



Relative Communication Power of Selected Advertising Media

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Abstract

Advertising is a major communication tool employed to impart information, develop attitude and induce action. DAGMAR communication spectrum theory specifies that in order to attain its objectives, an advertisement must create awareness, ensure message comprehension and conviction; and stir purchase action.

Achieving marketing and communication objectives have become more daunting with the present upsurge in media cost and fragmentation as consumers are exposed to ever-increasing number of media daily. Thus, attaining communication effectiveness requires pragmatic management of multimedia channels. Unarguably therefore, exploring different ways in understanding the potentialities of the many media types available is imperative. Hence, the present study sought to explore the relative strengths of some selected media such as television, radio, transit and packaging in moving prospects through the entire levels of the communication spectrum.

The study was purely descriptive. Closed-ended structured questionnaires served as study instrument administered on 350 randomly selected respondents from Surulere local government area of Lagos state, Nigeria. Using SPSS (version 19) the generated data was rightly analyzed through the aid of pertinent statistical tools.

Results show television to have relatively higher strengths than the other media under study in all four elements of the communication spectrum. Radio and transit have their best strengths in awareness creation while packaging's strength lies best in moving prospects from message comprehension and conviction to stirring them to purchase action.

A combination of television, radio and transit is

recommended as the right media mix to achieve awareness creation. Also, a cocktail of television, packaging and radio will provide the best media mix when the overriding communication goals are to enhance adequate understanding of product/service, convince and persuade prospects to purchase action. Further study to unveil the strengths of the rest of the media, is suggested.

Key words: Advertising; Media; Marketing communication; Promotion

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INTRODUCTION

Different meanings are frequently given to the concept of advertising. Such meanings include sales promotion, publicity, selling and marketing. Advertising is defined by experts as any paid form of non-personal presentation and promotion of goods, services, ideas and a person by an identified sponsor (Kotler & Armstrong, 2004; Jobber, 2010).

Advertising is a form of mass communication, so is a letter or personal call by a salesman on a customer, a story in the newspaper/magazines, a political speech, or play on television. In fact, all of the fine arts, music, poetry, painting and drama are forms of communication. They convey a frame of mind. These forms of arts make contact and as such seek to transmit a mood or message from one mind to the other.

Advertising as a form of communication in this study get separated from any other forms of communication through the inclusion of the term "commercialization" or "paid". It is therefore paid for by a sponsor who expect to induce some kind of action on the part of the listener/target audience that will be beneficial to the advertiser

usually marketers. In summary, advertising may be defined as mass, paid communication, the intention of which is to impart information, develop attitude and induce action beneficial to the advertiser according to this study, the seller.

In DAGMAR's communication theory (Thellefsen, T., Andersen, C. & Sorensen, B. (nd); Colley, 1961), an advertiser should seek to induce action in the following direction:

- Create awareness of products/services from the point of unawareness. (Awareness)
- Promote an understanding of what the product or service is and does. (Comprehension)
- Persuade the buyer through the process of conviction to develop product or service preference. (Conviction)
- Translate product/service preference into actual purchase action. (Action)

The terms, awareness, comprehension, conviction and action are discussed and captured in marketing literature by the concept or theory of communication spectrum which attempts to explain how advertising works. For the construct to work it must be seen to operate to achieve a given objective(s) employing the appropriate message and media, given of course that the advertiser has an adequate budget to push the process through.

Advertising as a force either acting singly or in combination is expected to move prospects from one level of the spectrum to another. Major decisions confronting an advertiser can be classed to include:

- Deciding the advertising objectives.
- Deciding the advertising budget.
- Deciding the advertising message.
- Deciding the advertising media.
- Deciding the advertising evaluation.

For the purpose of this study, the enumerated elements of the spectrum shall be adopted as the major objective in order to explore the relative strength of some selected media such as television, radio, transit and packaging in moving the prospects through the entire levels of the communication spectrum.

1. OBJECTIVES OF STUDY

- (1) To determine the difference (if any) that exist in the awareness creation abilities of the selected media in conducting the customer through the communication spectrum.
- (2) To identify whether customer's comprehension of advertisement messages by marketers of low risk products as carried in the selected media are the same.
- (3) To verify the relative strength of the selected media in the conviction element of the communication spectrum.
- (4) To investigate the relative effectiveness of

advertisements placed in the selected media in stirring people to purchase action.

2. RESEARCH QUESTIONS

- (1) Is there a difference in the awareness creation abilities of the selected media in conducting the customer through the communication spectrum?
- (2) Will customers' comprehension of advertisement messages differ among the selected media?
- (3) Is there a difference in the strength of advertising messages in the selected media in taking customer through the conviction element of the communication spectrum?
- (4) Do advertisements carried in the selected media differ in stirring customers to purchase action?

