

Advertisement Effectiveness: A Review and Research Agenda

Prateek Maheshwari, Nitin Seth, Anoop Kumar Gupta

Abstract—In today's highly competitive, dynamic and technology driven business circumstances, marketers are under steady pressure to deliver the best. Organizations are continuously improving and upgrading themselves to meet customer expectations and demands. Technology has not only changed the way in which business is done in modern times but has also transformed the way to reach out to target audience. Marketers have identified most recent media options to communicate and convince potential customers. Numerous scholars have studied the research domain of advertising and have tried to recognize different measures of advertisement effectiveness in context of various media. The objective of this paper is to critically review accessible literature on advertisement effectiveness in context of varied advertising media, recognize major gaps in the literature and identify future research prospects on the basis of critical analysis of literature.

Keywords—Advertising, Advertising Media, Competition, Effectiveness Measurement.

I. INTRODUCTION

TODAY'S business scenario is characterized by high competition, dynamism and operational complexities. Competition has forced corporate to change and upgrade continuously due to rising customer expectations. Markets are cluttered worldwide and delivering finest to the consumers is at the top priority for each of the business unit whether large or small.

In such an aggressive business situation, advertising plays an important role in communicating with customers, both current and potential [1]. With the advent of new technology and development of various modern media, advertisers have discovered several innovative promotional options to lure target audience. The rapid proliferation of internet, cell phones, movies and video games has convinced marketing personnel to consider these as emerging media alternatives. Therefore understanding advertisement effectiveness in context of these emerging media choices is essential as it would contribute significantly to the productivity of advertisers in terms of effective allocation of their marketing budgets [1].

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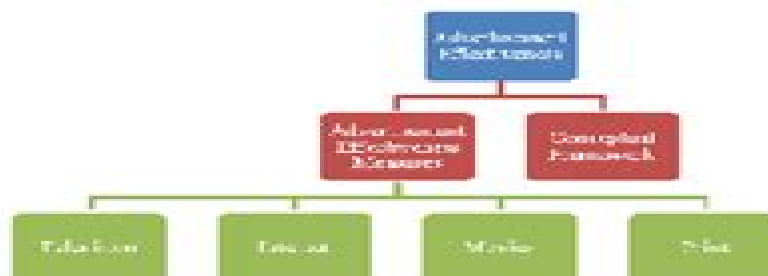


Fig. 1 Classification of Advertisement Effectiveness Literature

Hence, the purpose of present review paper is to understand the concept of advertisement effectiveness and to identify varied dimensions used to measure advertisement effectiveness with reference to different media forms. Numerous researchers have explored the area of measuring advertisement effectiveness with different views which is widely categorized in two broad categories for present study as shown in Fig. 1.

II. NEED FOR REVIEW OF ADVERTISEMENT EFFECTIVENESS

In today's competitive and dynamic business scenario organizations are witnessing tremendous pressure on account of increased competition, increased customer participation and increased consumer responsiveness. Organizations are struggling to find ways to deliver better to customers than their competitors. Traditionally, the organizations believe in increasing profitability either by decreasing product's cost or by expanding existing market [2], [3].

Researchers have highlighted that although cost reduction is one of the advantageous ways but there are limits associated with it. Therefore, increasing market seems to be more beneficial to organizations and researchers have proven evidences for positive association between increased advertising and improved market share [2]. The rampant growth of modern technology and latest communication methods has changed the way in which organizations advertise.

Marketers have made use of innovative advertising media viz. internet, cell phones, movies and video games to reach out to target audience and hence understanding advertisement effectiveness is essential. In this context, the subject of advertisement effectiveness needs a fresh understanding in the

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Raya, Antonio, De-Pablos-Heredero,
Carmen**

Advertisement Effectiveness A Review And Research Agenda:

