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Abstract- This paper is an attempt to analyze the consumers' perception of various types of advertising media and to know which media is preferred most regarding respondents' age, gender, and occupation. A sample of 150 respondents from different areas of Chittagong city has been surveyed through a structured questionnaire from June to October 2018.Descriptive Statistics, reliability test, SPSS software has been used to analyze and results show that Interment was the first preferred media for all types of respondent and TV was the immediate choice. According to profession analysis, the newspaper has been preferred most by the business person (52.94%), and TV (50%) was the most favorite media for housewives. Media preferences also differ according to age; young has been addicted to the internet (65%) most whereas mid and aged people like TV (80%) and newspaper (20%) most. Regarding their perceptions to all types of media was positive but some negative perception has been found mostly on trust (mean value=3.15), and they don't think that advertisements present a real picture (mean value= 3.18) of the product being advertised.

Keywords: *media, advertising, perception, consumer, preference.*

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Consumers' Perception on Various Types of Advertising Media: The Case of Bangladesh

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Abstract- This paper is an attempt to analyze the consumers' perception of various types of advertising media and to know which media is preferred most regarding respondents' age, gender, and occupation. A sample of 150 respondents from different areas of Chittagong city has been surveyed through a structured questionnaire from June to October 2018. Descriptive Statistics, reliability test, SPSS software has been used to analyze and results show that Internet was the first preferred media for all types of respondent and TV was the immediate choice. According to profession analysis, the newspaper has been preferred most by the business person (52.94%), and TV (50%) was the most favorite media for housewives. Media preferences also differ according to age; young has been addicted to the internet (65%) most whereas mid and aged people like TV (80%) and newspaper (20%) most. Regarding their perceptions to all types of media was positive but some negative perception has been found mostly on trust (mean value=3.15), and they don't think that advertisements present a real picture (mean value= 3.18) of the product being advertised. If the company or advertisers recover the shortcomings by enhancing the genuineness of advertising, consumers perception regarding advertising media will be more positive.

Keywords: media, advertising, perception, consumer, preference.

I. Introduction

Advertising is a vital approach for a company or association to urge the word out regarding a product or service and Cultivate a consumer base, which typically results to boost trading and better profits. A wide range of components has been incorporated by the phycology of advertising, such as visual interest and message; yet Perception is one of the vital components to remember while making a commercial. Perception identifies the behavior of a buyer's thought for a specific product or service. It shows the deep-rooted feeling of a buyer's desire to get a specific product. Customers get attracted to any product by advertisement as it grapples interest of a purchaser. It also leads the attention of a customer regarding a company product or service. Perception is the thing which drives the interest of a purchaser with regards to a brand's item or benefit. Perception in advertising identifies the impact of a specific item or benefit on a consumer that might not be established in fact. This discernment through advertising attempts to energize more interest on those matters. In contrast to an item's actual qualities that might be characterized by analysis and insights, the view of an object can be naive and more fleeting. Organizations could realize it tougher to form their items offer to purchasers without perception in advertising. Engaging shopper tastes, wants, dreams and needs advertising creates a great impact of a specific product. Perception can be a vital device in promoting to form customers desire they will be someone, in particular, appearance a specific manner or sense a specific inclination once utilizing a particular item. Purchasers have been diversified to the extent their discernment and state of mind towards advertising is involved; some have a negative perspective whereas others show a positive perspective towards it. How do customers view and use the various types of advertising media? However, do they understand the advertising content of the assorted media regarding its info and responsibility value? Do different profession consumers prefer different advertising media? Do different gender consumers prefer different advertising media? Do different income level consumers prefer different advertising media? Do they have particular expectation Styles when looking certain sorts of information? These and related queries were raised over and over about purchaser usage of the content of the key media of Advertisement. How do consumers perceive television advertising? How do consumers perceive internet advertising? How do consumers perceive Magazine advertising? How do consumers perceive newspaper advertising? Are there any strategies to figure the advertising perception that is uniform crosswise over both respondents and advertisements? How do viewer perceptions contrast for different advertising media? How do viewer perceptions influence publicizing viability, what's more, the producer picture? This article will address these inquiries.

