

# A Study on the Impact of Radio Advertising towards Marketing Consumer Products in Coimbatore City

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**Abstract:** Advertisers can direct their message through events and announcements through different areas in consumer market. Radio Advertisements ensures whether every detail has been reached the audience at the right time day by day. The Radio Advertisements is 20% more effective for building new brands than all the types of mediums through the radio they campaign all the consumer products so that it reaches all the people whenever they hear the Radio. There are 100 respondents statistical tools used are Percentage analysis and Rank correlation analysis.

**Keywords:** Advertisers, Consumer products, Events and announcements

## I. INTRODUCTION

Consumer products also referred to as final goods are products that are bought by individuals or households for personal use. In other words consumer products are goods that are bought for consumption by the average consumer. Alternatively called final goods consumer goods are the end result of production and manufacturing and are what a consumer will see stocked on the store shelf. For marketing purposes consumer goods can be grouped into different categories based on consumer.

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company. Marketing is the process of getting people interested in your company's product or service. This happens through market research, analysis, and understanding your ideal customer's interests. Marketing pertains to all aspects of a business, including product development, distribution methods, sales, and advertising.

### 1.1 Objective of the Study

1. To study about the impact of Radio Advertising towards marketing consumer products.
2. To identify the awareness of consumer products through Radio Advertisements.

## II. REVIEW OF LITERATURE

**Rebecca Ann lind (1999)<sup>1</sup>, Radio Station and World Wide Web** : Based on the survey of 419 industry professionals who is responsible for maintaining radio station websites and a content analysis of 900 radio station. Radio world wide websites, provides an overview of the state of web radio in the late 1990s. The investigation the extent of web radio station websites, are benefitted and are realized as a result of having a websites, and all the problems are recognised with web items, and it provides the recommendations' based on the findings given on the websites. A general conclusion of this study is that although the web presents a wealth of exciting possibilities regarding the advertisements through radio. Most of the radio broadcasters are currently publish everything through their own websites. **ISSN NUMBER:1095-5046**

**Mahmud Khalid (2013)<sup>2</sup>, The relationship between media advertising and selling radio's** advertising is one of the Marketing to promoted product to consumers. Many advertising are available offering interesting packages. Media plays an important role in displaying the goods and the emergence of new technology and the demand from audience has international local media. **ISSN NUMBER: 2231-9131**

**Robert kozielski, (2017)<sup>3</sup>, Marketing Communication ratios:** The indices of marketing communication presented in this chapter are generally known and not used only by advertising agencies but also by the marketing departments of many organization. Brand awareness, advertising scope and frequency, their penetration index or the response rate belong to the



most widely used indices, others like the conversation rate of the affinity index, will get increasingly more significant along with the process of professionalism of the environment of marketing specialists in poland and with increased pressure on measuring marketing activities but also their evaluation: some of them such as telemarketing mailing, and coupons, provide extensive array of possibilities of performances Evaluation in communication of Marketing. **ISSN NUMBER: 9781-7871**

### III. RESEARCH METHODOLOGY

**Research Design:** Descriptive Research Design.

#### 3.1 Sources of Data

1. **Primary Data:** The primary data were collected based on the Structured Questionnaire with the help of Google Form.
2. **Secondary Data:** Books, Journals, Magazines, Articles and Websites.

**3.2 Sampling Technique:** Simple Random Sampling.

**3.3 Sampling Size:** The sample size used for the study is 100 respondents.

**3.4 Area of the Study:** The study was conducted only within Coimbatore city.

#### Tools used for the Study

- Chi-square test
- Karl's Pearson coefficient of correlation.

### IV. ANALYSIS AND INTERPRETATION

#### 4.1 Chi-Square Test

##### COMPARISON BETWEEN GENDER AND LEVEL OF SATISFACTION

- **H<sub>0</sub>:** There is no significant relationship between Gender and level of satisfaction
- **H<sub>a</sub>:** There is a significant relationship between Gender and level of satisfaction.

| Factors                       | Calculated value | DF | Table value | Accepted or Rejected | Significant or non significant |
|-------------------------------|------------------|----|-------------|----------------------|--------------------------------|
| Pearson Chi-Square            | 24.850           | 16 | 0.073       | Rejected             | Significant                    |
| Likelihood Ratio              | 15.372           | 16 | 0.498       | Rejected             | Significant                    |
| Linear- by-Linear Association | 2.166            | 1  | 0.141       | Rejected             | Significant                    |
| No of Valid Cases             | 90               |    |             |                      |                                |

*Source: Author's Computation*

The P-Value is less than 5% level of significance, so the null hypothesis is rejected.

It is concluded that, there is a significant relationship between Gender and level of satisfaction.

#### Karl Pearson Coefficient of Correlation

##### Correlation between Educational Qualification and Radio Advertising Creating an Urge to try the Brand

| Karl Pearson's Rank Correlation                     | Factor              | Educational Qualification | Radio Advertising Creating An Urge To Try The Brand |
|---|---------------------|---------------------------|---|
| Educational Qualification                           | Pearson Correlation | 1                         | -0.043  |
|   | Sig. (2-Tailed)     |                           | 684   |
|   | N                   | 102                       | 90  |
| Radio Advertising Creating An Urge To Try The Brand | Pearson Correlation | -0.43                     | 1   |
|   | Sig. (2-Tailed)     | 0.684                     |   |
|   | N                   | 90                        | 90  |

*Source: Author's Computation*

The Karl Pearson's Rank Correlation is  $+1(-0.035^*)$ , indicates a positive correlation between educational qualification and this indicates that the variables Educational qualification and radio advertising creates an urge to try the brand moves towards the same direction.

#### **V. FINDINGS**

##### **Findings from Chi-Square Test**

The P-Value is less than 5% level of significance, so the null hypothesis is rejected.

It is concluded that, there is a significant relationship between Gender and level of satisfaction.

##### **Findings from Karl Pearson Coefficient Of Correlation**

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#### **VI. 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.
- Advertisers may have to spend to effectively reach a target group. A radio advertisement's effectiveness is purely based on the perception of the listener towards it. Listeners' perceptions are influenced by a variety of factors, allowing them to decide whether or not to act on the advertisement.
- It is concluded that the radio advertisements are listened only by few people.

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