



Media multitasking and the effectiveness of combining online and radio advertising

Hilde A.M. Voorveld*

Amsterdam School of Communication Research (ASCR), Department of Communication, University of Amsterdam, Kloveniersburgwal 48, 1012 CX Amsterdam, The Netherlands

ARTICLE INFO

Article history:

Available online 12 July 2011

Keywords:

Online advertising
Banner
Radio
Media multitasking
Cross-media

ABSTRACT

Research on the effectiveness of cross-media campaigns has shown that combining online advertising with advertising in offline media can result in more positive consumer responses than using only one medium. However, when using computers, people increasingly engage in more than one media activity at a time (i.e. media multitasking), which might influence how consumers respond to advertisements they encounter in these media. Therefore, this paper investigates advertising effects during media multitasking. More specifically, the paper gives insight into the effectiveness of simultaneous exposure to online and radio advertising, because simultaneously surfing the internet and listening to the radio is a common media multitasking combination. Results of an experimental study with 111 participants showed that combining online and radio advertising resulted in more positive affective and behavioral responses than using only one medium. However, media multitasking seemed to have a negative influence on the recall and recognition of auditory information as combining media did not result in superior cognitive responses compared to using online ads alone.

© 2011 Elsevier Ltd. All rights reserved.

1. Introduction

The usage of the internet grew tremendously during the last decade (InternetWorldStats, 2010) and advertisers want to capitalize on this increasing and intensive internet use, by integrating online advertising in their campaigns (Wang & Day, 2007). Consequently, online advertising is often used in combination with advertising in traditional media. In such cross-media campaigns marketers try to maximize the effectiveness of their budgets by exploiting the unique strengths of each medium (Voorveld, Neijens, & Smit, 2011). Although most research still investigates effects of each medium in isolation (Kitchen, Kim, & Schultz, 2008), some empirical research has indicated that using combinations of online advertising and advertising in traditional media in a campaign can result in more positive consumer responses than using only one medium (e.g., Chang & Thorson, 2004; Dijkstra, 2002; Havlena, Cardarelli, & de Montigny, 2007). However, it is never investigated whether combining online and radio advertisements is more effective than using radio ads or online ads alone. Besides, research on the effectiveness of cross-media campaigns combining online advertising with advertising in traditional media has never taken into account one of the most important aspects of today's overwhelming media environment.

This key aspect is that people increasingly engage in more than one media activity at a time, so called media multitasking (Foehr, 2006). Accordingly, there is a growing interest from industry and academia in the phenomenon, resulting in several papers on its

prevalence (e.g., Carrier, Cheever, Rose, Benitez, & Chang, 2009; Foehr, 2006; Pilotta & Schultz, 2005; Pilotta, Schultz, Drenik, & Rist, 2004). These papers show that sometimes half of all media consumption takes place while media multitasking (Foehr, 2006; Pilotta et al., 2004). Unfortunately, research on the influence media multitasking has on the effects of advertising is scarce, while there are some indications from other fields that distraction might hinder information processing (e.g., Armstrong & Chung, 2000; Bolls & Muehling, 2007; Kallinen, 2002; Kirschner & Karpinski, 2010; Pool, Koolstra, & Van der Voort, 2003). It is particularly important to take into account the influence of media multitasking when studying consumers responses to online advertising, as statistics show that media multitasking is especially common when people are using computers (Roberts & Foehr, 2008). When using a computer, people frequently listen to the radio simultaneously (Pilotta et al., 2004). Pilotta et al. (2004) showed that 18.3% regularly listens to the radio while going online and Carrier et al. (2009) even revealed that 91% listens to music while surfing the web. While some people listen to commercial-free music (e.g., iTunes), many people are still streaming a traditional radio channel from their computer or use a traditional radio set, and expenditures on radio advertising are still rising (RAB, 2011). Therefore, this study aims to give insight into consumers' responses to a combination of online advertising (banners) and advertising on the radio while they are simultaneously exposed to these media. We chose to use banners as online advertising format because these are still the standard advertising format (Calisir & Karaali, 2008), though banner blindness is getting increasingly common (Hsieh & Chen, 2011).

By employing an experimental design and incorporating cognitive, affective, and behavioral responses, this study gives a

* Tel.: +31 20 5253159; fax: +31 20 5253681.

E-mail address: h.a.m.voorveld@uva.nl

comprehensive insight into consumers' responses to a combination of banners and radio ads in a media multitasking situation. The study is an answer to several calls for research on the influence of media multitasking on cross-media effects (Enoch & Johnson, 2010) and advertising effects in general (Carlin, 2005; Jeong & Fishbein, 2007; Pilotta & Schultz, 2005; Pilotta et al., 2004). The study will not only contribute to research on online advertising effects, but also future advertising and media planning might profit from the insights obtained from this research as media multitasking is one of the main trends in consumers' media usage that challenges the current way of media planning (Carlin, 2005; Pilotta et al., 2004).