II. Literature Review

Over the last 70 years, consumer perception regarding advertising has been widely explored (Dutta-Bergmann, 2006; Suher, Ispir, & Ozturk, 2008). Most of the people think that advertising is essential, and they have positive perceptions of advertising, which has been identified by Greyser's and Bauer (1968).

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Nevertheless, a larger number of respondents also thinks that advertising can be deceiving has been identified by Shavitt, Lowry, and Heafner(1998). Financial and social effects have a strong influence on consumer perceptions towards advertising; was also identified by Shavitt et al., (1998). But, during the 1970s consumer perceptions towards advertising were commonly winding up progressively negative. In several studies (Sandage & Leckenby, 1980; Andrews, 1989; Pollay & Mittal, 1993 Alwitt & Prabhaker, 1994) negative evaluation of the public point of view regarding advertising has been found. Two types of consumer perception of advertising have been suggested in their studies; they are either positive or negative. Advertising is a region of promotion correspondence that contacts nearly everybody and regarding which everybody has few assessments; stated by Symigin and Carrigan (2000). A recognizable drop curtain for regular lifestyles, which at times is entertaining or fascinating however not often with a response—an implication that would be relevant to shopper view of TV and daily paper advertising nowadays has been depicted by Symigin and Carrigan (2000) on people's perception to traditional advertising.

Consumer perception is anticipated to be dissimilar towards selected advertising media and factors in advertising(Madden, Caballero & Matsukubu 1986; Hasegawa Ramaprasad, 1992, Cutler & Javalagi, 1992; Navett, 1992; Weinberger & Spotts, 1989; Hong, Muderrisoglu & Zinkhan, 1987). Perception is the succession of shopper introduction and consideration which is invigorated and deciphered separately in marketing procedure. ((Evans, Jamal & Foxall, 2009; Hawkins, Mothersbaugh, & Best, 2013). Perception is the procedure by which individuals choose, arrange and decipher data to shape a significant image of the world stated by Kotler, Veronica, John and Armstrong (2005). Perception is the initial and most realistic process to choose improvements from their environment in consumer buying decision processes. Advertising is a demonstration of product or service by telling people publicly to influence them to buy it. Advertising media comprises different methods for promoting the item this incorporates daily papers, TV, magazines, billboards, flyers, radio, web, yellow pages, and direct mails. The fundamental reason for utilizing media is to draw audiences and create more income by expanding the sale of the item for advertising.

TV and magazines showed the most elevated amount of advertisement related correspondence issues, identified by Elliot and Speck while investigating on six major media (TV, newspapers, magazines, Yellow Pages, direct mail and broadcasting). Gallup (1959) identified that most of the respondents appreciated advertising since they felt it be very much informative. Most of the people think that advertising was vital, and they held affirmative attitudes toward advertising more likely than negative attitudes (Bauer and Greyser; 1968). In the early 1970s, attitudes toward advertising were winding up progressively negative contended by Zanot (1981, 1984). Most of the respondents asked for a new federal government organization for customer Support and felt that most or all of TV advertising was genuinely deceptive. Consumer perception is narrated as action and reaction on what one sees (Kotler et al. 2005). It may be said after assembling the two ideas, that-advertising is the leading force in charge of forming purchasers' perceptions and inducing a behavioral reaction (Jones, Iverson, & Waters, 2010).

The Internet has surfaced as an outstanding stage amongst other promoting stage since advertisers had extraordinary adaptability and power over the advertising component ((Ducoffe, 1996). Specifically, radio existed for a long time before it had 50 Million audiences, TV took 13 years to achieve that volume, but the web took only four years to outperform the number. (Joseph, Cook, & Javalgi, 2001).

