

Advertisement Effectiveness: A Review and Research Agenda

Prateek Maheshwari, Nitin Seth, Anoop Kumar Gupta

Abstract—In today's highly competitive, dynamic and technology driven business circumstances, marketers are under steady pressure to deliver the best. Organizations are continuously improving and upgrading themselves to meet customer expectations and demands. Technology has not only changed the way in which business is done in modern times but has also transformed the way to reach out to target audience. Marketers have identified most recent media options to communicate and convince potential customers. Numerous scholars have studied the research domain of advertising and have tried to recognize different measures of advertisement effectiveness in context of various media. The objective of this paper is to critically review accessible literature on advertisement effectiveness in context of varied advertising media, recognize major gaps in the literature and identify future research prospects on the basis of critical analysis of literature.

Keywords—Advertising, Advertising Media, Competition, Effectiveness Measurement.

I. INTRODUCTION

TODAY'S business scenario is characterized by high competition, dynamism and operational complexities. Competition has forced corporate to change and upgrade continuously due to rising customer expectations. Markets are cluttered worldwide and delivering finest to the consumers is at the top priority for each of the business unit whether large or small.

In such an aggressive business situation, advertising plays an important role in communicating with customers, both current and potential [1]. With the advent of new technology and development of various modern media, advertisers have discovered several innovative promotional options to lure target audience. The rapid proliferation of internet, cell phones, movies and video games has convinced marketing personnel to consider these as emerging media alternatives. Therefore understanding advertisement effectiveness in context of these emerging media choices is essential as it would contribute significantly to the productivity of advertisers in terms of effective allocation of their marketing budgets [1].

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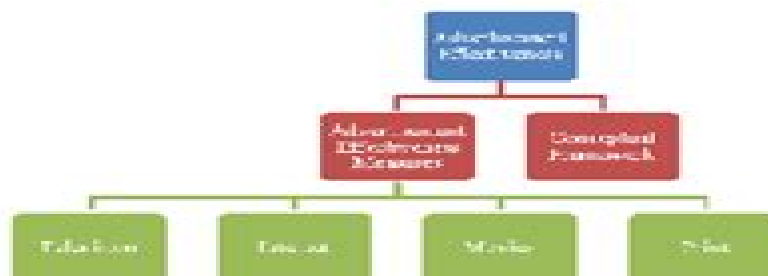


Fig. 1 Classification of Advertisement Effectiveness Literature

Hence, the purpose of present review paper is to understand the concept of advertisement effectiveness and to identify varied dimensions used to measure advertisement effectiveness with reference to different media forms. Numerous researchers have explored the area of measuring advertisement effectiveness with different views which is widely categorized in two broad categories for present study as shown in Fig. 1.

II. NEED FOR REVIEW OF ADVERTISEMENT EFFECTIVENESS

In today's competitive and dynamic business scenario organizations are witnessing tremendous pressure on account of increased competition, increased customer participation and increased consumer responsiveness. Organizations are struggling to find ways to deliver better to customers than their competitors. Traditionally, the organizations believe in increasing profitability either by decreasing product's cost or by expanding existing market [2], [3].

Researchers have highlighted that although cost reduction is one of the advantageous ways but there are limits associated with it. Therefore, increasing market seems to be more beneficial to organizations and researchers have proven evidences for positive association between increased advertising and improved market share [2]. The rampant growth of modern technology and latest communication methods has changed the way in which organizations advertise.

Marketers have made use of innovative advertising media viz. internet, cell phones, movies and video games to reach out to target audience and hence understanding advertisement effectiveness is essential. In this context, the subject of advertisement effectiveness needs a fresh understanding in the

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Emerging Trends in Global Management and Information Technology Dr. Ketaki Sheth, Dr. Rupal N. Patel, Dr. Sanjay K. Radadiya, 2019-11-20 This book is a compendium of papers presented in the International Conference on Emerging Global Economic Situation Impact on Trade and Agribusiness in India The book covers thirty four papers covering the emerging trends in global management and information technology This book will be very useful for all those are interested in issues related to global management and information technology

Business-to-Business Marketing Communications Ioannis Rizomyliotis, Kleopatra Konstantoulaki, Ioannis Kostopoulos, 2017-06-27 This book addresses the rapidly changing Business to Business B2B marketing communication landscape in particular the shrinking of marketing budgets and the increasing demand for measurable results Despite the rapid drop of print media usage the authors suggest the need for increased accountability for the use of advertising media and highlight ways to boost effectiveness The book provides a robust analysis of the current B2B environment along with a research informed illustration of the future Aiming to fill a gap in existing literature and offer new research findings this study offers a comprehensive guide to assist practitioners in decision making and a stimulating analysis of the B2B marketing communications landscape which will be of great interest to academics of marketing and communications

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Global Economic Challenges and Opportunities for the Workplace Carrasco-Garrido, Cristina, Martínez Raya, Antonio, De-Pablos-Heredero, Carmen, 2024-12-31 The evolving labor market driven by technological advancements significantly impacts society by shaping how businesses operate and how individuals work Companies face the challenge of balancing digital transformation with sustainable practices ensuring long term economic and environmental stability By embracing innovation fostering resilience and creating meaningful work environments businesses can address global economic shifts while improving employee satisfaction These efforts also align with societal expectations such as supporting sustainable development and responding to social movements thereby contributing to a more equitable and forward thinking global economy Global Economic Challenges and

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Current Priorities in Health Research Agendas: Tensions Between Public and Commercial Interests in Prioritizing Biomedical, Social, and Environmental Aspects of Health Matías Blaustein, Marc-Andre Gagnon, Mercedes Garcia Carrillo, 2024-05-09

Predominant health research agendas usually align with existing financial incentives for obtaining lucrative research results, tend to focus on therapeutic and pharmacological intervention, prioritizing innovative therapies based on molecular biology and biotechnology approaches. However, commercial interests do not necessarily agree with existing public health priorities. The prevalence of health and biomedical research agendas often neglects not only the less lucrative diseases but also the study of the social and environmental determinants of health and disease, even when addressing these aspects could significantly improve population health at much lower costs. Some examples of absent studies in the health research agendas are the analysis of non-medical factors influencing health outcomes, social determinants of health, the analysis of the relationship between people and their environment, environmental health, or the evaluation of the socio-environmental factors that influence the deterioration of bodies and territories, such as the One Health approach.

Biometrics and Neuroscience Research in Business and Management Luiz Moutinho, Moran Cerf, 2024-06-17 This book is designed to impart and convey knowledge as well as understanding of the range of biometric technologies and cybertechnologies while also stressing their advantages and disadvantages. The authors develop an appreciation for and breadth of knowledge that spans the full range of neuroscience sub-disciplines, including behavioural, cognitive, and computational neuroscience. Furthermore, the content of the book is geared to be able to place neuroscience into an ethical context, especially showing how studying the brain and behaviour can contribute to the resolution of ethical, social, and environmental issues.

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Fundamentals of Media Effects Jennings Bryant, Susan Thompson, 2002 Fundamentals of Media Effects is a readable scholarly text geared to undergraduate students in the media effects course The book is divided into three sections Section 1 Overview and History provides historical evidence for media effects and for societal concern about media effects Section 2 Theory and Concepts includes the concepts and theories that serve as the basis for different types of media effects research The final section Section 3 Key Areas of Research delves into the specific areas of inquiry

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