Selecting an Appropriate Source of Media as an Effective Source of Promotion and Communication from ATL and BTL Modes of Advertising.
A study on FMCGs in City of Peshawar.

HAIDER IQBAL
Department of Management Sciences, MBA student City University of Science and IT Peshawar Pakistan
Email: Haider_iqbal@yahoo.com

Abstract
This research shows and investigates the impact of ATL and BTL advertising methods on the consumer response about the FMCGs in the city of Peshawar Pakistan and to find out the most efficient and effective source of advertising and communication with customers. This research thesis is both analytical and descriptive to analyze and describe that which source of ATL and BTL is effective source of promotion and communication with customers. The independent variables of ATL advertising are Television (TV), Radio, Internet and print media and the independent variables of BTL advertising are Billboards, Transit, Flyers, Banners, Wall chalking, Point of sale display, Word of mouth and the dependent variable is customer response. There are 12 hypothesis of the study. The literature review shows that all of the sources of ATL and BTL advertising have significant impact on customer response and also all the independent are significantly related to each other. IBM SPSS 20 is being used for the analysis of this research thesis. Linear regression in this research thesis is used to find out the impact of independent variables on the dependent variable. The results of this research thesis are based upon a questionnaire. The questionnaire is composed of two parts. The first part is related to the demographics of customers and the second part is composed of closed-ended questions about all of the independent and dependent variables. The total number of questionnaire that was distributed among customers is 200 in which a total of 143 questionnaires were completely filled and truly responded. The finding of the study shows that all of the independent variables are significantly related with each other and they have significant impact on the dependent variable that is customer response. The result of the study shows that billboard, wall chalking and transit advertising are the most efficient ways of advertising which have significantly high impact on the generation of positive customer response among which billboard is the most effective and efficient. From the results it is concluded that in the city of Peshawar company need to advertise their FMCG products on billboard to get effective and efficient results through with the cost will be minimum and the output will be maximum.

Key Word: Advertising, ATL, BTL, Communication and Consumer Response.

Introduction
Communication plays an important role in the advertising of a product or service. Marketers use different modes and different ways of promotion and advertising to communicate with customers and consumers of the product and to efficiently and effectively convey all the relevant information about product or service to the target audience and target customers in order to satisfy customer needs and wants. This research topic is to find out, selecting appropriate source of media as an effective source of communication: A study of Fast Moving Consumer Goods (FMCG). There are two basic sources of communication i.e. ATL and BTL.
ATL stands for above the line, which means sources of communication or promotion including mass media i.e. Television (TV), Radio, Internet and print media. Advertising on ATL is expensive but it is having mass affect and it covers broader area. It uses expensive modes of communication with the target customers. BTL stands for below the line, which means sources of communication or promotion that cover small portion of the target audience or target market. It include Billboards, Transit, Flyers, Banners, Wall chalking, Point of sale display, Word Of mouth etc. BTL is not as much expensive as the ATL but it is also efficient and effective source of communication between company and target customers and consumers. ATL is a direct way of advertising in which is targeted to get direct and maximum amount of response as it is done for mass target group which contain high number of target customers and target audience where as BTL is used to communicate with a smaller group of target audience. This research thesis is to find out the selection of appropriate source of advertisement between ATL and BTL based upon customer responses. Customer’s response will show which mode of communication is effective source of communication.

**Literature Review**

Advertising is a marketing term and it is one of the forms of communication through different mediums and it is a paid form communication that has been sponsored by known sponsor and is done for a larger audience

**Tv**

TV advertising is a part or a television program that has been paid by company of the product. TV ads compel customers to buy product because it show the use and demonstration of product (Walter Gantz, 2007). TV ads compel customers to buy product because it show the use and demonstration of product (Walter Gantz, 2007). The TV ad should be revised in order to get better result (Dr. Abdolhamid Modares, 1991). The meaning of commercial is not just present in the commercial and also not in the viewer but it is present in both of them and how they interact (Figen Ebren, 2011). TV commercials and advertising for product along with the awareness make the customers to recognize the product and to recall it (Tore Nilssen, 2001). TV commercials as it vary from low to high, depending upon the available budget company decide what time to chose for advertising (Bates, 2006).

