

MARKETING COMMUNICATION THROUGH THE INTEGRATION OF NEW MEDIA AND TRADITIONAL MEDIA: THE INSIGHTS

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ABSTRACT

The paper demonstrates the current trend of advertising research that has moved towards integrating two or more media using both the traditional media and the new media. Recent advertising researches have shown that the repetition of a particular advertising feature across two different media has been found to reinforce the effectiveness of marketing communication. It has also been proven influential in improving memory and the attitude of consumers. Based on the positive and encouraging recent findings, more studies should focus on examining advertising effects using the integration of the traditional medium (television) and the new medium (the Internet). Bearing in mind that the position of the Internet have progressed rapidly in the past, it is possible that the Internet can play a major role in advertising, going hand in hand with the traditional medium especially television.

Keywords: marketing communication, integration, advertising, traditional media, new media, channels of communication

INTRODUCTION

Research in advertising has progressed considerably throughout the years. An abundance of studies can explain for the differences in advertising strategies. The trend has changed from a consumer being exposed to one channel to multi-channels of media. This means that marketing communication strategies used to attract the attention of consumers have changed from promoting a product using one medium to using more exhaustive list of means. One of the strategies is by choosing the right combination of media to convey advertising messages to a specific group of consumers. This has been popularly known as the marketing mix strategy. Advertisers have to ensure that the marketing strategy using channels of communication chosen is the best strategy to facilitate the communication process between consumers and the product. At the same time, advertisers should also find a way to increase the effectiveness of their advertising strategies. The success of advertising should lead to improved memory and attitude of consumers and in turn would guide the purchase of the particular product.

INTEGRATION OF MEDIA OF COMMUNICATION

There were many advertising studies done in the past which particularly focused on traditional media such as television (Chowdhury, *et al.*, 2007; Moorman, *et al.*, 2007; Moorman, *et al.*, 2005) and print media such as magazine (Malthouse, *et al.*, 2007) and newspapers (Dahlen and Edenius, 2007). The emergence of new technologies such as the Internet has called for further investigation. Studies in the past focused on the traditional media and their audiences, concentrating on issues such as 'recall', 'attitude' and 'brand choice' and their relations to consumers (Pavlou and Stewart, 2000). Current research trends have now moved towards issues such as interactivity or a two-way communication, highlighting the fact that the customers are active players rather than passive recipients. This means that the move is not to change entirely the traditional way of communicating advertising messages to consumers but also to consider the rise of other types of advertising such as the advertising in the Internet and integrate the technology "into their reciprocal communications" (Pavlou and Stewart, 2000, p.5).

Even though studies on the Internet as one of the advertising media (Chiagouris and Lala, 2009; IAB, 2009; Bruner and Kumar, 2000; Dreze and Zufryden, 1998) have widely been researched, studies on the combination of channels as the medium to communicate persuasive advertising messages and their impact upon consumers have been quite limited to a few studies (Wakolbinger, *et al.*, 2009; Dahlen and Edenius, 2007; Chang and Thorson, 2004; Brackett and Carr, 2001; Gallagher, *et al.*, 2001; Edwards and La Ferle, 2000; Bezjian-Avery, *et al.*, 1998). Therefore, further research is needed to fill the gaps in this area of advertising research and to explore the potential of both traditional and non-traditional media such as the Internet. In addition to that, the media effects were not solidly proven and researchers have been focusing on a particular medium only and a combination of online and prints advertisements. Thus, the gap should be filled with an insightful study which integrates traditional and non-traditional media advertising.

Many previous studies on the integration of medium focused on print and television medium (Sheehan and Guo, 2005; Kumar and Krishnan, 2004; Stafford, *et al.*, 2003) or only on a particular medium such as television (Chowdhury, *et al.*, 2007; Moorman, *et al.*, 2007; Braun-LaTour and LaTour, 2004) and especially the print medium such as magazine (Malthouse, *et al.*, 2007; Kent, 2002). Not many studies focused on the new medium, the Internet and television as the established traditional media. Only recently, advertising researches have shown trends of the emerging interests of such studies (Christophers, 2008; McIlroy, 2008; Dahlen and Edenius, 2007; Chang and Thorson, 2004). Nevertheless, such studies did not look into the impact of advertising upon memory and attitude through the utilization of specific similar feature across the two different media. One study done focusing on

the integration of similar features such celebrity endorsement across two different media (television) and the Internet has been done in the United Kingdom (Adzharuddin, 2010). This study also supported previous research done by the Internet Advertising Bureau which found that the integration of television and the Internet has been effective in communicating persuasive messages to consumers (IABUK, 2009).

