

Selecting an Appropriate Source of Media as an Effective Source of Promotion and Communication From ATL and BTL Modes of Advertising

(A Study of FMCGs in Peshawar)

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ABSTRACT

This study investigates the impact of FMCGs ATL and BTL advertising methods on the consumer response in the city of Peshawar Pakistan. This work apply both analytical and descriptive approaches to find suitable source of advertising and communication from ATL and BTL methods. The independent variables of ATL advertising were Television (TV), Radio, Internet and Print Media, where as the independent variables of BTL advertising were Billboards, Transit, Flyers, Banners, Wall chalking, Point of sale display, Word Of mouth and the dependent variable was customer response. There were 12 hypotheses of the study. Linear regression was applied in research article to find out the impact of independent variables on the dependent variable. Primary data was collected through questionnaires with the sample size of 200, of which 143 were completely filled and responded. The finding of the study shows that all of the independent variables had significant impact on the dependent variable that is customer response. The result of the study shows that billboard, wall chalking and transit advertising have significantly high impact on the generation of positive customer response among which billboard is the most effective and efficient. From the results, it was concluded that in Peshawar companies need to advertise their FMCG products on billboard to get effective and efficient results with minimum cost and maximum output.

INTRODUCTION

Communication plays an important role in the advertising of a product or service. Marketers use different modes of promotion and advertising in order to satisfy customer respective demands. This research topic try to find out, effective source of media as an effective source of communication: A study of Fast Moving Consumer Goods (FMCG). There are two basic sources of communication i.e. ATL and BTL. ATL stands for above the line, which means sources of communication or promotion including mass media i.e. Television (TV), Radio, Internet and print media. Advertising on ATL is expensive but it is having mass affect and covers broader area. It uses expensive modes of communication with the target customers. BTL stands for below the line, which means sources of communication or promotion that cover small portion of the target market. It include Billboards, Transit, Flyers, Banners, Wall chalking, Point of sale display, Word of mouth etc. BTL is not as much expensive as the ATL but it is also efficient aneffective source of communication between company, target customers and consumers.

ATL is a direct way of advertising in which target gets direct and maximum amount of response as it is done for mass target group which contain large number of target customers where as BTL is used to communicate with a smaller group of target audience. Through customer's response the research study was to find out appropriate source of advertisement between ATL and BTL.

LITERATURE REVIEW

Advertising is a marketing term and it is one of the form of communication through different mediums. It is a paid form of communication that is sponsored by known sponsor and is done for a larger audience

TV

TV advertising is a part of a television program that has been paid by a company of the product. TV ads compel customers to buy product because it show the use and demonstration of a product. The TV ad should be revised in order to get better result . The meaning of the commercial is not just present in the commercial and also not in the viewer but it is present in both of them and with their intention. TV commercials and advertising for product along with the awareness make the customers to recognize the product and to recall it .

Radio

Advertising on radio can be of very low avoidance and mostly customers do not switch to whole advertising and listen commercial and get informed and in the end help advertiser that the target message had been reached to the target customers . It has the ability to convey messages that are emotional and make them associated with brand which help in recalling brand and product . It may have sudden change in the behavior of customers as it has the ability to divert customer attention .

Internet

Internet is used as a source of advertising and use online sources for promotion of products to attract target audience . Advertising of FMCG goods through internet are done in a very creative way to make it more attractive for relevant customers and to convey message effectively . For better ad on internet it is necessary to do full planning and make advertising as much creative as possible to attract relevant customers . It gives ideas, advices and information about product and makes customers to have full insight of the product . The cost of ad is also determined by the position, size and time i.e, what is the size of ad and where it is located on page and for how much time it will appear on the website .

Print Media

Magazines and newspaper provide much more information about products and is

helpful for advertiser to persuade customers. The regional and local newspapers are very helpful for the advertisers to target any specific group of customers according to their needs and wants (Nadine Lindstadt, 2011). As the advertising done in magazines are very creative so it is very helpful in attracting customer's attention . There are many different factors that are present to determine cost of newspaper advertising depending upon different situations.

Billboards

Advertising on billboards is outdoor advertising in which advertisers target customers such as passengers, drivers and people who are walking . Advertising on billboard give the impression to the potential customers that it is made for them . Billboard is a kind of BTL advertising that is dominant in it. Due to technology, billboards are advanced and some of the billboards are huge screens along with the sound to efficiently grab attention of customers . In billboard advertising the message from the company should be written and conveyed in such a way so that it is easily understandable and should be easy for customers to recall (James Colborn, 2009) .

Transit Advertising

Advertising is done either inside the vehicle or outside the public transport transit. Transit advertising help customers to imagine the product as the message of transit advertising is direct and is kept very simple which makes it better and easily understandable by the customers . Transit advertising is very helpful in attracting attentions of students. Research shows the rates of transit advertising may differ from exterior to the interior.

