

Role of Radio in Advertising and Marketing

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Abstract:- Radio has a potential to reach anyone irrespective of their background. Even the illiterates can enjoy radio. It doesn't matter how busy someone is, they can always rely on the radio for quick updates. Radio is one of the most convenient forms of entertainment. From daily news updates and entertainment to creating awareness about social issues, from giving hints to the marketers about the latest needs and demands of the public to advertising the products and services of these marketers, radio plays a huge role. Marketers get to know about the latest trends and the needs of the public through radio. Then after gathering this data, they interpret it and accordingly cater their products, services and strategies. On the other hand advertisers use radio as a medium to advertise their goods and services. As radio is cheap and easily reaches a large number of people in no time it is the best suited option for advertising.

Keywords:- Advertising, Audience, Marketing, Radio.

I. INTRODUCTION

Radio is an informative platform. It acts as a powerful tool that helps in getting important topics or things to the surface. It also creates popularity about certain services, products, events and many more things.

Radio gives us an opportunity to connect with our surrounding environment and with the world, also it helps us in understanding the world and the people. It reaches a large number of people from different strata of the society. Through radio we get to know about all the latest happenings around the world at a very low cost.

Radio plays a huge role in advertising and marketing fields too. It is extremely helpful to advertisers and marketers. It expands their knowledge about the latest trends and about the current demands and needs of the society. However it is also very important for the marketers and advertisers to have a conversation with their peers, family members and current customers to get in-depth information and to expand their vision and perspective.

So, accordingly they can strategize, construct and execute their plans and products also with the help of the data collected they can easily identify their target audience.

If the data collected is accurate then the marketers can benefit a lot from it. And if the advertisements are scripted, created or edited in a proper way then they can create a great demand for the product in the market among the audience.

II. REVIEW OF LITERATURE

What is Radio and what importance does it hold?

- A radio in simple terms is a device for sound communication using radio waves.
- The communication is done usually through the transmission of news, music and many other kinds of programs from single broadcast stations to thousands of listeners across the country or state or maybe a city.
- Radio gives the listener an accurate picture of different aspects of life.
- Radio is the fastest medium. It gives you instant information about all the latest happenings around you. It gives us first-hand information in just a few minutes.
- It serves different purposes like to entertain, to observe, to educate, to inform.
- Talks about real events or invokes the listener's imagination, along with hearing it they can also recreate images visually in their minds.
- Radio is easily affordable and portable. Mostly they are wireless and can work anywhere. It is also considered to be the cheapest mass medium.
- Radio is one such medium for which a person doesn't have to be literate. People can listen to radio in their own native language.
- Radio mainly serves as an informative and entertainment purpose and is still one of the most popular mediums of communication.
- Growth of the Internet or digital world, have not at all affected the usage of radio.
- Even if someone is feeling low, they can always listen to music on the radio. Radio provides different kinds music for every type of listener.
- Radio is mobile friendly too.

What is marketing?

The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that may satisfy an individual's or an organisational goals is called marketing.

What is advertising?

It is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Basically advertising is the dissemination of information about something to create popularity.

III. OBJECTIVES

The objective of my study is to find what role does radio play in the fields of advertising and marketing, how effective is radio in persuading a customer to buy certain services and goods of a brand or organisation, what are the disadvantages and advantages of advertising through radio. Also I will have to research many other factors that are attached to these three fields i.e; radio, advertising and marketing and the correlation between the three to have a deeper understanding of the topic. One should always have A-Z knowledge of the topic he/she is researching about.

IV. RESEARCH METHOD

Research method used is secondary research. It is a very common method. Information used is beforehand gathered by the other researchers and is called primary research.

Although it has many advantages and disadvantages, some advantages are- most of the content is already available so it is less time consuming and the cost is also low.

Disadvantages are- data may be expired or outdated or no use in the present and also sometimes the data doesn't do justice to the topic being researched upon.

I'm using this kind of data because it's easy to find as it's already gathered and less time consuming, therefore I can find my conclusion or my answer within a very little span of time without investing much money and energy.

V. ROLE OF RADIO IN MARKETING

Radio plays a very important role in not just informing people about the various latest happenings around the world but also in creating awareness about the need for social reformation and social issues, it develops different interests in the minds of people, and initiates a particular action.

Radio expresses the thoughts and voices of people. It represents the viewpoints and perspectives of a community.