ADVERTISING THROUGH THE INTERNET

Though advertising in the web and advertising in other media have the same goals and share several common features, there are certain characteristics that differentiate between them. Thus, researchers have focused on different aspects of issues in advertising with different scope of study.

Various studies have sought to determine the various types of advertising effects on the Internet such as the effects of advertising on brand image, on awareness of brand being advertised (Nam and Sternthal, 2008; Miller and Berry, 1998; Yi, 1990); the relations with memory and brand-related attributes (Chowdhury, *et al.*, 2007; Peracchio and Meyers-Levy, 2005; McQuarrie and Mick, 2003; Ambler and Burne, 1999); attitudes toward websites (Coyle and Thorson, 2001; Shamdasani, *et al.*, 2001; Bruner and Kumar, 2000), attitudes toward advertising (Huang and Hutchinson, 2008; Brackett and Carr, 2001); attitudes toward the brand (Dahlen, 2005; Cho, *et al.*, 2001), brand loyalty (Miniard, *et al.*, 1992), the effects of advertising on the intention to purchase a brand or product (Cho, *et al.*, 2001) and the impact of brand familiarity and experience on advertising effectiveness (Dahlen, 2001). Other studies have examined issues related to advertising in the traditional media and the Internet (Wakolbinger, *et al.*, 2009; Dahlen and Edenius, 2007; Nysveen, *et al.*, 2005; Chang and Thorson, 2004; Gallagher, *et al.*, 2001; Schumann, *et al.*, 2001; Yoon and Kim, 2001a; Yoon and Kim, 2001b; Bezjian-Avery, *et al.*, 1998; Bush, *et al.*, 1998; Leong, *et al.*, 1998).

A study has found that consumers exhibit no major differences in their responses to the advertising on the Internet and to the advertising in other media (Pavlou and Stewart, 2000). Several attempts to differentiate the Internet and other media results in comparison between consumers' response in the traditional media in terms of 'recall', 'attitude change' and 'brand choice' (Pavlou and Stewart, 2000). A study by Bezjian and her colleague (1998) for example, compared interactive advertising and traditional media by using 'hierarchical traversal design'. This design used impact measures usually employed for traditional media such as 'recall', 'recognition', 'attitude' and 'purchase intention' (p.23). On the other hand, Dreze and Zufryden (1998) proposed that several critical measurement issues need to be resolved before Internet advertising can be compared to other

media and considered vital in a company's media mix, issues such as the recognition of 'password' and 'cookies' of unique visitors to websites (p.16).

Some researchers have endeavoured examining different areas of the advertising effects such as behaviour affected by ad cues (Charbonneau and Garland, 2010; Dahlen and Edenius, 2007; Chandy *et al.*, 2001), and attitude towards advertising using perceived value (Nam and Sternthal, 2008; Sheehan and Guo, 2005; Brackett and Carr, 2001; Ducoffe, 1996). However, the kinds of different perspective of measurement needed, to measure advertising effectiveness of different media (McGrath and Mahood, 2004; Bruner and Kumar, 2000; Pavlou and Stewart, 2000; Stewart, 1999). In addition to that, there is also a difference in relation to data collection using surveys on the Internet as compared to survey collected in the traditional media method (Dreze and Zufryden, 1998).

The Internet also differs from the traditional media in terms of the exposure to advertisements (Cho, *et al.*, 2001). The levels of exposure differ from media to media, as well as from consumers to consumers. In general, consumers have more control of the levels of exposure of advertising on the Internet. Exposure to advertising in the print media can also be controlled by consumers by not looking at the pages that contain advertisements in magazines or newspapers. On the other hand, television viewers have the choice to switch to different channels to ignore the television advertising. However, similarly, web users as consumers also have the chance to click to other links or advertisements which suited their interests.

