

Impact of Radio Commercial on Society

Shweta Shah
MA Mass Communication

Dr. Arti Bhatt
Assistant Professor
Department of Mass Communication
Sri Guru Ram Rai University, Dehradun

INTRODUCTION

Old media don't die! They just bounce back in new avatars. Not so long ago radio had been written off as fuddy-duddy, down market and not so cool. Television and later "new media" were touted to being the media of the future. But thanks to technology radio is making a comeback. In fact, in its new avatar-fm-radio is all set too become the hippest, coolest and most with -it medium.

FM radio is a new entity altogether and has to deal with new market dynamics. Media owners dealing with new markets will virtually have to draw up their strategies as they go along, create programming that is new, innovative and grab away eyeballs from TV sets and make them tune into their radio sets. It's a whole new challenge and competition is never far away. Ad revenues will also not be easy to come by, as advertisers will expect media players to put their money where their speakers are before they commit large sums of money towards radio advertising. The other challenge for radio in attracting advertisers is the nature of the medium-radio has always considered being a reminder medium. The involvement of listeners to radio is low, Vis a Vis television or print media.

Radio advertising is getting bolder by the day with carefully worded scripts, brilliantly executed situations, the right strategy etc. Though the quality of the commercials has gone up by notches, FMCG companies still continue to bank wholly on television. FMCG brands ought to wake up to this elementary fact, and be a lot more pro-active on the radio front. In light of the fact that in cities like Mumbai and Delhi, radio stations have a far greater reach than print, companies ought to partner with their respective agencies in executing well-strategised radio commercials.

Radio is perhaps the most cost-effective and powerful means of communications. Studies indicate that instead of two commercials on television, one commercial on TV and the other on radio gives about a 20 per cent higher brand recall. Also, a television

commercial, if put out exactly on radio, works very well as the listener can then visualize the whole ad Agencies and clients are busy evaluating the media and its various stations. And the station heads are busy putting together a veritable package for the listeners, the success of which may lie in differentiation. And if one were to cite reasons for differentiation as a key to success, one would arrive at a logical answer- that the listener would possibly dive in to a particular station only if he is sure of a particular 'flavor' that the station has to offer time and again. This flavor can be a concoction of choice of music, RJs and packaging. And though the station managers may not agree, the radio stations in Mumbai today are sounding pretty much the same.

OBJECTIVE

To find out the impact of radio on society.

To know about the radio commercial broadcast.

RESEARCH METHODOLOGY

Survey Method has been applied for this research study because as per nature of this research topic, research questions, I have to gather data from a relatively large number of people of this society. This study is concerned with statistics that result when data are extracted from a number of individual cases. Basically, survey method is a process of collecting the data from concerning people of society to solve the problems and concerning issues.

ANALYSIS AND FINDING

As Commercial Radio developed in the early days, its key strengths were seen as primarily tactical - fast turnaround, low capital cost and local flexibility. These days however, while the traditional strength still apply, radio is increasingly being used for strategic roles.

Dominant share of mind

Share of mind can be described as the extent to which a brand makes itself salient within the consumer's mind - this is often the most challenging task in sectors where there are several top-parity brands, and/or high levels of competitive activity.

The ability of radio to create dominant share of mind is a product of its intrusiveness and the high frequency with which ads are broadcast.

Brands like the Carphone Warehouse have used this unique characteristic of radio to develop an unassailable lead within their category.

Support to other media

Young people are of course consumers of several media, and campaigns which use only one medium can miss out on the "media multiplier effect". Because of its inherent characteristics, radio can work in a complementary way to other media.

With TV it is traditionally used to add to the length of a campaign or to fill weeks where there is no TV activity - it can also be used to explain products or services in more depth, or to include additional information. Brands in fast-changing areas like retail or financial services often use radio for its ability to put over several different messages as an overlay to a core TV campaign (multiple executions in radio are very inexpensive compared to TV).

Radio also works exceptionally well with TV if there is creative synergy, most conspicuously in the form of a Sonic Brand Trigger.

To press, radio above all adds intrusiveness, because levels of ad avoidance with print are so high. Radio can also, like TV, bring things to life - for services or corporate advertising this can be very valuable in adding personality and tone of voice.

The "explainer" medium

Young people, because of their inexperience, often need the benefits of products or services explained to them before they can make a decision to purchase - for example, a bank account, or a promotional offer.

Radio is particularly useful for this as it uses the human voice in real-time. This means that the young people do not have to wade their way through extensive reading material before they even know what the proposition is.

Speaking from inside youth culture

As the qualitative research illustrates, young people begin to move away from their parents' world of choices and preferences, and to set up their own world independently. Inevitably this means that some media are seen as outside that independent world - newspapers for example.

Radio, as a personal "me-medium", allows the advertiser to speak from inside the so-called "youth fortress".

As the respondents said in the research, they feel as though the people on the radio treat them like adults - leaving their parents out of the equation. Tone of voice is a key issue with advertising strategies in this territory.

REFERENCES

1. Duncan, C. P., & Nelson, J. E. (1985). Effects of humor in a radio advertising experiment. □Journal of Advertising, 14(2), 33-64.
2. Farrelly, M. C., Hussin, A., & Bauer, U. E. (2007). Effectiveness and cost effectiveness of television, radio and print advertisements in promoting the New York smokers' quitline. Tobacco Control, 16 (Suppl 1), i21-i23.
3. Flaherty, K., Weinberger, M. G., & Gulas, C. S. (2004). The impact of perceived humor, product type and humor style in radio advertising. Jou rnal of Current Issues & R esearch in Advertising, 26(1), 25-36.
4. Gelb, B. D., & Zink han, G. M. (1986). Humor and advertising effectiveness after repeated exposures to a radio commercial. Journal of Advertising, □15(2), 15-34.
5. Gerber, A., Gimpel, J. G., Green, D. P., & Shaw, D. R. (2007). The influence of television and radio advertising on candidate evaluations: Results from a large scale randomized experiment. Unpublished paper, Yale University.
6. Janssens, W., & Pelsmacker, P. D. (2005). Emotional or informative? Creative or boring? The effectiveness of different types of radio commercial. International Journal of Advertising, 24(3), 373-394.
7. Martin, B. A., Bhimy, A. C., & Agee, T. (2002). Infomercials and advertising effectiveness: an empirical study. Journal of consumer marketing, 19(6), 468-480.

S A H I T Y A

शोध साहित्य