3. REVIEW OF RELEVANT LITERATURE

Solomon and Stuart (2000) defined advertising as a non-personal communication paid for by an identified sponsor using mass media to persuade or inform. Advertisement must be well communicated to the consumers to achieve marketing objectives. No matter the focus of the advertiser which may range from creating awareness of a product to persuading buying decision, there must be adequate communication with the consumers. In the study of how advertising works, the different stages involved in moving a prospect from the stage of unawareness to a position of action, it was obvious that each stage requires effective communication. Effective communication in turn requires that the most suitable advertising medium or media be employed.

Advertisers must employ effective advertising medium or media to achieve marketing objectives. Wells, Moriarty and Burnett (2006) identified three basic media types of print media, broadcasting media, interactive and alternative media. According to Kervin, Hartley, Berkowitz and Rudelius (2006) decision on media selection is related to the target audience, type of product, nature of message, campaign objective, available budget and costs of the alternative media. Thus, this research intends to ascertain the relative power of four selected media: television, radio, packaging and transit form of advertisements in achieving the communication objective of the advertiser.

Advertising objectives according to Armstrong and Kotler (2003) include communications and sales objectives. Armstrong and Kotler defined advertising objective as a specific communication task to be achieved with a specific target audience during a specific period of time. Rossiter and Percy (1997) identified four possible objectives of marketing communications including category need, brand awareness, brand attitude and brand purchase intention. The most effective communication can achieve multiple objectives. Armstrong and Kotler

(2003) identified three possible advertising objectives to include, informative, persuasive and reminder advertising. Informative objective of advertising can fall under any or all of the following including, telling the market about a new product, suggesting new uses for a product, informing the market of a price change, explaining how a product works, describing available services, correcting false impressions, reducing consumers' fear and building a company's image. Persuasive objective includes, building brand preference, encouraging switching to the company's brand, changing customers' perception of product attributes and persuading customers to receive sales call. Reminder advertising include, reminding consumer that the product may be needed in the near future, where to buy the product, keeping the memory of the product in the consumers' mind during off seasons and maintaining a top-of mind awareness. Naik and Raman (2003) stated that a purpose of advertising is to increase the retention rate of customers.

In order to measure advertising effectiveness, Colley (1961) cited in Karlsson (2007) prepared a report for National advertisers entitled "*Defining Advertising Goals for Measured Advertising Results*", abbreviated to DAGMAR (Belch & Belch, 1995) which was later published as a book with the same title in 1969 (Mackay, 2005). DAGMAR was created to encourage measurable objectives for each stage of communication spectrum (Smith & Taylor, 2002 cited in Karlsson, 2007).

In Dagmar theory, the advertising communication expectations are identified under the four basic elements of awareness, comprehension, conviction and action. Such advertisement should assist the prospects in knowing the existence of the product, have a clear understanding of the product features and uses, assist the prospect in achieving a mental disposition of conviction to purchase the product and finally nudge the prospects into buying the product or service. Advertising media carry the message of advertisement from the advertiser to the consumers. It is the vehicle that conveys the message of the advertiser to the consumers. However, in performing the function of message carrier, advertising media have their relative power. Advertisers therefore must put in consideration these media relative communication power in choosing among the available options. Armstrong and Kotler (2003) and Solomon and Stuart (2000) came up with the strengths and weaknesses of the different advertising media. Kotler and Keller (2007) stated that developing effective communications requires eight steps including identifying the target audience, determining the objectives, designing the communication, selecting the channels, establishing the budget, decide on the media mix, measure the results and manage integrated marketing communications.

According to Armstrong and Kotler (2003) media decisions depend on reach, frequency, impact, major media types, specific media vehicles and media timing.

Perrault and McCarthy (2005) stated that traditional media choices are more limited in some international markets, so marketers must be creative to communicate their messages. In North Africa and the Middle East, Coke uses hot-air balloons. The 12 stories tall Ariel shirt was mounted on a building in China. Kervin, Hartley, Berkowitz and Rudelius (2006), Perrault and McCarthy (2005) Armstrong and Kotler (2003) and Solomon and Stuart, (2000) came up with the advantages and disadvantages of major advertising media including, television and cable, newspaper, direct mail, radio, Yellow Pages, magazine, outdoor and internet. According to them, Television and Cable have the advantages of demonstration, good attention and wide reach. However, it has shortcomings such as being expensive in total, clutter and less selective-audience. Radio on the other hand has advantages of good local acceptance, high geographic and demographic selectivity, low cost, wide reach, segmented audience and repetitive, but also limited by factors such as weak attention, many different rates, audio only, fleeting exposure, low attention, fragmented audience and short exposure. Outdoor media have advantages of being flexible, has high repeat exposure, low cost, low message competition, and good positional selectivity. Disadvantages however include, little audience selectivity and creative limitation.

