

EFFECTIVENESS OF ADVERTISEMENT PERCEIVED BY CUSTOMERS IN BANGLADESH: A CASE STUDY OF TELECOMMUNICATION INDUSTRY

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ABSTRACT

Everyone in the modern world is influenced to some degree by advertising. One may like it or not but advertisements are everywhere. The growth of advertising media and competitive market environment has resulted in a significant increase of advertising expenditures and investment in the advertising industry in Bangladesh. The present study assesses some attributes of advertisement that contribute to make advertisement attractive and effective from customers' point of view. To fulfill the research objective 185 cell phone user's perception has been considered from six leading cell phone companies in Bangladesh. Through descriptive analysis it has been found that, of all the cell phone companies, Grameen Phone advertisement is the most attractive and effective. This study suggests some attributes that a company must pay attention to make advertisement attractive and effective in future.

INTRODUCTION

Advertising is a powerful communication force, highly visible, and one of the most important tools of marketing communication that helps to stimulate market demand as well as to sell products, services, ideas and images, etc. Organizations in both public and private sectors have learned that it is critical for attaining success in the competitive business environment. In Bangladesh, the significant change of media landscape and growth of competition in cell phone industries has shown the evidence of growth in advertisement leading to a significant increase of advertising expenditures and investment. Now advertisement are carried in Bangladesh through the whole range of advertising media, including newspapers, magazines, radio, television, billboards, posters, film shorts, mail, movies, buses & trains, wall paintings, printed flyers & rack cards, mobile telephone screens, shopping carts, bus stop benches, sides of buses or airplane, taxicab doors, musical stage show, stickers on fruits, the opening section of streaming audio & video, posters, and the backs of event tickets and supermarket receipts, matchbook covers, even local exhibitions (Russell and Lane, 1996, Jugenheimer & White, 1980, BANGLADESH Country Commercial Guide, 2003-2004). Basically advertisement attractiveness & effectiveness campaign depend on some general characteristics, e.g, the central theme of advertising campaign, attractive picture, brand logo, product, advertisement headline, the format & overall presentation of advertisement that translated into attention getting, distinctive & memorable message to the target audience at a minimum, good or effective & attractive advertisement understands and thinks about the

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customer's need. It will consider customer view that must be meaningful, believable, persuasive and distinctive to the audience.

To survive in the competitive business environment, cell phone companies are allocating and spending huge amount of money for advertisement purpose on electronics and print media to inform and attract customers. But it is a key concern for the advertiser is whether the ad conveys the meaningful intended and another concern is the consumer's reaction to the ad for deciding which campaigns bring the best value for the money spent because much advertising losses effectiveness and fail to give optimum feedback from the market. The companies and advertising executives are much concerned about the assessment of the effectiveness of the advertising efforts. The companies attempt to evaluate the effectiveness of the advertising campaign whether advertising goals are to be achieved or ad effectiveness is to be increased. By regular evaluation of the effectiveness, the short comings & the positive points would be revealed and the management would be able to improve the campaign by reducing the shortcomings & retaining the favorable point. For this purpose, it is very necessary to know how advertising affects the buyer's behaviors and find the factors of advertisement effectiveness as perceived by the customers. In this sense, this present study attempts to assess different factors that contribute towards the advertisement effectiveness by taking responses from cell phone users.

OBJECTIVES OF THE STUDY

The central objective is to measure effectiveness of advertisement from the view point of company and from the customer's side as well by taking some telecommunication company as a sample. For satisfying this central objective, the following are the specific objectives.

- To know the perception of the people of Bangladesh towards advertisements offered by different cell phone companies;
- To assess the effectiveness of advertisements in a competitive atmosphere by getting responses from cell phone customers;
- To find out the different attributes that make advertisement effective.

METHODOLOGY

In order to fulfill the requirements of the objective, a questionnaire was prepared. Keeping the central objective in mind and through extensive literature survey some attributes has been selected that make an advertisement effective and attractive. Based on those attributes a questionnaire was developed which was used to collect information from respondents. This questionnaire consisted of different attributes of advertisement such as advertisement theme, advertisement picture, and advertisement headline, different products offered by different cell phone companies in the advertisement, brand logo, advertisement presentation and the customer's choices of advertisement. Considering these attributes, respondents were asked to make a rank among six cell phone companies how attractive and effective attributes are used in each advertisement. The overall rank is summed up to determine the final rank of the advertisement of the companies. This study concentrates to the television and print advertisements as they form the mainstream of formal advertisement media in Bangladesh. The whole range of advertisements in the electronics media and print media through out the year 2009 are observed and analyzed. In this research the sample size consisted of 185 cell phone users from different fields. The respondents were students, employees and businessmen. The most recent and famous advertisements of leading mobile companies were used in the research. Before the questionnaire was filled up by the respondent the

purpose of the questionnaire was explained to each of the respondent. In order to make an analysis, descriptive statistics were done and for this purpose different table and diagram were used.

