

DECODING RADIO ADVERTISEMENTS: A TEXTUAL ANALYSIS OF SEMANTIC MARKETING

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Abstract: The study described the local radio advertisement through a textual analysis in terms of semantic marketing strategy and help improve and promote local businesses of small private and /or public business owners in Zamboanga Peninsula. The study revealed that semantics used in advertising is made in order to catch the listeners' attention and to lure the minds and hearts of the consumers and customers. It would invite prospective consumers and customers to try the product which may create customer loyalty and patronage. These are effective tools which popularize products and services that are being advertised by companies and businesses and as such, they are of paramount importance. Advertisement has great impact to the listener and the entrepreneur.

Keywords: Decoding, Textual Analysis, Radio Advertisement, Semantic marketing.

1. INTRODUCTION

Store promotions are competitive for retailers as more than the brands the retail store compete in the market place. Hence, retailer are engaged in extensive promotional activity by advertising through all media. Radio advertisements are targeted to the urban and rural areas. Store-level promotions through radio advertisements help consumers to acquire information and take decision buying or induce family and friends to help in visiting stores to witness promotion and buy. The radio advertisement reinforces a low-price positioning, a key to attract customers of price sensitive segment using an "everyday low price" or "everyday new promotion" strategy. However, such as strategy leads to an increase in sales at the expense of substantial loss in profit in the long run (Hoch et al, 1994).

Radio commercials hold a marginal share among the main media categories such as newspaper and television. However, it is still regarded as an important and useful medium in marketing and advertising in the urban and rural areas. The broadcast of commercials on radio needs real feel orientation voice delivery, word choice, phrasing, humors and context as the major determinants that draws attraction of listeners. Programs on sales and market news are the principal preferences of urban consumer for large radio station (Parker 1993). The majority of short and informative advertisements for consumer products in an urban setting use radio advertising with communication appeal related to the efficacy of products and psychological enhancement of consumers at retail outlets.

The concept of advertising is to turn attention of people to a specific thing. It is a paid publicity. Oxford Dictionary clearly emphasize the word to "advertise" means to make generally or publicly known, describe publicly with a view to increasing sales. Advertising presents and upholds the ideas, commodities and services of a recognized advertiser, which provides as a communication link between the producer and the potential buyers. Advertising maybe taken as the most efficient means of reaching people with product information. Advertising presents a mass persuasion apart from disseminating information to the prospective buyers about the product and the producer. Generally, radio advertisement are in a form of verbal communication that employs readily understood spoken words as well as ensuring that the enunciation, stress and tone of voice with which the words are expressed is appropriate.

Populist style of radio advertisement on sales and promotion is largely created with humor to add emotional value. Listeners perceive humor and develop attitudes towards communication and the brand. Different levels of emotions such as warmth, love, longing and desire, happiness and amusement were elicited by difference commercials at retail store. The most memorable advertisement among radio listeners have been those that evoked the most positive feelings and were the best understood. However, need to acquired product significantly affect a persons' interpretation and emotional experience of a commercial (Olai and Schoella, 2009). Radio advertisements drive consumers to researcher message differently in reference to the favorite jingle, program or music.

Through the print & television media has taken the major share or revenue from commercials, advertisement on radio still hold audience in the urban and rural areas. However, little research has been published on the impact of commercial broadcast by AM or FM radio on consumers. Most studies did not consider radio as principal research agenda, despite its importance in business communication, consumer behavior and towards sale stimulation for retailers (Mulhered 1977)

2. METHODOLOGY

The descriptive method of research was used in the study with the modified questionnaire on Decoding Radio Advertisement. The respondents of the study were the owners and personnel of the local radio station of Zamboanga Peninsula, which include the station manager, program manager and announcers. Moreover, the inclusion of Households and Entrepreneurs as respondents proved to be essential to the study because they are the target market or listening audience of radio advertisements, and were affected by the script and timing that will determine how many people are listening each day.

The data collected through a local radio station were classified according to the product and the target market. The various semantic strategies employed were the following: Word Choice (puns and coinage), Phrasing (taglines), Voice Delivery, Humor and Context (situation, environment). The researchers used the Textual Analysis to closely analyze the content of communication rather than the structure of the content, further, it allows the researchers to understand the meanings and ideas expressed through written words. Frequency, percentage and weighted mean were the main statistical tools used in the study.

3. RESULTS AND DISCUSSION

Table 1: Responses of the Respondents Reflective of the Semantics Applied in Advertisements

Items	Listener		Entrepreneur		Radio Personnel	
	Mean	D	Mean	D	Mean	D
1. Radio advertisements are appealing to me.	2.80	S	2.80	S	2.40	R
2. I feel manipulated by the advertisements I hear on the radio.	3.07	S	2.52	S	3.00	S
3. A radio advertisement creates an urge in me to try the brand.	3.20	S	2.76	S	3.00	S
4. I think that radio advertisements generate over consumption or false needs to a consumer like me.	2.73	S	2.36	R	1.80	R
5. Frequently hearing product advertisements on the radio	3.20	S	3.20	S	2.50	R
6. I prefer to trust the quality of products which have radio advertisements.	3.20	S	3.20	S	2.90	S
7. I am more inclined to purchase a product that has an existing radio advertisement.	3.00	S	3.04	S	2.40	R
8. How much time you spend on listening to the radio?	3.20	S	2.92	S	2.80	S
9. I often listen to the radio advertisements.	3.20	S	3.36	A	3.50	A

Ranges of the Mean:

3.26 – 4.00	-	Always (A)
2.51 – 3.25	-	Sometimes (S)
1.76 – 2.50	-	Rarely (R)
1.00 – 1.75	-	Never (N)

Table 1 shows the ratings of the respondents on their feelings towards the product advertisements reflective of its semantics. As shown on the table, the listeners, mostly the customers, the entrepreneurs and radio personnel get carried away by the advertisements reflective of its semantics. Words and phrases are always important when one advertiser wants to catch the attention of the audience or the listeners on the product that they are advertising.

