The Appropriate Medium of Advertisement for the Mobile Service Providers of Bangladesh to Reach the Young Generation

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Abstract: *This paper presents the results of a study using the available medium of advertisement for the existing mobile service providers of Bangladesh to examine the relationship between the used medium and young customers' satisfaction about the advertisements of the mobile service providers of Bangladesh. Using a survey of a sample of 290 young respondents, the study confirms that the usages of appropriate mediums are positively related to reach the young generation. The study also examine that among the available seven mediums existing service providers are using almost all of them to attract young customers. Though the young customers are quite happy with the medium, they are not happy with the existing pattern of advertisement. They are also demanding the advertisement having humor appeal but the existing pattern is giving them the rational and emotional appeal. The data gathered from the survey was analyzed using different statistical techniques namely frequency distribution, cross tabulation, multiple regression analysis etc. Finally, this analysis focuses on three mediums: television, radio and sponsorship which has significant impact on the customers' and these three mediums are the best mediums of advertisement to reach and attract the young generation for the mobile service providers of Bangladesh.*

Keywords: *Medium of advertisement, generation Y, customers' satisfaction, mobile service providers.*

1. Introduction

Young people today live in a world characterized by dramatic cultural, economic, social and educational differences; individual circumstances depend largely on where a person is born and raised. World Youth report (2003) revealed that more than 800 million adults (two-thirds of them women) still lack basic literacy skills; at the other end of the spectrum, the use of information and communication technologies (ICT) is skyrocketing. Notwithstanding the immense diversity in living environments, an unprecedented and unifying global media culture has developed that challenges and often surpasses such

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traditional forms of socialization as family and school. In this form of change, ICT especially telecommunication sector is playing a very significant role (Groebel, 1999).

"Mr. Watson, come here – I want to see you." This was the first message ever transmitted from one place to another, through a device called telephone (Groundwater, J., 2005). American genius, alexander graham bell (1847-1922) along with his assistant Thomas Watson invented the device. It was March 10, 1876, an important day for human civilization, the first step toward developing means of communication. We've come a long way since then. Today, telephone is a part of our everyday life. Now a days, telephone is not only used for making calls, among many other functions it is used for communicating text messages and so called multi-media messages, as well as to connect us to the internet. The opportunities that lie in the telecom market seem endless and the growing demand for mobile telephony systems is creating a world-wide market. (Bruce, R., 1990)

Today many multinational telecom companies are doing business around the world. In Bangladesh there are six telecom companies in which five are MNC and one is local. The study of Bangladesh Bureau of Statistics (2009) revealed that about 48.3 percent household owns mobile phone. Bangladesh Telecommunication Regulatory Commission (2012) data shows that the number of subscribers reached 89.457 million in March 2012, and it continues to grow. With the increasing rate of mobile phone user, the competition of mobile service providers (MSP) is also increasing. In this regard advertising plays a vital role to choose an MSP.

To take position in customers' mind effective advertising is very much important. Belch and Belch (2006) suggested that the basic task involved in the development of media strategy is to determine the best matching of media to the target market. A study to find out the appropriate media can prove to be very useful in designing media strategy to have an effective communication with the young generation. This is why the main purpose of this study is to discuss about the appropriate medium of advertisement for the Mobile Service Providers of Bangladesh to reach the young generation.

From the above discussion it is evident that the proper utilization of an effective and efficient medium of advertisement is a prerequisite for sustaining in this fiercely competitive telecom industry especially for the mobile service providers in Bangladesh. In this context, this paper attempts to condense some key insights into the appropriate medium of advertisement for the mobile service providers to reach the young generation. To do this, the rest of the paper is structured around six sections where the first and second section describes the study objectives and the review of literature of the study respectively. The third section will offer the conceptual framework of the study and the fourth section will discuss the methodology of the study. This would be followed by the

findings of the study in section five. The section six will arrive at a conclusion to get a portrait of the appropriate medium of advertisement.

2. Objectives

Through this paper authors were trying to find out the broad objective that is to find out the appropriate medium of advertisement for the mobile service providers of Bangladesh to reach generation Y. Apart from gaining knowledge about the appropriate medium of advertisement, this study also attempts to fulfill the following objectives.