Solomon and Stuart, (2000), Perrault Jr. and McCarthy (2005) considered the advertising communications process. According to Perrault Jr. and McCarthy, (2005) advertising communication process is a source trying to reach a receiver with a message. Advertising and other element of promotion mix require effective communication; promotion is wasted when it doesn't communicate effectively. Solomon and Stuart, (2000) defined communication process as any way that marketers reach out to consumers, from a simple highway billboard to a customized message sent via e-mail to a busy executive. According to Solomon and Stuart (2000), a communication's model specifies that a number of elements such as a source, a message, a medium and a receiver are necessary for communications to occur.

Some important empirical studies on advertising media considered in this study include Naik and Raman (2003) which sought to understand the impact of synergy in multimedia communications. Edell and Keller (1999) analyzed media interactions through the effects of coordinated print advertising campaigns. They found that the reinforcing effects of various media create synergy. Rossiter (1982) presented 13 broad applications of visual imagery theory to advertising, emphasizing the effective use of visual content in general advertising, print advertising and Television advertising. In a study carried out by MarketShare and ClearChannel Outdoor (2010) on how out of home advertising works, the benefits of out-of-home advertising to was found to include, ability to

target consumers geographically, their placements often attract less competition for people's attention, repeated imagery and ability to work synergistically with other types of media.

Elliot and Speck (1998) investigated six major media and found that Television and Magazines exhibited the highest level of advertising related communication problems, such as perceived clutter, hindered search and disruption. Mackenzie and Lutz (1989) in their study of the structural antecedents of attitude toward advertising in an advertising pretesting context, identified attitudes toward the advertiser and attitudes toward advertising. Haque, Rahman, Ahmed, Yasmin and Asri (2011) assessed the impact of advertisement towards consumers and quoted Frandsen (2009) that entertainment and likeability are effective in advertising and influence the mentality of the customers. O'Donohoe (1993) in her work on advertising *uses and gratifications*, stated that various practitioners and researchers have argued that research should address what consumers do with advertising, rather than what advertising does to them. Crosier (1983) stated that advertising is consumed for seven reasons including product information, entertainment, implied warranty, value addition, post-purchase reassurance, vicarious experience and involvement. According to Kelley and Jugenheimer (2004) print media is easily available anywhere and anytime, spreads more widely, fast flowing information to people than electronic media. Jan (2002) stated that print media play an effective role in informing people, making people think and shaping people's attitude.

As captured in past studies, packaging has since late 19th century to early 20th century served as a medium for organizations' legal/regulatory and promotional information needs (Ladipo & Olufayo, 2011). In serving the promotional needs of organizations Ladipo & Olufayo (2011, p.183) argue that "in order to influence consumer decision-making and hence product or brand choice, packaging is in modern times, variously employed to disseminate product information to buyers. In modern marketing it has become the practice to use packaging to disseminate information concerning: (i) the content of the package, (ii) the benefits that may derive from the use of a product. The use of package copy claims represents another strategic use of packaging to disseminate product information."

According to Brassel (2010) television media offers creative advertising in view of its ability to appeal to watching, hearing, and strengthen interest through the dimensions of movement and realism of full color. Katrandjidev (2007) carried out a study on public attitude towards advertising and presented viewers' behavior during commercial break. According to him, less than 10% viewers watch the entire commercials and about 50% watch only part of the commercials while the remaining 40% either change the channels or decide to do other

things while the commercials are ongoing. Alwitt and Prabhaker (1992) suggested that consumers' attitude to television advertising are related to the functions it provides for them.

4. RESEARCH METHODOLOGY

4.1 Research Design

A descriptive research design is engaged for the purpose of this study. The relevance of this design is informed by the qualitative nature of the variables of interest to this study.

4.2 Population of Study

This consists mainly of consumers resident in five major streets of Surulere local government area of Lagos state of Nigeria with an estimated population of ten thousand people who are mostly middle class. Surulere local government area is a major centre of commercial activities both in Lagos State and Nigeria.

4.3 Sample Selection/Size

Three hundred and fifty (350) respondents were involved in the study exercise and were obtained by simple random sample from the sampling frame of residents obtained from the local government head office.

4.3.1 Instrumentation

Closed-ended structured questionnaire was employed as the medium for data collection. The multiple-choice approach to data collection was influenced by nature of the variables of interest and in preference to its open-ended alternative because of its capability to generate higher response rate.

4.3.2 Pilot Study of Instrument

In order to determine the suitability of the instrument for data collection, same was subjected to reliability and validity test through the use of pilot study. Reliability which is a measure of consistency was achieved through the medium of "Test-Re-Test" approach which seemed entirely practical. The "Test-Re-Test" was specially handled to strike a balance between the memory effect and the effect of changes in views across pilot subjects/participants.

