Comparing the Effectiveness of Outdoor Advertising with Internet Advertising

Case Study: Inetcom Company

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Author(s) Borisova, Olga Martynova, Anna	Type of publication Bachelor's thesis	Date September 2017
	Number of pages 85	Language of publication: English
		Permission for web publication: x

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Degree programme Degree Programme in International Business

Supervisor(s) Kujala, Irene

Assigned by -

Description

At the time of rapid changes, it might appear that some aspects of the pre-online life are vanishing. However, they have only mutated into new fascinating forms which arguably prove to be more effective and usable by tech-savvy population. In the marketing world, numerous techniques, including both traditional and non-traditional media, are used to attract and retain consumers.

The purpose of this study was to identify the effectiveness of the case company's advertising methods, namely, outdoor advertising and internet advertising, and then justify outdoor advertising as the most effective marketing method in the company. The study results were found to be important as they would influence the profitability of the organization based on avoiding ineffective advertising methods.

The study was implemented by conducting theoretical research and then analyzing the data provided by the case company. The research design was that of the mixed approach: both qualitative and quantative methods were applied. The quantitative approach was used to obtain numerical data from the respondents based on the following categories: demographic, age, marital status and level of education. The qualitative approach was used to obtain information about the participants' personal responses or authors' observations in the field.

The results of the study showed that despite the popularity of advertising on the Internet, it was often associated with fraud and should not be considered as reliable as outdoor advertising. Outdoor advertising was identified as a facilitator of acquiring accurate access to data and elongating the advertising period at the same station. Based on the research findings, the case company was advised to focus on outdoor advertising rather than on Internet advertising.

Keywords (subjects) Marketing, Advertising, Outdoor Advertising, Internet Advertising, IMC, Russia, Moscow, Comparison

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1 Introduction

1.1 Background

Advertising is a form of persuasion in which a firm or an organization motivates people to buy or use its products. In most cases, it is done through a mass medium or the use of sales people. It aims at attracting more buyers in comparison to other competitors. The main aim of advertising is to create awareness of the advantages of a product and inform people of the availability of the product in the market. Advertisements, therefore, play a significant role in the marketing and overall sales of a product because they influence consumers' attitudes, behavior, preferences, and decisions related to the product (Belch & Belch 2009). Indeed, an advertisement that appeals most to the more potential customers is effective because it has high chances of increasing the sales of a product than one that does not have visual appeal. This means that in making an advertisement, the intention of the marketer must be clear and it should target a specific consumer segment.

In marketing, outdoor advertising plays an integral role in creating awareness of a product and the sales of such goods. In a study conducted by Kotler, Wong, Saunders and Armstrong (2005), the scholars note that outdoor advertising achieves this objective by influencing the decisions, behavior, preferences and attitudes towards the product through explicit visual expression of the goods. The nature and design of the outdoor advertisement could increase or reduce their appeal to the potential customers, hence the reasons explaining the use of bright colors in painting the products (Carson, Gilmore, Perry & Gronhaug 2001). Moreover, the advertisements of a product using the outdoor method are erected outside using billboards or large posters, flyers and brochures. On the other hand, internet advertising is also widely used on smart phones, websites and in the social media. The internet services that Inetcom Company (which is the case company) provides include websites, electronic mails, internet bundles, files transfer protocol, and telnet as shown in Fig. 1. On these platforms, many people including non-interested

customers may in turn become attracted to the products being explicitly advertised or pop-up ads using outdoor and internet advertising respectively.
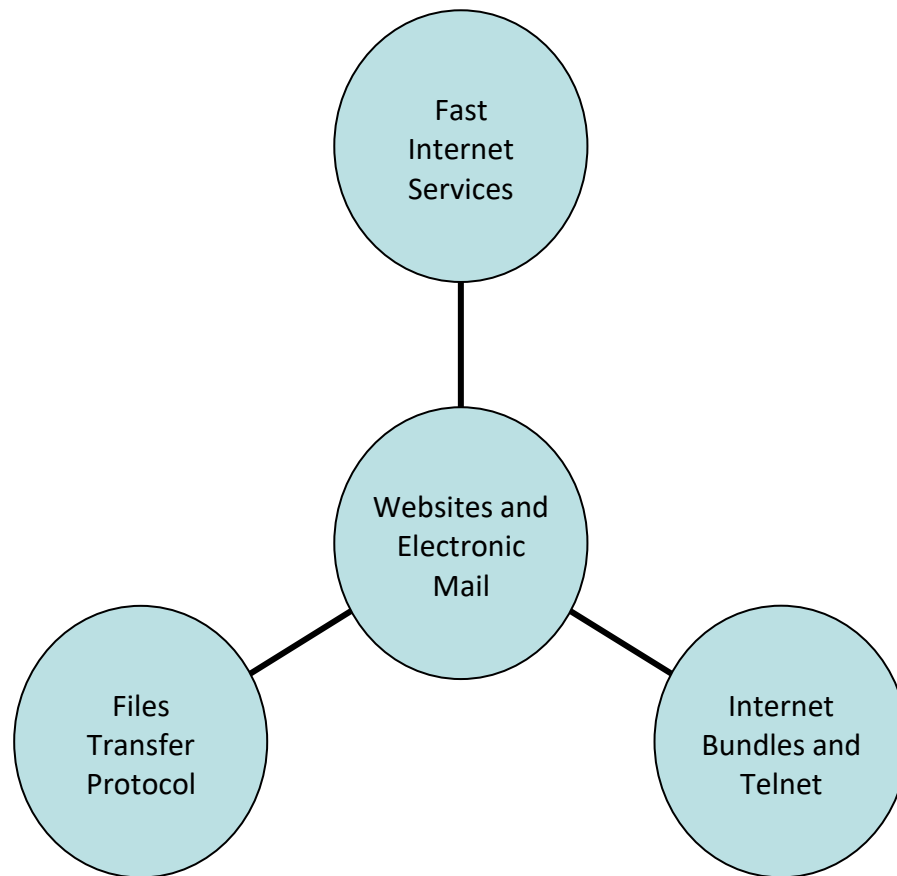
Figure 1 Inetcom's Internet Services

The latest trend of outdoor advertisements used in the company is inclined towards creating the desired visual and audio appeal or both to potential customers, an aspect that is achieved by using different methods to display the information of such products. Using synthetic papers and clothes, the company currently creates very exiting expressions of products on billboards erected in strategic locations so that as many potential customers as possible could have a glimpse of the product being advertised. According to Kotler and others (2005), other than outdoor advertising, the other method widely used is

an internet platform. Internet advertising is designed to meet the customers' satisfaction through delivering effective services (Kotler et al. 2005). This means that the intention of the marketer in internet marketing must also be clear. This thesis focuses on the effectiveness of outdoor advertising as a marketing tool used in creating awareness of the products of a company, compared to the other marketing channels that the company uses, particularly internet marketing. This is a case study of the Inetcom Company, which provides internet services in Moscow. Here, the study is inclined to a comparative aspect in which the outdoor advertising method was compared to internet advertising in terms of effectiveness within the context of the company. The Inetcom Company was established in 2002 in Moscow and it has more than 50 employees qualified to do various duties in the provision of internet services.

1.2 Rationale

Based on the background above, it is apparent that advertising arises from the field of business studies whose main aim is to study the relationship between different markets in an economy, and it is done through communication between the marketer and the consumers (Armstrong and Kotler 2012). Furthermore, advertising is under the branch of marketing, which seeks to ensure that the products produced by an organization are made known to people and that people can use the products of the organizations. Marketing through advertisement, according to Armstrong and Kotler (2012), is important since it enables people to be made aware of new brands of the products a company produces and its benefits. It seeks to increase the awareness of consumers. It affects the consumers' buyer behavior since through advertising the consumers become more aware of the products that a particular firm has in the market. Armstrong and Kotler (2012) postulate that it also serves the roles of increasing the awareness of people, thus it has many benefits to marketers. It affects the consumer behavior because when the consumers become aware of the advantages of a new product different from another one, they end up buying the product. Outdoor advertising influences consumer behavior since it acts as a frequent reminder of a new product that is available

in the market. Through outdoor advertisements, Kotler and others (2005) acknowledge that people are reminded frequently of a product in the market, and through that, they may go ahead and purchase that particular product in the market. When people are reminded of something repeatedly, they tend to remember it and even buy the product.

Therefore, the rationale for choosing this topic was to identify the specific roles that outdoor advertising plays in today's complex business world, which other advertising channels, particularly internet advertising, do not play. The topic is also important as it helps the authors to evaluate the effectiveness of outdoor advertising compared to internet advertising in the context of the chosen company. Internet platforms have been increasingly used in marketing by most organizations around the world, and Inetcom has also applied them in its marketing activities. However, traditional outdoor advertising still plays an important role in the company's overall marketing campaign as admitted to us by the company's marketing manager during a discussion. According to Berenson, Levine and Krehbiel (2004), the increasingly complicated business world has led to the rise of several advertising platforms to compete with the outdoor method that the case company could as well adopt. However, Inetcom still relies heavily on outdoor advertising to reach out to its customers.

The company's perspective is that it finds this method useful because once an advertisement is imposed on a billboard and erected in a strategic location, many potential customers will have unlimited access to it and conform to its message. As the company continues to provide Internet products and services across the region, there is a similar growing need for information about their services to reach as many potential customers as possible. The implication is that the products have to be advertised using an appropriate platform so that the potential consumers could receive precise information about the products (Kotler et al. 2005). The issues highlighted above rationalize the choice of the topic and its relevance to the company and in the contemporary complex business world.

1.3 Motivation

In terms of motivation, since Inetcom Company uses outdoor and internet forms of advertising, this thesis mainly evaluates the effectiveness of the outdoor method, hence prompting the company to use outdoor advertising as compared to the other forms of advertising, in this case, internet advertising. From the point of view of the company, the choice of this topic was motivated by the need to justify outdoor advertising as the most effective advertising method used in the company. This would make it possible to validate its continued use in the company compared to internet advertising (Porter 1998). The company advertises its products, such as websites, electronic mails, files transfer protocol, and internet bundles, on different platforms which vary significantly. Therefore, in an attempt to reduce cost and maximize on the gains, the selection of the most cost effective method was appropriate (Proctor 2003).

In addition, the information about the contemporary, yet highly differentiated products of the company, is sometimes lacking in the market, and, thus, most customers are not aware that such products exist (Belch & Belch 2009). Consequently, the nature of the advertisement method used either lowers or increases the overall sales of the products, and this fact necessitates the use of proper advertising to increase awareness of the products in the market.

From the viewpoints of the industry/society, the motivation for choosing this topic was to create awareness of the products that the company produces using the most efficient, cost-effective and reliable advertising method. Noting that the service sector/industry, into which the company falls, continues to undergo changes to provide essential services to customers, there is a similar need to select the best advertising platform to deliver the information about the services to the potential customers (Carson, Gilmore, Perry and Gronhaug 2001). In addition, Belch and Belch (2009) propose that the awareness of the society about the existence of certain products or services needs to be enhanced, and, thus, companies should choose the most cost effective method of advertising. Therefore, in an attempt to satisfy the need of the two

categories above (industry and society), the choice for this topic was necessary.

From our viewpoint, the motivation to choose this topic was to evaluate the effectiveness of outdoor advertising as a significant marketing tool in the company compared to the internet advertising method. The other motivation for choosing this topic was to know the benefits of outdoor advertising compared to internet advertising, and, thus, help us in making critical decisions about advertising in future endeavors. Armstrong and Kotler (2012) note that advertising companies are worried about the future of outdoor advertising campaigns and their relevance in the technological world we live in today. However, Inetcom still uses outdoor advertising. Therefore, several internet advertising companies compete with Inetcom in the provision of Internet services and use different kinds of advertising methods to market their products and services (Distinctia 2006). However, as people drive along major highways or walk in the streets, they easily spot an outdoor advert either on billboards, posters or large screens. This raises the concern about the justification of the use of outdoor advertising as opposed to the use of other advertisement methods. Buber, Gadner and Richards (2004) reveal that a critical examination of the company under study offers justification for this concern, and some of these issues prompted our research.

The proliferation of internet media has led to marketing activities being carried out via the internet on different platforms. Currently, the widely used internet platforms in the company to market its products include Facebook, Whatsapp, Instagram, Twoo, YouTube, Twitter, and Skype among others, and they form a hub of activities (Buber et al. 2004). Various people between the ages of 15 to 60 years are increasingly using the internet on their smart phones, laptops and tablets. The Inetcom Company, as the major internet service provider in Moscow, has been using both outdoor advertising and internet advertising to deliver information about their services to the potential clients. The study conducted by Hollensen (2004) postulates that some companies widely use outdoor advertising compared to internet advertising. This revelation made us curious about the importance of outdoor advertising compared to the internet

methods of reaching the potential clients, particularly for the case study company, and this prompted the choice of the topic.

1.4 Research Problem, Objectives and Questions

Research Problem

The problem was to determine the effectiveness of Inetcom's advertising methods, in this case outdoor advertising and internet advertising, and then justify outdoor advertising as the most effective marketing method in the company. We aimed to evaluate the effectiveness of outdoor advertising versus internet marketing with a view to recommend the most effective method that the company should adopt. Finding the effectiveness of outdoor marketing compared to internet advertising would be instrumental in improving the profitability of the organization because then the ineffective advertising methods could be avoided.

Objective

The objective of the study was to evaluate the effectiveness of outdoor advertising compared to the other marketing channel that the company used, which was internet marketing. Fulfilling this objective would help us to determine the rationale for the continuous use of outdoor advertising in the company despite the proliferation of technological means of marketing even though the company itself was an internet service provider.

Questions:

Below are some of the questions that the thesis addresses.

- What are the advertising methods that the company uses currently?

- What are the characteristics and benefits of each of the advertising methods used?

- What is the most effective advertising method for the Inetcom Company?

2 Litrature review

2.1 Trends in advertising industry

In order to understand which advertising channel would be more effective and efficient today, it is vital to be aware of trends that determine the success of a certain media type. The advertising industry has been affected in many ways by factors including the media, environment, policies, culture and technology development (Moriarty, Mitchell & Wells 2012, 41).