**Radio**

Advertising on radio can be of very low avoidance and mostly customers do not switch whole advertising and listen to commercial and get informed and in the end help advertiser that the target message had been reached to the target customers (Auckland, 2011). It has ability to convey messages that are emotional and make them associated with brand which help in recalling brand and product (Millward Brown, 2005). It may have sudden change in the behavior of customers as it has the ability to divert customer attention (Morris, 2009).

**Internet**

Internet is use as source of advertising and use online sources for promotion of products and to attract target customers and target audience (KC Behura J. P., 2012). Advertising of FMCG goods through internet globally are done in a very creative way so that to make the ad able to attract more relevant customers and to convey message effectively (Mildenhall, 2010). For better ad on internet it is necessary to do full planning and make advertising as much creative as it is possible to attract relevant and target customers (Anita Caras, 2010). It gives ideas, advices and information about product and makes customers to have full insight of the product (Gowar, 2008). The cost of ad is also determine by the position, size and time of an ad that what is the size of ad and where it is located in page and for how much time it will appear on the website (BHARAT N. ANAND, 2012).
Print Media

In both the magazines and newspaper advertising much more information about product is given which in end is helpful for advertiser to persuade customer to attract toward the product (Durmaskin, 2012). The regional and local newspaper are very helpful for the advertiser to target any specific target group of customers according to needs and wants of that target group (Nadine Lindstädt, 2011). As the advertising done in magazine are very creative so it is very helpful in attracting customer’s attention (Joad, 2006). There are many different factors that are present to determine cost of newspaper advertising depending upon different situations. Some on the popular newspaper have shown the rate card along with the newspaper (stephens, 2006)

Billboards

Advertising on billboards is outdoor advertising in with marketers and advertisers target customers such as passengers and drivers and people who are walking (Shirky, 2010). Advertising on billboard feel to potential customers like if it is made for them (Elesseily, 2007). Billboard is a kind of BTL advertising that dominant in it. Due to technology billboards are advanced and some of the billboards are huge screens along with the sound to efficiently grab attention of customers (J. David Lichtenthal, 2004). In billboard advertising the message from the company side should be written and convey in such a form that it is easily understandable and should be easy for customers to recall (James Colborn, 2009).

Transit advertising

Advertising is done either inside the vehicle or outside the public transport advertisement (Spencer, 2012). Transit advertising help customers to imagine the product as the message of transit advertising is direct and is kept very simple that is better and easily understandable by customers (Jarboe, 2005). Transit advertising is very helpful in attracting attentions of students toward advertising (Naveen Donthu, 2004). It is also determined by the advertising that if it is done inside the vehicle or outside the vehicle so the rates may differ from exterior to the interior (Harrison, 2009).

Flyers Advertising

Flyers advertising is a type of BTL advertising which done through a paper known as advertisement through paper or paper advertising (Watlington, 2008). To make it more efficiently workable the marketers add some discounts offers along with advertising (Scoble, 2011). The price is also determined by the quality of the flyer that what quality paper advertiser wants, the better the quality the higher the price (CHAABANE, 2012).

Banners advertising

Advertising through banner is a kind of BTL advertising in which advertisement of a company about product is shown upon a banner (Munir, 2012). The banner advertising should be made in such a way that it shows a clear idea and meaning and the idea should be clear about company and product (Clark, 2006). If the cloth is expensive and the message and product drawn on it is glossy and colorful then the price is high as compared to simple one. It is helpful to start a campaign on advertising (Cohen, 2012).

Wall chalking advertising

Wall chalking is a kind of BTL advertising in which chalk is use for making an advertisement (Bloomberg, 2009). It is a deal between company and authority that when the authority wants the company to remove their advertising so the company will remove it with their own expense (Libert, 2009). If it is expensive and durable so the price is high and if it is simple chalk then it is not very expensive (Martin, 2010).
Point of sales display advertising

Point of sale display can also be done on seasonal basis or it can also be done on holidays which may be a point of attention toward the product (Henry, 2009). Advertising through point of sales display is most basically adopted for the fast moving consumer goods FMCGs (Clark, 2008). Whatever looks to them more attractive and efficient so in that way they need to do point of sale purchase display (Geller, 2011).