DISCUSSION AND RESULTS

In this era of globalization, communication has become the most significant factor. For this, Telecom Company is playing the major role to change living status of the people and their businesses also. In a densely populated country like Bangladesh, telecommunication sector can play a significant role in day to day at communication field of the country and to boost the economy as well as enhance social status of people. The telecommunication sector in Bangladesh is one of the most suitable, dynamic, rapid growing, attractive and booming sector at present. The concept of cell phone has become largely familiar in the country since early 90's with the ongoing technological advancement. Since then the entire mobile phone companies are trying to attract their subscribers through various worthwhile offers. Mobile companies are offering differentiated product targeting different market segment since long. Currently, there are six leading cell phone operators in Bangladesh. Among them, TeleTalk Bangladesh Limited (TBL) is the only government owned cell phone operator and the other five are privately owned companies namely, GrameenPhone, BanglaLink, AKTEL, WaridTelecom and Citycell. Now **46.4 million** people are using cell phone which is almost 30% of total population. The numbers of users of six leading cell phone companies are as follows

Table: 1. Users of different Cell Phone companies

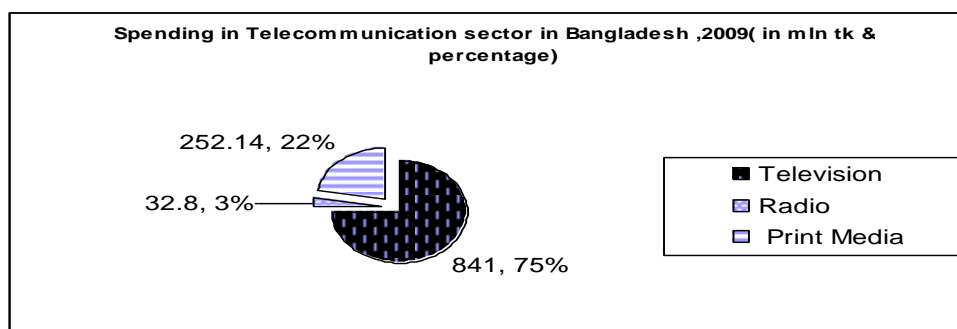
SL	Name of the Company	Total Number of Users (in mln)
01.	Grameen Phone	21.0
02.	Banglalink	10.9
03.	Aktell	8.8
04.	Warid Telecom	2.5
05.	Citycell	1.9
06.	Teletalk	1.1

(Source: Amardesh, Daily Newspaper 06/07/2009)

Although the telecom sector of Bangladesh is very competitive but the competition is really strategic oriented. To survive in this competition, Cell Phone companies are allocating and spending huge amount of money for advertisement purpose. In 2009 from January to March, the following table and diagram show the total advertising expenditure (in mln tk.) in telecommunication sector in different media.

Table 2. Expenditure in Different Media

	Television	Radio	Print Media
Telecommunication Sector	841	32.80	252.14



(Source: Bangladesh Brand Forum-May, 2009, P.34)

Expenditure pattern of different cell phone companies in different media has been estimated in the following ways:

Table 3. Advertising spending patterns in Different cell phone companies

Name of the cell phone companies	Television	Radio	Print Media
Grameen Phone	484	11.08	50.27
Banglalink	212	2.86	34.22
Citycell	44	2.45	11.54
Aktel	41	9.70	57.82

(Source: Bangladesh Brand Forum, March, 2008, p. 44)