For the past 20 years, the development of technology and the Internet has changed consumer behavior significantly. People tend not to notice that their demands and requests become stricter every year, hence increasing the pressure on companies. Nonstop access to information about various products, services and offers has eliminated all the boundaries and at the same time made the consumers extremely impatient in their desire to obtain the product as soon as possible. As a response to this behavior, companies tend to emphasize convenience and speed of buying certain products in their advertising campaigns. The customers tend to appreciate simplicity as well. The 'Less is more' strategy is becoming increasingly popular as time and human resources are extremely valuable nowadays. Apple, Amazon and Uber have worked their way to make one button interaction possible where the consumer's data is entered only and further purchases will not take more than 3 seconds to finish (Edgin 2017).

Another significant trend in the past years has been the question about attracting the cord-nevers, people who have never experienced what it is like to have a TV subscription (mostly Millennials). As a big part of the major brands' promotions is still focused on TV commercials, a large group of people cannot be reached. Along with the cord-nevers there are cord-cutters who

have eventually given up TV for the Internet. This group has experienced non-web entertainment whereas the cord-nevers have never assumed using different information channels. Companies try to attract the attention of the Millennials by digitalizing broadcasting and programs and by interacting in the social media channels (Edwards 2017).

For a long-time celebrity endorsement has been used in promoting products. With the digital era, this technique has gained a new feature. In the previous century, this kind of advertisement caused doubts whenever the product was worth it as the celebrity was paid for it. Nowadays, with the help of the social media role models are executing the task of influencers, and they are not just advertising but establishing a bond with the consumers. YouTube and Instagram have opened eternal possibilities for companies to communicate about their brands. When a customer sees that his favorite vlogger uses certain products, he wants to try it too immediately. Despite all the advantages of such ambassadors, it is hard for brands to advertise products without stating that it is a paid promotion. For example, in the USA, the Federal Trade Commission has made bloggers insert hashtags or warn people that the post is sponsored or advertised. Another difficulty is finding the right audience with a high engagement level to make the advertising most effective (Flowers 2017).

According to Hartung (2017), one of the negative trends that consumers are facing nowadays is inaccurate or fake advertising. The so-called click-baits are attracting the attention of potential buyers with flashy promising slogans which promise an unforgettable experience at the lowest price. Those advertisements can be seen both in real and digital life tricking consumers. It is hard to tackle it because the advertising agencies often find blank spots in the regulations and, therefore, their actions do not qualify as fraud.

Most of the trends described above relate to the digital media as the world of advertising is slowly shifting to the Internet due to the efficiency, spread and diversity there. As a proof of this statement we can have a look at statistics from the USA. As shown in the Figure 2, Google advertising yields more advertising revenue than newspapers and magazines together. However, our

research aimed to prove the effectiveness of outdoor advertising over Internet advertising. Therefore, we looked at what other research claimed and compared their findings with our analyzed data from the case company.
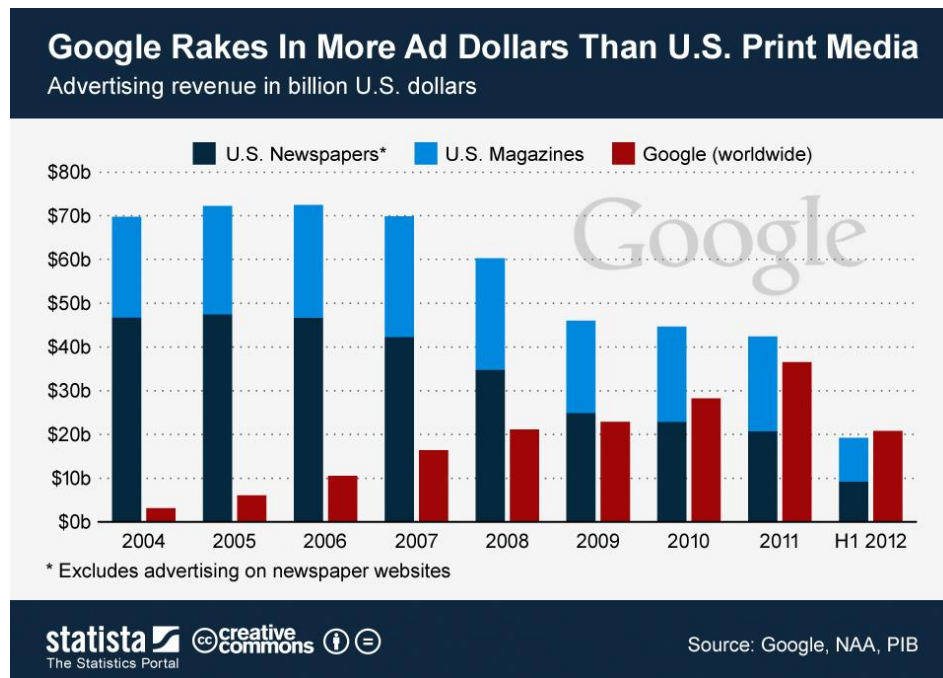
Figure 2 Google advertising revenue versus U.S. print media advertising media

2.2 Definition and process of advertising

Based on historic evidence, we can trace the origin of the word advertising. In 1655, the first use of this term was spotted in the media, however, its meaning and components have changed significantly from those times. According to Kotler and others (2008, 737), nowadays advertising is defined as "any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor".

Nowadays, it is hard to imagine modern life without advertising as it has become a fundamental part of our economic and social lives. It ties consumers and companies together by providing successful communication channels with enormous possibilities to stay updated on how each party is feeling about a certain idea (Belch & Belch 2009, 6). It is able to deliver a specific and coherent message to a target audience and simultaneously build long-lasting relations and increase the sales. One of the indicators that

advertising has strengthened its position can be found in companies' reports stating that a greater and greater fraction of expenditure goes to advertising and to the budgets of the promotion section. (Belch & Belch 2009, 6).

Advertising is a major industry spending in excess of 443 billion euros across the world. This tool can be used as a powerful channel to run both a non-drinking campaign or promote a new shoe brand. The buyers' response depends heavily on the structure and form of advertising. The reaction to the campaign does not always lead to purchase, it can also be used to shape the customers' perceptions about a product (Kotler et al. 2008, 737). The practice of effective and successful advertising undoubtedly includes certain steps and components. Kotler and others (2008) identify and describe several of them. We have noticed that many studies focus on these steps and have their own opinions on certain aspects. In order to understand what the crucial steps are in creating effective advertising and achieve more precise and accurate research, we combined several studies and authors and went through the four stages of message creation.

Setting objectives

Not a single campaign can start without information of what should be achieved. Objectives are the guidelines that will determine all the following decisions. Based on an already agreed strategy about the targeted markets, the selected tool forms the promotion mix and positions the marketers to a set of tasks to be accomplished during a specific time. Objectives are often classified based on their goals depending on what the markers want to communicate to the audience. One of them is informative advertising which facilitates brands to establish new product categories in a controlled way (Kotler et al. 2008, 737). When the market or product is new, it is essential to inform the consumers about how the product functions, about the value that they may gain from the product or about building a certain brand image.

According to Corkindale and Kennedy (1976), setting and evaluating objectives would bring a company a number of benefits. However, in order the process to be successful, it is important for marketing management to identify what each part of a program has to achieve. When the first part is set and

ready to be deployed, it is vital to establish information systems that track the current performance. The management will be able to learn from this data and adjust the plan if needed. Corkindale and Kennedy (1976) point out that setting objectives facilitates the next stages of advertising development. For example, with unclear or unreasonable objectives it will be impossible to set up and implement the budget.

Setting the advertising budget

Determining how much money should be spent is a mandatory and difficult task as each industry and product require a different amount of investing and there are no defined figures of which amount is perfect. Undoubtedly, brands base their decisions on a variety of factors. New products which are right at the beginning of their life cycle demand more advertising and greater budgets, whereas mature market products do not need great investments.

According to Corfman and Lehman (1994), market competition plays an integral role in the decision-making process as the actions of competing companies can force enterprises to lower their prices, introduce new expensive promotions campaigns and find resources for new campaigns. The reaction from the external environment can change the initial plans dramatically, therefore, monitoring the surrounding environment is as vital as assessing internal abilities.

Creating the advertising message

Due to the significant changes of consumer behavior, old ways of communicating messages has lost its relevance. Nowadays, it is harder to capture customer's attention as only creative, entertaining and thoughtful ideas can break through the mass of data which a regular person receives every day. Ogilvy (1985, 7) defines advertising as a form of communication which we face every day without noticing it. However, he suggests that over time people still buy products that promise the best value for this money, help from aging or goods that provide social status.

Brands start their activity by identifying what the message will contain and which reaction it should cause after interaction with consumer. Despite its difficulty, being creative is vital in order to survive strong competition. Message send should include several matters that brand wants to communicate such as benefits, value from product and how it differentiates from other offers. This stage is important as according to Krugman (1985), the message will trigger certain level of involvement and then effect how the person is going to process it and respond to exposed advertising. Ogilvy (1985, 12) in his book points out the key to any message creation is the right positioning. The concept should not be too complicated and depict what product does and for whom it is.

However, if the brand dryly informs that something is the best - no desired result will be achieved. Execution of message is a long and time-consuming process requiring new insights and creative thinking. There are thousands of ways to make it happen among which is associating certain lifestyle with a product controlled. According to Ogilvy (1985, 14), brands need to decide which image they are pursuing. Consumers tend to buy product for certain attribute that they believe makes the brand appealing. For example, whisky lovers choose certain brand among thousands of alternatives because they value the image of a company. Ogilvy (1985, 15) gives an example of researchers at the University of California who made taste test of water and found that people cannot distinguish between well-known brands and ordinary tap water. So, what really makes a difference is an image which brand is carrying. Consumers will be attracted because it is either their lifestyle which they want to enhance with these products or desired one, when they can build new habits with certain brand.

Each industry may find its own way of attracting attention. For example, pharmaceutical industry can emphasize on scientific evidence and research made to prove its credibility over other brands. Fragrance or clothing company can hire celebrities to deliver the desired message. Key priority in the automotive industry, for example, is providing safety, therefore, technical expertise of a company is important in showing that customers can trust their lives to the brand.

Selecting advertising media

Choice of a company which specific media type to choose is based on reach, frequency and impact needed to be achieved. Reach refers to the number of people in the target market who will be exposed to advertising during campaign. Frequency deals with amount of time regular person will interact with advertising. In its turn, impact does no deal with numbers but measures qualitative value of message sent (Kotler et al. 2008, 747). If a company decided to tell about the product in the newspaper, media impact in national one would be completely different from one in local.

Advertisers prefer communication channels where they can influence as many audience senses as possibly. For instance, TV uses visuals and sound together, whereas radio engages only hearing. Nowadays, to estimate the impact of message, companies use social media to see how many people have seen advertising, how many share or liked it.

2.3 Media types

Advertisers can choose from a broad range of media types adapting one or several of them to communicate the message in the most efficient and effective way. Each type differentiates based on the cost, impact and scope. Companies that use the mix of media should reconsider it on a regular basis due to the rapidly changing patterns and trends. Traditional newspapers can be useless in advertising of certain categories of products. We will look at each media type and discuss its advantages and disadvantages.

Television

Despite the fact that the attention of advertising agencies is shifting towards digital media, TV is still playing significant role in communicating value to customers. According to Belch and Belch (2009), it is often considered to be perfect due to the mix of sounds, visual aspects and motions that help to create vivid perception in consumer minds. Though there are new competitors in the market such as Netflix, TV is seen as the most effective advertising channel (Belch & Belch 2009, 351).

According to Kelley and Jugenheimer (2008), by using TV commercials advertisers gain ability to shape and control the message, its form and structure. An ad can induce whole array of emotions triggering certain feeling in consumer's hearts. It is possible to transmit dramatic, cheerful or inspirational message. Some products can be more successful when customers see it on screen with full representation. Although, Rubinson (2009) argues that nowadays TV is mostly effective for creating brand awareness. Advertising there creates short-term boost of sales and introduces the product to a large audience. Nevertheless, the author found out that the effectiveness of TV ad is declining every year (Rubinson 2009).

Kelley and Jugenheimer (2008) points out that TV is still a mass-commutation tool which helps to reach broad audience of all ages, genders, incomes, beliefs. If marketers are able to convey a message that appeal to majority of that group, the result will be tremendous. That means that TV advertising can be cost-effective as cost per thousand will turn out low. Big competition to obtain ad place among agencies unfolds during Super Bowl broadcasting as it attracts one of the largest viewing audience around 113,7 million. Nevertheless, Krugman (1998) argues that TV mass-communication results in low-involvement compared to traditional print media. After conducting a research on brain response to TV and newspapers, he found out that television does not require as much attention and focus to processes information as print does. As a result of slow brain waves, data obtained from the TV can be perceived as passive, and message will not cause high-involvement in form of personal connection with the viewer.

Online marketing advocates can contest the effectiveness of TV due to its mass-communication feature. However, selectivity and flexibility are integral parts of advertising (Belch & Belch 2009, 352). Starting with differentiation in TV channels which allows marketers to reach target audience such as housewives, children or hunters to various broadcast time. For instance, Saturday morning will be perfect time for integration kids advertising or Sunday evening program for family goods promotion.

Moriarty and others (2012, 410) claim that despite its possible cost efficiency, TV advertising is still the expensive way to promote products. National channels airtime cost hundred thousand of euros, not including the expenses of creating high-quality commercial material. That leaves SME with no opportunities to take part in this advertising channel. Brands that operate in the niche markets or are seeking for specific audience cannot rely on TV as mass advertising would not raise interest in desirable number of people. For instance, companies that are targeting to Millennials would not find a big response there. Belch and Belch (2009, 350) state that due to high cost, the length of commercials is shrinking every year and message sent should be more creative and informative than ever before. Ten seconds often not enough to deliver the message and explain why this brand or product worth the money of consumers. Although, according to Kelley and Jugenheimer (2008), exposure of customers to TV advertising generates in general two times more brand awareness than other media types such as newspapers and magazines.

The last concern that bothers advertisers is the clutter happening on TV. During breaks between shows consumers are exposed to an enormous amount of commercial. In order to escape from this disturbance, watcher stopped paying attention to what is happening during pauses. Moreover, the size of audience is shrinking during advertising as a lot of people are switching channels or simply walk away to bring food. In addition, technology of recorded television made it possible to fast-forward through commercials (Belch & Belch 2009, 352).

Radio

Though radio does not comprise visual elements as television, it is still believed to be one of the most efficient media types. Hollensen (2014, 616) thinks that one of the reasons for that is its low costs. Placing commercials on radio requires much less budget as the time itself is not expensive compared to other medias, and it includes lower production expenses. Cutting costs means that advertisers can increase the frequency of campaigns and rapidly bring awareness among listeners about a brand.