In the normal course of business, one customer would always want to know a product first before they get the tendency to buy and try the product. Advertisement is very important as the main source of information of a product or brand. Most likely if an unpopular or unadvertised product is introduced, the basic question which comes from the consumer or customer is “What is the product?”, “Who manufactured the product?” or Where the product comes from?.

On the other hand, when the product gets advertised, most likely, consumers and customers will help advertising the product through word-of-mouth, which is of great help for the advertisers in popularizing the product more. Semantics used in advertising is made in order to catch the listeners’ attention and to lure the minds and hearts of the consumers and customers. However, advertisement has to be understood that it does not generate overconsumption of the product. The very purpose of advertisement is to popularize the product and in most cases, it would invite prospective consumers and customers to try the product which may create customer loyalty and patronage.

Table 2: Perceived Effectiveness of Radio Advertisement

Items	Listener		Entrepreneur		Radio Personnel	
	Mean	D	Mean	D	Mean	D
1. The use of puns and coinage in radio advertisement is very effective and appealing.	3.29	VE	3.04	E	3.00	E
2. The use of taglines in radio advertisement is very effective and appealing.	3.53	VE	3.68	VE	3.50	VE
3. The execution of the voice delivery in radio advertisement is very effective and appealing.	3.53	VE	3.92	VE	3.60	VE
4. The use of humor in radio advertisement is very effective and appealing.	3.53	VE	3.84	VE	3.60	VE
5. Frequently hearing product advertisement on the radio	3.07	S	3.28	VE	3.00	E
6. I prefer to trust the quality of product which have radio advertisement.	2.93	S	3.12	E	2.40	LE
7. I am more inclined to purchase a product that has an existing radio advertisement.	2.93	S	3.04	E	2.50	LE

Table 2 shows the perceived effectiveness of the semantics used in advertisements. The table showed that the lines and phrases used in the advertisements were effective especially on the use of puns and coinages, taglines, voice delivery and humor. These are the features of an advertisement that mostly invites the attention of the audience and/or listeners. On the other hand, inclination and trust are not directly related to advertisement. Trust can be built by constant use of the product and inclination goes with it. Advertisement does not create inclination at all but it just invites a trial of the product.

On the overall, there is to some degree a higher level of effectiveness of advertisement in making the products popular and in inviting consumers and customers to try and use the product. Puns and coinage are important tools for the listener, prospective consumer to have a familiar idea of the product. Taglines on the other hand help the consumer remember the CSR of the company popularizing the product. Simple lines such as “we find ways” are important tools which may create an appeal to the consumers having the assurance of getting facilitated when availing the product or service. Further, “you’re in good hands” is an assurance of safety and security which may create a great touch on the part of the consumer. These are effective tools which popularizes products and services that are being advertised by companies and businesses and as such, they are of paramount importance.

Table 3: Perceived Impact of the Semantics Used in Advertising

Items	Listener		Entrep-reneur		Radio Personnel	
	Mean	D	Mean	D	Mean	D
1. How long does the impact of a radio advertisement last on you?	2.87	H	2.96	H	2.90	H
2. When an advertising message is carried out the radio, the marketing strategy(s) that usually appeals) to me is:						
2.1 choice of words	3.46	VH	2.83	H	1.90	L
2.2 phrasing	3.40	VH	2.67	H	2.05	L
2.3 voice delivery	3.41	VH	2.71	H	2.10	L
2.4 emotions/humor	3.44	VH	2.72	H	2.11	L

Table 3 shows the perceived impact of the advertisements, reflective of the semantics placed on the lines and phrases. As shown on the table, the figures revealed that advertisement has great impact to the listener and the entrepreneur. This is primarily because the listeners and/or the consumers are the future users of the product and as such, they need to even know just something about the product. On the same vein, the entrepreneurs would want to determine whether the product they are creating has been made popular to the intended consumer and customer.

On the other hand, there is less impact to the radio personnel. This is because they just serve as the media and advertisements are basically the main source of income and its impact is more financial in nature and political nor would it create a network for them as part of the radio station where the commercial or advertisement is being aired.

4. CONCLUSION AND RECOMMENDATION

It can be concluded that advertisement is very important as the main source of information of a product or brand. Semantics used in advertising is made in order to catch the listeners' attention and to lure the minds and hearts of the consumers and customers. However, advertisement has to be understood that it does not generate overconsumption of the product. The very purpose of advertisement is to popularize the product and in most cases, it would invite prospective consumers and customers to try the product which may create customer loyalty and patronage. The lines and phrases used in the advertisements were effective especially on the use of puns and coinages, taglines, voice delivery and humor. These are the features of an advertisement that mostly invites the attention of the audience and/or listeners. These are effective tools which popularizes products and services that are being advertised by companies and businesses and as such, they are of paramount importance. Advertisement has great impact to the listener and the entrepreneur.

Therefore advertisers must include the important elements of emotions, humor and pun in the formulation of the radio advertisement.

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