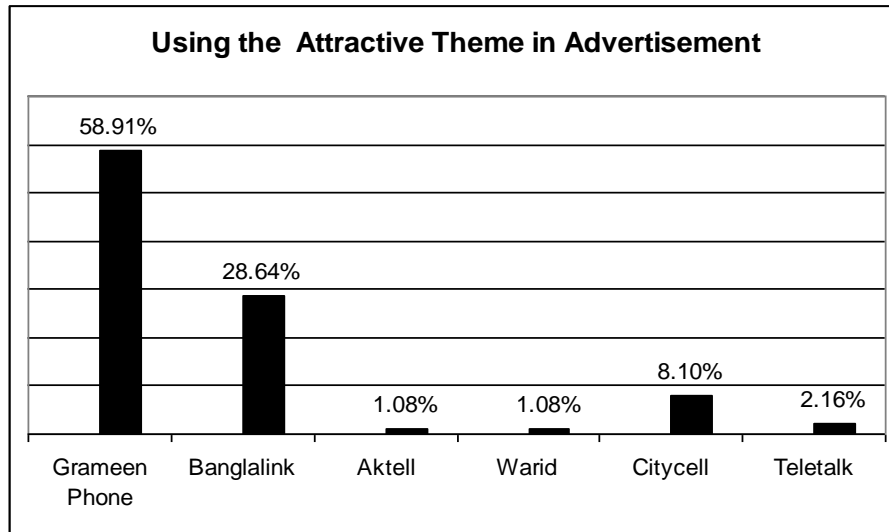
As the main purpose of this study is to assess the factors constitute an advertisement effective and attractive, different influencing factors of advertisement were taken to analyze and measures user's perception toward different ads by offering Six cell phone companies .To suggest the interpretation , descriptive statistics, different tables and diagram have been followed. At first "Attractive theme used in advertisement by different cell phone companies" has been considered. The following table shows the interpretation.

Table 4. Attractive theme used in advertisement

Name of the Company	Number of Respondents	Percentage
Grameen Phone	109	58.91%
Banglalink	53	28.64%
Aktell	02	1.08%
Warid	02	1.08%
Citycell	15	8.10%
Teletalk	04	2.16%
Total	185	100%

(Source: Field Study, 2009)

In terms of “Attractive theme used in advertisement by different cell phone companies” the study shows that people like the theme of Grameen Phone advertisement and consider it more impressive and effective than other companies. From the above table and the following diagram



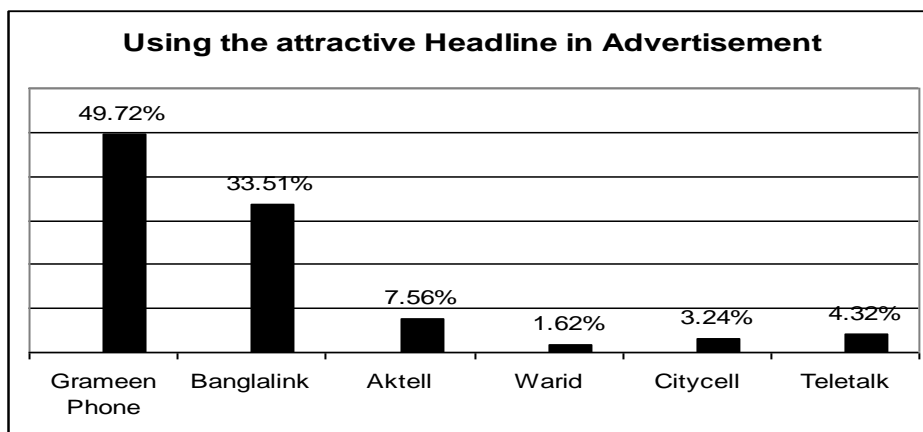
it is found that among 58.91 % of the total respondents has given opinion in favor of Grameen phone advertisement which is the highest than of all other competitors. Banglalink advertisement is the second highest which is liked by 28.64% respondents and Citycell is 8.10%, Teletalk is 2.16%, Warid & Aktell is 1.08%.

Table 5. Attractive Headline used in advertisement

<i>Name of the Company</i>	Number of Respondents	Percentage
Grameen Phone	92	49.72%
Banglalink	62	33.51%
Aktell	14	7.56%
Warid	3	1.62%
Citycell	6	3.24%
Teletalk	8	4.32%
Total	185	100%

(Source: Field Study, 2009)

In the criterion of “Attractive Headline used in advertisement by different cell phone companies” by doing descriptive analysis, the study shows that people think headline used by Grameen Phone is more attractive and consider more effective than other competitors.



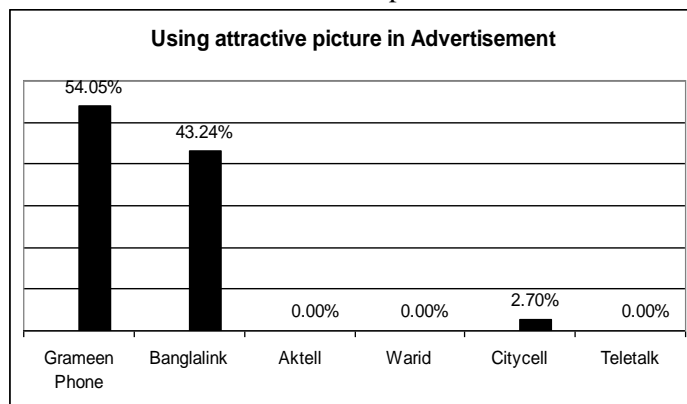
The above table and diagram show that among 49.72% of the total respondents support Grameen phone advertisement which is the highest than other competitors. BanglaLink advertisement is the second which is liked by 33.51%. Aktel is 7.56%, Teletalk is 4.32%, Citycell is 3.24% and Warid is 1.62%.