   To measure which medium the youngsters prefer most and which medium are not being able to communicate effectively with them.

   To determine which type of advertisement the young generation prefers most.

   To find which sort of information young people expect from the advertisement of the mobile service providers.

   To suggest some policy guidelines to the marketers regarding appropriate medium of advertisement.

3. Literature Review

Generation Y, also known as the Millennial Generation (or Millennials), Generation Next, Net Generation, or Echo Boomers, describes the demographic cohort following Generation X (Kotler et al, 2011). There are no precise dates for when the Millennial generation starts and ends, and commentators have used birth dates ranging somewhere from the mid-1970s to the mid 1990s. Members of this generation are called Echo Boomers, due to the significant increase in birth rates through the 1980s and into the 1990s, and because many of them are children of baby boomers (Kotler, 2000).

Born between 1977 and 1994, Generation Y has a unique attitude towards brands (Brand Strategy, 2007; Sebor, 2006). Different studies of Glass (2007); Braunstein and Zhang, (2005); Clausing et al (2003); Bush et al (2004) have revealed that the Characteristics of the individuals of this generation are very well educated and very self assured. They also argued that generation Y has an ability to act as trendsetters for the rest of the market. Generation Y customers act as early adopters to influence other segments of the markets (Glass, 2007; Lippe, 2001). However, it is generally marked by an increased use and familiarity with communications, media, and digital technologies (Park and Yoon, 2005; Merrill, 1999).

In Bangladesh, almost 40 percent are in the age group 16-30 (BTRC, 2012). A huge percentage of them are using the existing service of the current telecom service providers of Bangladesh. To attract this huge base of generation Y customers', appropriate marketing communication strategy is needed (Eagle et al. 2007; Kotler el al., 2010).

Using brands on products allows the firm constructs more successful and economical marketing communications and brings together many different product and service associations into one (Roony, 1995). However, advertising alone is not sufficient. Therefore, firms should use the blend of various marketing communication programs appropriately that will improve the overall communication of the existing telecom service providers with the target customer (Hartley and Pickton, 1999; Duncan and Moriarty, 1998).

In the early 80s to early 90s televising was the only entertaining medium for the people of Bangladesh. At that time there were no satellite channels and Internet. But today people specially the generation Y don't watch much TV and spend most of their day communicating in text through SMS, Scrapes & e-mails and of course reading, the newspapers, magazines & books (Sebor, 2006). Bur from then till now television undoubtedly is the most actively present medium for youth, scoring over all other options. A large portion of their spare time goes into TV viewing. Late night viewing is also a popular phenomenon amongst this segment, which thus emerges as a territory worth tapping (Rolfe and Gilbert, 2006).

Though the pervasiveness of radio is even more extensive than that of television, its importance in the advertisement media as a producer of images and identities, remains less significant (Light, 2001). It is worth remembering that the radio "is the only form of mass communication for two-thirds of the population of rural Asia" (Harris, 2002). By giving advertisements through radio, marketers can reach communities beyond the information superhighway and is also compatible with the rich oral traditions of the world (Newbery, 2002).

Besides television and Radio, there are two more important medium: newspaper and magazine to communicate appropriately with the target customers (Kotler et al., 2011). The paid circulation newspaper has been around for a long time and continues to be the largest of the mass media (Patsula, 2004). It is used by the industry giants as well as small business owners. There is a feeling among advertisers that the magazine is the basic national medium for advertisements, both large and small. In a study of Lannon (1995), show that magazines are read in better than 8 out of 10 homes every sales area. He also revealed that because of its better print quality and beauty, customers are attracted more.

Outdoor advertising includes all forms of advertising that provide exposure out-of-doors. These forms may be pictured, written or spoken (Agnew, 1985; Nelson & Sykes, 1953). The most prevalent form of outdoor advertising is billboards. Billboard advertising has evolved to the extent that it can be almost as useful as some traditional forms of advertising like newspaper, radio and TV. It is strikingly different from other media in one essential aspect – *the medium does not circulate the message to market but the*

market circulates around the medium, the medium delivers its message to people on their way to work, play or shop (Association of National Advertisers, 1952). Outdoor advertising may best serve the purpose of a reminder medium that helps register the brand to achieve a top-of-mind recall when the "want" in the buyer needs to be fulfilled (Business Wire, 2002).