There have also been debates on whether the Internet can be compared to other media. It was suggested years ago that it is difficult to compare the advertising on the Internet and with advertising on the other media since the Internet has its own characteristics as compared to the traditional media (Nysveen, *et al.*, 2005; Green, 2000; Dreze and Zufryden, 1998; Ducoffe, 1996; Hoffman and Novak, 1996). Apart from this factor, the Internet and other media of communication each encompasses distinctive characteristics, which makes it difficult to make parallel comparisons among them. The measurement of advertising effectiveness in the Internet as well as that of in other media is not directly comparable due to the fact that Internet advertising itself comprises of different characteristics compared to the advertising in older established media. The most apparent differences are in terms of the interactivity (White, *et al.*, 2003; Coyle and Thorson, 2001) and the technological capabilities of the Web (Leong, *et al.*, 1998). As a result of such differences, Pavlou and Stewart (2000) stated that the 'advertising evaluation should not only focus on 'outcomes', but also concentrate on both the 'processes' and 'outcomes'. Nevertheless, due to increasing effort of technological innovation, 'interactivity' does not only belong to the Internet, but also to other ways of communication. In fact, television has already offered interaction with viewers as consumers (Nysveen, *et al.*, 2005). This includes

interactive television viewing for certain programme or for a particular advertising (i.e. Telewest cable TV).

Some researchers have also investigated the perception of the Web as an advertising medium in relation to the traditional media using websites among advertisers (Chiagouris and Lala, 2009; Bush, 2008; Yoon and Kim, 2001b; Bush, et. al, 1998; Leong, *et. al*, 1998) whereas others have examined consumer perceptions and their impact across various media (Elliot and Speck, 1998). Meanwhile, Yoon and Kim (2001b) have sought to compare the effectiveness of the Internet with the traditional media by focusing on the factors that affect the choice of media, by investigating the attitude toward advertising. The result shows that Internet advertising is better suited for highly involved and rationally oriented consumers. 'Involvement', was also proved to have an association with the information processing of advertising content (McGrath and Mahood, 2004; Burnkrant and Sawyer, 1983). Based on most of the studies, the Internet can be considered an important media alternative. It can be an effective marketing communication tool for a particular type of consumer; nevertheless, more studies should be conducted to support its maximum potential in the future.

Studies on web advertising have increased steadily ever since its establishment. Internet advertising is a new medium that has become an increasingly recognized marketing communication channel for advertisers as well as for consumers. However, the effectiveness of web advertising still remains uncertain and disputable. In general, advertising functions to communicate a message about a product to potential customers. Different media of communication have different strengths and hence, different media are used for advertising to distinct target audiences. It is still too early to say whether advertising on the Internet can function similarly to the advertising in other media. Researchers have attempted to justify and substantiate the position of web advertising, in order to understand what web advertising can really do for its consumers and what consumers can get from web advertising.

Various researchers have focused on different advertising effects issues. Some studies have investigated the effectiveness of advertising by using consumers' involvement with products, and have shown that advertising effectiveness for a high involvement product appears to be 'relevance-driven', with reputation enhancing outcomes only when the website's content is relevant to the advertisement product category. Meanwhile, Bruner and Kumar (2000) examined consumers' experiences with the web and suggested that consumers' attitudes-toward-websites should be considered as important precursor in advertising effects.

Other researchers have focused on the effects related to levels of exposure. For instance, Cho, *et al.* (2001) examined the effects of banner advertisement, particularly investigating the effects of different levels of forced exposure to banner ads on consumers' responses. The effects were observed through

consumers' perceptions, clicking behaviour (banner ad), attitudes toward the advertisement and the brand, as well as in terms of purchase intention. The results revealed a significant positive relationship between the different levels of exposure and ad-related perceptions and clicking on banner ads among consumers. Increased exposure to a banner ad was associated with more favourable attitudes toward it and towards the advertisement and the brand. Increased exposure was also linked to greater purchase intention, awareness and the increase of clicking behaviour. On the other hand, Ducoffe (1996) examined the perceived value of web advertising, as a useful measurement criterion for evaluating advertising effects, particularly the effects of web advertising. He investigated three factors: 'informative-ness', 'irritation' and 'entertainment' to explain how consumers assess the value of advertising (p.23). This model tried to explain how advertising value related to attitude toward advertising.

