



UNIVERSITI TEKNOLOGI MARA

**A STUDY ON THE EFFECTIVENESS OF RADIO ADS TOWARDS
MILLENNIALS ON TELECOMMUNICATION NETWORK**

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ABSTRACT

The media including television, radio and newspaper have become the essential part of humans' daily lives. Telecommunication companies in Kuching are constantly putting strategies in place through branding in order to gain more customers and one of it is to advertise on the radio. The study focused on investigating what factors influence the effectiveness of radio ads towards Millennials in Kuching city on telecommunication network. The survey was conducted on a total of 216 respondents comprising of Kuching Millennials born from the year 1981 to 2000. The sampling technique used were quota sampling and convenience sampling to select the Millennials. There are five factors to be considered in this research on the effectiveness of the radio ads on telecommunication.

CHAPTER 1

1.0 INTRODUCTION

1.1 Background of study

This research consists on the use of promotional tool focusing more on radio advertisement and its effectiveness in delivering messages to the young generations in the telecommunication network industries. The four main tools of promotion are advertising, sales promotion, public relation and direct marketing. The media and broadcasting industry are apart of the tools of promotional that falls under the advertising segment, which consist of film, print, radio, and television. These segments include movies, TV shows, radio shows, news, music, newspapers, magazines, and books.

The roots of radio dated back to the late 1800s, with Nikola Tesla's demonstration of radio frequency transmission, and Guglielmo Marconi's creation of a wireless system that could transmit radio signals at long distances. The radio industry grew from a small group of amateur broadcasters in the early 1900s to more than 500 broadcasting stations by 1923. More homes had radios in the 1920s and radio shows were popular entertainment as well as a major source of news for most households. Radio stations were organized into networks, and in 1927, the Federal Radio Commission, which became the Federal Communications Commission (FCC) in 1934, was established to help standardize and regulate radio broadcasting. Radio networks received a large portion of their funding from advertisers who sponsored the radio

CHAPTER 2

2.0 LITERATURE REVIEW

This study is to determine the effectiveness of radio ads towards younger generation in the telecommunication network industry in Kuching area. This chapter reviews literature on the definition of radio advertising and Generation Y, the effectiveness of radio ads, and the advantages of marketing and promoting through radio advertisements. The significant of this study is also to examine the relationship of the five aspects of radio ads broadcasting (language used, age differences, advancement of technology and types of media channels, and also radio announcers' personnel) with the consumer. The factors that were highlighted in this study are evaluation of consumer preference and perspective.

2.1 Radio Advertising

Nowadays, business owners have lots of options to advertise their business whether on television for the commercials during a show, or those pop up ads on Youtube video and some also choose to focus their marketing dollars on radio advertising. That is, buying commercials, frequently called spots in the radio industry, to promote their products or services. Business owners and advertisers pay commercial radio stations for airtime and, in exchange, the radio station broadcasts the advertiser's commercial to its listening audience.

In radio advertising, there are several types of commercials that an advertiser or business owner might employ, similar to how brands might pursue different print