Emerging Trends in Global Management and Information Technology Dr. Ketaki Sheth, Dr. Rupal N. Patel, Dr. Sanjay K. Radadiya, 2019-11-20 This book is a compendium of papers presented in the International Conference on Emerging Global Economic Situation Impact on Trade and Agribusiness in India The book covers thirty four papers covering the emerging trends in global management and information technology This book will be very useful for all those are interested in issues related to global management and information technology Business-to-Business Marketing Communications Ioannis Rizomyliotis, Kleopatra Konstantoulaki, Ioannis Kostopoulos, 2017-06-27 This book addresses the rapidly changing Business to Business B2B marketing communication landscape in particular the shrinking of marketing budgets and the increasing demand for measurable results Despite the rapid drop of print media usage the authors suggest the need for increased accountability for the use of advertising media and highlight ways to boost effectiveness The book provides a robust analysis of the current B2B environment along with a research informed illustration of the future Aiming to fill a gap in existing literature and offer new research findings this study offers a comprehensive guide to assist practitioners in decision making and a stimulating analysis of the B2B marketing communications landscape which will be of great interest to academics of marketing and communications **Global Economic Challenges and Opportunities for the Workplace** Carrasco-Garrido, Cristina, Martínez Raya, Antonio, De-Pablos-Heredero, Carmen, 2024-12-31 The evolving labor market driven by technological advancements significantly impacts society by shaping how businesses operate and how individuals work Companies face the challenge of balancing digital transformation with sustainable practices ensuring long term economic and environmental stability By embracing innovation fostering resilience and creating meaningful work environments businesses can address global economic shifts while improving employee satisfaction These efforts also align with societal expectations such as supporting sustainable development and responding to social movements thereby contributing to a more equitable and forward thinking global economy Global Economic Challenges and Opportunities for the Workplace provides robust theoretical frameworks and business practices on how companies adapts to global economic challenges and explores creative solutions to ways of working It analyzes new techniques methodologies and innovative business practices Covering topics such as entrepreneurship marketing and teleworking this book is an excellent resource for academicians managers business leaders consultants policymakers and more **Digital Video Advertising Strategies** Nirma Jayawardena, Mitchell Ross, Sara Quach, Park Thaichon, Abhishek Behl, 2025-07-10 A comprehensive guide to navigating the complex world of digital marketing From 3D video and augmented reality AR to virtual reality VR mixed reality MR artificial intelligence AI blockchain and high definition video Confronting Security and Privacy Challenges in Digital Marketing Pires, Paulo Botelho, Santos, José Duarte, Pereira, Inês Veiga, Torres, Ana Isabel, 2023-07-10 Marketing and specifically its digital marketing component is being challenged by disruptive innovations which are creating new unique and

unusual opportunities and with the emergence of new paradigms and models Other areas of knowledge have embraced these innovations with swiftness adapting promptly and using them as leverage to create new paradigms models and realities Marketing in clear opposition has been somewhat dismissive ignoring the potential of these new contexts that are emerging some of which are already unavoidable Confronting Security and Privacy Challenges in Digital Marketing identifies the most relevant issues in the current context of digital marketing and explores the implications opportunities and challenges of leveraging marketing strategies with digital innovations This book explores the impact that these disruptive innovations are having on digital marketing pointing out guidelines for organizations to leverage their strategy on the opportunities created by them Covering topics such as blockchain technology artificial intelligence and virtual reality this book is ideal for academicians marketing professionals researchers and more *Advances in Advertising Research XIV* Alexandra Vignolles,Martin K.J. Waiguny,2024-08-01 This volume is a compilation of research presented at the 21st International Conference in Advertising ICORIA held in Bordeaux France in June 2023 Renowned scholars from around the globe share their knowledge and contribute to state of the art on advertising research This volume is intended to academic professional and student readership **Dynamics of Swarm Intelligence Health Analysis for the Next Generation** Suresh Kumar, Arumugam,Kose, Utku,Sharma, Sachin,Jerald Nirmal Kumar, S.,2023-07-10 In today s world smart healthcare supports the out of hospital concept which transforms and offers higher care standards This is accomplished with individual requirements with the help of public opinion Moreover smart healthcare systems are generally designed to sense individual health status data which can be forwarded to clinical professionals for interpretation Swarm intelligence analysis is a valuable tool for categorizing public opinion into different sentiments Dynamics of Swarm Intelligence Health Analysis for the Next Generation discusses the role of behavioral activity in the evolution of traditional medical systems to intelligent systems It further focuses on the economic social and environmental impacts of swarm intelligence smart healthcare systems Covering topics such as healthcare data analytics clustering algorithms and the internet of medical things this premier reference source is an excellent resource for healthcare professionals hospital administrators IT managers policymakers educators and students of higher education researchers and academicians **Neurolaw: The Call for Adjusting Theory Based on Scientific Results** José M. Muñoz,Eric García-López,Elena Rusconi,2020-12-10 This eBook is a collection of articles from a Frontiers Research Topic Frontiers Research Topics are very popular trademarks of the Frontiers Journals Series they are collections of at least ten articles all centered on a particular subject With their unique mix of varied contributions from Original Research to Review Articles Frontiers Research Topics unify the most influential researchers the latest key findings and historical advances in a hot research area Find out more on how to host your own Frontiers Research Topic or contribute to one as an author by contacting the Frontiers Editorial Office frontiersin.org/about/contact **Business Intelligence and Analytics in Small and Medium Enterprises** Pedro Novo Melo,Carolina Machado,2019-11-26 Technological developments