Belch and Belch (2009) notice that radio audience tend to have close emotional bonds with radio and trust things said there more than in any other media channel. That environment makes people extremely receptive and sensitive. According to Rajagopal (2011), advertising on radio should first of all appeal on an emotional level and present the message in comprehendible and appealing manner. Among other advantages, radio as a communication channel that provides number of opportunities for marketers to carefully choose message format and promote it to the audience. Another advantage of radio over other channels is ability to target the message to the specific audience (Kelley & Jugenheimer 2008, 46). Radio can be local or national, for jazz or rock lovers, lifestyle or news oriented. Based on these characteristics, advertisers can reach the audience of their preference. In addition, important feature that attracts companies to the radio is its highly flexible nature- message can be altered and put to work in extremely short time-period (Kelley & Jugenheimer 2008, 46).

However, certain limitation make this communication channel unfavorable compared to other ones. Lack of visual components makes creative process extremely limited as there is no way to demonstrate the product in its best form. The advantage of enormous targeting options can turn into drawback when it comes to mass-communication. Radio is divided into plenty little segments with certain type of audience. If the product is to be advertised to a broad range of people one channel is still not enough as it comprises only 10% of the total radio audience. Moreover, most of local stations do not have budgets for research, meaning that marketer would not get data on the audience population and statistics (Belch & Belch 2009, 381). Kelley and Jugenheimer (2008) support this point of view and claim that dealing with small selective stations can be considered as a disadvantage of radio. The issue with clutter is as relevant as on TV. Moriarty and others (2012, 401) claim that when listeners are exposed to big chunks of commercials and promotions, it complicates advertiser' goal to break through the stream of competitors. A lot of times it makes people lose their attention and for the break switch to another channel. If radio is used as a background, advertising will be skipped completely.

Newspapers

Newspapers and magazines have served as communication channels for more than 200 years. Undoubtedly, with appearance of TVs and Internet, their influence has shifted and many big publishers moved a significant part of their actions to web content posting.

Local newspapers are important sources of advertising for many small companies and as well as the way for people to learn about new offers and opportunities. Print media in general has a big advantage of letting people process information at their own pace (Belch & Belch 2009, 391). There is also always a chance to return to the interesting offer later. Kelley and Jugenheimer (2008) noticed that newspapers enables readers to control exposure to advertising compared with TV and radio. For example, there are certain types of service newspapers that include mostly advertising offers. Consumers buy them on purpose to monitor current offers and compare prices to find the best ones.

Moriarty and others (2012, 383) state that through newspapers advertisers can reach many diverse households in various geographic locations. Moreover, since a great percentage of this media is red daily, high frequency rate can be achieved. In print media, the actual number of copies distributed or bought cannot serve as a total number of reached audience (Kelley & Jugenheimer 2008, 14). Usually, one newspaper is red by more than one person, thus amount of people reached is on average greater compared to number of copies bought.

Among other advantages, newspapers are standing out with its flexibility as advertising can be altered in couple of hours. For marketers, whose goal is to show the product in the best visual form newspapers are not suitable due to its poor reproduction quality. Even though technology has improved printing quality (Kelley & Jugenheimer 2008, 43), high resolutions can be too costly for newspapers. As in previous media types Belch and Belch (2009) identified that the problem of clutter is still relevant-tons of advertising makes it is impossible for a single promotion to stand out. Moreover, daily newspapers

are never kept more than one day, meaning that advertising there is also disappearing.

Magazines

Due to growing number of various magazines, there is a lot space for specialization, thus opportunities for companies to target their advertising campaign in chosen areas. Every lifestyle, interest, age group is present in certain magazine making it an attractive place for marketers. Moreover, Kelley and Jugenheimer (2008) claim that different media types can turn into marketplace. For example, magazine devoted to fashion and clothes appealing to certain targeted population can at the same time serve as a perfect advertising place for brands.

Unlike newspapers, reproduction quality of ads in magazines is superior. The appealing color and form are attracting attention of readers and communicate a vivid message. However, magazines go beyond this and offer place for creativity and expression. Options like gatefolds, where the third page folds and shows colorful, appealing advertising used by marketers or bleed pages which occupy the whole page and create the dramatic effect (Moriarty et al. 2012, 388).

Magazines as old as 10 years can be found almost in every household. Due to the high quality, they last longer and usually kept for reading later. Some of them are bought and retained because of prestige associated with it. High-end companies usually obtain ad places in business, high-fashion, politics or economic magazines. Fletcher (1999) claims that a big variety of choice in the print media has enabled advertisers to tailor the message to a target group more precisely based on the preferences. Certain drawbacks make magazines not suitable for all brands. Starting with cost issues it could be said that established popular publication demands thousands of euros per one placement. Moreover, it requires more time than anywhere to wait until the advertising will be published. As a result of this drawback, the season ability problem comes to place. Kelley and Jugenheimer (2008, 87) mentioned that it is important to track when advertising will be published as, for example, readership of magazines drops during Christmas season and gradually

increases after. Despite benefits of specialization, the niche targeting means high costs (unlike TV, when bigger audience brings costs down) and no chances for mistake of choosing the right radio station. Kelley and Jugenheimer (2008, 44) also notice clutter problem which appears here as well as in other media types making it difficult for companied to get attention of customer.

Out-of-home

Nowadays, advertising surrounds people everywhere they go at any time. In order to detach from disturbing offers, targeted audience is trying to switch the attention fast and avoid product integrations forced to them. Marketers found the way to tackle this problem and introduced new creative ways of promoting brands. It is called support media and serves as tool to reach audience which main media did not reach. However, for some companies this works as the main communication channel with audience (Belch & Belch 2009, 426).

Francese (2003) assumes that more and more people will spend time out of their homes, the popularity and demand for outdoor advertising will grow. However, effective outdoor ad relies on the proper application of marketing skills. This technique helps the organization determine the anticipated benefits in terms of reaching many potential customers from the advertisement allocated in strategic places. It is, therefore, vital for every company to identify and observe these marketing techniques in their attempt to increase the awareness of the products and services, which will lead to increased number of customers for the organization (Steps in Advertising Process). For instance, before a company decides to market its products and services, it must first determine the nature of the products and services it intends to produce.

According to Eastwood (2013), before a product or service is created and marketers enter ideation stage, it is important to engage partners to participate. At this point, the idea of marketing the desired products is created in collaboration with clients-co-creation. This means that there is no one person who is solely responsible for creative thinking-any ideas can be vital. Although, not every partner can be willing to participate, it is important to try and see how development process would improve with client's participation.

Once the ideation and production stages are done, product is marketed through outdoor advertising to get a similar number of respondents. Likewise, if the targeted consumers do not show much interest in the ideas of the company with regard to a particular mode of advertising the product or service, then the company should not go ahead with the production process, as this will be an implication that there will be no market for whichever product the company produces. In this case, the acceptability of the product or service by the potential consumers should be observed before any form of manufacturing and marketing is done (Distinctia 2006).

Outdoor advertising also tells the consumers where they can get the product, how they use it among other functions. In this regard, it acts as the major lead to the products so that customers make an informed choice before acquiring the product or/and service. The technique, therefore, stresses the fact that manufacturers should carry out proper outdoor advertising activities to market their products than the use of internet that will only reach certain digital users. According to Distinctia (2006), if a proper advertising method is not selected, then the possible consequences will be that the company performs poorly in the market place, as most intended customers would not be aware of the availability of the products and services.

Outdoor Advertising as a tool used many decades ago by Egyptians and Greeks is still popular in advertising companies for promoting products. It comprises a small fraction of all expenses incurred for advertising but constantly growing every year (Belch & Belch 2009, 427). According to statistics, in 2019 estimated expenditure will reach 40 million dollars. One of the reasons why outdoor advertising still works explains by the fact that it can integrate technology fast. However, Osborne and Coleman (2008) in their study found that smartboards (billboards containing several advertisements with rotation or other kind of motion) resulted in lower aided recall level. So, when a driver passes technology-advanced billboards, he is exposed only to one or two offers from the whole board.

Despite this drawback, around 55% of all money spend on outdoor advertising belongs to billboards (OAAA 2014). They perfectly perform their main goal - to

capture attention and inform a customer- and are the rising in popularity comparing to other types of media. They are no longer just 2D advertisements as now they got new shapes and forms. Some of them are so impressive that people often take picture of outstanding billboard and share it online which also creates buzz. However, Ogivly (1985) argued that billboards can be distracting and cause three times more accidents on the roads. As they comprised less than 2 % of total USA advertising industry, he considered that demolishing them would not make the dramatic damage.

Concept of Mobile Billboards is gaining popularity. Companies paint trucks, cars, or public transport to create awareness in broad audience. OAAA (2014) report states that billboards have become more and more interactive serving the goal to move people from "big" to "small" screens. They are physical, tangible representation of products to which these advertisements refer. Food, logistics, furniture and many other brands embrace this tool. Wysong and Beldona (2004) claim that billboards can present products of different involvement level starting from beer to cars giving a lot of opportunities for companies to advertise a product. In order to identify how many people see billboard daily, marketers can use or ask for Daily Effective Circulation (DEC). This figure will show total audience of each specific billboard (Kelley & Jugenheimer 2008, 15).

2009 Arbitron National In-Car Study showed that about 71% of people in the car often look at billboards and 37% look every time they pass it. Also, study found out that more than 50% of drivers learned about event they are interested in, restaurant they visited afterwards or saw something funny they told their friends about later. In addition, most of shopping decision are made while being in the car. On the other hand, Wysong and Beldona (2004) finds that compared to other form of media the exposure to billboards is minimal. Even when the driver is waiting in the traffic jam, there is a big chance he will be distracted by many factors as radio, noises, or other people in the car.

Among other outdoor media, the trend of using aerial advertising has appeared. This tool can be used in promoting local events, special occasion such as sports tournaments or seasonal goods such as sun creams or

umbrellas. Usually, blimps are having logos on the side or airplanes are dragging banners with brand name. Pizza Hut was a pioneer in placing advertising on the rocket ship. Kelley and Jugenheimer (2008) in their book offer other alternative ways to place advertisement such as beach logos, restrooms ads or smoking areas.

On-Premise Signs can act as billboards, rising above all other stores and buildings. Even if the sign is not huge it can be still captivating and recognizable (Moriarty et al. 2012, 395). Street furniture has been used a lot in different forms. For example, bus shelters include moving digital advertisements, posters, and screens with commercials. Donthu, Cherian and Bhargava (1993) in their research also assume that color, location and words are important in customers' recall. Some companies invest in creating monuments or repair old ones to be associated with contributing to something new. Outdoor advertising can also be seen in the form of kiosk. In Russia, for instance, this structure has just gained popularity as most posters used to hang in chaotic order on the streets.

Another form of out-home advertising is transit advertising which is aimed at people who commute or somehow exposed to public and commercial transportation including taxis, subway, buses, trains, airplanes and many other Transit advertising stands out with its low costs on a big scale and high repetition rate (Kelley & Jugenheimer 2008, 48). According to OAAA (2014), one of the advantages of outdoor advertising is adjacency. For example, in the subway, when driving or walking, we see posters, cards, bulletins which are placed close to point-of-sale spots helping companies to choose location close to major retailers.

Outside posters can be a good alternative. For example, using technology taxi drivers often have digital displays on the roof with info and a sponsor nearby who provided this sign. As we spend a lot of time travelling we spend relatively large amount waiting. According to Belch and Belch (2009), posters and screens on the platforms and stations can very attractive and attention capturing to advertise something before passengers get on the transport.

As mentioned before, it is harder and harder to get customer's attention during advertising campaigns. One of alternative and creative methods is guerilla marketing when company interacts with customers building positive brand experience. The key is to find ways of contact with consumers where they do not expect it. The simple example is graffiti on the ground with certain message or just company's' logo. Guerilla marketing acts locally but can create buzz if a campaign gains popularity among consumers (Moriarty et al. 2012, 370).

According to Kelley and Jugenheimer (2008, 82) outdoor advertising allows companies to cover a broad group of people in local markets. When properly executed, this media type can provide high level of reach. As the advertising cycle for placement usually runs for 30-day period customers are exposed to commercial more often, meaning that frequency level remains high. Worth mentioning that the outdoor ad is flexible in location terms. Advertainments can be placed anywhere with law permission. However, according to Wilson and Till (2011), many outdoor advertising location can be banned due to changing legislation and public pressure. Indeed, country and local regulations are vital and can cause unpredictable results for campaign. For example, alcohol and cigarettes are not allowed to be advertised on billboards and banners in some countries.

Unlike newspapers, outdoor provides a lot of space for creativity, opportunities to stand out of advertising clutter and bring awareness to potential consumers. Undoubtedly, given media type is highly competitive in cost terms as, according to OAAA (2011), out of home media showed consistent Return on investment compared to other media types. Lastly, outdoor advertising proved to be effective, especially in conjunction with promotion tools, helping to reach consumers even when they are away from home (OAAA 2014).

Outdoor advertising as any other form of media communication possesses certain limitation. According to Kelley and Jugenheimer (2008, 47), due to high turnover in public transport, message captures the essence of product in 2 seconds, however, most of the time it makes impossible for marketers to show brand in its best way for such length. High frequency rate identified as

an advantage may resulting in quick wear out as consumers may get tired of the same advertisement.

Internet

The history of Internet advertising started in the last century from company called HotWired which introduced the first ever online ad in 1994 (DoubleClick 2005). Companies launched the process of adopting new promotion tool until 2000 when due to the lack of knowledge in online marketing and basic principles how to keep customers in the web many enterprises cut cost on Internet expenditure. However, after a couple of years, recognition of a new model gained its strength again and worldwide companies like P&G and McDonalds incorporated Internet advertising into their promotion mix (Belch & Belch 2009, 483).

According to Moriarty and others (2012), the fact that the Internet advertising has grown so fast and popular nowadays is because it combines best features of traditional media at lower cost. Most companies are still spending majority of budget on traditional media, however, the first breakthrough happed in the UK where marketers surpassed print media. Berthon, Pitt and Watson's (1996) were the first researchers who published work on Internet as a platform for advertising. Almost 20 years ago, they saw that World Web has potential to become highly efficient in several areas: bringing awareness, setting contacts and have good retention qualities.

Internet advertising did not get significantly affected by recession in 2008 but providers did as competition was increasing every day, companies had to introduce new technologies providing customers with the best brand experience. One of the areas that have been struggling it find its place is pharmaceutical industry due to difficulties in the law regulations of different countries and determining what is acceptable and what is not (Moriarty et al. 2012, 429).