Word of mouth

Word of mouth advertising is a type of BTL advertising in which advertising is done willingly and voluntarily by people and customers that are satisfied from the product and company. If a person is satisfied from the products and services offered by a company so the customers use word of mouth for the promotion of company and product and they do it willingly. For the success of any business word of mouth advertising is very important because one customer can make many more customers without any effort (Shin, 2006). Once image of a company or product is build up then it is very easy to get new and potential customers through word of mouth advertising (Murphy, 2006).

Theoretical Framework

Theoretical framework of ATL/BTL advertisement as a source of communication and promotion

ATL Advertisements:
- Television
- Radio
- Internet
- Print media

BTL Advertisements
- Flyers
- Banners
- Wall chalking
- Word of Mouth
- Transit
- Billboards

Promotion or Communication

Customer Response

The above theoretical frame work is established based upon the literature review, which clearly analyze the independent variables and the dependent variable. The independent variables are television, radio, internet, print media, billboards, transit, flyers, banners, wall chalking, word of mouth, and point of sales display. The dependent variable is the customer response. The main purpose of the study is to find out that which source of advertising is an appropriate source of advertising for the fast consuming goods in the ATL and BTL.
Hypothesis of the Study

Hypothesis of this research thesis are as follows,

- There is a significant impact of Television advertisement on consumer response.
- There is a significant impact of Radio advertisement on consumer response.
- There is a significant impact of Internet advertisement on consumer response.
- There is a significant impact of Print media advertisement on consumer response.
- There is a significant impact of Billboard advertisement on consumer response.
- There is a significant impact of transit advertisement on consumer response.
- There is a significant impact of Banner advertisement on consumer response.
- There is a significant impact of Flyer advertisement on consumer response.
- There is a significant impact of Wall chalking advertisement on consumer response.
- There is a significant impact of point of sale display advertisement on consumer response.
- There is a significant impact of word of mouth advertising on consumer response.
- There is a significant impact of ATL advertising on the customer response.
- There is a significant impact of BTL advertising on customer response.

Reliability of scale

The below table shows the data collected from respondents and its reliability. The full data is collected from the all the respondents that are being shown and discussed. The data shown here is reliable and is above then 0.7 Cronbach's Alpha, which means the data is reliable and all the respondents responded correctly to the questionnaire and the data collected is valid and is able to draw a valid result.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Variables</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Television</td>
<td>0.784</td>
</tr>
<tr>
<td>2</td>
<td>Radio</td>
<td>0.834</td>
</tr>
<tr>
<td>3</td>
<td>Internet</td>
<td>0.848</td>
</tr>
<tr>
<td>4</td>
<td>Print Media</td>
<td>0.808</td>
</tr>
<tr>
<td>5</td>
<td>Billboards</td>
<td>0.859</td>
</tr>
<tr>
<td>6</td>
<td>Transit</td>
<td>0.876</td>
</tr>
<tr>
<td>7</td>
<td>Banners</td>
<td>0.843</td>
</tr>
<tr>
<td>8</td>
<td>Flyers</td>
<td>0.856</td>
</tr>
<tr>
<td>9</td>
<td>Wall chalking</td>
<td>0.861</td>
</tr>
<tr>
<td>10</td>
<td>Point Of Sale Display</td>
<td>0.869</td>
</tr>
<tr>
<td>11</td>
<td>Word Of mouth</td>
<td>0.854</td>
</tr>
<tr>
<td>12</td>
<td>Consumer response</td>
<td>0.886</td>
</tr>
</tbody>
</table>

Methodology

This research thesis shows that to select appropriate source of media as effective source of communication for FMCG in city of Peshawar.

Population

Most of the major universities of Khyber Pakhtunkhwa Peshawar are taken as the population for this research thesis. Population is taken from Peshawar because the result of the study is to find out effective source of communication and promotion in Peshawar. The questionnaire survey was conducted on users of FMCG and the target of the study was mostly the students of universities because they have excess to both the modes of advertising of ATL and BTL. The sample size was composed of 200 respondents, which represent the whole population of Peshawar. A sample size of 200 students was selected from the whole population and the data was collected through questionnaire. Questionnaire of a total number of 200 was
distributed among the customers of FMCG, in which 143 were completely filled and returned and in the remaining 57, 57 were not properly filled.

**Demographic characteristics**

Below is the table that shows the demographic characteristics of total sample size of the research thesis. The demographic analysis of this research shows that the total number of respondents was 143 who truly responded to the questionnaire. The descriptive table below shows that among all the 143 respondents 106 of the respondents were males and 37 of the respondents were female.