in recent years have been tremendous This evolution is visible in companies through technological equipment computerized procedures and management practices associated with technologies One of the management practices that is visible is related to business intelligence and analytics BI A Concepts such as data warehousing key performance indicators KPIs data mining and dashboards are changing the business arena This book aims to promote research related to these new trends that open up a new field of research in the small and medium enterprises SMEs area Features Focuses on the more recent research findings occurring in the fields of BI A Conveys how companies in the developed world are facing today s technological challenges Shares knowledge and insights on an international scale Provides different options and strategies to manage competitive organizations Addresses several dimensions of BI A in favor of SMEs Exploring AI and Consumer Decision-Making in Tourism and Marketing Elgammal, Islam, Soliman, Mohammad, 2025-06-27 Artificial intelligence AI changes the way consumers make decisions in tourism and marketing From personalized travel recommendations to dynamic pricing and targeted advertising AI tools shape how people search for choose and experience destinations and services AI continues to influence consumer behavior including how data driven technologies impact trust choice and satisfaction However various ethical social and economic implications of using AI in these industries remain raising important questions about privacy transparency and the human touch in consumer experiences Further research may reveal the lasting impact of intelligent technologies in hospitality and tourism practices Exploring AI and Consumer Decision Making in Tourism and Marketing explores how AI technologies influence consumer decision making in tourism and marketing including personalization recommendation systems and targeted advertising It examines the effects of these tools on consumer behavior trust and engagement as well as the ethical and practical challenges they present for businesses and consumers This book covers topics such as advertising ethics and law and sociology and is a useful resource for engineers business owners sociologists academicians researchers and data scientists A Research Agenda for Patent Law Enrico Bonadio, Noam Shemtov, 2025-05-14 In this prescient book expert authors identify key areas of interest within patent law providing crucial insights into the field to steer future research and policymaking Chapters delve into the interactions between patent law and a wide range of sectors encompassing traditional and cutting edge technologies including the communication pharmaceutical and biotech industries *Congruency, Expectations and Consumer Behavior in Digital Environments* Frederic Nimmermann, 2019-10-23 A progress in technologies the increasing expansion and use of digital environments lead to remarkable shifts of business activities These transformations not only impact business but also affect consumers attitudes beliefs and practices Thus Frederic Nimmermann sheds light on consumer behavior in central subareas in digital environments such as advertising Six essays address specific phenomena in these central subareas for a more profound understanding of consumers and their related behavior Both academia and practitioners profit from the results and implications of this study About the Author Frederic Nimmermann works as a research assistant at the Chair of Marketing

and Retailing at the University of Siegen His research focuses on consumer behavior in digital environments *Marketing Communications* Lynne Eagle, Barbara Czarnecka, Stephan Dahl, Jenny Lloyd, 2020-09-22 Marketing communication is a dynamic industry which continues to change and adapt to new technologies media consumption patterns and communication interfaces between marketers and their target markets At the same time the fundamental communication processes and well established theories and models are very much applicable in this dynamic environment This revised second edition blends the well established with the new and emerging aspects of marketing communications Marketing Communications applies a uniquely practical approach to the topic providing a structured overview of planning development implementation and evaluation of marketing communications alongside detailed case studies that demonstrate how the theory translates to practice Fully updated the new edition considers important developments in the global marketplace It includes new content on emerging digital media platforms changing media consumption patterns and consumers strategies to cope with information overload It also reflects upon consumer scepticism a growing phenomenon that communication specialists need to overcome when designing and implementing effective campaigns This new edition also considers the importance of marketing communications tools in not for profit sectors such as social marketing and political marketing as well as the cross cultural aspect of marketing communications This textbook is essential reading for both students and professionals in marketing communications and public relations Online resources include an extensive instructors guide which provides answer checklists to all Think boxes Ethical issues and end of chapter cases within the book The text is also supported by PowerPoint slides and test banks for all chapters and major cases Digital Transformation Initiatives for Agile Marketing Maravilhas, Sérgio, Ladeira, Rodrigo, 2024-10-16 In the rapidly evolving digital landscape businesses today face an imperative to adapt and innovate continuously Digital transformation is at the core of this evolution It enables organizations to rethink and redesign their operations processes and customer interactions Within this context marketing has seen a profound shift with agile methodologies and advanced technologies redefining traditional practices It is imperative to explore the intersection of these critical areas Digital Transformation Initiatives for Agile Marketing explores the various aspects of marketing and digital transformation including how technology is changing the way marketers operate how businesses can leverage data to improve customer engagement and the challenges and opportunities that come with implementing digital transformation initiatives It also discusses new marketing tendencies related to technology people and processes Covering topics such as artificial intelligence customer experience and omnichannel marketing this book is an excellent resource for marketers business leaders academicians researchers educators graduate and postgraduate students and more **Current Priorities in Health Research Agendas: Tensions Between Public and Commercial Interests in Prioritizing Biomedical, Social, and Environmental Aspects of Health** Matías Blaustein, Marc-Andre Gagnon, Mercedes Garcia Carrillo, 2024-05-09 Predominant health research agendas usually in line with existing financial incentives for obtaining