More than 1.1 billion individuals are associated through the Internet all over the world. To maintain the daily activities internet is used by a stunning 17% of the total world population (Lachance and Gray, 2007). According to Li, Bernoff, Pflaum & Glass (2007), half of the mature online social network users tell their companions regarding items publicized.

The perception of radio as a personal medium of correspondence throughout the non-accessibility of visual media significantly influences the manner in which individuals think about tuning in to radio programs including advertisements, perform data investigation, and make implemented selections. Since city commuters have less complicated access to radio correspondence, they boost higher perceived closeness to the broadcasts (Kuffert, 2009).

Newspaper commercial is almost genuine and illuminating. What's more, would be least eager to give up their daily paper's advertising content when contrasted with the other media incorporated into this research (Larkin,1979). American Association of Advertising Agencies showed that daily papers are the general public's preferred advertising medium. Newspapers are stated to be gradually dropping advertising and marketing bucks to further media such as TV (Eriksson, Kalling, Akesson and Fredberg, 2008). Consumers have extremely exact thoughts regarding media and their promoting substance. They consider that newspapers are the great root of purchasing records, great source of records about sources of amusement and include the maximum beneficial commercials, contrasted with TV, radio and magazines and customers observe that newspaper advertising is almost trustworthy and informative advertising and they may be minimum inclined to surrender the advertising appeared differently in relation to the next three media in the investigation has been identified by Larkin (1979)

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newspaper and consumer perception of the media and their advertising content of newspapers.

Chittithaworn, Islam, and Thooksoon, (2011) express that TV advertising has been portrayed as a well-known and Trusted correspondence way and performed a vital position in individuals' lives by bringing data and amusement into dwelling rooms. Still TV is the most productive medium for achieving a large viewer as well as its qualities and impacts are still very significant. (Steinberg, 2010).

TV advertising is excitement, more unique, less belittling, more creative and informative according to British consumer(Nevett, 1992; Ogilvy, 1987; Lannon and Cooper, 1983).Perceptions towards TV advertising are influenced by their socio-economic background as correspondence designs have been firmly connected to socio economic standards in each market according to Hong Kong and Korea consumer (Moon & Chan, 2005; Hong, Muderrisoglu & Zinkhan, 1987).Advertising act a seducer to spend money according to Poland consumer and according to Belgium consumer advertising has been viewed as an effective tool that creates interest and strengthens positive ideas regarding the product or service (De Pelsmacker and Geuens, 1998). According to Ling Hu and Chao Chuang (2009) in Chinese-American consumer perception of TV advertising is used to increase brand recollect and consciousness.

Television and Radio advertising media are low-contribution and emotionally involving medium, though newspaper and magazine advertising media are usually high- contribution and rationally involving medium (Batra, Myers, and Aaker 2008; Chaudhuri and Buck 1995; Krugman, 1965). Tv contacts a mass group of viewers; offers sound, sight, movement, and shading; and has the intrusive capacity to drive itself onto the audience and It is usually a nonselective medium (Nylen, 1986). Interactive TV is required to permit "personal casting and resolve the problem of audience selectivity provide On-demand access (Maybury, Greiff, Boykin, Ponte, McHenry, & Ferro, 2004). Advertising could be arranged as far a feature: brand building and directional. Brand-building advertising is used for product advertising and is generally observed in broadcasting consisting of TV, magazines daily papers, and radio while directional advertising is intended to contact a mass gathering of viewers by utilizing a strategy of intrusion aimed at supporting customers find providers of preferred products and services, and incorporates advertising in yellow pages, a newspaper categorized segment, film listings and industry guides (Wang, Zhang, Choi, & D'Eredita, 2002). A TV is a nonselective medium contacting a mass group of viewers. TV offers locate, sound, movement, and shading. Audience attentiveness to ads is probably going to be low, yet TV has the intrusive capacity to pressure itself on the audience (Nylen, 1986).Consumer spends the least quantity of time with, and might "do without," and which offers the best source of data on long-lasting goods of their opinion where the medium is a magazine (Larkin, 1979).