Validity on the other hand is a measure of instruments accuracy. In order to ascertain the accuracy of the instrument, twenty instruments were distributed across respondents who bear similar characteristics with the actual sample respondents in the population. The instruments were later retrieved and the resulting data analyzed using split-half technique and Pearson Product Moment Statistical tool to arrive at a coefficient of 0.872 with Guttman split-half coefficient of 0.920 (see Table 1). On the strength of this parameter the validity of the instrument was achieved. Both reliability and validity tests attested to the suitability of the instrument for data collection.

Table 1
Split Half Validity Result

Cronbach's Alpha	Part 1	Value	.377
		N of Items	8 ^a
	Part 2	Value	.592
		N of Items	8 ^b
Correlation Between Forms	Total N of Items		16
Spearman-Brown Coefficient	Equal Length		.932
	Unequal Length		.932
Guttman Split-Half Coefficient			.920

4.3.3 Administration of Study Instrument

Having confirmed the suitability of the instrument for data collection, same were physically administered on actual sample respondents by the authors in early part

of November, 2012. The instruments were recovered after fourteen days of administration; the time frame was necessary in order to avoid putting respondents under pressure and in consequence bias the outcome of the study. Out of 350 copies of the questionnaire administered, 339 were completed and successfully recovered, giving a success rate of 96.9 percent. The adopted time frame of the study coupled with the simplicity of the instrument was considered by the authors as motivating factors for respondents' positive attitude toward the study instrument. Again the middle class nature of the respondent was an added advantage. The copies of the instrument were subsequently subjected to data analysis through the agency of SPSS.

5. EMPIRICAL RESULTS

5.1 Profile of Respondents

Table 2
Respondents' Profile Data

Response variable		Code	Frequency	Percentage
Sex	Male	1	212	62.5
	Female	2	127	37.5
	Total		339	100.0
Marital Status	Married	1	133	39.2
	Single	2	202	59.6
	Divorced/Separated	3	2	0.6
	Widowed	4	2	0.6
	Total		339	100.0
Age Range	18 - 25 years	1	69	20.4
	26 - 40 years	2	233	68.7
	41 - 55 years	3	33	9.7
	56 years & above	4	4	1.2
	Total		339	100.0
Education Attainment	School Certificate & below	1	36	10.6
	National Diploma (OND)	2	34	10.0
	First Degree/ HND	3	175	51.6
	Post Graduate Degree	4	94	27.7
	Total		339	100.0
Occupation	Civil Servant/National Service	1	52	15.3
	Self-employed	2	44	13.0
	Student	3	47	13.9
	Private/ PLC Company Worker	4	174	51.3
	Unemployed	5	22	6.5
	Total		339	100.0
Annual Income	N500,000 & below	1	88	26
	N500,001 - N1,000,000	2	68	20
	N1,000,001 & above	3	117	34.5
	No earnings	4	66	19.5
	Total		339	100.0

Analysis of respondents' bio data in Table 2 reveals that 62.5 percent are male while 32.5 percent are female. Marital status of these respondents further shows that majority, who are single, constituted 59.6 percent of the poll while 39.2 percent of these respondents are married. Respondents who are divorced /separated and those that are widowed tied at 0.6 percent.

20.4 percent of respondents are young adults whose age range between 18 to 25 years. Majority of respondents (68.7 percent) are within the age range of 26 to 40 years. While 9.7 percent of respondents fall within the age

bracket of 41 to 55 years, the remaining 1.2 percent are old adults (56 years and above).

The literacy level of respondents for this study is quite high as 27.7 percent of them possess post graduate educational qualification. 51.6 percent possess first degree or its equivalent while those with national diploma and those with secondary school certificate and below make up the remaining portion of 10 percent and 10.6 percent respectively. In the area of employment and occupation, a paltry 6.5 percent are unemployed while majority 51.3 percent of the respondents are employed by private/public

companies. 15.3 percent of respondents are civil servants and those on national youth service. While 13 percent of participants are self employed, the remaining 13.9 percent are students.

In the area of income, Table 2 reveals an even spread in the earnings of respondents, though those whose annual income is one million naira and above are slightly higher with 34.5 percent. Respondents whose annual income

falls within the bracket of N500, 001 and N 1,000,000 constituted 20 percent of the data. Also while those whose annual income is N500, 000 and below make up 26 percent of the poll, the remaining 19.5 percent of respondents are without earnings.

The distribution in table 2 shows diversity across sample respondents therefore data obtained can be regarded as balanced and reliable for this study.