Nowadays, the Internet advertising is determined as a process of development, conception of product ideas and promotion of products and

services solely via the Internet. It serves as an intermediate like other communication channels and embodies variety of forms and structures.

Website or home page can be extremely effective when communicating with the audience. It is a tool which erases the boundary between the company and a customer building long-lasting relationships (Moriarty et al. 2012, 427). Websites should be easy to navigate and provide all the information which consumer may want to request about a brand or a product. Big brands have well-structured and extensive home pages with information about mission, vision, objectives, range of product, their qualities, news, reports on social and economic impact. Nowadays, it is possible that website acts as an online store meaning that only brand itself is accountable for success of company-customer interaction.

In order to engage customers with a brand it is possible to create customized websites for fans of a company or a product. For example, some food brands have cooking pages with all recipes that a person can implement using brand's products. Another example is company producing diapers which interact with customers through website telling about how to raise healthy and happy family.

Even though websites are mandatory and useful, they cannot bring awareness for a new company, thus other Internet advertising tools are being used. One of the first methods of attracting potential customers was banners ads which are calling visitors to visit parent website for more information. Burns and Lutz (2006) study found that banners, compared to other types of advertisements such as pop-ups, floating ads and skyscapes, proved to be least irritating and bear highest percentage of informative function. Banners also performed the best in click-through rates and visits later index.

Next advertising form is controversial as some companies claim that it is highly effective whereas others prefer not to use it. These are pop-ups and pop-unders that appear in front of the main page or behind it. According to Edwards, Hairong and Joo-Hyun (2002), the majority of customers found pop-ups disturbing, therefore, getting the highest score in annoyance factor. The same situation happens with interstitials which customer sees before the

content of website downloads. The same study found that despite the fact that disturbance level is still high, they are more efficient than pop-ups.

Nowadays, forced commercial make people use Ad Blocks, apps or programs which remove advertising from websites. It applies to all banners, popping ads or interstitials. Page Fair, global publisher on ad block solutions, reported that in 2016 usage of Adblock reached 11% of global internet population. Based on finding, it could be seen that the majority of users uses software with safety reasons and to escape from the irritating ads. Thus, effectiveness of this form of internet advertising is slowly falling leaving companies with no provided brand experience. Google announced possible launch of its own Adblock for Chrome browser, which will leave only acceptable advertising. Even though, Chrome is most largely used browser with main revenues coming from advertising, they claim to find ways of surviving as their own AdBlock will give an opportunity to sell ads independently.

Coalition for better ads, organization founded by the leading international trade associations and enterprises, has a primary goal of structuring advertising and finding benchmark for non-disturbing ads. They made a research asking 25000 people to rate their preference in online advertising. All flashy, popping out ads with sounds or ones that take more than 30% of the screen were claimed to be least preferred. Defined standards of acceptable advertising are still undergoing research and development process, however, it has depicted huge movement towards protecting customer's interests.

One of the most effective used forms of the Internet advertising that does not disturb consumers is the paid search. According to Blake, Nosko and Tadelis (2014), these ads help to better target consumers and save precious resources for future investments. When a consumer searches for a product company's link appears in the first three results. However, search engine obtains money only in case if customer clicks on it. Search results are presented in organic way and are not forcing consumer to undertake any actions. Although, the same study found that higher-income companies have an opportunity to bid for better position in the search leaving no space for smaller companies with limited resources.

Another tool which is widely used in Internet advertising is social media including blogs, social networks, podcasting. Social media tools have huge impact nowadays on consumers and their decisions. The best example of Internet advertising can be found on Facebook with its integrated commercial posts that are tailored to your preferences. The tool is called behavior targeting and it is analyzing customer's requests online and then identifying and recommending products that person might like. According to Network Advertising Initiative (NAI) research in 2009, behavior targeted advertising generates 2 and a half times more revenue per ad than non-targeted one. Although, from personal experience we have noticed that posts integrated into social networks and marked as paid make people suspicious about quality and credibility of the product.

Elder (2017) data proves our doubts and states that 45% of respondents in the survey found Facebook advertising annoying, the second place is taken by YouTube-43%. Situation with latter has its own features. As a rule, advertising before a video can be removed by the app but sponsored videos of beauty or lifestyle bloggers are often disguised behind normal purchases. Now regulations are coming into force and bloggers must depict that purchases were made not for their own money.

With development of Internet parts of promotion mixed moved partly to the Internet. Direct marketing is a part that has been embraced almost fully using the Internet. Direct mail that used to be in the form of letters and long customers lists now turned into convenient online databases with broader opportunities. The main advantage of E-mails is their target nature and thus high chances that it will reach desired people. However, due to the several masses, unwanted e-mails so called SPAM, many targeted messages are getting into junk box with no result (Kalb 2015).

According to Ha (2008, 43), Internet advertising allows companies to target desired groups of individuals with minimal wastage and shape consumer's perception towards a certain product. Use of online tools facilitates in designing specific and coherent message, reaching consumers and communicating it to them. Unlike other media types, the Internet advertising

proves to be interactive with opportunities to get feedback from users. Kelley and Jugenheimer (2008, 161) claim that Internet provided new opportunity for marketers to trace which media combination works best without waiting for month how it used to be with traditional media. Based on big brands examples, it can be seen that the Internet is a vast place platform for delivering a message in a creative and immediate way. As Kotler and others (2008) also notice, that when using the right mix of tools and techniques the Internet advertising can be efficient and low-cost.

Nevertheless, Belch & Belch (2009) note that since not many people can access the Internet with ease across the board, the products that are advertised on various social media networks and websites with the aim of reaching the target consumers do not reach many of them, but just the group that bumps on such ads. As any other media type the Internet advertising suffers from the clutter, meaning that it is hard for customer to see one specific advertising out of the whole mass.

Two media types, outdoor and internet advertising, which effectiveness is compared in this research, undoubtedly possess features that make them competitive in different situations. As the Internet has replaced plenty of traditional concepts, we are used to see every day, it still has drawback that in some cases cannot be compensated. The problem with the Internet promotions, solutions marketing and the Internet retail stores is that those who use the Internet in most cases may not have access to such information, neither are they interested in those products. This does not create significant impact on the sales than the use of outdoor marketing. At this point, the company realizes the effectiveness of outdoor marketing compared to the Internet market and uses the information to produce or not produce, offer or not offer any product and service respectively.

2.4 Marketing theories applicable in the research

In this thesis, different marketing theories that are applicable to marketing will be used to explain and justify the effectiveness of outdoor advertising compared to internet advertising. We will start from Maslow's Hierarchy (1943)

of needs, which helps to explain how the need is created by the company and how various ways of its fulfillment can influence the buyer. In order to justify competitiveness and effectiveness of outdoor advertising compared to the Internet advertising, game theory (Lüdicke 2006) will be discussed and its importance to our thesis topic. In addition, we have chosen planned behavior theory that is going to interpret how consumer's' behaviors, attitudes and preferences can be predicted and conveyed into an appealing message. Lastly, consistency theory (Lüdicke 2006) will facilitate to explain why the form and means of communicating the message can conflict or support consumer's beliefs. Approving or disapproving a theory is based on research finding hence the need for continued research in this discipline.

Maslow's Hierarchy of Needs

Maslow (1943) believes that we must first satisfy lower level "basic" needs before progressing to meet higher level "growth" needs. Once our needs have been reasonably satisfied, we may then be able to reach the highest level of self-actualization (Maslow 1943, 5). This applies to advertising in the company under study, because it is the company's duty to create a need for its customers and provide fulfillment for that need (Lüdicke 2006). The more convincingly the company does this, the more likely the customers are to act upon this need. According to Maslow (1943), the needs include physiological, safety, love, esteem and self-actualization and they should be satisfied following that order from the lowest in hierarchy, which is physiological. In the context of the company, the needs include services and products being offered and the company can fulfill such needs through creating advertisement that have appeal and are sensation. This means that the manner in which the company fulfills those needs relies on the way those needs are presented to them and the capability of the organization (Armstrong & Kotler 2012). The company therefore decided to use contextually appealing outdoor advertising method to relay the information to clients, hoping that the latter would get interested and look for the goods and services advertised.

Game Theory

The theory states that a successful business must be able to put itself into the "shoes" of its rivals and reason from their perspective. This means the business must actually be in the game to succeed. While the company may never know with certainty what the competition is thinking or planning to do next, the strongest businesses think strategically and make educated guesses (Lüdicke 2006). For marketers, this is an important theory because they must be able to anticipate their competitor's next move and put it into words before they do. Inetcom Company plays this game by putting in place effective advertising strategies basing on the ones used by their competitors. The company therefore realized that outdoor advertising is one of the most competitive and effective form of marketing. The theory emphasizes on the fact that the action of one company should not negatively affect the other company, a concept known as fair competition. In this regard, the company only advertises its products and services using outdoor method in order to bring out the appeal without targeting its competitors (Armstrong & Kotler, 2012). More importantly, the company underscores that outdoor advertising would be highly effective than the internet advertising and this would help it up its game in the market to gain a sizeable market share.

Planned Behavior Theory

The theory stipulates that the intentions toward behaviors can be predicted with high accuracy. Taking into account attitudes, subjective norms and perceived behavioral control, the company can better understand the pertinent issues that drive people to behave the way they do. Using this theory, the company can also predict when someone will likely to deviate from an expected behavior (Lüdicke 2006). In the marketing department of the company, planned behavior is an important concept because it gives a baseline for knowing the manner in which the target audience most commonly acts in certain situations (Armstrong & Kotler, 2012). The company, therefore, aims to promote or change this behavior through the outdoor messages using posters, flyers and brochures than the use of the Internet to disseminate the same message.

Consistency Theory

According to Lüdicke (2006), when our inner systems, including beliefs, attitudes and values support one another, we find comfort and contentment. The most valuable part of this theory for marketers comes from the point that we also have a very strong need to believe we are being consistent with social norms (Lüdicke 2006). The company believes in its customers and intends to reach as many of them as possible using advertising method the customers are used to, hence the choice for outdoor advertising compared to internal advertising. The company finds outdoor advertising to be fulfilling to the needs of the customer from various social and economic backgrounds. When the company's inner systems conflict with social norms, it is more likely to choose the social norm for fear of social exclusion. This means that if they use advertising method that does not resonate with the majority of the expected customers, its adverts could suffer exclusion, and the company would go at a loss (Porter 1998). Understanding this concept provides marketers the company with the power to persuade customers by appealing to their desire to "fit in."

After researching and discussing four theories that help us to justify the effectiveness of outdoor advertising compared to internet advertising, we have formed our initial opinions and arguments in a stated question. First conclusion says that the company chooses outdoor advertising tool to fulfill the need of customer in a form of contextually appealing posters, banners and billboards to relay the information to clients, arise the interest and induce the action. Secondly, outdoor advertising helps to effectively compete on the market adapting rivalries strategies without negative influence on the brand image. In addition, it was found that media type is able to adjust the perception and behavior of customer about the product with the help of intermediates as posters, brochures and flyers. When we justify the effectiveness of outdoor advertising compared to internet advertising, we would also like to emphasize the importance of appeal of former for vast social and economic stratum. With persuasive and consistent message, outdoor is able to resonate to major customer group.

3 Methodology

Methodologically, the study was based on evaluating the qualitative data from a group of selected staff in the organization. Since the data came from interviews and questionnaires addressed to the organization's staff, it was expected to be more accurate and reliable.

The aim of this thesis was to determine the effectiveness of outdoor advertising versus internet advertising at the Inetcom Company. The study intended to investigate the continued use of outdoor advertising in marketing the company's products and services despite the current shift to internet advertising by most companies. The organization might have a solid reason for choosing the outdoor advertising method as the most effective compared to internet marketing in the contemporary world where internet use is on the rise. In order to determine the effectiveness of outdoor advertising in the company, the authors sought information from the marketing department of the organization because the department makes policies of the use of the advertising methods and potential instruments. This section explains the details of the methodology that the thesis adopted in examining the effectiveness of outdoor advertising compared to internet advertising.

The formulation of the research question was based on a critical examination of the research problem and the extensive literature review on this topic that gave insight on the particular questions to be answered. The questions were also crafted bearing in mind the data collection and analysis method used in the study. Since the available literature could contradict each other, the emhasis on this study was on in-depth interviews because the opinion of individuals, especially those concerned with marketing in the case company, had not been investigated in the past. Therefore, for the reasons above, the above research questions were motivated.

Each research issue usually adopts a unique method depending on the aspects being discussed and the kind of data required. This section also presents and validates the research design used and shows its appropriateness. Since different variables were evaluated in the study, the

methodology section outlines the study population and the sampling method, data collection method, data analysis technique, and the ethical considerations during the study.

3.1 Research Design

In this thesis, a mixed research design was used to evaluate the effectiveness of outdoor advertising as a marketing tool used in creating awareness of the products and services of the Inetcom Company, compared to internet advertising, which is also one of the marketing methods that the company uses. Johnson and Christensen (2008, 34) define a mixed research design as a method whereby the research employs two or more research methodologies in investigating the problem under study. Johnson and Christensen (2008) further indicate that both qualitative and quantitative information may be required in performing an analysis of a given phenomenon and making conclusions and justifications about the phenomenon depending on the nature of the study, hence their application in particular studies. The suitability and usability of the mixed research design is based on the need for both qualitative and quantitative data so that the outcome of the evaluation becomes reliable (Welman, Kruger and Mitchell 2005). In this thesis, both qualitative and quantitative data were needed in determining the effectiveness of outdoor advertising at the Inetcom Company compared to internet advertising. Therefore, the use of quantitative and qualitative methods in conducting the study was deemed justified.

3.1.1 Quantitative Method

Johnson and Christensen (2008) define quantitative research as the use of numerical data in analyzing a given phenomenon to discover statistical relationships among the variables in the study. It involves collecting, sorting, analyzing, and presenting numerical data with an aim of making a decision about the research problem under investigation (Johnson & Christensen 2008, 24). The methods answers particularly the how much? how many? and who? questions of the research in order to extract the numerical value in the response (Johnson & Christensen 2008, 25). This, according to Lichtman

(2006), means that the method explains, describes and predicts the outcome using the statistical figures obtained from the research, further indicating that impartiality is significant when using this method. For example, out of a given sampled population, a given percentage or number of respondents may agree with an issue while the remaining might not agree. In such an instance, the rationale for agreeing, not agreeing or taking a particular standpoint regarding the question is not provided because that would be subjective; the latter is contrary to objectivity in quantative research. In addition, Lichtman (2006) posits that the method is more structured and statistical compared to the qualitative method. In this case study, the quantitative method was useful because it was assumed to provide continuum statistics that would depict the participants' views about the preference of outdoor advertising for the products of the company and its continued use in the organisation. It is also important because figures (numbers and statistics) are precise and they could, therefore, contribute to the reliability of the outcome (Lichtman 2006).