Sponsorship constitutes one of marketing's communication tools. According to Tripodi (2001), it is the element with the largest development in comparison with the rest of the communication tools. Sponsorship is a multidimensional communication tool used to achieve a variety of objectives (Lardinoit and Quester, 2001, Grimes and Meeneghan, 1998). According to Crowley (1991) sponsorship objectives can be categorized to community relations, awareness/recognition, image/reputation, corporate responsibility, revenue/sales, to match customer's lifestyle and employee morale. It constitutes a part of a wider marketing mix (Kotler, 2000) working as a communication tool for the improvement of the firms' image and for approaching publics. A firm sponsors an event individually or with other firms, it "buys" in a way the right to connect with the events' image and identity (Meenaghan and Shipley, 1999).

Media has changed radically in the last few years. A new media called Internet has invaded the lives of the generation Y and managed to capture most of their attention. Internet plays a prominent role among the young people in Asia (Chan and Fang, 2007). The asian youth uses the Internet most for email, then chat. Online shopping, gaming, dating/match-making and travel are rather low in the list (Pahwa, 2006). A bulk of online advertising targets the youth, and marketers are turning to the Internet to understand the youth better.

Today there is intense competition in the telecommunication market of Bangladesh. There are several brands available for the almost same offer, each offer claim its superiority over others. Marketers are spending huge amount on advertising (Cooke, 2002). Marketers have devised a new term called 360° communication; they are communicating 24×7 with the customers (Rolfe and Gilbert, 2006). Advertising is not a simple game; availability of a wide variety has complicated this process. Earlier Television was considered as the most popular mass media but today the Internet has become its tough competitor especially for the urban youth audience. Sapero and Stone (2004) studied the young adults' relationship with digital media. But then there is a segment of experts who believe that Television still rules the market and is the most popular mass media among youth. In the marketing world there is a debate on this topic. So, for the marketers of the telecommunication sector, it's going to be a burning issue that which one will be the best advertising communication medium to attract the young generation towards their different offers and value added services.

In a nutshell, there are still issues and varying opinions about the dimensionality and the universality of the mediums of communication in every sector, (Rust and Oliver, 1994). These are of interest to and significant for users of mobile service and for all those who wish to understand better the concept of using appropriate medium to communicate with the target customers. Therefore, to carry out this particular study, authors have developed a model of appropriate communication medium for the mobile service providers to reach the Generation Y customers, focusing on the mediums like television, radio, newspaper, magazine, internet, billboard, and sponsorship that are relevant to the study.

4. Conceptual Framework

Authors have developed following conceptual framework on the basis of the above literature review for this study.

Figure 1: A Conceptual framework of the available medium to communicate with generation Y
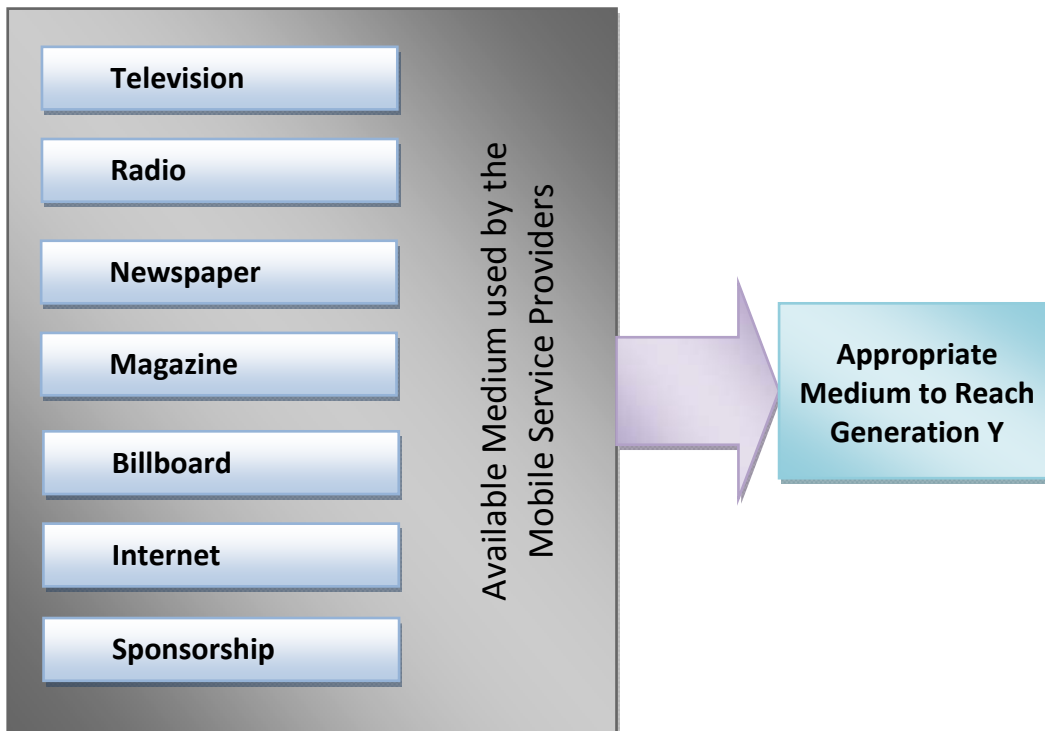
Source: Authors' Construct