With the help of all this, it becomes easier for a marketer to identify the current needs and demands of the people. Marketers get raw information from the radio and interpret it to find out what's missing from the market and who is actually in need of that particular thing, product or service.

Radio is a really helpful medium for marketers. They easily get a lot of ideas from it, they plan out their services and products according to the latest trends.

Also radio is the most affordable and easily available medium so the marketer doesn't need to invest much to know about the demands and needs of the people. They just need to have a sharp and creative mind to interpret the message or information provided by radio to create some amazing product or service ideas.

Role of Radio in Advertising and its Benefits.

Radio advertising provides various advantages to brands and businesses.

As radio's reach is unsurpassed, the information about a brand's products or services reach a large number of audience in a very less span of time. More and more people of different strata get to know about the products or services across different cities.

Role of radio in advertising comes with a lot of benefits. Some of them are;

1. Radio reaches a large number of audiences irrespective of the demographics, geographical areas. According to a latest survey or research there are around 51 million radio listeners in the country. This number is really huge. Advertisements can reach a large number of people. The reach of the radio is high.
2. Advertisers can easily target their audience and can target their messages to a particular community, demographic, geographic area and markets and events for better reach. Each radio station undergoes a selection process and then features your ad where there is more need for it.
3. Radio can be heard anywhere at any time. People can hear it while driving, while cooking, while jogging and literally while doing any activity. Radio doesn't require much concentration. Even with the slightest of concentration put into the ad, you can recall it. However this is not the case with the visuals or the written advertisements. Radio can be easily heard anywhere too, as these days, mobile phones have built in radio. Plus portable radio sets have also become popular.
4. Radio offers the ability to offer more frequent ads. After all, frequency plays a big role in the game. The more times an ad is getting played, the more is the possibility of people hearing it and somewhat getting attracted towards the ad. Anybody can ignore an ad for once or twice but if the ad is getting played 20 times a day, then it gets recognized by many people.
5. Radio also provides an on air live broadcasting at the preferred location, sampling the product or the service. This is highly effective with radio as such promotions can't be easily done on TV or newspapers. Another reason why it is effective with radio is because upon listening people start imagining things and create their own picture of the product or the service.
6. Another benefit of advertising through radio is that it provides personal touch. People feel as if their friends are telling or referring to them a product or service. There is an emotional touch which people feel only through radio.
7. Radio is extremely influential. Timely and careful placements of ads can have a huge impact on the audience and it can also influence and persuade them to buy certain products or services. Suppose there is Tiffin Service Company that delivers home cooked food at your house and they wish to expand their business by advertising, so they can use the situation of pandemic and advertise their services in the starting of the pandemic as at this time more and more people are looking for such services

8. Radio is cost effective in comparison to TV and newspapers. TV and newspapers could take up to hundreds or thousands rupees. However this is not the case with radio as it doesn't require any resources to make ads.
9. And as radio doesn't require much resources to make an ad, it doesn't take much time either. So the ads are made in no time and reach the masses very quickly. Radio is an immediate and flexible medium.
10. There is one physiological benefit also. People tend to remember sound more than visuals or written ads. People may forget what they see or what they read but chances of forgetting what they hear are less. So the advertisers take advantage of this physiological trait and make ads in such a way that are difficult to be forgotten by the public.
11. Results in radio are easily and quickly traceable and measurable. In TV and newspapers this is not possible. It may take up to months to track and measure the responses to an ad being shown on TV or being displayed in a newspaper. However as soon as the responses get measured the advertiser gets to know the value of the ad in the market amongst the audience. And if the responses are low they can immediately change their strategy and can do additions or corrections to the already existing ad or can make a new one in no time.

Advertisers know the advantages of radio and they know how to make an ad creative and attractive so that it attracts many people towards the brand and persuades them to buy the goods and the services.

Types of Radio Advertisements

There are many types of radio advertising. The advertiser based on the type of their product or service chooses the ad which is best suited for them. Some of the popular types of radio advertising are:

1. *Sponsored Ads.* These ads will air first as soon as the commercial breaks take place after weather, news reports, or event and traffic updates or just after a regular show maybe. Such type of ads guarantees a large reach to your product, as these ads appear before the listener even switches on to a different channel. So there is a very less chance of such ads being ignored by the listener.
2. *Testimonial Ads.* It is basically about when the already existing customers speak about the products and services. In other words it is known as word of mouth. The advertisers don't advertise their products instead they bring their most satisfied and happy customers on the board to do all the talking about the product as when someone shares their personal experiences, the public is more likely to get influenced. The product users do the selling for the advertisers.
3. *Jingle Ad.* A jingle is basically a short song or music tune which is used in advertisements to make them more attractive and memorable. They promote the product using creative slogans. And also the connection between memory and music is quite strong. So in order to make their products recognisable, advertisers make powerful yet catchy jingles. Jingles are a sure shot way to get maximum reach and engagement.