The main objective of this study is to analyze the consumers' perception of various types of advertising media. Together with this another objective of this study is to find out which media is preferred most regarding respondents' age, gender, and occupation.

III. Methodology

The study has been based on the questionnaire survey method. A revised form of a questionnaire used by Soh (2006)is used to study perceptions of the consumer on various media in Chittagong city of Bangladesh. The questionnaire has been divided into two parts. The first part contains the information regarding the respondents and the second part contains the consumers' perception of various types of media from various areas of Chittagong city. Here respondents are requested to specify their level of agreement in each statement on a five-point Likert scale. The author asked a panel of five experts containing two academicians, two researchers, and one professor to assess the content validity of the questionnaire. The questionnaire has been modified as per their recommendations after the first draft.

a) Research Design

To analyze the perception of advertising in various media, to know the media preference of different professional people and to know the media preference based on gender, a quantitative research method has selected.

b) Data Collection Method

The survey has been conducted to obtain knowledge into the perceptions of advertising by consumers in various media. Data have been collected through a questionnaire survey among the people who purchase the low involvement product for their daily uses from the various parts of Chittagong city. The questionnaire consists of close-ended simple questions regarding the key points of perceptions of advertising in various media. Close-questions are the profession, gender, age, Income level, media preference, importance of advertising. While filling in the list of questions concerning informative advertising, truthfulness, reliability, and usefulness, respondents were asked to rate them from strongly agree to strongly disagree. The scale used in this research form has been made by the Likert scale, which has five levels: from strongly disagree to strongly agree (1- strongly agree, 5 -strongly disagree). There are 14 questions about the perceptions of advertising in various media listed in the questionnaires.

The population designed for this study was limited to the people of Chittagong city. To conduct this

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research, we had chosen randomly the different areas of Chittagong city like Agrabad, Boro Pole, G.E.C Circle, New Market, and Chawkbazar. The sample has comprised of 150 respondents spread across different location in Chittagong from the month from June to October 2018.Simple random samplings were used to get a fairly accurate cross-section of the population and to ensure the purity of research results. After the data has been collected, it has been organized and analyzed. For analysis of closed-ended questions, a computer programmed called Statistical Package for Social Sciences (SPSS) has been used.

IV. Analysis and Findings

a) Descriptive Analysis

Table 1: Descriptive analysis

		Frequency	Percent
Gender	Male	85	56.7
	Female	65	43.3
Age	Less than 30	55	36.7
	30-45	85	56.7
	46-60	10	6.7
Education	HSC	14	9.3
	Bachelor's degree	43	28.7
	Master's degree	93	62.0
Income Level	Less than Tk 14000per month	50	33.3
	Tk 14000 to 35000 per month	34	22.7
	Tk 35000 to 55000 per month	39	26.0
	Tk 56000 to 76000 per month	17	11.3
	More than Tk 76000 per month	10	6.7
	Total	150	100.0

Table 1 show the real figure of gender, age, education level, and income level who were participating in the questionnaire survey. In gender case, we got maximum of our sample male respondents that is 56.7%, and 43.3% of respondents were female. The figure also indicates the respondent's age middle-aged people were dominating among other age groups. The largest group of respondents which contains 56.7%, aged between 30 and 45 years. The next largest group was less than 30 years (36.7%) while the rest group was 6.7% aged between 46 and 61 years. From the above figure also depicts that number of the respondents were higher in educational level. The largest group of respondents which contains 62% was the master's degree, while the other group was the bachelor's degree (28.7%) and the rest group was HSC (9.3%).And the final details of them are income level, we divided our samples into five categories as per their income level, its start from less than 14000 taka and ends are more than taka 76000. 33.3%of respondents income level was less than taka 14000 per month, 26% of respondents income level between taka 35000 to 55000 per month, 22.7% of respondents income level was between taka 14000 to 35000 per month, 11.3% of respondents income level was between taka 56000 to 76000 per month and 6.7% of respondents income level were more than taka 76000 per month.

