Ivana Domazet[1], Ines Djokic[2], Olja Milovanov[2]
[1]Institute of Economic Sciences, Serbia
[2] Faculty of Economics in Subotica, University of Novi Sad

The Influence of Advertising Media on Brand Awareness

Abstract: In modern business conditions, the company sends its messages through various instruments of promotion, and therefore the different media. One of the instruments of promotion economic propaganda (advertising), which uses a number of media such as television, radio, newspapers, billboards, Internet and others. . By using various media, the company affects the consumer awareness of the brand, spreads information about themselves and the brand, educates consumers, creates a brand image and the like. The aim of this study is to investigate the influence of different media of advertising on consumer awareness of the brand, as well as to investigate that influence in the context of socio-demographic characteristics of respondents. The methods used in the work are historical and research (field and online) methods and include a total of 690 respondents from Serbia in the period February-April 2017. For data analysis, we used the independent-samples t-test and the Spearman's rank correlation coefficient. The results showed that television has the strongest impact on brand awareness. The Internet and billboards follow, while the weakest effect is that of newspapers and radio. Results show that in the context of gender, age, education and income of respondents, there are reasons to analyze the impact of television, radio, newspapers, billboards and the Internet to consumer awareness of the brand in a different manner. The contribution of the thesis is also reflected in the fact that, on the basis of the obtained results, the authors give recommendations, when it comes to perception and brand awareness, on the media that are an adequate promotional instrument for a particular segment of consumers.

Keywords: Advertising, Media, Brand Awareness, Brand Equity, Effects of Advertising and Promotion, Marketing Instruments

JEL Classification: M31, M37, M21

1. Introduction

In the conditions of intensifying and increasing competitive struggle in the market, the mission of the company is to capture a special position in the mind of consumers. Through highly differentiated marketing strategies that tend to engage multiple communication channels, the target of marketing managers is to reach consumers in as many touchpoints, with a more valuable offers. A fundamental instrument of winning the leading position in such conditions, is the branding process, through the promotion instruments (Domazet Stosic & Zubovic, 2011). One of the instruments of promotion that can influence the consumer awareness of the brand, as well as to contribute to the formation and preservation of a positive image of the company and its products, is advertising.

Brands are now part of the modern consumerist society and a major preoccupation of consumers and companies. The success of the branding process is measured by brand equity, and awareness that the consumer has about the brand is the first of five elements of this arrangement (Aaker, 1991), and is considered as the basis of all further activities and decisions that a consumer makes in connection with the brand (Konecnik

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[1] Corresponding author: Ivana Domazet, e-mail: ivana.domazet@ien.bg.ac.rs

& Gartner, 2007). The aim of this study is to investigate the influence of advertising media on the consumer's awareness of the brand, to research that impact in the context of socio-demographic characteristics of respondents, and also to review previously conducted research on the effects of advertising media.

Advertising is one of the oldest, most ubiquitous and the most important instruments of promotional mix (De Pelsmacker, Geuens & Bergh, 2007, p. 192). It has the aim of informing and educating about the product as well as creating a positive predisposition and incentives to purchase (Filipovic & Kostic-Stankovic, 2014; Salai & Grubor, 2011). In addition, advertising is used to build a long-lasting product image or to achieve fast sales. The authors Dibb, Simkin and Pride state that advertising enables multiple repetitions of the promotional messages, which allows consumers to compare the messages of various competitors. The same authors indicate that the advertising can increase the value of the product, which suggests that consumers consider the product being promoted intensively has an adequate value, which can also affect their awareness of a given product. One of the advantages of advertising lies in its flexibility to reach out to large target groups of consumers, but on the other hand, can be directed at a small, precisely targeted consumer segment, depending on the medium used and the objectives to be attained (Domazet, 2012).

2. Measuring the effects of advertising

The question that stands out when it comes to promotion instruments, and therefore advertising, is how to measure their effects. Authors (Clow & Baack 2002, p. 583) suggest that it is necessary to include several factors in the analysis: short-term results (sales), long-term results (brand awareness, brand loyalty, the market value of the brand), product awareness, awareness of the entire company and affective/emotional responses (positive brand image). This paper measures the effects of the impact of advertising media on brand awareness.

