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# Transforming Consumer Experience via Advertising

*The Emerging media for cyber era.*

## ABSTRACT

India is one of the few countries from the global south to emerge as a significant in the international media market. The field of Advertising is undergoing dramatic changes. The changes are coming from all sides-creative selling and making ads creatively, targeting the right type of audiences. This paper focuses on four aspects namely Newspapers and Magazines, Television, Internet and Wireless media.

Firstly the paper focus on the trends toward market segmentation and regional marketing are prompting many advertisers to make use of Newspapers and Magazines. Secondly the commercialization of the electronic media was given a boost as globalization hit India, bringing about the transformation of India television in the early 1990's, accelerated by the combined impact of new communication technologies and opening up of global markets. Thirdly the paper focuses on the Internet which is spreading like a wildfire in India with nearly half a million being added to the internet user's base of 1.5 million. Today the shift is the consumers are browsing the net instead of watching television.

Finally the focus is made on a rapidly growing interactive medium which is capturing the attention of marketers is wireless communication.

## 1. INTRODUCTION

Nearly everyone in the modern world is influenced to some degree by advertising and other form of promotion. Organizations have learnt that the ability to communicate effectively and efficiently with their target audiences is critical to their success. Advertising and other types of promotional messages are used to sell products and services. Consumers are finding it difficult to avoid the efforts of marketers, who are constantly searching for new ways to communicate with them.

## 2. CHANGES IN ADVERTISING

The field advertising is undergoing dramatic changes. The changes are coming from all sides- creative selling

and making ads creatively, targeting the right type of audiences. The changes are made because the consumers are not responding to the traditional forms of advertising and new technologies that may reinvent the very process of advertising. As the millennium begins, this field is expecting dynamic and revolutionary changes in the era of marketing. These changes are being driven advances in technology and developments that have led to the rapid growth of communication through interactive media, particularly the internet.

For decades the advertising business was dominated by large, full-service Madison Avenue type agencies. The advertising strategy for a National brand involved creating one or two commercials that could be run on

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network television, a few print ads that would run in general interest magazines and some sales promotion support such as coupons or premium offers. However in today's world there are many outlets such as print, radio, cable and satellite TV and the internet competing for consumer's attention. Marketers are looking beyond the traditional media to find new and better ways to communicate with their customers.

### 3. NEWSPAPER & MAGAZINES

Magazines & Newspapers, the two major forms of print media, play an important role in the media plans and strategy of many advertisers. Magazines are a very selective medium and are very valuable for reaching specific types of customers & market segments.

Newspapers are a broad-based medium that reaches a large percentage of households in a particular area. Newspapers are a very important medium to local advertisers, especially retailers. Trends toward market segmentation & regional marketing are prompting many advertisers to make use of newspapers & magazines.

The reality is that only 3% of India's population speaks English as the first language. In multi-lingual country like India (400 languages are spoken across the country, while the Indian constitution recognizes 18 languages), language is a crucial element of cultural self-expression. Despite the influence of the English language in India, the biggest media growth is in regional languages. Due to increase in literacy rate the print media experienced a rapid growth. In

1956 it reached 2.9 million, the year 1996 had a dramatic change by reaching 40 million. According to the 1999 National Readership survey, the print media reached 242 million endears.

However, there remain significant regional in the use of print media, given that the growth in newspaper circulation has a close relationships with literacy levels.

Literacy Level			
Particulars	Urban	Rural	Total
Male	81.1	57.8	64.1
Female	64.1	30.6	39.3
<b>Total</b>	73.1	44.7	52.2

With the entry of transnational media corporations into India in the make of globalization, there are concerns about the independence of the Indian press.

### 4. TELEVISION

The introduction of television in 1959, as a pilot UNESCO – Sponsored educational project reflected the initial attitude to the medium as an educational tool & a means for disseminating state policies & public information. The state television channel was part of AIR until 1976, when it became a separate department under the information & Broadcasting ministry.

With nearly 24 million cable & satellite homes that is about 150 million viewers; it is a large market which has attracted many a channel from overseas. But the channels that attracts the viewers are state – owned broadcaster Doordrshan, Zee TV, Sony entertainment, Star plus, ESPN, Star

sports, Sun TV, Raj TV, Enadu TV, the local cable TV operator run pirated more channel. The English & foreign language channels are niche players straggling to stay on their feet – English language channels dubbed in local languages are faring much better. With advertisement revenues slowing down, programmers are attempting to generate revenues by charging cable operators carriage fees.

**5. TV ADSPEND GROWTH FASTER**

Television ad spend was expected to dominate and grow ahead of the overall market at the expense of print media as it provided a wider reach at lowest cost, according to the latest according to JM Morgan Stanley report on the Indian media. The total ad spend market in India was estimated to grow 25% to approximately Rs11,000 crore over the next two years from the current Rs8,800 crore TV spend, which grew from 33% in 1999 to 39% in 2001 was expected to increase 42.3% over the next 5 years. On the other hand, Print media’s dominance had been declining gradually; with its share falling had been declining gradually, with its share falling from a high of 70% to 52% over the past decade.

**6. INDIAN MEDIA IN THE AGE OF GLOBALISATION**

The commercialization of the electronic media was given a boost as globalization hit India, bringing about the transformation of Indian television in the early 1990’s, accelerated by the combined import of new communication technologies and opening up of global markets. Economic liberalization, deregulation & privatization contributed to the expansion of India

media corporations, facilitated by joint ventures with international media conglomerates. Such developments revolutionized broadcasting in what used to be a heavily protected media market, certainly the most regulated among the world’s democracies. Gradual deregulation and privatization of television has transformed the media landscape, evident in the exponential growth in the number of television channels, from Doordarshan the hole state controlled channel in 1991 to more than 70 in 2000. Out of these, 19 are in Hindi or English & therefore national in reach, while others cater to regional audiences in their own languages.