5.2 Respondents’ Rating of Selected Media Based on Awareness Creation

Table 3
Awareness Creation Ability of Selected Media

	Response Variables	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television Advertising	216	63.7	63.9	63.9
	Radio Advertising	64	18.9	18.9	82.8
	Adverts on packaging	28	8.3	8.3	91.1
	Transit Advertising	30	8.8	8.9	100.0
	Total	338	99.7	100.0	
Missing	System	1	.3		
Total		339	100.0		

As shown in Table 3 and depicted in Figure 1, with a score of 63.9 percent respondents overwhelmingly rated advertising on television as the highest in creating awareness for products. Radio advertising scored a dismal

18.9 percent. Transit advertising and advertising on packaging did not fare better with scores of 8.9 percent and 8.3 percent respectively

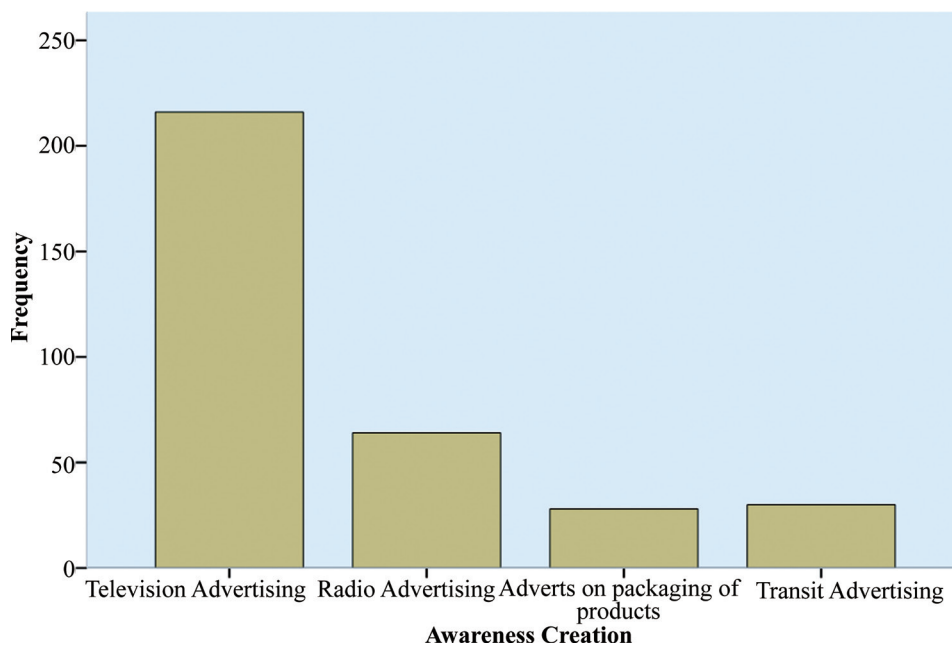


Figure 1
Awareness Creation Ability of Selected Media

5.3 Respondents’ Rating of Selected Media Based on Comprehension Creation Ability

Table 4
Comprehension Ability of Selected Media

	Response Variables	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television Ad	222	65.5	65.7	65.7
	Radio Ad	39	11.5	11.5	77.2
	Ad on Packaging	52	15.3	15.4	92.6
	Transit adverts	25	7.4	7.4	100.0
	Total	338	99.7	100.0	
Missing	System	1	.3		
Total		339	100.0		

Table 4 and Figure 2 depict the performance of the selected media in their various abilities to engender respondents' comprehension of advertisement messages. Majority of respondents (65.7 percent) believe that they

understand advertisement messages better with television ads, 11.5 percent chose radio while advertising on packaging and transit advertising received 15.3 percent and 7.4 percent affirmations respectively.