b) Reliability Analysis

Table 2: Reliability Analysis

Reliability Statistics

Cronbach's Alpha	No. of Items
.688	14

Reliability is analyzed to determine the adequacy of internal consistency based on Cronbach's Alpha (α) coefficient. When the value for α is 0.70 or above then the item scales are regarded as reliable (Hair, Black, Babin & Anderson, 2010). From table 2 we see that the value of the Cronbach's Alpha is

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α=0.69which is almost near to 0.70. So we can say that the internal consistency of the item scale of this study is reliable.

c) *Media Preferences-The Media like Most*

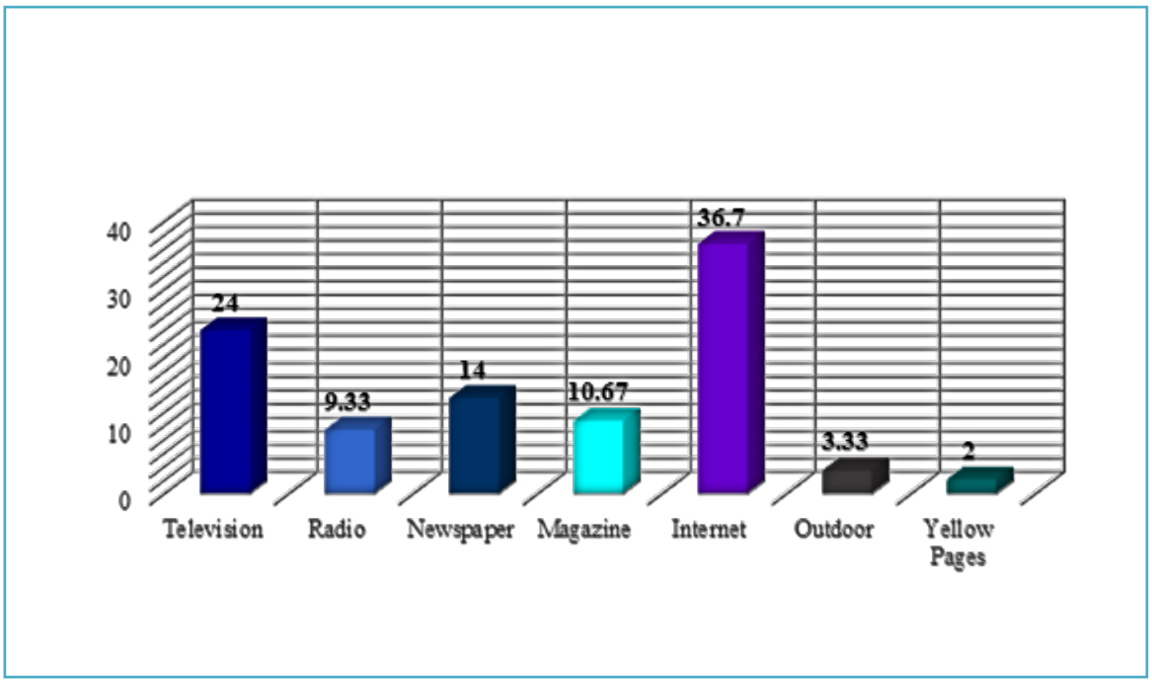

Figure 1: Media Preference by the respondents

Figure 1 shows the real picture of media preferences of the respondents who were participating in the questionnaire survey. According to analysis it has been found that from all media internet has the highest number (36.7%)of preferences by the customers, then about 24% of the respondents preferred television, about 14%preferred newspaper, 10.67% preferred magazine, 9.33%preferred radio, 3.33% preferred outdoor and rest of the 2% respondents preferred yellow pages.