2. Theoretical and empirical background

2.1. Earlier research on the effectiveness of combining online and offline advertising

Some research has already investigated consumer responses to a combination of online advertising and advertising in offline media. Chang & Thorson (2004) showed that a combination of TV commercials and websites resulted in stronger cognitive and affective responses than repetitive exposure to the same medium. Dijkstra, Buijtsels, and van Raaij (2005) showed that campaigns combining TV, print, and online advertising are more effective than internet-only campaigns on cognitive measures. Havlena et al. (2007) showed synergistic effects of print ads, TV commercials and internet advertisements (e.g., banners, pop ups) by using respondent level frequency analysis. Using a somewhat similar methodology, Naik and Peters (2009) developed a model and demonstrated the existence of online–offline synergy. Voorveld et al. (2011) showed that combining websites and TV commercials might lead to more positive affective and behavioral responses, but it also showed that in some cases a repetitive exposure to the TV commercial performed as good as the cross-media condition. Finally, results of the study of Wakolbinger, Denk, and Oberecker (2009) showed a trend that campaigns combining online and print advertising were somewhat more effective than campaigns in terms of aided recall, although no statistical differences were found. In conclusion, earlier research has generally shown that combining online and offline advertising can be more effective than repeatedly advertising in one medium. Unfortunately, consumers responses to the combination of online and radio advertising are still unknown.

2.2. Theoretical explanations for the effectiveness of combining online and radio advertising

It can also be expected that combining online and radio advertising results in more positive consumer responses than when using only one medium based on the complementarities of banners and radio ads. For example, banners present information visually while radio ads are perceived through the auditory sensory system (Dijkstra et al., 2005). Banners can be seen as more interactive than radio ads because when people are exposed to banners they have somewhat more control over the communication medium than when they are exposed to radio ads. Finally, radio has the ability to stimulate emotions, while the internet is a rational medium, communicating detailed information (Leong, Huang, & Stanners, 1998). When using both media in one campaign, the strengths of each medium can be exploited and this may ultimately lead to positive campaign effects.

Besides these complementarities there are also several theoretical notions that can be used to explain why campaigns using online and offline advertising can be more effective than campaigns using only one medium. First, encoding variability theory states

that when consumers are exposed to the same message in a variety of media, information will be encoded in a more complex way than if only one medium is used. This more complex encoding results in a stronger information network in human memory and subsequently in an enhanced memory performance, and more positive attitudes (Stammerjohan, Wood, Chang, & Thorson, 2005). Second, the repetition-variation theory proposes that when people are exposed to a message in multiple media, instead of being exposed to a message in the same medium repetitively, this results in more positive affective reactions. Third, the differential attention hypothesis (Unnava & Burnkrant, 1991) states that people pay less attention to a message when they see it repeatedly. The use of varied messages or the same message in varied media will reduce this inattention of people (Yaveroglu & Donthu, 2008). Fourth, when consumers are exposed to multiple media in a campaign, “the first medium may stimulate forward encoding, which takes place when an ad in the first medium ‘primes’ the consumer’s interest for and attention to an ad in the second medium. In other words, the ad in the first medium may serve as a ‘teaser’ to attract attention to, arouse interest in, and increase curiosity for the ad in the second medium” (Dijkstra et al., 2005; Edell & Keller, 1989, p. 2; Edell & Keller, 1999; Voorveld et al., 2011) Fifth, during exposure to multiple media in a campaign a retrieval process may occur (Edell & Keller, 1989). People may mentally replay the ad in the first medium when they are exposed to the ad in the second medium (e.g., seeing the images from a banner during exposure to an ad on the radio). During this process of image transfer “the elements in the second ad may function as retrieval cues to the ad memory trace from the first exposure” (Chang & Thorson, 2004; Dijkstra et al., 2005, p. 66; Voorveld et al., 2011). Finally, when consumers are exposed to multiple media in a campaign they could perceive these media as independent sources of information. Because messages from independent sources are more convincing and credible, multiple source perceptions can enhance the persuasive power of a message (Chang & Thorson, 2004; Dijkstra et al., 2005; Harkins & Petty, 1987; Voorveld et al., 2011). These theoretical explanations and the results of studies on other combinations of online and offline advertising suggest that consumers respond more positive to a combination of banners and radio spots than to banners or radio spots alone. The next section explains why it is important to take into account media multitasking when investigating these media combination.

2.3. The influence of media multitasking on advertising effects

2.3.1. Empirical results

Several studies investigated the influence of media multitasking on task performance or work efficiency, such as doing homework (Zhong, Hardin, & Sun, 2011). For example, Pool et al. (2003) showed that background TV led to a less thorough processing of homework assignments. Unfortunately, there are only a few studies that investigated the phenomenon the other way around, by investigating the influence of media multitasking on consumers' responses to media messages, such as advertising. For example, Armstrong and Chung (2000) showed that background TV affected recall and comprehension of newspaper articles. Bolls and Muehling (2007) revealed that simultaneously performing two cognitive tasks, presenting unrelated pictures while participants heard radio spots, resulted in less favorable ad responses. The most recent study by Zhang, Jeong, and Fishbein (2010) revealed that media multitasking (simultaneously reading a news article or paper and watching TV) decreased recognition of sexually explicit TV content. While research on advertising is still scarce, the results of these studies generally show that media multitasking has a detrimental influence on media effects. More specifically, this influence is mainly established on cognitive measures.

Download English Version:

<https://daneshyari.com/en/article/351588>

Download Persian Version:

<https://daneshyari.com/article/351588>

[Daneshyari.com](https://daneshyari.com)