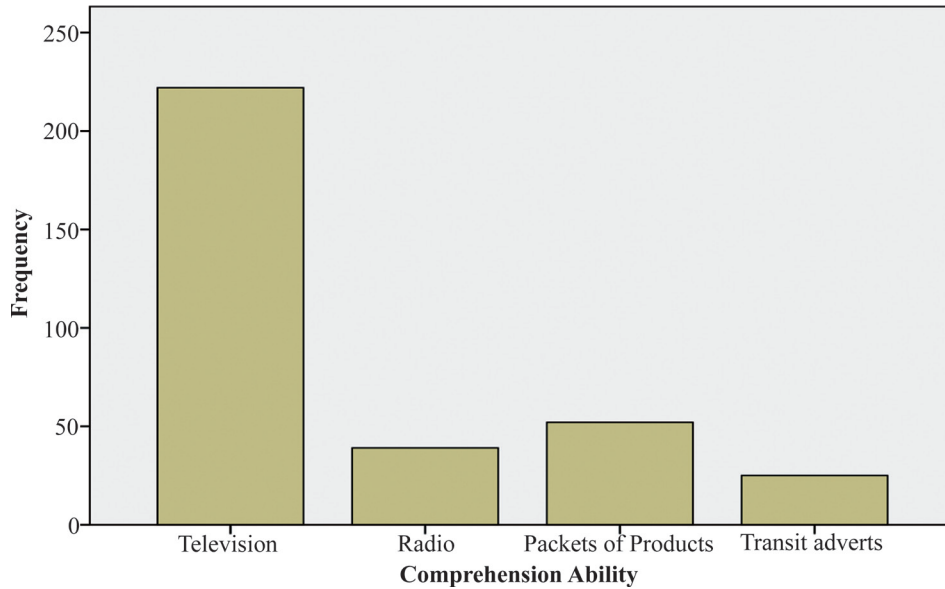


Figure 2
Comprehension Ability of Selected Media

5.4 Respondents' Rating of Advertisements on Selected Media Based on Conviction Ability

Table 5
Conviction Ability of Advertisement on Selected Media

	Response Variables	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television Ad	225	66.4	66.4	66.4
	Radio Ad	36	10.6	10.6	77.0
	Ad on Packaging	47	13.9	13.9	90.9
	Transit Adverts	31	9.1	9.1	100.0
	Total	339	100.0	100.0	

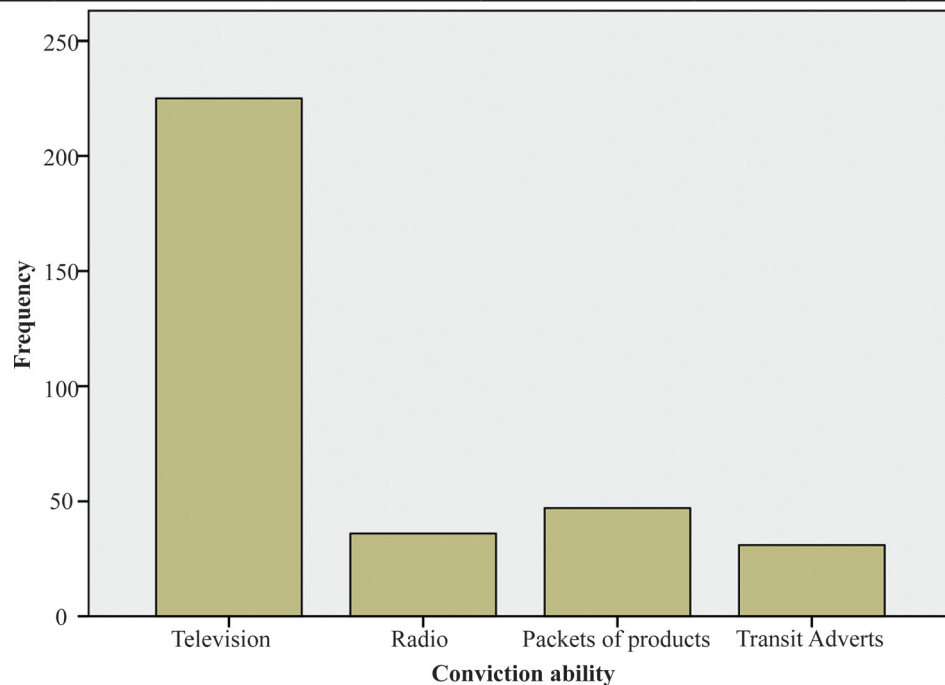


Figure 3
Conviction Ability of Selected Media

On conviction ability of advertisements on selected media, Table 5 and Figure 3 show that respondents rated television ad the highest with a score of 66.4 percent. Ad on radio had a score of 10.6 percent. Ad on packaging

garnered a score of 13.9 percent while transit ads scored 9.1 percent.

5.5 Respondents' Rating of Advertisements on Selected Media Based on Ability to Stir Purchase Action

Table 6
Ability of Ads on Selected Media to Stir Purchase Action

	Response Variables	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad on Packaging w	125	36.9	36.9	36.9
	Radio Ad	30	8.8	8.8	45.7
	Television Ad	165	48.7	48.7	94.4
	Transit adverts	19	5.6	5.6	100.0
	Total	339	100.0	100.0	

Table 6 and Figure 4 highlight the abilities of advertisements on the selected media to stir respondents to purchase action. On this communication element, Ad

on packaging got a score of 36.9 percent. Ad on radio has 8.8 percent. Also ad on television scored 48.7 percent while transit ad polled a score of 5.6 percent.

