertiser. The effectiveness of the advertisement depend how clearly the message reaches the end user. It can be print, online, electronic and outdoor media. Another important factor is selecting the media looking to the target audience. The promotion of a product or service or the sale of a product is dependent on this selection of media. The core message is transferred properly if the right selection of media happens. In cities Online, print and outdoor media are mostly used and this will not be that fruitful for rural consumers. But electronic media used in both villages and cities which is adopted in Odisha also. Looking to the literacy rate Radio is used in Odisha which needs rural audience. For the effective advertising, the selection of media is done very carefully so that the message is conveyed properly and reaches the target audience. It makes the advertising campaign successful. This ends up with the final buying of the product or service for which the whole advertising campaign is designed.

### 1.2 Marketing Communication Planning and Media Selection

The main factors that influence media selection by the advertisers, the advertising agencies or marketing managers are product type, target group, budget, a communication medium characteristics, type of ad campaign, availability of media space . But its always observed that the selection of media by the marketing managers is done just by adopting a habit or experience. Specifically in Odisha they hardly recheck the opportunies of different medias. .

The decision makers, the advertisers or the marketing managers hardly makes any strategy before selecting any media vehicle. They simply go by their experience of previous years with some budget variations. They never think or work out for any possible options. Therefore the research question was asked for the factors considered before selecting any media.

### **1.3 Co-operation between Advertiser and Agency**

King et al (1997) found that it is the advertiser that plays the most powerful role in the media planning process: that of the power of the purse. Later, King et al (2004). concluded that areas that need more empirical research were the roles of advertisers as well as the involvement of the advertiser in the actual media planning process.

In Odisha the number of agencies have also increased in comparison to last decade who helps the advertisers in making their marketing communication efforts. There are now advertising agencies, PR agencies, event management group, which was not prevailing that much before ten years. According to Gronhaug (1972) the degree to which marketing managers determine media decisions beforehand and the briefing that the media selector is given were among the influencing factors on media selection. Advertisers hire people to include research in the media planning process because they are thought to be more aware about market trends, the consumers needs and likings, the creative part etc.

The question then selected as how agency and advertisers relation influences selection of media

### **1.4 Advertising Agency makes Influences on advertiser**

It is observed in Odisha that the agencies maintain a personal relationship with the advertisers so it always influences the advertisers in deciding the media vehicles to be selected for the whole campaign. Considering the many different advertising media that exist today in Odisha, the various agencies that are available to assist the marketer, the consumers' increasing demand and the current demonitisation, I questioned which were the factors that guide and influence the marketing managers when selecting media for marketing communication efforts in general and advertising efforts in particular. In addition, I aim to explore to what extent advertiser-agency cooperation, and the economic situation influence media selection. In short, the questions posed in this paper are:

Qus1: Marketing communication planning and media selection depends on which factors?

Qus2: How media selection is influence by Advertiser-agency cooperation ?

Qus3: How does recent demonitisation affected media selection? Does an economic recession affect media selection and communication planning?

### **1.5 Media Planning**

Marketing communication is nothing but creating a message and disseminating the same. Media planning supports message dissemination. Deciding which media to be used Electronic media, print media or Radio media hoardings, online ads or facebook flyer etc is the job of Media planning. To reach to the target audience in a particular period is the job of media planning. In simpler form Media planning is selecting media time or space to reach out to the audience with the desired message. Media planners are generally the persons who work for their advertisers, do all kind of negotiations on price, good positioning and help the advertisers to get a good deal in terms of price and placement. But this is a phenomena found in National market. In Odisha the concept of Media planner is not that developed. They also try for a brand contact. The creatives of television commercial, the jingles of the radio ad are generally planned form and word of mouth is unplanned brand contact. The advertisers don't plan for word of mouth. It happens automatically. Generally consumers rely on unplanned brand contacts. They are not subject to suspicion as consumers feel the ads are generally made to influence and truthis something different. During the process of making brand contacts Media planners have started innovating things and spreading their wings for better communication. Not only taking time and space for advertisements they have started including product placements inside the programme. They have shown their skills by doing many a programme integration. Like inside a programme or a serial they make the product visible and at times being refered in the programme which add ups the brand contact. It seems their is no buying happens to showcase the products but surely the fcata is its also being charged but not perceived by the consumers. Media planning, is a process where the optimal way to rach to the target audience is determined. Media planning thus decides on how to communicate, where to communicate, budgeting and when to use this communication. The objective of the media buyer is to reach the target in the most efficient and effective manner. These can be measured in terms of reach, frequency, speed of reach, message life and when we talk about quality it can be known from the image buiding capacity, emotional impact, value addition to the message ,the memorization of the message and Technical criterias production cost, media availability and media buying characteristics. The cost is calculated percentage wise on different medias used with the annual spent on advertising. Whether its tv or print or radio or magazines its being calculated.