5. Methodology

The identification of variables for this study was done based on adopting certain exploratory research methods such as secondary data analysis, literature review, and

expert surveys (as advocated by Yin (1989). The further study was carried out following the descriptive research design to test relative significance of each of the factors by collecting Primary data using the Survey method (Personal Interview). In particular, the reason for conducting personal interview as the survey method is the desire to obtain significant information from the sample (Brinberg and McGrath, 1985). To collect data from the customers (People of Generation Y), the *target population* defined to be those customers who are using mobile service and are belong to the range of Generation Y. For this study the *sampling units* were Colleges, Universities and corporate houses and list of the clients' of the mobile service providers are used as *sampling frame.*

The sample selection at these stages was done by following a probability sampling technique to give the equal chance to the customers and to avoid the chances of any biasness (Malhotra, 2010). In probability sampling technique, authors have used the stratified probability sampling technique to take the response from the customers of generation Y of possible every area for increasing the effectiveness in controlling the extraneous sampling variation (Ross and Genevois, 2006). The sample size to conduct the survey of customers was determined to be 290. In selecting sample the following criteria were followed:

- The respondent must be a mobile service user and of the generation Y.

- S/He must be of any one of the three strata.

- The respondent must have the willingness to help for the study.

This sample size will be divided into the strata. The strata wise sample size table will be like the following:

No.	Strata Name	% of Sample	Sample Size
1	Corporate House	30%	87
2	University	50%	145
3	College/School	20%	58
Total		**100%**	**290**

A questionnaire was administered through personal interview and the information needed for this study is the appropriate medium of communication through which mobile service providers of Bangladesh can communicate with the customers of generation Y effectively. The authors have checked the reliability and validity of this questionnaire using various theories, interviews with experts and pretesting on a small sample. They obtained a fine result in their study with this questionnaire. The dependent variable-appropriateness of the existing communication medium used by the mobile service

providers of Bangladesh and the independent variables – available medium of advertisement were measured using a 9 point Likert Scale for Regression analysis. For the analysis of the study Statistical Package for Social Science (SPSS) 17.0 has been used.

6. Findings and Analysis

6.1. Appropriate Medium of Advertisement

The respondents were asked to express their opinion toward whether the existing medium of advertisement used by the mobile service providers of Bangladesh is appropriate or not. About 46% people agreed and about 16% somewhat agreed to this statement. Since a big portion of young generation is agree with the appropriateness of the existing medium of advertisement. In order to satisfy a larger group of youngsters, these companies should somewhat change the existing medium of advertisement. The results show that among 290 respondents, 107 respondents are agreed with "Television" as the existing medium which is 37% of total sample size, 28% respondents strongly agreed and another 19% extremely agreed with this statement, which tells us that mobile set companies can use television as an appropriate medium for mass communication. Since young generation spends a large portion of their spare time watching TV, mobile service providers should increase use of this medium. Late night viewing is also a popular phenomenon amongst this segment.