The authors Tellis, Chandy and Thaivanich (2000) developed a model that measures the effects of advertising using television. The model estimates how influential the advertisement is, as well as on which TV station, at what time and for how long this is so. The results show that the ads encourage a direct answer, but their effects disappear in a short time. Effects and profitability vary, depending on the creativity of the ad, the TV station and the number of broadcasts during the day.

To study the impact of advertising on the brand choice, the authors used the Relevance-Accessibility or RAM model (Baker & Lutz, 2000). By applying this model, observation time is shifted, and instead of the moment of broadcasting a promotional message, the moment of the brand of choice is taken into consideration. In this sense, the authors differ: advertising message involvement (AMI) or motivational construct that affects the motivation of consumers to process the information at the time of exposure to the promotional message, and brand response involvement (BRI) or motivational construct that affects the motivation of consumers to process the information at the moment of brand choice. They claim three of the selection processes - optimisation, satisfaction and indifference, which are associated with three different types of information: confirmation of the superiority of performance, certificate of credibility and confirmation of product popularity, in the order they are listed. The point is that the level of motivation of consumers to consider (make a decision) when choosing the brand, a brand, has an impact on which of the three processes of brand selection will be the most appropriate. The most important appeal used in the promotional message (significance) is the one that leads to the easiest way to accomplish the consumer's objectives when choosing a brand. The highest probability for the appeal used in the promotional message to be accessible (accessibility) is when the consumer's involvement at the time of promotional message broadcasting (i.e. at the time when they are exposed to it) leads to its efficient decoding in the memory of consumers. When it comes to measuring the effects of "outdoor" advertising Taylor (2010) advocates the use of "eyes on" system to determine the number of respondents who have actually perceived an advertisement, and not only those that might have spotted it.

Trust in advertising is subject to a small number of studies and Soh, Reid and King (2009) developed a so-called. "ADtrust" scale for measuring consumer confidence in advertising messages. The authors assume that trust in advertising is multidimensional (includes cognitive, affective and behavioral dimension), including four different factors: reliability, usefulness, impact and consumer willingness to rely on it. The scale of confidence in the advertisements is a combination of (1) the perception of consumers regarding the reliability and usefulness of advertising messages, (2) the connection of consumers and advertising, and (3)

the willingness of consumers to rely on advertising when making decisions about the choice of products. When measuring the confidence in the advertisements, the authors have focused on the relationship between confidence in ads and two associated structures, the credibility of advertising and attitudes towards advertising in general.

Rajagopal (2011) researched the effects of radio advertising. Hereby, special advantage of its implementation is recognized in the case of fast moving consumer goods. The reasons were possibility to reach wide targeted listener demographics in urban habitat, attractiveness of such commercials and consumer fast response in supermarkets and department stores.

Bhat, Bevans and Sengupta (2002) made a review of methods for measuring the effects of advertising on the Internet. They assume that the choice of methods depends on the research objectives, budget and techniques at the disposal of the company and time for research to be carried out. The authors note that the objectives of the research (measurement) are very important and that in this regard one should take into account the following estimates: the popularity of the website, the site's ''ability'' to attract and retain consumers' attention, the usefulness of messages to consumers (site visitors) and efficiency while targeting users. For each of these goals, the authors cite specific methods and some of them are: the number of page views, the popularity of the page, the number of page visitors, the number of ad hits on the page, the duration of page views for the first time, the number of web site returns, the time that elapses until the sender returns to the page again, profiling of visitors. The authors point out that there is no best way to measure advertising on the Internet, but that measurement should be based on research to achieve the goals set and the combination of multiple research methods.

As the main company's communication instrument on the Internet, Jevremovic, Stavljanin & Kostic-Stankovic (2016) analyzed the impact of the interactive website features. In fact, every interactive feature of the website affects the user to a different degree, so depending on the objectives, one can make a different combination of interactive features used via web site. Such an outcome of research indicates that companies can create interactive web sites in order to increase awareness of a particular brand of the company. With interactive web sites, increasingly popular video games have huge potential for increasing awareness of the brand, provided that the characteristics of the promoted brand are compatible and fit into the context of video games. In this case, the indirect effects of advertising within video games can be expected (Stavljanin, Kostic-Stankovic & Cvijovic, 2016).