3.1.2 Qualitative Method

According to Johnson and Christensen (2008), qualitative research is defined as collecting, ordering and analyzing as well as presenting non-numerical or subjective data. This method entails giving personal accounts of a given phenomenon, answering open-ended questions, the use of unstructured interviews and/or participants' observations, reflections and field notes that the researchers collect pertaining to the problem under investigation (Johnson & Christensen 2008). Lichtman (2006) adds that the data collected using this method are largely descriptive and subjective because they vary depending on the knowledge and individual observations of the respondents as well as on the situation at hand. In this regard, the qualitative data collected for the case study provided relative information or opinions of the administrators and employees selected from the marketing department of the case company. In addition, the method answers particularly how?, why? and what?, questions regarding the issue being investigated (Lichtman 2006). The purpose of this method is to help understand and construe the social interation between the company and its customers with reference to the advertisng method used (Johnson & Christensen 2008). Under this method, the group studied is

relatively smaller and selected in a systematic, yet non-biased, manner to ensure that the subjective information collected is accurate and aimed at providing solution for the issue under investigation without generalization (Johnson & Christensen 2008). In this research, the use of the qualitative approach allowed the authors to discover, explore and construct the dynamic and situational conditions of the problem under investigation by obtaining the answers to the particular research questions, further justifying its importance for this study.

Under the mixed design and within the context of the company, we evaluated the use of different advertising methods that the company used to determine what justified the use of outdoor advertising method in this modern age of increased digital applications. The mixed research design therefore evaluates the how much?, who?, how?, what?, and why? questions of the given phenomenon in order to collect qualitative and quantitative data for analysis (Johnson & Christensen 2008, 34).

Sample and sampling method

Proctor (2003) noted that a sample is a unit of the targeted population used in research and generalizing about the entire population based on the hypothesis. According to Welman, Kruger and Mitchell (2005), it means a sample is imperative and the method used for selecting it must be fair to avoid discriminative and irrational outcome. A biased sample leads to prejudiced outcome and this is not acceptable in research hence calling for a suitable sampling method to select a reasonable sample size for the study. This means that an unbiased technique of selecting a section of the population should be used in the research to choose the study sample. Welmanand others (2005) noted that sampling should follow clear guidelines so that the sample size equitably represents the entire population in an impartial manner. The researchers used a non-probability sampling method in this thesis, in which they employed purposive sampling to determine the particular officials in the organization to be interviewed and served with the structured questionnaire. Purposive sampling technique in research is important because it helps in the determination and choice of the participants depending on their

individual knowledge of the issue under investigation (Welman et al. 2005). As noted earlier, the sampled population was from the senior management position that had relevant information about the company's marketing systems and techniques, including the costs that the company incurred for each advertising option.

The application of this sampling method was also important because the selected participants could served the particular need of the research issue, thus was able to help in determining the effectiveness of outdoor advertising as opposed to other methods that the organization used. The method was therefore used to sample 15 participants for the research, with specific attention paid to those directly affected by sales. Nonetheless, the managers who felt the impact of sales volume in the company were also examined during the study to solicit their knowledge and ideas about the impact of outdoor advertising method and its influence in consumer behavior. This was to determine its effectiveness in marketing the products and services of the organization hence the sample size selected was to ensure that the outcome of the study was reliable. Indeed, the reliability of the study makes it adaptable for future studies in the same field.

Study Population

The entire population of the company cannot take part in the study because it would be cumbersome. It is not easy to conduct an effective study on a large population hence the need for a selected sample of the study population. The study population would be determined through sampling method to make sure that it is representative (Welman et al. 2005). It would also ensure that the information collected and outcome (decisions) are reliable because the selected participants are highly experienced with the marketing needs and strategies of the company. This research plan is important because it is highly effective in data collection and will facilitate the process of carrying out the study. The study population consisted of selected individuals within the company's marketing department, some working as ordinary workers while others are in the administrative rankings. Buber and others (2004) noted that everybody in the organization do not have clear information needed in making

decisions, but those in strategic positions avail the required data for purposes of the research.

The researchers therefore sampled 15 people for the interview, including 10 workers from the marketing section and 5 managers in the company who directly deals with the company records. The specific participants were the targeted population and were conversant with the information about the organization's marketing policies and the strategies adopted to reach the potential consumers. As well, they understand the potential failures and successes of each of the advertising strategies the organization adopts, thus the information collected from them is highly useful. Furthermore, they were expected to provide detailed information asked during the interview to enable the researchers come up with realistic data used in making decision about the effectiveness of outdoor advertising when compared to internet advertising; this is in line with Hollensen's (2004) proposal. The selected sample size was appropriate because it was difficult to collect information from all managers and workers in the organizations, even those working in the sales department.

3.2 Data Collection

3.2.1 Qualitative Data Collection

In terms of data collection, the thesis used primary data collected from the participants' responses. According to Lichtman (2006), primary data include raw information obtained from the participant's personal responses or researchers' observation in the field. This kind of data was qualitative in nature and was prefered because they reflected the views of the participants' responses regarding the particular problem under investigation based on the prevailing situation (Lichtman 2006). The primary data collection was conducted by using surveys. In making sure that the research became successful, the authors used both questionnaires and interviews, which are the two major categories under the qualitative methodology to obtain information (Kuman 2005). Regarding the survey, the authors used

questionnaires containing structured open-ended questions as the most appropriate methods of data collection because the expected data would be largely opinions of the respondents (Lichtman 2006). In this case, the respondents were the selected 15 people (10 employees from the marketing department and 5 managers).

Face to face interviewers were also used to obtain information from the respondents. According to Welman and others (2005), the face to face interview method is important because it enhances the interaction between the researchers and the respondent and ensures that the latter obtain as much information as possible from the interviewees. The face to face interviews were structured and used predetermined questions to collect the data. This means that questionnaires were used during the interview to obtain information from the respondents. In the questionnaires, as shown in appendix 1, open- and closed-ended questions, and questions that addressed the attitude of the respondents were structured to make the data collection easy and simple (Welman et al. 2005).

The open-ended questions were those intended to elicit the opinions of the respondent on the effectiveness of the outdoor marketing (Lichtman 2006). The opinions could vary because of the differences in the knowledge of the respondents and varying outcomes in terms of customer behaviors that the company had experienced during the use of each advertising method. The closed-ended questions, on the other hand, were questions with multiple choices restricting the respondents to particular answers. These questions targeted specific outcomes from the respondents, and they aimed to determine the respondents' knowledge regarding outdoor advertising and internet advertising. Attitude seeking questions were also used to determine the extent to which the respondents agreed with particular issues regarding outdoor and internet advertising, and the outcome helped in determining the effectiveness of outdoor advertising over internet advertising. In terms of their usage in the study, each of the questionnaires contained at least two questions from each of the categories above, thus they contained open-, closed-ended and attitude seeking questions. This ensured that there were no biasness in setting the survey questions.

Questionnaires were preferred for the managers over direct interviews as it was relatively easy and quick to collect the information in a standardized and more objective way. However, in some instances, it could take longer time especially when it came to analyzing the data collected. According to Kumar (2005, 22), some respondents sometimes fear giving data in fear of being accused of being unable to keep the secrets of the organization, whereas some managers might not have enough time for personal interviews. Kumar (2005) further postulates that questionnaires also help in making comparisons between the economic gains acquired during the use of each advertising option. This makes it possible to determine the effectiveness of outdoor advertising compared to internet advertising.

The questionnaires were administered through the drop-and-pick-later method to the selected population. Lichtman (2006) defines this method as where a researcher delivers the questionnaire to the respondents at a time agreed, lets the respondent answer the questions and collects the questionnaires later at a time agreed. The process of answering the question is done in the absence of the researcher (Lichtman 2006, 7). This method is important as it gives the respondents enough time to give accurate responses without interference from the researcher. The other way of administering the questionnaires is to have all the respondents in one place, distribute the questionnaires to each, wait for them to respond to all the questions and collect the questionnaires immediately for analysis (Salkind 2009, 16).

Salkind (2009) goes further to explain that the process takes place in the pesence of the researchers, but without any interrupting questions as in the case of face to face interviews. After the questionnaires are collected back, the researchers are able to take time and review the documents in order to obtain clear information and make a decision about the company's choice for a particular advertising option and related issues which justify the effectiveness of the widely used advertising method. Therefore, for this research, ten (10) employees from the marketing department were interviewed on a one-on-one basis, while the five (5) managers were served with the questionnaires through the drop-and-pick-later method. The specific questions used in the questionnaires and in the face to face interview were the

same, and intended to address the three questions that the thesis sought to answer.

3.2.2 Quantitative Data Collection

The quantitative approach was used to obtain numerical or statistical data of the respondents based on the following categories; demographic, age, marital status, and level of education. Ideally, the 15 respondents were drawn from different people of varying demographic groups, age groups, marital status and level of education, and all of them had unique views on the three questions in this study. The quantitative data were used to show the variation in the number of respondents and percentage for each category for each question, indicating that the information from the above groupings could also be used in making decisions about the problem under investigation as shown in tables 1-4. By carefully looking at the data in those tables, the authors could realize the differences in the level of analytical skills, observation skills and decision-making skills for persons falling in each category and level, and this could be used in making the final decision about the effectiveness of outdoor advertising as compared to internet advertising.

3.3 Data Analysis

Descriptive data analysis was used in this study to evaluate the information collected during the research. Since the researchers used a mixed research design, both quantitative and qualitative techniques were also used in the study to analyze data. Quantitative analysis involved use of numeric measures, for example, in terms of percentage increment or decrease of preference on a specific advertising method by the customers (Carson, Gilmore, Perry and Gronhaug 2001). Since the data was descriptive, the qualitative analysis was descriptive involved explanation of information obtained from open- ended questionnaire. The steps included ordering, comparison and making explanations of the percentages of participants who gave particular respondences for each question. The use of mixed method of analysis shows that the study applied descriptive analysis technique to analyze the data. According to Salkind (2009), descriptive statistics such as

frequency distribution tables could be effectively used to present the data collected, as shown in the result section. In this regard, the frequency table showed the number of respondents with particular opinion on each of the questions in the questionnaires. In terms of presentation, the qualitative data that were collected were presented using tables, graphs and pie charts for ease of presentation and interpretation (Kumar 2005). The researchers were therefore keen on the method of analysis chosen because failure to observe that would lead to unreliable outcome.

In terms of data display, the presented variables were considered and cross-tabulated separately based on the possible attributes of each variable. This was important to the research because it facilitated the process of data analysis of the variables that included gender, age, marital status and level of education of th respondents. The clarity in the presentation of the variables showed the dynamics of opinion that each category of the variables had regarding outdoor and internet advertising, thus would help in evaluating the effectiveness of outdoor advertising as compared to internet advertising.

Ethical Consideration

In conducting the study, the researchers had to observe ethics during the entire period. Ethical considerations actually start during preparation for the research where the researchers must avail all tools that have to be used during the study to avoid unnecessary time wastage and at all times, exercise utmost fairness. Once the materials are collected, the researchers had to seek consent from the organization of study to get authorization to conduct the study without interruption (Salkind 2009). The researchers first approached the Managing Director of the organization to seek consent to carry out the study. After getting the authority, the researchers had to familiarize themselves with the management, paying particular attention to the sales and marketing department of the company to obtain their consent and willingness to participate during the study. This means that the study was conducted without any form of coercion as the participants were generally willing to provide the requested information.

They went ahead to familiarize with ordinary workers in the marketing sector; this was during reconnaissance. The researchers also sought the consent of the riling authority of the country (government) to be able to carry out a legitimate study. Indeed, this is an indication that the researchers were keen on ethical issues since they did not want to encounter any form of resistance from the participants and company' management authority. If the participant is not coerced, he or she will be able to provide accurate information and personal views regarding the matter.

Reliability and Validity

In research, reliability shows the degree of consistency of the results obtained based on the method of data collection utilized and the process followed (Salkind 2009). This is actually true depending on the scope and nature of the study. In evaluating reliability, (Salkind 2009, 32) noted that the context and situation must be the same to test the degree of consistency; and this is not easy due to variation of time and situations. It therefore means that the reliability and transferability of this study can only be tested and ascertained immediately at the time the study is concluded because of time and situational factors. It is anticipated that the prevailing situation at the end of the study could be the same, thus making the outcome consistent making it transferable; nonetheless, in case the respondents make errors, and this could threaten reliability and transferability. The length of time could also affect transferability of the research because even if the methodology is followed when the prevailing market situation is different, the outcome would not be the same. Apparently, the results of this study can only be used in other contexts as long as they are related to marketing, and no other disciplines. The rationale is that each discipline has unique variables to be investigated.

In order to achieve objectivity of the study, the researcher ensured that the respondents hand at least five years working experience in the company meaning that they had relevant knowledge of the dynamics in terms of consumer responses. Since the responses were individual views, the outcome was subjective; nonetheless, the responses were backed by documented

information published in the company periodicals, journals and pamphlets. This ensured that the subjectivity of the data collected did not affect the overall outcome. In this case however, a slightly higher number of respondents in the age group category between 41-50 years, which was 4, against 3 each for categories between 20-30, 31-40, 51-60, and 2 for respondents with 61 years and above, could not have significant impact on reliability and validity of the outcome. Indeed, the outcome of the result is believed to be reliable and valid because the responses covered most areas of the questions under investigation, and the fact that quantitative data of the respondents did not have significant variations.

In addition, the choice for 15 respondents for conducting the survey is enough and justifiable because the number is manageable in a research conducted within a company. The participants are also drawn from the management team and workers in the marketing department because they are conversant with most of the information about issues affecting the section, in the case company. As noted earlier, 5 respondents would be from the management while 10 from the workforce in the marketing department. I would know the answers will be unbiased because I would compare them to documented information about the company, for instance, annual reports, periodicals, journals, and pamphlets.