d) *Media preferences according to gender, age, and profession*

Table 3: Media preferences according to gender, age and profession

Gender, Age, Profession * Which media do you prefer? Cross tabulation									
		Which media do you prefer?							Total %
		Television	Radio	Newspaper	Magazine	Internet	Outdoor	Yellow pages	
Gender	Male	16.47	9.41	22.35	11.76	31.76	5.88	2.35	100
	Female	33.85	9.23	3.07	9.23	43.07	0	1.54	100
Age	Less than 30	9.09	18.18	3.63	0	65.45	3.63	0	100
	30-45	27.05	4.70	20	18.82	22.35	3.52	3.52	100
	46-60	80	0	20	0	0	0	0	100
Profession	Service holder	21.68	7.23	13.25	15.66	33.73	4.82	3.61	100
	Business man	0	5.88	52.94	5.88	29.41	5.88	0	100
	House wife	50	5.55	2.78	5.55	36.11	0	0	100
	Student	0	35.72	0	0	64.28	0	0	100

Table 3 shows the media preferences of the different gender of respondents who were participating in the questionnaire survey. According to the analysis, both male and female respondent's highest preference has been found on internet that is 31.76% and 43.07%. From the analysis, it has been assumed that both male and female are spending more time in internet, but differences have been found in other media. Newspaper (22.35%) is the next choice after internet of male respondents while television (33.85%) is the next best choice of female respondents.

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From the table, it has also be found that young aged respondent's first choice is internet (65.45%), but very low at the newspaper (3.63%). Both the middle and old aged respondent's first choice is Television and the very next choice is the newspaper.

In case of media preferences by the different profession of respondents, internet (64.28%) and radio (35.72%)is the most preferred media for students; Internet (33.73%) and Television (21.68%) has been preferred by service holder. From the analysis, it has been assumed that business persons expend more time in newspaper and internet as they preferred most these media 52.94% and 29.41%. House wives most preferred media is Television (50%) as they most of the time stay in their home and their next choice is internet (36.11%).

e) Perceptions of Media

Table 4: Perceptions on Media

	N		Mean Value
	Valid	Missing	
Advertising is essential	150	0	1.59
Most advertising insults the intelligence of the average person	150	0	3.00
Advertising often persuades people to buy things they shouldn't buy	150	0	2.38
In general, advertisements present a true picture of the product being advertised	150	0	3.15
Advertising helps raise our standard of living	150	0	2.27
Advertising results in better products for the public	150	0	2.38
Advertising's aim is to inform the consumer	150	0	1.69
Advertising is informative	150	0	2.11
Advertising is a reliable source of information about the quality and performance of products	150	0	2.72
I 've been accurately informed after viewing most advertisements	150	0	2.91
Most advertising provides consumers with essential information	150	0	2.75
It is safe to trust the information conveyed in advertising	150	0	3.18
Make important purchase related decisions based on the information conveyed in advertising	150	0	2.70
Recommend the product or service that I have seen/heard in advertising to my friends or family.	150	0	2.56

While the respondents have been asked to answer the questions regarding their perceptions of media, it has been seen from table 4 that their perceptions regarding all types of media were positive. But some negative perception has already been found regarding all types of media and most of them have lack of trust in these media like they don't think that advertisements present a true picture of the product being advertised; most advertising insults the intelligence of the average person and they don't feel safe to trust the information conveyed in advertising in all types of media.

V. Conclusion

Perceptions in various media for the present sample propose a few proposals concerning the utilization of advertising. From the research, it has been found that respondent perceptions regarding all types of media were positive though little negative perception has also been found. Majority of the consumers have replied that advertisements do not present the true picture of the product that is being advertised and thinks that most advertising is insulting their intelligence. So it becomes necessary to give focus on the perceptions of respondents on advertising media.

Whenever the advertisers focus more on building positive perceptions, they also need to observe those factors which normally build negative perceptions. Thus, it becomes mandatory for the advertisers to deeply know about customers' perception. If the company or advertisers recover the shortcoming by following the provided recommendation, they can gain the trust of the normal consumer. Repeating this investigation or certain areas of it gives a proportion of changes in perceptions emerging from state offices or other interested organizations activities to enhance the genuineness of advertising.

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