**7. READERSHIP SURVEY**

The Indian Readership Survey 2005 has revealed that DD has managed to hold its own against the private television channels.

Share of Various Media 2000 vs 2005		
Categories	2000	2005
TV	69%	71%
Press	16%	17%
Radio	15%	12%

From the above table it is revealed that the viewer ship percentage is increasing because of two reasons. The foremost reason is the price of TV is lowered & the several reasons are more choice of Programmes. But still then DD emerged with more percentage of viewer ship.

Today, zee claims to be the world’s largest Asian television network, covering Asia, Europe, US and Africa.

*Economic liberalization, deregulation & privatization contributed to the expansion of India media corporations, facilitated by joint ventures with international media conglomerates.*

*The internet has been the most rapidly adopted medium of our time. It levels great potential for both businesses – to – business and consumer marketers.*

In Asia where it boasts a total viewer ship of 180 million, the network spans more than 43 countries & offers bound – the – clock programming on four channels namely Zee TV, Zee cinema, Zee TV India & music Asia.

### 8. GLOBALISATION OF INDIAN MEDIA

The privatization of broadcasting made many western transnational media players enter the ‘emerging market’ of India – potentially one of the worlds largest English – language television markets. With a huge – middle – class estimated between 200-300 million with aspirations to a western lifestyle & a well-developed national satellite network linking the vast country, their task does not to be too demanding. Sectors of the Indian economy, such as information technology, have demonstrated except-ional growth in the past decade. This has stimulated changed in the broadcasting industry, benefiting also from a fast-growing advertising sector, making the Indian television market attractive for transnational broadcasters.

A recent report on the Indian entertainment business prepared for the federation of Indian chambers of commerce & Industry estimates that the Indian entertainment industry currently valued at Rs.154 billion will grow to nearly Rs.600 billion by 2006. According the report, Indian film exports worth Rs.4.5 billion in 1999 one estimated to rise to nearly Rs.120 billion by 2006; the Indian music market currently pegged at Rs.12.5 billion, is projected to touch Rs.2.2 billion, & TV software revenues are expected to soar from the present Rs.12 billion to Rs.90 billion in 2006.

### 9. INTERNET

The IRS '99 has revealed that the internet is spreading like a wildfire through India with nearly half a million being added to the internet user’s base of 1.5 million. The internet has been the most rapidly adopted medium of our time. It levels great potential for both businesses – to – business and consumer marketers. However contrary to popular belief, the internet is not a stand-alone medium. Its role is an integrated marketing communications program strengthens the overall program as well as the effectiveness of the internet itself, companies such as BMW, Levi Straus & co., Nike and sky spirit are among the marketers using ‘advertisement’ as a way of reaching consumers: they create short films or commercials that are shown on their websites.

Nearly 1.8 million of consumers access net regularly nowadays. Across the various states, the highest use of internet is in Delhi, followed by the southern states & Maharastra.

In terms of age, 20-24 years age group shows the highest access followed by 25-34 years old & 15-19 years old.

Years	% of Accessing	No. of Adults
15-19	1.2	324000
20-24	2.1	567000
25-34	2.1	605000
35-45	0.7	271000
45+	0.4	193000

### 10. PURPOSE OF ACCESS

The major use of net is for e-mail (71.3%), 43% also surf & only 22.7%

use on-line chatting. However in the 15-19 years age group 33.7% use the net for chatting.

Today the shift is the consumers are browsing the net instead of watching TV to the manufactures are using the technique called permission marketing & request marketing to catch their consumers. But in a survey it is identified only very few percentages of consumers are watching the Banner advertisements.

**11. WIRELESS**

A rapidly growing interactive medium capturing the attention of marketers is wireless communication. While still in its early stages, some companies are already sending advertisements coupons, & direct – response offers through cell phones. By 2002 an estimated \$53 million was being spent on mobile ads in Europe, with estimates that the United States would surpass that amount by 2006. Some applications already integrate global positioning satellite (GPS) technologies, changing the messages sent based on the geographic location of the user. Companies have already begun to use product placements in games as well as to offer special promotions, while just beginning, wireless an integrated medium.

**12. THE MARKET FOR WIRELESS IS HUGE**

The offerings that Indian companies currently have in the internet market will require just a little tweaking to fit into the wireless space.

The shift in usage patterns access the world is expected to be dramatic growth is expected to shoot up.

Forecast of internet users (wireless & wired) worldwide			
Year	Wireless	Wired	Total
2000	40	374	414
2002	225	448	673
2006	730	444	1174
Average growth rate	78.8%	3.5%	23.2%

Blue tooth devices (handsets, notebook, computers & smart handhelds) are not expected to do well in the US. However handheld & laptop prices are being driven down dramatically. That is widely expected to keep wireless on the American ladder.

*Bluetooth will gain currency in 2005*

US	- 101.8units (million)
Lest of the world	- 347.1
World wide	- 448.9

**13. CONCLUSION**

A number of factors are impacting the way markers communicate with consumers. The audiences that marketers seek, along with the media & methods for reaching them, have become increasingly fragmented. The internet revolution is well under way & the online audience is growing rapidly, not only in the United States and west Europe but in many other countries as well. Many marketers are trying to maintain customer relationship to attract & retain as their customers.

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