4. *Personified Ad.* Such ads have different characters to make them more dramatic and memorable. A unique story of a character is made. Without the visuals the listeners are forced to imagine and create the images in the mind. In this way the listener is engaged throughout the ad.
5. *Live Read Ads.* The commercials are being read out by the Radio Jockey in real time. As the listeners are already familiar with the voice of the Radio Jockey so they are more likely to engage with the ad. These kinds of ads can make your brand stand out as they have a personal touch and the Radio Jockey spotlights your message clearly and impressively.
6. *Straight Read Ads.* These ads don't waste much time in advertising their products or services. They talk straight about the advantages of the product and give all the necessary details about the product and their company like; phone number, email ID, store address etc. These ads are mostly in a monologue form.

Disadvantages of Radio Advertising

With innumerable benefits, radio also comes with some disadvantages. There is no doubt that radio advertising is like a blessing to many advertisers in comparison to TV and newspaper advertisements but to make your ad memorable and attractive the advertisers have to do a lot of hard work too.

Some disadvantages that the advertisers face and need to overcome for making a commercial hit are;

1. *Advertising Cluttering.* As the power of advertising is increasing, ad cluttering is becoming a problem. The advertising agencies are airing innumerable ads in an hour. Hence, it becomes difficult to attract and retain the attention of the audience to one particular ad. So in order to stand out the advertisers have to think out of the box and should prepare AI scripts and level of distortion should be checked.
2. *Lower Visual Component.* Apart from the mental imagery that people create on their own, there are no other visual elements in the radio. So the advertisers should carefully and clearly describe all the features of the product. Each feature should be described in depth without leaving any room for confusion. Also packaging identification is a crucial step in brand awareness. People in rural areas or small towns usually remember the products through their packaging. So the advertiser should also specify the type of packaging to its listeners.
3. *Research data may be limited.* In comparison to online and TV ads the research done in radio is limited. No in depth analysis of the audience is done. Research might be limited to the audience as a whole instead of segments.

Well despite all these disadvantages, radio is still one of the most fantastic platforms for advertising products and services. It delivers a simple yet powerful message to the audience.

VI. FINDINGS AND CONCLUSIONS

Now that I have completed my study, I know what role radio plays in the fields of marketing and advertising. I have also learnt the advantages and disadvantages of radio advertising and how they benefit the advertiser. I have learnt about various different types of radio advertising too.

Some key findings of my research paper are stated below;

1. A radio in simple terms is a device for sound communication using radio waves. It serves different purposes such as, to entertain, to inform, to educate and many more.
2. Even the growth of the Internet or digital world, have not at all affected the usage of radio.
3. Radio gives us an opportunity to connect with our surrounding environment and with the world, also it helps us in understanding the world and the people. However radio expands the knowledge of advertisers and marketers about the latest trends and about the current demands and needs of the society. Accordingly the advertisers and marketers strategize, construct and execute their plans and products.
4. Marketers get raw information from the radio and interpret it to find out what's missing from the market and who is actually in need of that particular thing, product or service.
5. Marketers easily get a lot of ideas from radio and then plan out their services and products according to the latest trends.
6. On the other hand, radio serves many benefits to the advertisers too. Some advantages are; It reaches a large number of people, it helps advertisers to target their specific audience, radio offers more frequent ads, radio is an anywhere any time medium, radio provides live broadcasting, sampling of the product, radio is cost effective and immediate so the advertisers can easily make ads without putting in more resources. Last but not the least, radio also provides quick and easy tracking and measuring of results.
7. Everything comes with benefits and disadvantages. Benefits I have listed above and here are some disadvantages too; advertising cluttering, lower visual component and research data may be limited.
8. There are six main types of radio advertising, namely sponsored, testimonial, jingle, personified, live read and straight read. The most popular among these is sponsored ads as they appear first in the commercial break and have the least chance of getting ignored. And personified ads and jingle ads are more common, we get to listen to them on a regular basis.

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