lucrative research results tend to focus on therapeutic and pharmacological intervention prioritizing innovative therapies based on molecular biology and biotechnology approaches. However, commercial interests do not necessarily agree with existing public health priorities. The prevalence of health and biomedical research agendas often neglect not only the less lucrative diseases but also the study of the social and environmental determinants of health and disease even when addressing these aspects could significantly improve population health at much lower costs. Some examples of absent studies in the health research agendas are the analysis of non-medical factors influencing health outcomes, social determinants of health, the analysis of the relationship between people and their environment, environmental health, or the evaluation of the socio-environmental factors that influence the deterioration of bodies and territories such as the One Health approach.

The Emerald Handbook of ICT in Tourism and Hospitality Azizul Hassan, Anukrati Sharma, 2020-11-30. The Emerald Handbook of ICT in Tourism and Hospitality incorporates key research findings in depth case studies and discussion of the future implications stemming from technologies changes and developments across a number of core themes.

Commercial Diplomacy in International Entrepreneurship Huub Ruël, 2012-10-19. Explores the organization of diplomacy for international entrepreneurship at the micro level: the diplomats and individual entrepreneurs' perspective. This book takes an interdisciplinary perspective combining the fields of business administration and public administration specifically international entrepreneurship and international relations. *Hybridity in Contemporary Commercial Organizations* Ijeoma Jacklyn Okpanum, 2021-06-07. Times of extensive institutional pressure challenge the existence of commercial organizations as entities that reproduce a single coherent market orientated institutional template to achieve effectiveness. In tune with pressure from changing markets, contemporary commercial organizations adopt various combinations of skills, templates and processes for new sources of competitive advantage. At a conceptual level, hybridity embraces the notion that organizations may embody multiple templates, logics or values to achieve effective organizational performance. However, at a practical level, hybridity presents tensions, inconsistencies and contradictions for these organizations: a state of affairs that could have adverse negative consequences for employees' behaviour and trust in the organization. This book offers an exploration of individual level responses to logics multiplicity for all those interested in the future of commercial organizations.

Proceedings of the 12th International Conference on Business, Accounting, Finance and Economics (BAFE 2024) Abdelhak Senadjki, Fanyu Chen, William Keng Soon Choo, Voon Hsien Lee, Chooi Yi Wei, 2025-03-13. This is an open access book. The Faculty of Business and Finance, Universiti Tunku Abdul Rahman (UTAR), is pleased to organize the 12th International Conference on Business Accounting Finance and Economics (BAFE 2024) on 23rd October 2024 in hybrid mode via Online meeting with Zoom platform and physical mode at UTAR Kampar Campus.

Handbook of Marketing and Society Paul N. Bloom, Gregory Thomas Gundlach, 2001. Marketing scholars have a long history of conducting research on how marketing affects the welfare of society. A significant body of knowledge has

developed to look beyond marketing's impact on the corporate bottom line towards the affects of marketing on consumer sovereignty public health economic growth and other aspect of societal welfare The large and growing amount of research has become fragmented and diverse There is a need for a volume to pull all of this research together to facilitate the assessment of what we have learned and what we need to study further This volume fills that need Handbook of Marketing and Society presents the first comprehensive in depth examination of scholarly research on how marketing affects societal welfare Drawing on the talents of a distinguished group of contributors the editors have assembled key reviews analyses and perspectives on a broad range of research topics including deceptive advertising warning labels trademark infringement antitrust enforcement environmental labels privacy protection social marketing and corporate societal marketing An unifying model is presented in the introduction that illustrates the linkage of marketing knowledge marketing decisions and societal welfare Each chapter covers in a purposeful way a different link or path through which marketing can affect societal welfare Future research needs are identified in each chapter in order to help focus marketing thinking and marketing practice serve society more effectively Academics graduate students and others interested in marketing's role in society will find this a valuable resource and an excellent guidebook for future research

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