Table- 6: Picture attractiveness in Advertisement

Name of the Company	Number of Respondents	Percentage
Grameen Phone	100	54.05%
Banglalink	80	43.24%
Aktell	00	0.00%
Warid	00	0.00%
Citycell	05	2.70%
Teletalk	00	0.00%
Total	185	100%

(Source: Field Study, 2009)

According to this criterion “Picture attractiveness in Advertisement” the present study reveals that Grameen Phone is the first position. People like picture in advertisement using by Grameen Phone and consider it more effective than other companies.



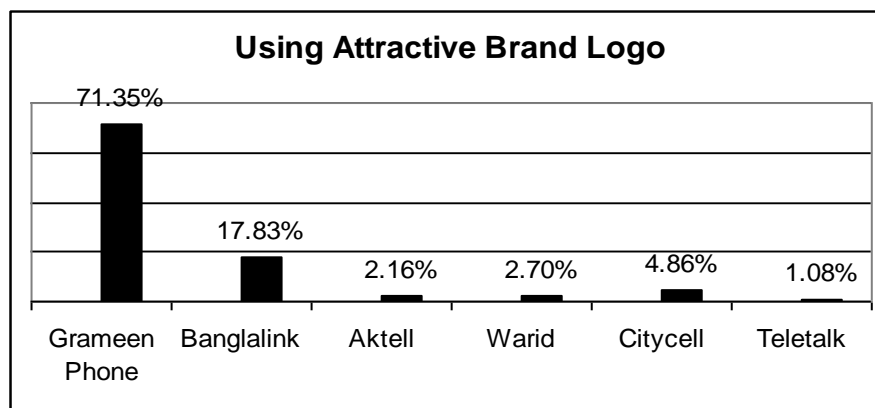
The above table and the diagram show that among 54.05 % of the total respondents support Grameen phone advertisement which is the highest than other competitors. Banglalink advertisement is second which is liked by 43.24% and Citycell was 2.70% but there was no reponse for Aktell, Warid and Teletalk.

Table 7. Attractive Brand Logo used in Advertisement

<i>Name of the Company</i>	Number of Respondents	Percentage
Grameen Phone	132	71.35%
Banglalink	33	17.83%
Aktell	04	2.16%
Warid	05	2.70%
Citycell	09	4.86%
Teletalk	02	1.08%
Total	185	100%

(Source: Field Study, 2009)

In terms of “Attractive Brand Logo used in advertisement by different cell phone companies” the study shows that in this criterion Grameen Phone advertisement is occupying a strong position and more effective than other companies perceived by customers.



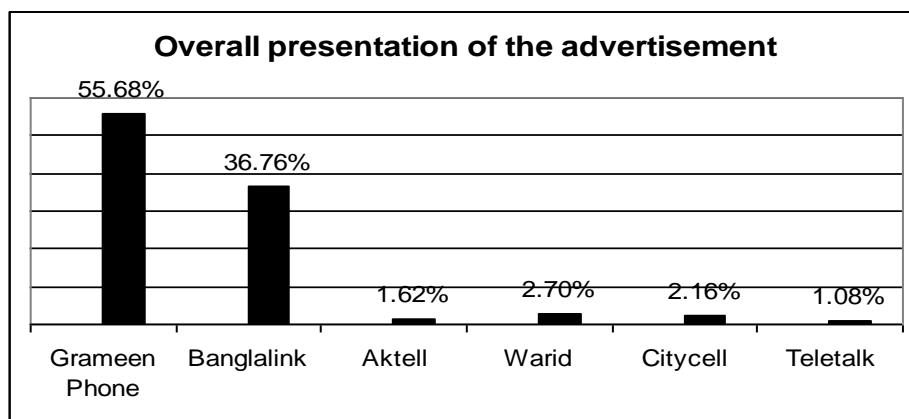
The above table and the diagram are depicting clearly that among 71.35% of the total respondents support Grameen phone advertisement is the highest attractive brand logo users than other competitors. Banglalink advertisement is the second attractive brand logo users which is liked by 17.83% and others are Citycell-4.86, Warid-2.70, Aktell-2.16, Teletalk 1.08 respectively.