Flyers Advertising

Flyers advertising is a type of BTL advertising which is done through a paper known as advertisement through paper or paper advertising . To make it more efficiently workable, the marketers add some discounts offers along with advertising . The price is also determined by the quality of the flyer that what quality paper advertiser wants, the better the quality the higher the price .

Banners Advertising

Advertising through banner is a kind of BTL advertising in which advertisement of a company about product is shown on a banner . The banner advertising should be made in such a way that it shows a clear idea and meaning about the company and its products (Clark, 2006) . If the cloth is expensive and the message and product drawn on it is glossy and colorful then the price is high as compared to simple one. It is helpful to start a campaign on advertising .

Wall Chalking Advertising

Wall chalking is a kind of BTL advertising in which chalk is use for making an advertisement . It is a deal between company and authority that when the authority wants the company to remove their advertising, the company will remove it with their own expense .

Point of Sales Display Advertising

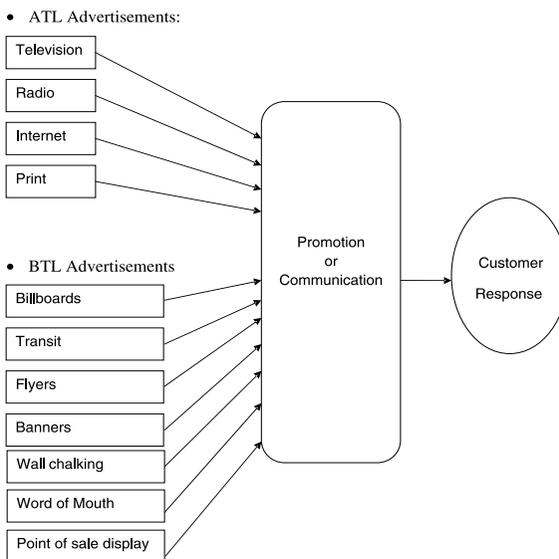
Point of sale display can also be done on seasonal basis or it can also be done on holidays which may be a point of attention toward the product . Advertising through point of sales display is basically adopted for the fast moving consumer goods FMCGs .

Word of mouth

Word of mouth advertising is a type of BTL advertising in which advertising is done willingly and voluntarily by people and customers that are satisfied from the product and company. If a person is satisfied from the products and services offered by a company, the customers use word of mouth for the promotion of company and product and they do it willingly. For the success of any business, word of mouth advertising is very important because one customer can make many more customers without any effort . Once image of a company or product is build up then it is very easy to get new and potential customers through word of mouth advertising .

THEORETICAL FRAMEWORK

Theoretical framework of ATL/BTL advertisement as a source of communication and promotion.



The following theoretical frame work is established based upon the literature review, which clearly analyze the independent variables and the dependent variable. The independent variables are television, radio, internet, print media, billboards, transit, flyers, banners, wall chalking, word of mouth, and point of sales display. The dependent variable is the customer response. The main purpose of the study is to find out that which source of advertising is an appropriate source of advertising for the fast consuming goods in the ATL and BTL.

Hypotheses of the Study

Hypotheses of this research paper are as follows,

- There is a significant impact of Television advertisement on consumer response.
- There is a significant impact of Radio advertisement on consumer response.
- There is a significant impact of Internet advertisement on consumer response.
- There is a significant impact of Print media advertisement on consumer response.
- There is a significant impact of Billboard advertisement on consumer response.
- There is a significant impact of transit advertisement on consumer response.
- There is a significant impact of Banner advertisement on consumer response.
- There is a significant impact of Flyer advertisement on consumer response.
- There is a significant impact of Wall chalking advertisement on consumer response.
- There is a significant impact of point of sale display advertisement on consumer response.
- There is a significant impact of word of mouth advertising on consumer response.
- There is a significant impact of ATL advertising on the customer response.
- There is a significant impact of BTL advertising on customer response.

Reliability of scale

The table below shows the data collected from respondents and its reliability. The reliability test Cronbach's Alpha value is 0.7 which suggests that data is reliable and the data collected is valid and is able to draw a valid result.

Reliability Scale of the study		
S.No	Variables	Cronbach's Alpha
1	Television	0.784
2	Radio	0.834
3	Internet	0.848
4	Print Media	0.808
5	Billboards	0.859
6	Transit	0.876
7	Banners	0.843
8	Flyers	0.856
9	Wall chalking	0.861
10	Point Of Sale Display	0.869
11	Word Of mouth	0.854
12	Consumer response	0.886

METHODOLOGY

This research article shows that to select appropriate source of media as effective source of communication for FMCG in city of Peshawar.

Population

Some major universities of Khyber Pakhtunkhwa Peshawar were taken as the population . Population is taken from Peshawar because result of the study is to find out effective source of communication and promotion in Peshawar. The questionnaire survey was conducted on users of FMCG and the target of the study was mostly the students of universities because they have excess to both the modes of advertising of ATL and BTL.