CURRENT TREND: INTEGRATION OF TELEVISION AND THE INTERNET?

Other studies have examined issues related to advertising in the traditional media and the internet, specifically focusing on interactive advertising in comparison with traditional advertising (Christophers, 2008; Schumann, *et al.*, 2001; Stewart and Ward, 2002; Bezjian-Avery, *et al.*, 1998), perceptions of advertising clutter across various media (Elliot and Speck, 1998), effectiveness of the web site with traditional media (Leong, *et al.*, 1998); media use (Ferle, *et al.*, 2000), media choice (Yoon and Kim, 2001a; Yoon and Kim 2001b) and comparison of attitudes toward advertising (Brackett and Carr, 2001).

In their study, Elliot and Speck (1998) investigated the perceptions of advertising clutters across various media among consumers using a large-scale survey. Six media which that include television, radio, magazines, newspapers, Yellow Pages and direct mail were examined. 'Perceived clutter', 'hindered search', and 'disruption' were negatively related to ad attitudes and positively related to ad avoidance. Nevertheless, the findings varied across different media studied. Bush, *et al.* (1998) also examined the perception of the Internet as a marketing communications tool, but focused on the perception using a national sample of advertisers. Based on the result of their studies, four major issues were found. They are: advertisers had already incorporated the Internet in their marketing communication mix, advertisers perceived "greater Internet presence" since it was regarded a potential source of product information, advertisers were still unsure about the effectiveness of the Internet and finally and lastly, advertisers felt that certain issues such as security, privacy and measurement of 'effectiveness' were the main "barriers to utilizing the Internet as a marketing tool" (Bush, *et al.*, p.25).

Similarly, Leong *et al.* (1998) also examined the managers' perception (in this case, the Web managers) and compared the effectiveness of the websites with other eight traditional media. However, they also looked into motives of using the website (why and how) and associated it with the attributes of the various media. This study also found out that the website complemented other media and suggested that it should be "integrated" in the marketing communications mixes in the organizations studied (p. 49). On the other hand, Tse and Yim (2001) examined several factors that affect the choice of channels, particularly focusing on the online versus the conventional channels. The ability to "physically see" the product was the only reason that differentiated consumers' purchasing from the physical bookstore, as compared to the online 'bookstore' (p.137).

In comparing the use of new technology and the traditional media, a study explored the media use aspect on teen market segments (Ferle, *et al.*, 2001). A survey was used to investigate the allocation of time spent across media, media choice in relation to activities, the frequency of Internet use in relation to different sexes, and the perception of the Internet in comparison with other means of interpersonal communication. By providing the overview of the use of media among the teenagers, this study demonstrated the fact that teen market segments use different media in relation to their variety of needs. Recent studies also support the choice of media channels that include the new medium (Kachhi, and Link, 2009; McIlroy, 2008).

In contrast, Yoon and Kim (2001a) investigated the choice and use of the Internet ads, in relation to various product categories. By using the Internet as an advertising medium, two dimensions of consumer characteristics: involvement and affective or rational orientation were identified as being related to 'highly involved products' (p.361). This means that consumers who are highly involved and rationally oriented tend to be more appropriately related to using the Internet to search for information. A study by Bracket and Carr (2001) reported the comparison between the attitudes of consumer versus mature student, in relation to cyberspace advertising and other media. By adding two ante-cedents variables to Ducoffe (1996) model, 'credibility' and 'relevant demographic' variables, this study offered a new model of attitude toward advertising. The student samples, in contrast to Ducoffe's sample, found web advertising were "irritating, annoying or insulting to peoples' intelligence" (p.23).