Table 8. Attractive advertisement presentation

<i>Name of the Company</i>	Number of Respondents	Percentage
Grameen Phone	105	55.68%
Banglalink	68	36.76%
Aktell	03	1.62%
Warid	05	2.70%
Citycell	04	2.16%
Teletalk	02	1.08%
Total	185	100%

(Source: Field Study, 2009)

By doing descriptive analysis of “Attractive advertisement presentation”, the study shows that people consider Grameen Phone advertisement presentation more effective and attractive than other companies. The above table and the following diagram show that among 55.68% of the total respondents support Grameen phone present their advertisement is the most actively than other competitors. Banglalink advertisement is 36.76% and other cell phone companies were Warid 2.70%, Citycell 2.16%, Aktell 1.62% and Teletalk 1.08%, respectively.

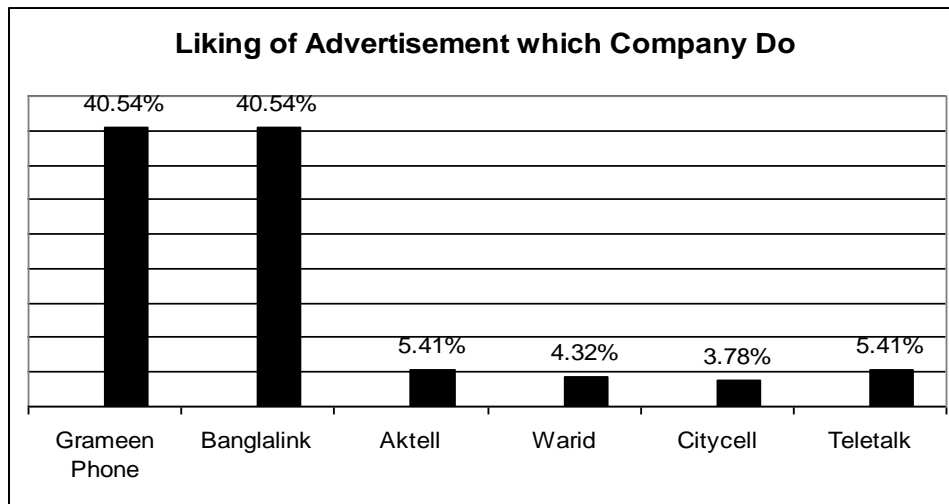


From the view point of “Advertisement choices by the customers” the study shows that people choices Grameen phone and Banglalink advertisement in the same way than other companies. From the above table and the following diagram it is found that among the 40.54% of the total

Table 9. Advertisement choices

<i>Name of the Company</i>	Number of Respondents	Percentage
Grameen Phone	75	40.54%
Banglalink	75	40.54%
Aktell	10	5.41%
Warid	08	4.32%
Citycell	07	3.78%
Teletalk	10	5.41%
Total	185	100%

(Source: Field Study, 2009)



respondents have given their opinion in favor of Banglalink and Grameen Phone respectively. Teletalk and Aktell are 5.41%, Warid & Citycell are 3.78%.

From above discussion and results it is evident that people like Grameen Phone advertisement on the basis of theme attractiveness, picture, headline and brand logo the company use. People like type of advertisements offered by Grameen Phone and they also attracted by its overall presentation and consider it more effective, because highest numbers of respondent are in favor of Grameen Phone. Greyer (1972) and Mehta (2000) conducted similar types of studies on advertisement effectiveness and their results are consistent with our findings.

CONCLUSION AND RECOMMENDATIONS

Advertisement is the best media to attract the customer and maximize company profit by increasing sales volume. From above results it may be concluded that the consumers pay

attention to each advertisement attribute and overall choices & advertisement effectiveness are dependent on liking & effectiveness of individual attributes. It is evident from above study that respondents are considering each attribute of advertisement and the result is that all of them Grameen phone advertisements are more attractive and effective than its competitors. These individual attributes or factors determine overall liking and effectiveness of Grameen Phone advertisement. In today's competitive environment where companies have to spend huge amount of money on advertisement, findings of this study can be useful for the organizations to make their advertisement more attractive and effective. In this study six different advertisement attributes were taken and customers' perception about advertisement effectiveness was analyzed. In future several other attributes can be considered to investigate the customer perception as well as companies perceptions about advertisement effectiveness and some other statistical tools can be used to analyze the data.

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