3.4 Research Implementation

The study uses the theoretical framework to implement the outcome to meet the specific goals of the research. For instance, in enhancing the marketing goals of the Inetcom Company, it makes use of the theoretical basis and justifications. To determine the effectiveness of the company advertising strategies, the company uses outdoor advertising where it finds to be effective in terms of usability in the market for its products and services. The company in this case considers the needs of the customers in terms of their capacities to access the services and find the information appealing to them (Lüdicke 2006). Not everyone can access internet or internet enabled gadgets to be able to reach the information about the services and products of the company. With this in mind, the Internet is ineffective as it undermines the particular

needs of many customers. In this regard, the company is biased towards outdoor advertising, which it considers as more effective than internet marketing despite the growing trend of digitalization.

The different types of marketing that the Inetcom Company used had their merits that were used to make decision about their effectiveness. There is outdoor advertising and internet advertising. The company adopted outdoor marketing because the management found it effective in terms of accessibility by the potential customers, thus increasing their competitiveness in the market, volume of sales and improved productivity (Belch & Belch 2009). They opted for outdoor not internet advertising because the management deem it fit for their situation and needs. In this case, we used a case study of the Inetcom Company where our study assessed the effectiveness of outdoor advertising as compared to internet advertising. As mentioned earlier, the Inetcom Company offer a variety of digital services to its clients, nationally and to other multinational organizations, thus the need to justify the relevance of outdoor advertising in its scenario (Belch & Belch 2009). It also develops software solutions to the clients, meaning that there is need for the information about the products and other services to reach the potential clients early enough.

Internet advertising is the current process of development, conception of product ideas and promotion of products and services solely via the internet. Moreover, Belch and Belch (2009) noted that since not many people can access the internet with ease across the board, the products that are advertised on various social media networks and websites with the aim of reaching the target consumers do not reach many of them, but just the group that bumps on such ads. Outdoor advertising on the other hand gains popularity among potential customers, especially where the producers develops, conceptualizes and promotes the product or services to consumers using outdoor means such as billboards to convey the desired message that would be appealing.

The effectiveness of outdoor advertising in the company relies on the proper application of marketing skills. This technique helps the organization

determine the anticipated benefits in terms of reaching many potential customers from the advertisement the put in strategic places. It is therefore vital for every company to identify and observe these marketing techniques in their attempt to increase the awareness of the products and services, which will lead to increased number of customers for the organization (Belch & Belch 2009). For instance, before a company decides to market its products and services, it must first determine the nature of the products and services it intends to produce. Before a product or service is created, an idea is developed first. This is called ideation stage. At this point, the idea of marketing the desired products is created and tested as well. This means that the choice of an advertising method is decided as well. The company testing the idea they intend to convert it into products also tests the advertising method to determine its effectiveness.

These ideas are expressed to various target populations who are the possible consumers the company anticipates to market its products and services, to see how the market reacts. The company realized that outdoor advertising attracted a huge population who were consulting on the products than those attracted by internet adverts (Belch & Belch, 2009). The number of customers who claim to have gotten the adverts through posters is then used to measure the consumer's interest in these ideas. This helps the organization to determine whether the company should go ahead and produce the products and services or not.

Once the production is done, it is marketed through outdoor advertising to get a similar number of respondents. Likewise, if the targeted consumers do not show much interest in the ideas of the company with regard to a particular mode of advertising the product or service, then the company should not go ahead with the production process, as this will be an implication that there will be no market for whichever product the company produces. In this case, the acceptability of the product or service by the potential consumers should be observed before any form of manufacturing and marketing is done (Distinctia 2006). At this point, the company realizes the effectiveness of outdoor marketing compared to internet market and uses the information to produce or not produce, offer or not offer any product and service respectively. The mode

of advertising thus plays a critical role in delivering information about the products and services that the company offers for the market.

Outdoor advertising also tells the consumers where they can get the product, how they use it among other functions. In this regard, it acts as the major lead to the products so that customers make an informed choice before acquiring the product or/and service. The technique therefore stresses on the fact that manufacturers should carry out proper outdoor advertising activities to market their products than the use of internet that will only reach certain digital users. According to Distinctia (2006), if proper advertising method is not selected then the possible consequences will be that the company performs poorly in the market place, as most intended customers might not be aware of the availability of the products and services. For a long time, outdoor advertising has been very useful to marketers in understanding consumer behavior in general. This is because it acts as one of the major disciplines in marketing and therefore is of essential need to know how consumers react with regards to advertisements made on outdoor media (Distinctia 2006). In this regards, outdoor advertising helps marketers to understand how people react to their products, thereby being able to change or advance the tactics applied. Thus, outdoor advertising in marketing discipline has a lot of usefulness to people especially marketers in improving their game based on the responses of the consumers.

4 Presentation and Discussion of Result

Part 1: Demographic data obtained on the three questions

Respondents by Gender

Table 1 Respondents by Gender

SEX	FREQUENCY	PERCENTAGE
Male	8	53.33%
Female	7	46.67%

Total	15	100%

Table 1 Continued

Since the samples population was 15, 46.67% constituted women while the remaining 53.33% constituted men. It means that neither of the gender dominated the study meaning that the outcome was reliable and represented the diverse opinion of the ordinary workers and management team. Each of the views presented in the research denoted the views of the respondents and reflected the reality of the advertising reports available in the company. Moreover, there was no coercion to obtain the results but the respondents generally agreed to give precise information about the company in terms of the applicable advertising strategies employed. This was to help determine the effectiveness of outdoor against internet advertising. Equitable gender representation in the study also increased the reliability of the outcome since the population targeted consisted of both gender. It also shows that there was no gender biasness in the study.

Respondents by Age

Table 2 Respondents by Age

Age (years)	FREQUENCY	PERCENTAGE
20-30	3	20%
31-40	3	20%
41-50	4	26.67%
51-60	3	20%
61 and above	2	13.33%
Total	15	100%

Age of the respondents did show significant variation as to the determination of the effectiveness of outdoor advertising compared to internet advertising. The slight variation was from 4 respondents (26.67%) from the age bracket 41-50 years whose number was a bit higher, meaning that their position could alter the outcome. However, those between the ages of 20-30 years and 61 years and above were 3 and 2 for each category respectively. Those between the age brackets of 31-40 years and 51-60 years were 3 respondents for each category. This is an indication that the respondents were drawn from people with varying ages, and since age comes with increased knowledge and experience about an issue, getting responses from people from different age groups increased the reliability of the outcome. Age is a critical factor in advertising because different consumers of various ages have special preferences; hence their interests should be considered when designing an advertisement for outdoor media.

Carefully examining the two advertising methods under comparison, the consumer groups targeted are adults and youth because both the respondents did not have significant variations based on the selected age groups and both male and female from across the religious and social divides. For instance, in an outdoor advert using billboard of a female with lots of makeup and stylish dress and hairstyle that is trendy, it attracts mostly young female buyers. In this regard, the dress being advertised on a billboard is generally targeting female gender, but male buyer is likely to be attracted because they may be willing to buy them as gifts for their loved ones. In addition, the kind of shoes depicted in an outdoor advertising and hairstyle are those that are intended to attract mostly young female buyers. However, outdoor advertising depicting lots of earrings and bangles that the person on an advertisement wears intend to attract buyers both young male and female gender. Youths normally identify with trendy watches and cameras to look stylish and take photographs respectively. This means that they will prefer to purchase the products being promoted in the outdoor advertisements as long as they are able to access them than any other consumer group. Nonetheless, similar products presented could attract older male customers.

Respondents by marital status

Table 3 Respondents by marital Status

Marital Status	FREQUENCY	PERCENTAGE
Married	6	40%
Singles	4	26.67%
Divorced	5	33.33%
Total	*15*	*100%*

Marital status plays a significant role in decision making and each group has its view about an issue. In some cases, married people prefer adverts about items or products that would please them as well as their partner, whereas singles may only prefer adverts about products that only please them. This could create a difference in terms of their views about a given advertisement. In this study, married respondents constituted 6 people (40%) and 4 respondents (26.67%) constituted singles while 5 respondents (33.33%) constituted those who are divorced. Each of the respondents from every category had a particular view about the effectiveness of the company's advertising method and strategy. This diversity was important in making decision about the effectiveness of outdoor advertising compared to internet advertising in the company. Advertising is therefore useful in that it plays the informative role to consumers.

Respondents by level of education

Table 4 Respondents by level of education

Level of Education	FREQUENCY	PERCENTAGE
High School	3	20%
College	4	26.67%

Undergraduate	3	20%
Master's Degree	3	20%
PhD.	2	13.33%
Total	*15*	*100%*

Table 4 Continued

The level of education also creates a difference in decision making. People who are highly educated are more analytical than high school leavers. However, since not every person employed in the company had managerial role, those with lower academic qualifications were needed to perform some tasks in the advertisement section of the organization. Similarly, they had their view about the effectiveness of outdoor advertising compared to internet advertising. For this study, 2 respondents (13.33%) were PhD. Holders, 3 respondents (20%) were holders of Masters and Undergraduate Degrees as well as high school certificates for each category. Moreover, 4 respondents (26.67%) were holders of college certificate. The variations of academic achievements among the respondents meant that the outcome of the study considered different analysis of variables to justify the effectiveness of outdoor advertising compared to internet advertising at the Inetcom Company.

Part 2: Subjective data obtained on the research questions

Q1: The advertising methods that the company uses currently

The table below shows the number of respondents who believed that either outdoor advertising or internet advertising is used in the case company.

Table 5 Advertising methods

Response	FREQUENCY	PERCENTAGE
Outdoor Advertising	10	66.67%
Internet Advertising	5	33.33%

Total	*15*	*100%*

Table 5 Continued

Q2a: Characteristics of outdoor advertising

Table 6 Characteristics of outdoor advertising

Response	*FREQUENCY*	*PERCENTAGE*
Easy to use	6	40%
Difficult to use	2	13.33%
Appeal to users	7	46.67%
Total	*15*	*100%*

Q2b: Characteristics of internet advertising

Each of the responses had a unique view about the characteristics of each of the advertising methods used in the company, thus making it either effective or ineffective.

Table 7 Characteristics of internet advertising

Response	*FREQUENCY*	*PERCENTAGE*
Easy to use	9	60%
Difficult to use	3	20%
Appeal to users	3	20%
Total	*15*	*100%*

Q2c: The benefits of outdoor advertising

Each of the responses had an exceptional view about the benefits of outdoor advertising method used in the company, thus making it either declared effective or ineffective.

Table 8 Benefits of outdoor advertising

Response	FREQUENCY	PERCENTAGE
Highly beneficial	10	66.67%
Beneficial	3	20%
Average	2	13.33%
Total	15	100%

Q2d: The benefits of internet advertising

Each of the responses had an exclusive view about the benefits of internet advertising method used in the company, thus helping in decision making on whether it is effective or ineffective

Table 9 Benefits of internet advertising

Response	FREQUENCY	PERCENTAGE
Highly beneficial	10	66.67%
Beneficial	3	20%
Average	2	13.33%
Total	15	100%

Q3: The justification of outdoor as the most effective method of advertising in the company

This table shows the responses of each participant as to whether outdoor method is effective compared to internet advertising.

Table 10 Justification of the use of outdoor advertising

Response	FREQUENCY	PERCENTAGE
Highly beneficial	4	26.67%
Highly appealing	5	33.33%
Reaches many people for long time	6	40%
Total	*15*	*100%*

Part 3: Qualitative data obtained on the research questions

This section presents a candid analysis of the subjective data that were collected in part 2 of result presentation. It largely focuses on the views of the respondent and issues that the researchers could make out of the responses received. This section is also significant in as far as conclusion about the entire thesis is concerned because the first-hand data obtained from the company coupled with the researchers' views were used to justify the effectiveness of outdoor advertising and not internet advertising in the organization.

Question 1: What are the advertising methods that the company uses currently?

As presented in table 5, a hooping 10 respondents, more than half of the sampled population (66.67%), noted that the company used outdoor advertising as the method of reaching its potential customers, while 5 respondents (33.33%) indicated that the company used internet advertising. Based on the opinion of different respondents with variant gender status, it became apparent that outdoor advertising was widely used in the company to inform the targeted consumers about new brands of different products in the

market more than internet advertising. Therefore, outdoor advertising seems to create awareness about the products and services of the company to potential consumers more than the internet do despite the revelation that the company deals in internet products and services. This goes against the contemporary notion that internet proliferation is widespread and advertisers would find it easy to deliver information to potential customers via internet platforms than through any other media. The ideal situation is different at the Inetcom Company as the study revealed the opposite. Ideally, the consumers would buy the products because they are informed of the importance of the products and services in question.

Outdoor advertising in this case company is highly effective to the marketing department since with it, the sales of that firm increases to an extent. This outcome shows that outdoor advertising was widely used in the company than internet advertising, even though the latter was also in use. From the responses received in this queestion, the researchers became keen in the subsequent questions to note the reasons for wide use of outdoor advertising in an organization that provides internet services, as opposed to internet advertising as one would immediately imagine. The immediate indication here is that outdoor advertising has some usefullness than internet marketing in promoting the products and services of an organization regarless of the company nature.

Question 2: What are the characteristics and benefits of each of the advertising methods used?

In terms of characteristics, 6 respondents (40%) said that outdoor advertising was easy to use, perhaps due to the fact that they are simply positioned at strategic locations and low maintenance cost as long as they are not tampered with. In the company, posters, fliers and bronchures some of the outdoor adverts used, which are easy to design, print and put in different locations. Other 7 respondents (46.67%) noted that outdoor advertising appeal to users due to their spectacular designs and use of bright colors. The revelation shows increased use of bright colors in advertisements and 3D designs. The materials in which the adverts are made on such as pieces of

clothes, papers and other synthetic materials are of high quality to bring out the appeal. However, 2 respondents (13.33%) believed that outdoor advertising was difficult to use, perhaps due to the cumbersome nature of distributing flyers to uninterested clientele. Uniterested customers might not be willing to pick flyers making it difficult for the distributor to reach the targeted customers. The characteristics of an outdoor advertising thus shapes its effectiveness in increasing the sales of the roducts and services. Therfore, the marketer is able to understand the effectiveness and effects of the advertising method used to convey the information to consumers based on their behaviors. The rationale is that since consumers learn more about the products through the adverts, the manner in which it is designed determines its effectiveness as shown in Fig. 3.

Figure 3 Inetcom's Promo Sticker

On the characteristics of internet advertising, 9 respondents (60%) said they were easy to use, and 3 respondents (20%) added that internet advertising are appealing to potential users, especially the modern generation. However, 3 respondents (20%) believed that internet advertising was difficult to use as it could not reach the potential clientele, especially those who do not use it regularly. Indeed, not every person believes in the internet advertisement nor take more time on the internet looking for ads. Instead, many eople rush to social networks and other sites to do their business only to bump on some ads or pop-ads. This could pose a challenge to the company while trying to reach out to its customers because the management would not ascertain if a ziseable number of the intended customers were reached or not. Therefore making a decision to use internet advertising is at the risk and liking of the company.