<table>
<thead>
<tr>
<th>Measures</th>
<th>Items</th>
<th>Frequencies</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>106</td>
<td>74.1</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>37</td>
<td>25.9</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>143</td>
<td>100</td>
</tr>
<tr>
<td>Age</td>
<td>18-21</td>
<td>51</td>
<td>35.7</td>
</tr>
<tr>
<td></td>
<td>22-25</td>
<td>86</td>
<td>60.1</td>
</tr>
<tr>
<td></td>
<td>26-29</td>
<td>6</td>
<td>4.2</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>143</td>
<td>100</td>
</tr>
</tbody>
</table>

**Result and Analysis**

SPSS 20 is being used for the analysis of this research thesis. Linear regression in this research thesis is used to find out the impact of independent variables on the dependent variable. The table show that the dependent variable (consumer response) is influenced 84 percent by the independent variables. As the value or R Square is near and very close to the value of ONE, so it means that the independent variables are having impact on the consumer response in advertising industry.

<table>
<thead>
<tr>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), word-of-mouth, wall chalking, flyer, print media Internet, point of sale display, banner, billboard, television, transit, radio.

**ANOVA table analysis and interpretations**

The below table of ANOVA explain if the model was significant or not for the research thesis. The research thesis model is significant if the p value is less than 0.05 so the model is said to be significant. In the below given table the significant or p value is less than 0.05 that is 0.00 which mean the model is statistically significant. So from the given table it is clear that the independent variables are significantly connected to the dependent variable and have significant impact on it which is (consumer response).

<table>
<thead>
<tr>
<th>ANOVA*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>Regression</td>
</tr>
<tr>
<td>Residual</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

a. Dependent Variable: csr
b. Predictors: (Constant), word-of-mouth, wall chalking, flyer, print media Internet, point of sale display, banner, billboard, television, transit, radio.
The above table of regression co-efficient clearly shows that there is significant impact of ATL and BTL advertising on the consumer response and as the value is positive so it means that ATL and BTL advertising has positive impact on consumer response and the consumer response is positive. In the above table the standardized coefficient shows that Billboard is the most significant and most important factor in the advertising industry that cause great and positive consumer response in the city of Peshawar Pakistan with (b=0.254) then wall chalking (b=0.162) then transit with (b=0.159) then internet with (b=0.127) then word of mouth with (b=0.120).

The variables with weak impact are Point of sale display with (b=0.103) radio with (b=0.085) flyer with (b=0.067) television with (b=0.039) banner with (b=0.026) and print media with (b=0.018).

As the above table shows that values of all the factors are positive the values of sub factors are significant at value = 0.05, so from the given result it is concluded that all of the above listed hypothesis are accepted.

**Conclusion**

The main purpose of this research thesis was to find out appropriate source of media as effective source of communication with customers for FMCG in the city of Peshawar. The result of the study shows that the large proportion of advertising for FMCGS has positive impact on male that is in between the age of 22-25.

This research concludes that there is significant relationship of all the independent variable with each other which means all of them are important as source of advertising. The basic study of the research thesis is to find out the impact of all the indecent variable on the independent variable, this research conclude that all of the independent variable have significant impact on the independent variable that is customer response. The most important independent variable that has positive impact on the dependent variable as compared to other variable is Billboard that has relatively more impact on the dependent variable to generate more positive response.

Finally it is concluded that the most important independent variable that creates more positive customer response in the city of Peshawar for the FMCGs is billboard as compared to all other variables of ATL and BTL advertising.
Recommendations

On the basis of conclusion it is recommended to the companies of FMCGs that they need to use billboard advertising in the city of Peshawar for advertising their products because it is the most effective source of communication and promotion with customer that creates positive response to the advertising. As the impact of billboard advertising on creating positive customer response is high so it is highly recommended to companies of FMCGs to use it as a source of communication and promotion with customers try to invest more in it along with transit and wall chalking advertising. It is also recommended that the company need to make advertisement that attract both the male and females customers.

References


Anita Caras, G. F. (2010, April). Proof that online ad engagement drives better brand results.


Cleveland, L. (2007). the impact of comparable differences on consumer memory in competent advertising environment.


Murphy, J. (2006). Word-of-Mouth Is The Best Form of Advertising And How To Use It.