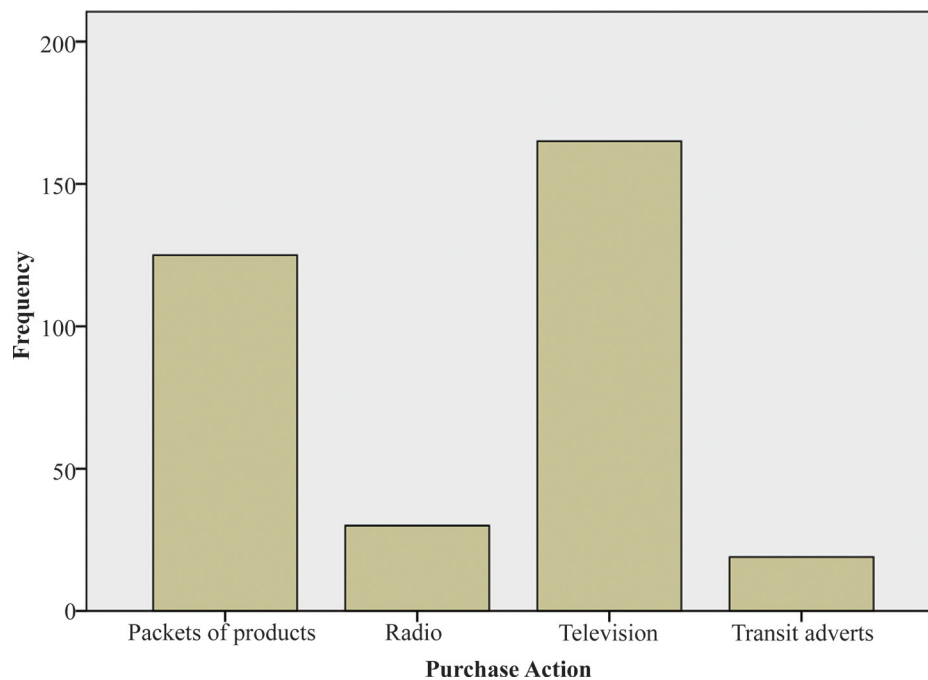


Figure 4
Ability of Selected Media to Stir Purchase Action

5.6 Ranking of Selected Media Based on the Four Communication Elements

Table 7
Ranking of Selected Media Based on the Four Communication Elements

Communication Element	Media	Frequency	Percentage	Position
Awareness	Television	216	63.7	1 st
	Radio	64	18.9	2 nd
	Transit	30	8.9	3 rd
	Packaging	28	8.3	4 th
Comprehension	Television	222	65.5	1 st
	Packaging	52	15.3	2 nd
	Radio	39	11.5	3 rd
	Transit	25	7.4	4 th
Conviction	Television	225	66.4	1 st
	Packaging	47	13.9	2 nd
	Radio	36	10.6	3 rd
	Transit	31	9.1	4 th
Purchase Action	Television	165	48.7	1 st
	Packaging	125	36.9	2 nd
	Radio	30	8.8	3 rd
	Transit	19	5.6	4 th

Table 7 shows the ranking of the selected media based on their relative ability to successfully carry prospects through awareness creation, comprehension, conviction and action - the four communication elements of advertising. As the results have shown advertising on television rank the highest and maintain first position in all the four elements of communication spectrum under study. However, it is important to note that in awareness creation, comprehension and conviction, television clearly outscored the rest of the media. In propensity to stir purchase action, television as a medium marginally outperforms packaging with 11.8 percent as both have scores of 48.7 and 36.9 respectively.

Advertising on radio ranks 2nd in awareness creation, and thereafter maintains 3rd position in its ability to engender comprehension, conviction and action. In the awareness creation where radio has its best score of 18.9 percent, it is still a dismal performance when compared to television as the gap between them is very wide (44.8 percent). Transit advertising ranked 3rd on awareness creation (outscored packaging with 0.6 percent) and subsequently maintains 4th position in comprehension, conviction and action. Advertising on packaging on the other hand, is relatively weak on awareness creation as it occupies 4th position yet relatively strong in engendering comprehension, conviction and purchase action as it occupies 2nd position in all of these three elements of communication. With a score of 36.9 percent advertising on packaging has its strongest point in stirring consumers to purchase action playing second fiddle only to television advertising.

DISCUSSION AND CONCLUSION

Advertising as a form of communication gets separated from any other form of communication through the inclusion of the term “commercialization” or “paid”. It is therefore paid for by a sponsor who expects to induce some kind of action on the part of the listener/target audience that will be beneficial to the advertiser. Thus, the intention of the advertiser could encompass imparting information, developing attitude and inducing action in order to attain pre set organization’s marketing goals.

Several theories have emerged in advertising both to guide and show how advertising work. One of such theories/models is the DAGMAR communication spectrum theory (Karlsson, 2007). This model argues that for an advert to accomplish its objectives it must engender the following actions:

- Create awareness of products/services from the point of unawareness.
- Promote an understanding of what the product or service is and does.
- Persuade the buyer through the process of conviction to develop product or service preference.
- Translate product/service preference into actual purchase action.

As noted by Schultz (2002, p.6 cited in Naik & Raman, 2003) “consumers ... live in a world of simultaneous media usage. They watch television while they surf the Net. They listen to radio while they read the newspaper. They page through a magazine while they download music from the Web... What we really need today is a new approach to media planning, one that recognizes consumers’ increasing ability to multitask and ... [to] use a number of media simultaneously.”

Added to the above is the fact that media fragmentation is on the rise with consumers having an ever-increasing number of channels to choose from. Cost of media is equally mounting thus making media selection and mix both imperative and challenging.