From the survey the authors have found that 27% respondents somewhat agreed, 24% respondents agreed and another 12% strongly agreed radio as an appropriate medium. In fact, radio is becoming a popular medium because today's young generation listens to FM radio at an increasing rate. The listeners are captive to the message unless they switch stations or turn the radio off. So the authors suggest that the mobile service providers should also consider radio for their advertisement. When respondents were asked about their opinions regarding the effectiveness of launching commercials in newspaper, "Generation Y" preferred this medium because they have an established, regular publishing schedule. About 34.5% respondents agree, 22% strongly agree and 12% extremely agree which depicts that readers are actively involved in reading the paper and getting information from the ads. So the authors conclude that the mobile service providers should use this medium with great consideration for their advertisement to reach customer easily.

Since all of the respondents are young, majority of them spent a lot of time everyday in the internet. The internet was the preferred media choice for information driven activities. Because 18% of them are somewhat agreed, 24% agreed and 14.5% strongly agreed with internet as the appropriate medium for commercials. New communication technologies including the internet have impacts on the lives of young people. On the other hand, 13%

interviewers disagreed with this statement because web users are so inundated with banner ads and spam email that they have begun to ignore internet advertising. The authors opined mobile service companies should increase their ads in the Internet because its penetration rate is increasing. Internet allows interactivity, allows high level of targeting to the required audience and highly measurable to see how campaign is working. It was interesting to find out the respondents mixed feelings about the use of magazine by marketers to reach them. 11% of the "Generation Y" disagreed, 9% somewhat disagreed and another 13% are neutral about their opinion regarding the appropriateness of magazine as a medium. They argued that only high and medium class people are habituated to read magazine and this media produce minimal short term (daily/weekly) reach. On the other hand, 30% interviewees somewhat agreed and 24% agreed about the ads placed in magazine to reach them. They opined that magazines offer a better opportunity to catch the reader's attention. Readers tend to watch commercials in magazines more carefully than they do in case of ads in newspapers because magazine ads are placed fewer per page, the competition for the readers' eye is reduced. The authors have identified that as mobile service providers target market are segmented; they can spend a percentage of their budget on magazine read by youngsters for better targeting of audience.

From this study it was also found that, majority of the interviewees were agreed with using outdoor ads because 40% of them agreed and 17% of them strongly agreed about its appropriateness as this media is hard to avoid viewing. People can't "switch it off" or "throw it out", they are exposed to it whether they like it or not. In this sense, outdoor advertising truly has a captured audience. The study suggest that to attract the young audience the outdoor ads should be placed in front of colleges, universities since most messages stay in the same place for a period of month or more, people who drive by or walk past see the same message a number of times.

"Generation Y" showed a positive sign toward using sponsorship for advertisement. 27% agreed, 19% strongly agreed and another 12% extremely agreed about using sponsorship as an appropriate medium to reach them. They thought it is good for a sponsor's image to be linked with popular pastime like sports, concerts cause in this way the sponsor's name will be brought to the attention of the public. It's about building a long term relationship. The longer it lasts, the more its worth. The authors opined that marketers can increase their budget on sponsorship because sponsoring events that appeal to their market are likely to shape buying attitudes and help generate a positive reaction.

2.2. Pattern of Advertising

The mobile service providers launch very attractive advertisement and the pattern that they use is also very innovative. But due to multi-customer or variation in the thinking of

them, some like the pattern but majority do not. Because 11% strongly disagreed, 33% disagreed and another 21% somewhat disagreed about the pattern of advertisement the companies are launching. Since a big portion of respondents are not showing positive attitude toward current advertising, mobile service providers should take careful decision considering this observation.

A large portion of the young respondents i.e. 60% like humorous ads because it has the capability to be laughing at things. Indeed, a consumer remembers a funny ad more because it is helpful to hold the customers attention and retention. A majority of the young people i.e. 40% also ranked informative and emotional ads as the same. They like such type of commercials which provides knowledge as well as emotional attachment. The authors suggest that the mobile service companies should launch informative ads which contain emotion, especially humor as the young people like humor and want to be well informed by the ads of mobile service providers. Young generations most expected information from mobile service providers is decrease in call rate. 68% of the respondents want news about lower call rate because they usually talk a long time with mobile. So the mobile companies should highlight the information about decreased call rate with most priority.