### **1.6 Semi-structured Interviews**

Semi structured interviews were made among the marketing managers to know what they actually do while deciding the media selection. They were being asked about the key factors that influences them while selecting the media.

The interview questions (see Appendix A) was developed based on literature on the research topics and the observations made during this research work. In Odisha though the very less systematic approach is followed the questions were framed with the main topics like i.) marketing communication, ii) media selection for ad campaigns, iii)co-operation of agency and advertiser, iv) environmental aspects and v) the economic recession. g of the questions.

In Odisha there are different vehicles that can be used by advertisers for their awareness campaign so it becomes a difficult task to choose any particular vehicle. Though in Odisha Electronic media was most favoured but there are limitations for selecting the same. The effectiveness of the advertisements is limited as people have a tendency to move away from tv set when there is ad break or they surf to other options. And there is the use of V-chip to block the advertisements all together. There are other devices also available which can store contents or tv programmes avoiding the ad breaks. And also the cost of production and airing is also too high in comparison to radio and print. The cost also increases further when celebrities endorse it.

### **2.1 Findings and conclusion**

The factors that influence marketing managers in selecting a media or combining few medias has been explored in this study. It has made some insight in the media managers job in media planning and selection in Odisha

### **2.2 Media selection and Marketing Communication**

In Odisha generally year based plan is made which is subject to further changes in the plan. It is never concrete so the plans proposed are ultimately changed after the year is over. The consumer needs, sales, budget, brand values are the deciding factor for market managers.

In line with previous studies on the limited use of academic theory in practice in general, the present study may add to this knowledge by indicating that this may also be the case for marketing managers and their work with marketing communication in general and advertising media selection in particular. The findings indicate that the media mix selected is usually not scientifically grounded and that the marketing managers tend not to make use of models for selecting media.

The findings also suggest that the difficulties marketing managers face for selecting media vehicles has a problem that the effect is not measured. There is no system evolved for quantifying the effect of the huge spending that is used for advertising campaign. There is risk faced by marketing managers as the marketing managers are accountable for the ad spends and when it does not reflect in sales. At times marketing managers avoid the media vehicles where there is no return on investment is measured.

Some other influential factors are being budget, target market, suitability of medium, reach etc. The marketing managers are also influenced by special offers that may be special offers in terms of advertising space. This decides some adjustments in budget to be spent during the year.

### **2.3 Advertiser-agency Cooperation and its Influence on Media Selection**

The interviews of marketing managers shows that the marketing managers perceive that their role has broadened and now their responsibility has increased due to the huge budget of advertising campaigns. This makes an impact on the selection of media for the ad campaigns. Even they take the responsibility of selecting the external agencies and ensure that they are delivering and co-operating with the organisation.

The interviews also show that the marketing managers face a problem for many agencies appointed for different work. So they usually decide and appoint one main agency and keep other agencies under the guidance of the main agency. It makes his life easy to interact only with one person and not to all agencies at a time. The main agency becomes responsible for the entire project. So a one point link is established. It also showed that personal chemistry also plays a vital role in better collaboration between advertiser and agencies.

Many a times it is found when the advertiser changes its brand strategy it is not necessary to change the agency. It always takes time to get along and select a new agency and make him work as per the requirement. The old agencies understand the vibes of the company so they understand the change more efficiently and effectively. Long term relation helps the agency to understand what the organisation needs from a media campaign and how to reach out the target group. Few marketing managers also feel that there is no need to involve agencies in media selection etc. Whereas some feel it is necessary to have agency involvement in all media campaigns. Marketing managers always have an ad-hoc plan which is not decided in the starting of the year. The plan changes as per the requirement or as felt by them.

## **APPENDIX A**

### **Interview Guide**

Organisations name, Date, place, respondent's name, experience  
Introduction

The study was conducted to know in Orissa how marketing communication happens and how the selection of media is done. The respondents were thanked and made aware that the results or findings will be presented for my PhD thesis

and I will use the information for scientific purposes only. The information will be confidential and will be used only for the research work.

**A. The Job of Marketing communication**

1. In your organisation do you decide and plan for marketing communication or is it by somebody else?
2. The marketing communication of the organisation is guided by what?
3. To what extent the demonitisation affected your organisation's marketing communication efforts?

**B. Co-operation among Advertiser and agency**

1. External agencies are appointed on which basis?
2. How does the cooperation of your organisation and the agencies happen?
3. How do you do ad campaign production? Do you appoint main agency?
4. Main Agencies are actually which type?

**C. On Media selection**

1. When you are doing ad campaigns or preparing for it what factors guides you for the selection of media mis?
2. Are you involving media agencies in media selection?
3. Who is final deciding authority?
4. Whether and to what extent the demonitisation affected the choice of advertising media?

**D. Miscellaneous**

1. Which is the biggest problem for today's marketer according to you?
2. Do you add anything else to this interview?