Literature as reviewed has not only shed light on the agreement of experts on the meaning and role of ‘commercialization’ in describing the concept of advertising, but further buttresses the role of selection of most suitable media in fostering effective communication. Factors that influence media selection decisions include the target audience, type of product, nature of message, campaign objective, available budget and costs of the alternative media (Armstrong & Kotler, 2003; Kervin, *et al.*, 2006; Kotler & Keller, 2007).

The three basic media types identified in literature are print media, broadcast media, interactive and alternative media; and each harbours some strengths and weaknesses (Solomon & Stuart, 2000; Wells, *et al.*, 2006). Interestingly, different types of media working together create synergy and advertisement carry-over effect (Belch & Belch, 1998; Naik & Raman, 2003). However, as noted by Mantrala (2002), in spite of the existence of synergy in multimedia communication, its role in multimedia planning is still hazy.

Undoubtedly, exploring different ways in understanding the potentialities of each medium and their relative strengths in creating a lasting communication impact will be helpful in media planning, selection and mix. Hence, the present study sought to explore the relative strength of some selected media such as television, radio, transit and packaging in moving prospects through the entire levels of the communication spectrum. The study was purely descriptive and data collected rightly analyzed through the aid of pertinent statistical tools.

As results have shown television has been rated the best in all four elements of the communication spectrum, with very high scores in awareness creation, comprehension and conviction. In creating purchase action, television came tops though with a lower margin, as packaging is hot on its trail. This outstanding performance of television as a medium for advertising can be attributed to its ability to appeal to watching, hearing, and strengthened interest through the dimensions of movement, demonstration and realism of full colour (Brassel, 2010).

Packaging as a medium of advertising ranked second

in comprehension, conviction and purchase action while relatively weak in awareness creation. Packaging's best showing is in stirring purchase action. This is hardly surprising as prospects must take time to peruse through information about products at that point of purchase decision. Packaging has the advantage of presence, time and moment.

Radio has its relative strength as a medium of communication in awareness creation, beaten at this function only by television. In the remaining elements of the communication spectrum (comprehension, conviction and purchase action) it maintained third position, being out performed by television and packaging in each of these communication elements. Radio's relative efficiency in awareness creation could be attributed to its ability to communicate through sound. It also has a unique advantage of availability and reach.

Transit as a medium of advertising has its best rating in awareness creation where it occupies the third position beating packaging to the fourth position but comes behind television and radio. In the rest of the elements of the communication spectrum (comprehension, conviction and purchase action) it maintained the fourth position.

Given these results, a selection comprising television, radio and transit will be the right media mix for advertising when awareness creation is the communication goal. On the other hand, a cocktail of television, packaging and radio will provide the best media mix for the advertiser when the overriding communication goals are to enhance adequate understanding of product/service, convince and persuade prospects to purchase action.

The imperativeness of the above results is that the four selected media – television, radio, packaging and transit, have relatively different strengths in moving prospects through awareness, comprehension, conviction and action, the four elements of communication spectrum. The recognition of these differences will be useful in multi-media planning so as to achieve effectiveness in advertising for the utmost attainment of organization's communication and marketing goals. Further study to unveil the strengths of the rest of the media in moving prospects through the communication spectrum, is recommended.

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APPENDIX 1: SPSS (VERSION 19) RESULTS OF RESPONDENTS' DEMOGRAPHY

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	212	62.5	62.5	62.5
	Female	127	37.5	37.5	100.0
	Total	339	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	133	39.2	39.2	39.2
	Single	202	59.6	59.6	98.8
	Divorced/Separated	2	.6	.6	99.4
	Widowed	2	.6	.6	100.0
	Total	339	100.0	100.0	

Age Range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	69	20.4	20.4	20.4
	26-40 years	233	68.7	68.7	89.1
	41-55 years	33	9.7	9.7	98.8
	56 years and above	4	1.2	1.2	100.0
	Total	339	100.0	100.0	

Highest Level of Education Attained

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School Certificate and below	36	10.6	10.6	10.6
	National Diploma (OND)	34	10.0	10.0	20.6
	First Degree/HND	175	51.6	51.6	72.3
	Post Graduate degree	94	27.7	27.7	100.0
	Total	339	100.0	100.0	

Occupation/where you Work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Civil Servant/National Service	52	15.3	15.3	15.3
	Self employed	44	13.0	13.0	28.3
	Student	47	13.9	13.9	42.2
	Plc/Private Company worker	174	51.3	51.3	93.5
	Unemployed	22	6.5	6.5	100.0
	Total	339	100.0	100.0	

Your Annual Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N500,000 and below	88	26.0	26.0	26.0
	N500,001-N1,000,000	68	20.1	20.1	46.0
	N1,000,001 and above	117	34.5	34.5	80.5
	No earning yet	66	19.5	19.5	100.0
	Total	339	100.0	100.0	