6.3. Regression Analysis

Regression analysis is a procedure for analyzing the associative relationships between a metric dependent variable and one or more independent variables (Malhotra, N. K., 2009). Through regression analysis it is possible to determine whether the independent variables explain a significant variation in the dependent variable that predicts the values of the dependent variable from the independent variable. For conducting regression analysis the dependent and independent variables are required to be metric.

From the regression coefficient table, we can see that tv has the largest coefficient (0.543) and which is very much significant (significance level is 0.000). The coefficient represents the impact of one unit change in a predictor on the dependent metric variable. Thus we can say that 1 unit change in factor tv will be responsible for 54% change in the dependent variable. From the table, we can also see that sponsorship and radio have the coefficient (0.495 and 0.247) respectively. Thus we can say that 1 unit change in factor sponsorship and radio will be responsible for 49% and 25% change in the dependent variable which means television, sponsorship and radio have been identified as the appropriate medium for the mobile service providers of Bangladesh to reach the young generation. Rests of the mediums have very low coefficients and also are not significant which means the other mediums (newspaper, internet, magazine, and billboard) have very much limited impact on the young generation as an effective medium to reach them.

Table 1: Regression Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.320	.584		3.970	.000
	Tv	.543	.065	.232	3.734	.000
	Radio	.247	.049	.119	2.106	.036
	newspaper	.003	.059	.003	.044	.965
	internet	.003	.046	.004	.072	.942
	magazine	.052	.056	.055	.931	.353
	billboard	.110	.060	.109	1.825	.069
	sponsor	.495	.053	.139	2.360	.019

Dependent Variable: Appropriateness of the existing medium of advertisement

Source: Authors' Field Study

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.869(a)	.755	.249	.64560	1.900

a.   Predictors: (Constant), sponsor, internet, radio, magazine, newspaper, billboard, tv

Source: Authors' Field Study

The value of multiple regressions (R) is 0.869, which measures the strength of association between the dependent variable and independent variables. The coefficient of determination (R square) of the model is 0.755 which means that the 75% of the variation in dependent variable (Appropriateness of the existing medium) is accounted by the variation in the independent variables (tv, radio, newspaper, internet, magazine, billboard,

sponsorship). In other words, multiple regression models have been able to explain 75% of the total variance in the appropriateness of the existing medium used by the mobile service providers of Bangladesh.

7. Conclusion

Advertisement is very vital for the mobile service providers to reach the young generation as they represent a large consumer segment. There are almost seven available medium to attract the young customers for the mobile service providers of Bangladesh. Among them authors have found from the study, advertisement on television, radio and the sponsorship are playing most significant role to attract the customers of generation "Y". This study has also revealed that some of the customers' are satisfied with the existing pattern of advertisement and some are not satisfied with the existing pattern of advertisement used by the mobile service providers to attract young customers. The mobile service providers need to work with the pattern of advertisement to attract the young customers more because they prefer the advertisement having humor and which is absent into the current advertisements. In the existing advertisements mobile service providers are using the emotional and informational advertisements most. To ensure the growth of market share as well as mind share of this segment, a company should take more strategic initiatives through innovative or creative advertisements. Selecting an appropriate medium for launching commercials and delivering the expected message successfully is a skill that helps a company to get competitive advantage. Otherwise it will be only wastage of money.

8. Further Scope of the Study

Authors have taken only 290 respondents as the sample size of this study but there are almost 89 million subscribers of the existing mobile service providers of Bangladesh which can be used for further study (BTRC, 2012). There was very limited availability of the standard to measure the appropriate medium of advertisement for the mobile service providers of Bangladesh. In conducting the study authors have found that this sector had lack of sufficient sources of reliable data regarding service provider firms. Besides stratified probability sampling techniques, simple random probability sampling (SRS) techniques can be also used in the similar study to make the study of this sector an intensive one. The samples were collected from Dhaka city only for some research constraints. Samples from the other city can add some important value regarding the customers' perception about the appropriate medium of advertisement of the mobile service provider firms of Bangladesh. Moreover, this analysis will help the firms identifying the appropriateness about their existing medium of advertisement, similar study can be conducted to identify the level of satisfaction of the customers' toward the advertisement and other promotional techniques used by the mobile service provider firms of Bangladesh.

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