In this study, web advertising was regarded as an advertising medium. The nature of web ad was perceived in general, without distinguishing the different types of web advertising available such as banner ads, homepages or websites and e-mail advertising. Unlike other studies, this study focused on a particular type of web advertising and examined the effects and impact of advertising more in depth. In addition to that, it also compared the findings of web advertising with other

media that include catalogue or direct media, radio, television and print media: magazine and newspaper (Brackett and Carr, 2001).

NEW INSIGHTS OF THE INTEGRATION OF NEW MEDIA AND TRADITIONAL MEDIA

There have been extensive studies on communication and persuasion effects, particularly advertising in the traditional media. Recently, there has been an increase of interests on the new media, especially the Internet or the web, as a means of advertising and marketing communication. Previous research on advertising focused more on the impact of advertising consumers or marketing as well as audiences or readers in a particular media such as television (i.e. Sheehan and Guo, 2005; McGrath and Mahood, 2004; Krugman, 1965) and print (Malaviya, 2007; Mehta, 2000). On the other hand, advertisers have shown interests in developing new strategies in enhancing the competitiveness of their product. These include various creative ways in order to cope with the growing diversity of channels of communication. Among the newly gained media attention is the Internet. Due to the emergence of the Internet, social needs of consumers and the demand of the Internet as part of the channel of communication which communicates advertising to consumers, there is an urgency to further investigate the phenomenon. Nevertheless, these areas of research have also emphasized more on traditional media, especially the combination of television and print media. The Internet or the web as an advertising medium have been a recent interest and there are still questions left unanswered whether web advertising can be part of the medium to communicate advertising as a persuasive message to consumers.

Despite the attention on advertising effects in various media, not many studies attempt to relate the Internet to traditional media as part of the advertising strategy. Most of the studies focusing on the Internet as a medium investigated the advertising effects in relation to obtaining more information about the characteristics of the Internet users, for example on the demographics of Internet users or how those users navigate websites. Of course, knowing the background of users may provide some important information to advertisers. Nevertheless, only recently there have been studies that shifted to a more interesting and challenging combination of medium, in relation to investigate and explore the advertising effectiveness and strategies such as the combination of print and web medium (Gallagher, *et al.*, 2001; Schlosser and Kanfer, 1999; Sundar, *et al.*, 1999). Certainly, the number of this kind of studies has grown in recent years ((Wakolbinger, *et al.*, 2009; Bush, 2008; Dahlen and Edenius, 2007; Sheehan and Guo, 2005; Janiszewski, *et al.*, 2003).

In examining the issues on impact of advertising, the function or purpose of using the Internet is assumed to be similar to other traditional media, but a question mark lies over the extent of its function, impact and effectiveness. For

example, there is increasing number of research that highlighted the potential benefits of web advertising (Ying, *et al.*, 2009), as compared to the traditional media (Chiagouris and Lala, 2009; McIlroy, 2008; Wakolbinger, *et al.*, 2009; Christophers, 2008; Dahlen and Edenius, 2007; Chang and Thorson, 2004; Edwards and La Ferle, 2000). Therefore, further study should be done in the future to add to the depth of understanding regarding the issues of memory and attitude upon advertising through the manipulation of traditional and non-traditional media and the utilization of celebrity endorsement.

CONCLUSION

Previous studies that focused on the importance of specific features in advertisements in relation to advertising and two channels of communication and analyzing the effects of integrating advertising in the Internet and television as the channels of communication are still limited. In addition to this, the findings in the area of marketing communication that integrated new media and traditional media were mixed. Those studies have been focusing more on comparing the advantages and disadvantages of both media as well as the analysis on a single medium of communication. Therefore, the full potential of the integration of traditional and new media to be applied by advertisers and marketers are still underdeveloped and needs more attention. However, the discussion is restrained to most studies done in European countries that include United Kingdom and the United States of America and cannot be generalized to other market segments. This discussion hopes to contribute to the current scenario where advertising is heading towards a multi-channel approach rather than relying on a single medium with the focus on more educated and computer literate consumers.

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