In terms of benefits, an equal number of 10 respondents (66.67%) agreed that both outdoor and internet advertising were highly beneficial to the company regardless of the effectiveness of each. This finding is interesting because it means that the other considerations therefore make outdoor advertising more effective than internet advertising. For instance, the appeal and ability to reach many people for long makes outdoor advertising more effective than internet advertising. In addition, 3 respondents (20%) and 2 respondents (13.33%) noted that the outdoor and internet advertising had benefits and average advantages respectively to the organization. Hence the choice of the advertising method to use in the organization was reliant on the other variables such as accessibility, appeal and effectiveness in disseminating the information about the company's product and services as in Fig. 4.
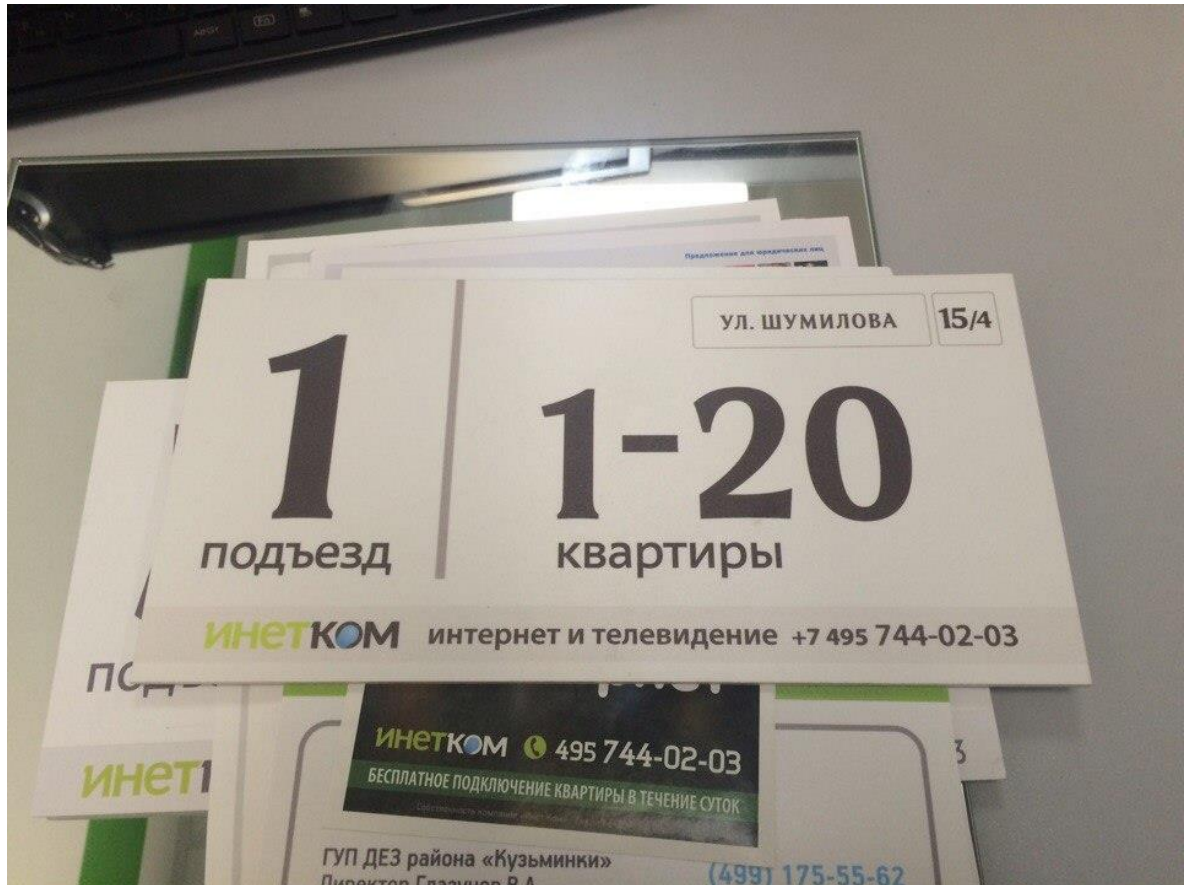
Figure 4 Inetcom uses Address Plaques as one of the ways to attract people through the positive change in their surroundings

In general, an advertising method is useful to marketers to the extent that it proves effective in the market, and this is based on consumer response. Through the response to an advertisement, the advertiser is able to understand how consumers react to different brands of products, for example, a high response shows the effectiveness of the advertising method whereas the reverse shows its ineffectiveness; hence the need to change the strategy (Belch & Belch 2009). In addition, for the company to know how consumers react to the products advertised, the marketing department will consider the consumers demand for the products. If the demand is low, then it gives a hint to the company that the quality of the product is not favorable to the consumers (Belch & Belch 2009). Hence, the marketing team can decide to improve the quality of the products and services of change the advertising method. This shows that advertising is of essential use to marketers since it shows them how consumers act in response to the products and services especially after they are made aware of their availability and quality.

Through advertisement, Armstrong and Kotler (2012) noted that marketers are able to know how they compete in the economy they operate under. This is mainly depicted through the behaviors of consumers towards that product in the economy. Hence, advertisements show to the marketers clearly of the state of competition for their brands. In connection to this, competition in most firms is important because it makes companies know their market position thereby change the approach where, and as deemed necessary (Armstrong & Kotler 2012). In most companies, especially private firms, competition helps in their growth since with healthy competition they can come up with better strategies that can help the firm to become better off than the way it was before. The Inetcom Company thus uses the response of consumers to their advertisements to improve on strategic approaches in designing its outdoor advertising to reach the largest portion of the targeted market as shown in Fig. 5.

Figure 5 Inetcom's Special Promo Packaging

In addition, the manner in which potential consumers react to a product clearly shows the firms credibility, the quality of its products and services and the effectiveness of the advertising method used to deliver the information about the products and services to the market. According to Armstrong and Kotler (2012), the scholars noted that when consumers buy more of the products that a firm has advertised, then it shows that the advertising method is effective and the firm's products are the most preferred. To the marketers and the company, increased response means that the goods produced in the firms are beneficial to many people and that the advertising method is preferred to others and reaches a wider market (Armstrong & Kotler 2012). The effectiveness of the advertising method increases the credibility of the firm to the consumers. If in case the firm had a bad credibility and the advertisement did not reach the potential market, it would mean that, most consumers might not be able purchase goods that are marketed by the firm. Armstrong and Kotler (2012) postulated that with a good credibility status, it means that advertising method is highly effective and people mostly prefer the firm and its products.

Moreover, if consumers buy a particular product as an effect of advertising, it means that it is effective and the marketers are in a position to gain from the advertisement. For some products and services, Armstrong and Kotler (2012) noted that some marketers know the impact of the advertising method depending on how they sell out. In this regard, the extent to which the consumers buy more products that the marketers sell out means that the method that was used to reach the potential market is effective and actually serves the purpose. Thus, the manner in which consumers react to different advertisements in the market determines how the marketers change their strategies (Armstrong & Kotler 2012). If the consumers conform more to the advertising method, then they would acquire more of the advertised products hence the marketers would be able to improve more on the appeal of the adverts.

Whatever the outcome for a particular advertisement method depend on the consumer behaviors in terms of response. The manner in which consumers react to different advertised products also shows clearly to the marketers the

level they can be engaged. In their research, Armstrong and Kotler (2012) reported that advertising is therefore essential since there are products that people know well and substitutes that some consumers are not aware of, thus it is important for marketers to inform the targeted market of the particulars of their products and services.

Question 3: What justifies outdoor as the most effective method of advertising in the company?

On justification, 4 respondents (26.67%) argued that outdoor advertising was the most effective method for the company compared to internet advertising because it is highly beneficial. In addition, 5 respondents (33.33%) made a similar justification arguing that outdoor advertising was highly appealing to potential viewers while 6 respondents (40%) believed that its ability to reach many potential customers for a long time made it more effective compared to internet marketing. Therefore, despite the company being the leader in internet service provision in Moscow, it does not rely on internet advertising to reach its potential customers, but uses outdoor advertising in large scale.

Now, when comparing the two advertising methods in this case study, it is evidenced that outdoor advertising is considered as effective in marketing because of its importance to marketers and prospective consumers. Outdoor advertising is a good way of marketing in most categories because it has different forms, such as posters, billboards and flyers, which cut across the social and economic divides. Outdoor advertising is also considered highly effective because it shows the credibility of the marketer and the firm that produces the goods and services offered. Its content is also still meaning that the potential customers could stare at them for as long as he/she wants, thus increasing the chances of conforming to the advert.

5 Discussion of the Research Findings and Conclusion

It is evident that the study applies the theoretical information to address the research problem; the effectiveness of outdoor advertising compared to internet advertising. The information brings out the best and effective type of advertising method that the company adopts to meet its stipulated marketing objectives and goals. The findings include the following, first, the Inetcom Company should adopt outdoor advertising as opposed to internet advertising this is mainly because outdoor advertising facilitates accurate access to data and elongates on advertising period at the same station. It means that if customers want to access the information at any time of the day, they would easily get it via posters, flyers and brochures. Consumers are also assured of the security of the products and services being marketed.

However, this is not the case with internet marketing as it is highly associated with frauds that lead to customer skepticism. Accessibility to data by the customers is a problem as they are only allowed to use the videos, pictures and other features on the internet as well as internet enabled gadgets, which not every person uses. This, to customers, does not seem to be real hence discouraging them from accessing such adverts. Also in internet marketing, customers are forced to pay before accessing the goods and services, and then pay when the products and services are delivered. This is contrary to outdoor advertising where access is free, especially posters, billboards, brochures, and flyers; the customers pay for the products and services only on delivery.

Even in as much as theories are good in providing solutions to research problems, researchers still find it hard to determine the theories that are best for a particular study problem. This is mainly because authors have different views even with regard to a similar research issue due to personal and knowledge based differences among them as well as experience in each field. This is the case with the marketing theories where different authors state the theories to be used in marketing based on their own perception. It would have

been better if the authors agreed on a common theory that suits the topic and therefore be used by marketers; however, this is not easy to achieve.

For this thesis, the study identified the use of outdoor advertising and internet advertising as the major means of reaching out to their potential customers regarding the products and services that the organization offered. Other than outdoor advertising such as posters shown in Fig. 6, the Inetcom Company also uses internet marketing to create awareness to potential customers. For instance, the organization uses internet platforms to reach clients on various aspects of the products. Such aspects include usability and probable solutions regarding the specifications, configuration, pricing, system configuration, product availability, and new product/service.

Figure 6 One of Inetcom's middle-sized posters

The company's product management team work hard in coordination with the marketing team to ensure that the internet platforms contain advertisements about the products and services to potential customers become aware of the availability of the products. Ideally, the cooperation between the two teams facilitated internet advertising and definitely improved the sales growth,

subsequently leading to increased demand for the products and a similar demand for those who supply products and services to the company. This kind of marketing also facilitates the interaction between the company and the customers since the latter would easily get the information about the product over the internet wherever they are. The services that the company advertises via the internet actually increase the product portfolio in terms of accessibility, variety and appeal.

The company also uses email contact as an internet marketing strategy to acquire a larger market share in the region and globally, thus being able to advertise its products in large scale. This only succeeded because of the combination between the IT professional services and increasing product portfolio. The company as well gives its phone contact on the adverts for easy communication and enhancing interaction. Despite intense competition from other companies, offering internet services, its use in marketing is imperative as it promotes the products and services.

The company believes that the internet-based systems of delivery of products and services are on the rise due to the increasing use of digital technology in information dissemination. The rationale is that the internet facilitates customer information about the availability of the technology services and products. On this ground, the company uses its website to market its products and services as a way of reducing marketing costs and time taken for the product information to reach the market. The company also needs to ensure that the services and products being advertised fulfill consumer needs through creating advertisement that have particular information, appeal and are sensational. This means that the manner in which the company fulfills those pertinent consumer needs relies on the way those needs are presented to them in the outdoor adverts and the capability of the organization.

Internet oriented marketing strategies that the company uses include direct mail campaigns, internet promotions, internet solutions marketing, and internet retail stores. Using direct email system, the company's marketing team sends emails with information about the products and services on offer and entices them to buy. The weakness of this system is that it lacks certainty that the

information will reach the intended customer because the email address used may be not in use. In other instances, the recipient may not be interested in the mail, hence just deletes it before reading, thus making the system not reliable. The problem with internet promotions, solutions marketing and internet retail stores is that those who use the internet in most cases may not have access to such information, neither are they interested in those products. This does not create significant impact on the sales than the use of outdoor marketing. More importantly, the internet marketing strategies that the company uses are intended to satisfy the specific and increasing needs of both suppliers and customers.

In this intensive comparative study of the effectiveness of outdoor advertising compared with internet advertising, the researchers discovered that outdoor advertising moves customers greatly than internet advertising for a number of reasons as discussed herein. Normally, potential customers acknowledge that outdoor advertising brings everything to the eyes of the passengers, pedestrians and every individual who uses any outdoor movement. For instance, No Smoking Sticker will be conspicuous to most potential customers as shown in Fig. 7. The type of publicity, according to Carsonand others (2001), determines a lot the progress of a particular project that has been initiated by the Inetcom Company. Advertising is a form of publicity that can either make or break the image of an organization.

Figure 7 Inetcom's No Smoking Sticker

In most cases, investors have used advertising as a medium of publicity to be relevant in the market and expose their products to the general consumers such as the use of fliers as depicted in Fig. 8. The best and effective form of advertising that has benefited this profit-oriented business and non-profit organizations are the outdoor advertising (Carson et al. 2001). The Inetcom Company also realized that properly executed outdoor advertising strategies basing on the ones used by its competitors yield better outcome because targeted customers would simply compare them before making decision. The company therefore realized that outdoor advertising is one of the most competitive and effective form of advertising the products and services.

Figure 8 Inetcom's Flyer

Outdoor advertising has several categories that are fully utilized by the investor to reach out to the consumers by making their brands popular. The very common category is the use of billboards, which is widely used by the company to market its brands. The next imperative category of outdoor advertising platform is the street furniture that entails kiosks, telephone booths and bus shelters (Carson et al. 2001). Additionally, the point of sale displays is also a very important category of outdoor advertising. Another category, which clearly stands out is the transit outdoor advertising involves the use of automobiles to reach to the consumers about a brand in the company. Finally, the company has utilized mobile billboards for the easier relay of information and easier access.

