

# 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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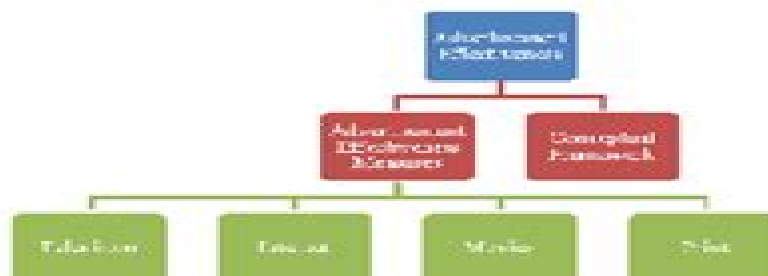


Fig. 1 Classification of Advertisement Effectiveness Literature

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

# Advertisement Effectiveness A Review And Research Agenda

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