Sample

The sample size was composed of 200 respondents. A sample size of 200 students was selected from the whole population and the data was collected through questionnaires. Questionnaire of a total number of 200 was distributed among the customers of FMCG, in which 143 were completely filled and returned and in the remaining 57, 57 were not properly filled.

Demographic characteristics

Below is the table that shows the demographic characteristics of total sample size of the research thesis. The demographic analysis shows that the total number of respondents were 143.

The descriptive table below shows that among all the 143 respondents 106 of the respondents were males and 37 respondents were female.

Table 1. Descriptive information

Measures	Items	Frequencies	Percentage
Gender	Male	106	74.1
	Female	37	25.9
	Total	143	100
Age	18-21	51	35.7
	22-25	86	60.1
	26-29	6	4.2
	Total	143	100

RESULTS AND ANALYSIS

SPSS 20 was being used for the analysis of data. Linear regression was used to find out the impact of independent variables on the dependent variable. The table shows that the dependent variable (consumer response) is influenced 84 percent by the independent variables. As the value of R Square is near and very close to the value of ONE, so it means that the independent variables have high impact on the consumer response in advertising industry.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 ^a	.853	.840	.34604

a. Predictors: (Constant), word-of-mouth, wall chalking, flyer, print media Internet, point of sale display, banner, billboard, television, transit, radio.

Interpretation of Model

The table 3. below explains the significance of model. The model is significant if the p value of is less than 0.05 so the model is said to be significant. In the table given the p value is less than 0.05 that is 0.00 which mean the model is statistically significant. So from the given table it is clear that the independent variables are significantly related to the dependent variable and have significant impact on consumer response.

Table 3. ANOVA of the Model

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	90.718	11	8.247	68.872	.000 ^b
	Residual	15.687	131	.120		
	Total	106.405	142			

a. Dependent Variable: csr
 b. Predictors: (Constant), word-of-mouth, wall chalking, flyer, print media, Internet, point of sale display, banner, billboard, television, transit, radio.

Table 4. Regression Co-efficients of the Model

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.488	.106		4.590	.000
	Television	.032	.056	.039	.564	.000
	Radio	.066	.056	.085	1.180	.000
	Internet	.094	.042	.127	2.241	.003
	Print media	.016	.052	.018	.302	.001
	Billboard	.193	.047	.254	4.112	.000
	Transit	.117	.047	.159	2.490	.004
	Banner	.020	.048	.026	.419	.002
	Flyer	.051	.044	.067	1.173	.003
	Wall chalking	.130	.041	.162	3.191	.002
	Point of sale display	.078	.046	.103	1.682	.001
	Word-of-mouth	.087	.043	.120	2.046	.003

a. Dependent Variable: csr

The above table of regression co-efficients clearly shows that there is significant impact of ATL and BTL advertising on the consumer response and as the value is positive so it means that ATL and BTL advertising has positive impact on consumer response and the consumer response is positive. In the above table the standardized coefficient shows that Billboard is the most significant and most important factor in the advertising industry that cause great and positive consumer response in Peshawar Pakistan with (b=0.254) then wall chalking (b=0.162) then transit with (b=0.159) then internet with (b=0.127) then word of mouth with (b=0.120).

The variables with weak impact are Point of sale display with (b=0.103) radio with (b=0.085) flyer with (b=0.067) television with (b=0.039) banner with (b=0.026) and print media with (b=0.018).

As the above table shows that values of all the factors are positive the values of sub factors are significant at value = 0.05, so from the given result it is concluded that all of the above listed hypotheses are accepted.

CONCLUSION

The main purpose of this article was to find out appropriate source of media for FMCG in Peshawar. The result shows that the large proportion of advertising for FMCGS has positive impact on male between the age group of 22-25 years. This research concludes that there is significant relationship of all the independent variable with each other which means all of them are important as source of advertising. The basic objective of the research paper is to find out the impact of all the independent variable on

the dependent variable, this research conclude that all of the independent variable have significant impact on the dependent variable that is customer response. The most important independent variable that has positive impact on the dependent variable as compared to other variables is Billboard.

Finally, it is concluded that the most important independent variable that creates more positive customer response in Peshawar for the FMCGs is billboard as compared to all other variables of ATL and BTL advertising.

RECOMMENDATIONS

On the basis of conclusion, it is recommended to the companies of FMCGs that they need to use billboard advertising in Peshawar city for advertising their products because it is the most effective source of communication and promotion with customer that creates positive response to the advertising. As the impact of billboard advertising on creating positive customer response is high so it is highly recommended to companies of FMCGs to use it as a source of communication and promotion with customers.

It is also recommended that the company need to make advertisement that attract both the male and females customers.

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