The Inetcom Company uses the outdoor advertising with an aim of marketing its products and services. Billboards are effective in advertising because of the type of color it strikes, its position and the better illustration it gives to the consumers. Its huge statute has enabled the consumers to notice the products displayed easily, which makes it a more crucial form of advertisement because of it accessible to the consumers anytime anyhow (Belch & Belch 2009). The attitude of the consumers plays a major role in the effectiveness of this advertising medium. Their wrong attitude towards the product on the advertisement can impact negatively on the said company, thus the best pictures and drawings that are not too revealing are used on the billboards in a case where a celebrity or brand ambassador portrait is used. The Inetcom company have used celebrities, especially women celebrities to in a bid to attract consumers into embracing their products.

The kinds of images that are also placed on the billboard determine either its effectiveness or ineffectiveness. Billboards are also cost effective making it the popular the popular advertising medium to the company and individual business (Belch & Belch 2009). The cost of erecting and maintaining the billboard is high, but it does not require several continuous announcements on other media, which necessitates much logistics. Outdoor advertising is a one-time permanent advertisement for a given product and period, thus it is effective despite a high cost of setting it because it would serve its purpose for a reasonably long time.

Transit outdoor advertising has gained fame among the public due to its mobility nature. The company also prefers to use this form of outdoor marketing because it reaches a large number of consumers by covering a wider margin. Belch and Belch (2009) indicated that trucks, buses, saloon cars are used as a form of relaying information about a brand to the intended consumers since such adverts are mounted on their bodies. Preferably, mobility has enabled the effectiveness of this category of advertising since several consumers in the area covered would become aware of the products. The appealing nature of this advertisement strategy has been added advantage to the company prompting the organization to use the best strategy possible to reach to the consumers at all cost. Transit advertisement is cost

effective because the company managers can as well use their official cars and business cars for disseminating the advertisements, which will not require much expense (Belch & Belch 2009). The Inetcom uses its buses in order to advertise the internet services that the organization provides by mounting the adverts on the buses. The cost is greatly reduced using this outdoor advertising method, and the number of consumers who embrace the product increase tremendously. It is because people like attractive things more so in their downtime and transit and advertising offers the same.

Looking at the advertising methods that the Inetcom Company use the most appropriate channels of communicating the information about its products and services to potential customers include outdoor and internet. The rationale is as follows. First, outdoor advertising using posters displays still photos and most potential customers targeted can be able to view them properly before making their mind to purchase the products being promoted (Belch & Belch 2009). They could be easily erected in targeted areas where potential customers pass or spend most of their time, such as by the roadside and in social palaces respectively. In such palaces, the physical appeal of the advertisements could generate debate about the products being advertised among friends, thus enabling unaware customers to know the usefulness of the products and perhaps buy them (Armstrong & Kotler 2012).

In addition, using outdoor media such as newspapers or magazines for communicating the products and services is also appropriate and highly effective. The reason is that potential customers might buy the newspaper or magazine used to advertise the product, store it and always cross check if the products being advertised appeal to his or her eyes (Armstrong & Kotler 2012). Importantly, the location of the advertisement in the newspaper or magazine is important because most youths prefer reading certain issues, for instance, sports news, relationship news and the buzz sections. This means that an advertisement placed on such areas could reach more potential clients than those placed in certain sections.

The other advertising channel is the internet. As the internet technology sweeps across the entire world, young people have no choice, but to embrace

this latest trend. This means that using the internet is appropriate because most young people are often glued to the internet, especially social sites, and therefore, could access such information easily and repeatedly (Applegate 2001). Based on the targeted consumer groups for the products advertised, the internet advertising has negative effects that lower its use in the company.

Negative Impacts of Internet Channels

Taking the internet, for example, the backlash that could occur with its use is the probability that the potential consumers will access the specific website where the advertisement is put, thus affecting customer decisions (Applegate 2001). The justification is that different people visit sites for apparent reasons and their focus and attention is on the issue being sought. This means that if the advertisement is not properly located in appropriate website, potential customers might not access the information; hence, they would not serve the purpose (Applegate 2001). The marketer will have spent a lot of money to put the advertisement, yet it would be difficult to achieve the intended goal.

In summary, advertising is good because through it, a marketer can choose the form advertising that fits him or her depending on the effectiveness. Having different forms of advertising is also important because it does not restrict people in terms of usability of either of the advertisements and hence marketers are free to choose the best form that favors them and their targeted customers. Advertising is also a good way of marketing because though it, potential customers are made aware of the current trends and products that the company has in the market. Indeed, this plays an informative role to the consumers and enabling them to make informed choices. Advertising therefore benefits consumers and the company in different ways. The findings indicated that outdoor advertising is more effective in the promotion and creation of awareness to the public compared to internet advertising. In this regard, the Inetcom Company has used outdoor advertising as a marketing medium successfully for a long time to become relevant to it role in fulfilling societal needs. Ideally, the rate of outdoor advertising has incredibly increased and its success has majorly been on changing the attitude of the consumers. The attractive nature of the billboards and transit advertising the easier

accessibility to the consumers because they are found everywhere people go even in the remote places. The company believes on its customers and intends to reach as many of them as possible using an advertising method the customers are used to and can easily access; hence, the choice for outdoor advertising compared to internal advertising. The company finds outdoor advertising to be fulfilling to the needs of the customer from various social and economic backgrounds. Importantly, when the company's inner systems conflict with social norms, it is more likely to choose the social norm for fear of social exclusion. This means that if the company uses advertising method that does not resonate with the majority of the expected customers, its adverts could suffer exclusion, therefore finds outdoor advertising highly effective than internet advertising because it is accessible for a longer period and cuts across social norms. With all the gains of advertising, it is fair to argue that outdoor advertising is the most effective way of marketing the products of the Inetcom Company.

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Appendices

Appendix 1. Questionnaire

   i.   The company uses different advertising methods (YES) or (NO)

   ii.   Which of the advertising methods does the company widely use? (Outdoor Advertising) or (Internet Advertising)

   iii.   Advertising method that reaches many customers for a long time (Outdoor Advertising) or (Internet Advertising)

   iv.   Advertising method that is most appealing to the eyes (Outdoor Advertising) or (Internet Advertising)

   v.   Advertising method that is mostly static and easily accessible to customers (Outdoor Advertising) or (Internet Advertising)

   vi.   Outdoor advertising is beneficial. (Strongly Agree) (Agree) (Disagree) (Strongly Disagree)

   vii.   Internet advertising is beneficial. (Strongly Agree) (Agree) (Disagree) (Strongly Disagree)

   viii.   Outdoor advertising is difficult to use. (Strongly Agree) (Agree) (Disagree) (Strongly Disagree)

   ix.   Internet advertising is difficult to use. (Strongly Agree) (Agree) (Disagree) (Strongly Disagree)

   x.   What is the most effective advertising method for Inetcom Company? (Outdoor Advertising) or (Internet Advertising)
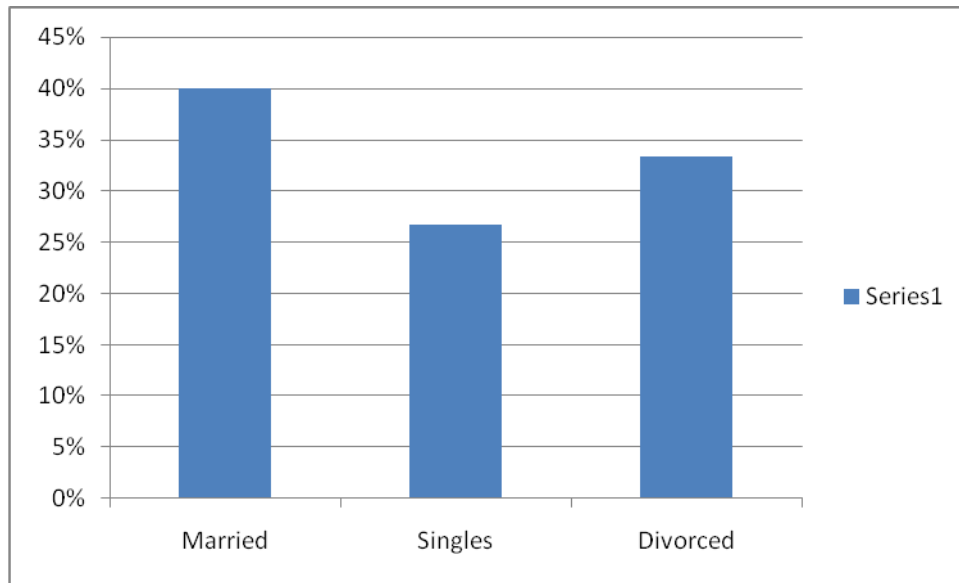
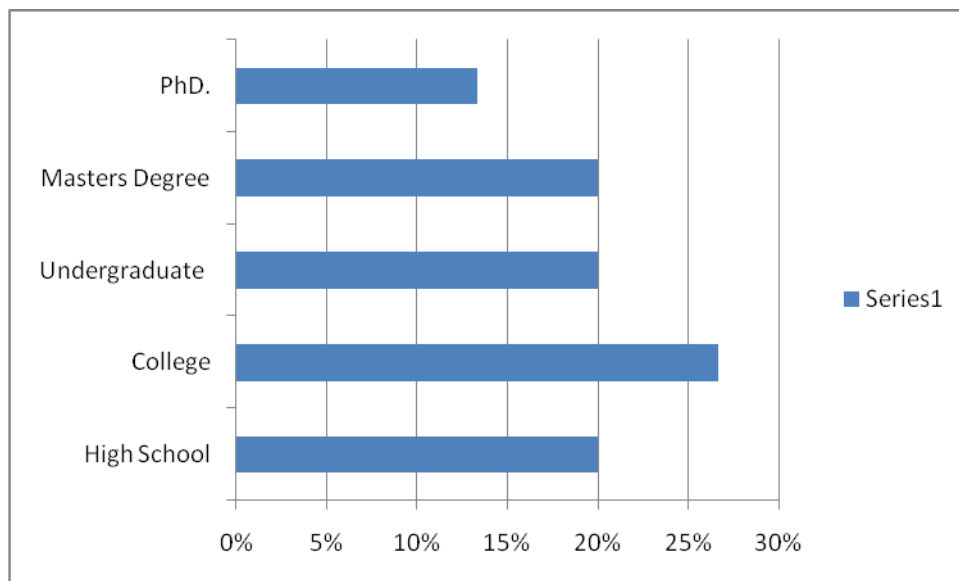**Appendix 2. Respondents by Gender**
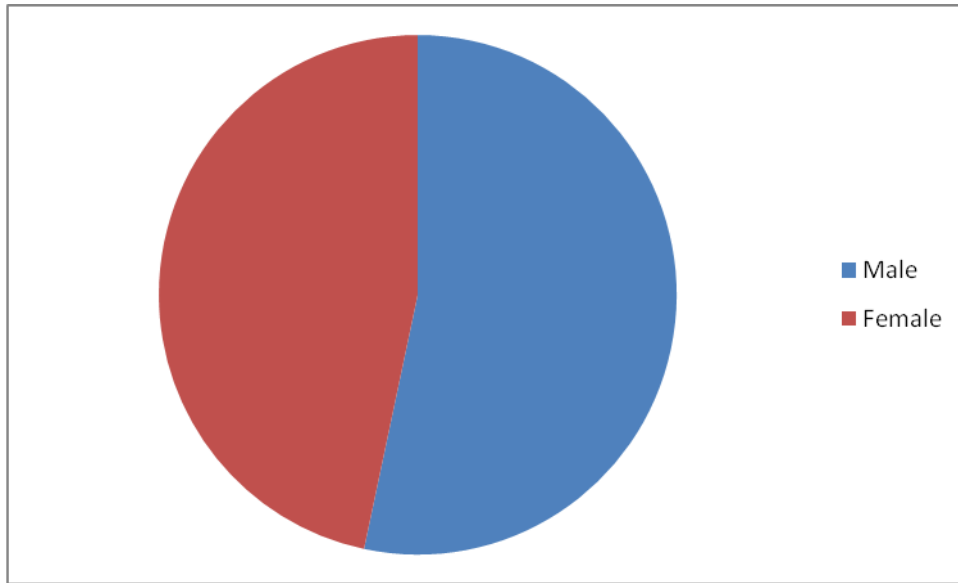
Appendix 3. Respondents by Age
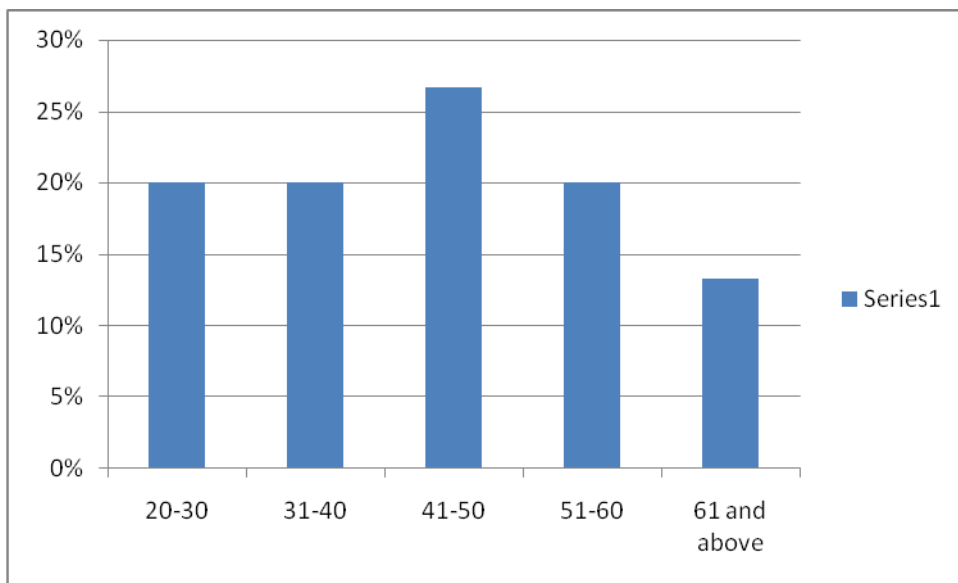
Appendix 4. Respondents by marital status

Appendix 5. Respondents by level of education

Appendix 6. The justification of outdoor as the most effective method of advertising in the company