There are also investigations of the effects of multichannel advertising, which are considered as "bright spots" of contemporary marketing research when it comes to customer experience across the customer journey (Lemon & Verhoef, 2016). Olbrich and Schultz (2014) point out that various research confirms that online advertising (especially search engine advertising) influences online as well as offline sales. A number of these researches support the existence of synergetic effects. Kireyev, Pauwels and Gupta (2016) also support existence of such effects, stressing that display ads increase search conversion. De Haan, Wiesel and Pauwels (2016) research nine advertising forms in the context of their long-term effectiveness (how they generate traffic, affect conversion, and contribute to revenue) within five product categories. They rated content-integrated advertising, content-separated advertising, and firm-initiated advertising as the most effective forms of advertising, respectively.

Xu, Duan and Whinston (2014) study the observation that there are clicks in advertisement that do not lead to immediate purchases, but encourage subsequent clicks performed on other forms of advertisements later resulting in purchases, in the context of display advertisements. For that advertisement form authors find relatively low direct effect on purchase conversion, but stimulating subsequent visits performed on other formats of advertisement. When it comes to display advertising, Ghose and Todri-Adamopoulos (2016) stress that "the longer the duration of exposure to display advertising, the more likely the consumers are to engage in direct search behaviors (e.g., direct visits) rather than indirect ones (e.g., search engine inquiries)."

3. Brand awareness

Successful brands are the most valuable intangible assets that a company can possess, and a basis of permanent competitive advantage (Kotler & Keller, 2012). In addition, they are a means by which consumers express their personality, lifestyle, attitudes and preferences. According to Heding, Knudtzen and Bjerre

(2009), the brand is now seen as a "living entity" that has its own "personality that changes over time and serves to build relationships with other living beings" (p. 21), while Olins (2003, p. 14), calls branding "a story about belonging and pervasion" in which individuals, using the beloved brands, consciously talk about themselves and interact with their environment. Without a doubt, brands have become an inevitable part of modern culture and the global society, the most powerful tool in market competition and consumers' main preoccupation of the 21st century.

As a result of efforts to more precisely define the relationship between the consumers and the brands that undoubtedly exists – it is solid, highly influential, and to a large extent of a psychological nature, the term *brand equity* appeared. Abstract perspective in studying the brand stems from its existence and life in the minds of consumers as something completely different from anything that is actually available. Brand awareness is the first step towards creating a link between consumers and a given brand (Konecnik & Gartner 2007; Aaker, 1991), and it is also one of the five elements by which to measure the brand equity (Aaker 1991) and the first dimension which measures the level of brand knowledge, that is the power of the brand name and the level of consumers familiarity with it (Esch et all, 2006).

Brand awareness is "the ability of potential customers to recognize and to remember that a certain brand belongs to a certain category of products" (Aaker, 1991, p. 61). In the age of Internet, when customers gather most of information about products and services through the online channels, it is very important that they can spontaneously recall brands from their memory, even if they don't see them physically at the moment of searching and making decision (Edelman 2010). The probability of buying a brand is higher if consumers are familiar with it (Draganska & Klapper 2010).

In order to make the customer be able to recognize the brand, it is essential that he/she has already seen or heard something about it. This belongs to one of the reasons (being chronologically at the beginning) for seriously studying the connection of brand and integrated marketing communications (Luxton, Reid & Mavondo, 2017). On the other hand, recalling involves "pulling" of information about the brand from the memory of the consumer at the time when the given product category or the need which is satisfied by that brand is mentioned (Keller, 1993). Remembering also applies to linking of the brand name with the logo and symbols which characterize that brand (Farjam & Hongyi, 2015; Keller, 2003). In addition to recognition and recalling, Keller (2003) points to higher levels of awareness that exist in a case of the brand dominance, when it is at the top-of-mind, and when there is a developed brand opinion. Brand awareness is expressed by using a *brand salience* dimension, which shows the extent to which the brand is taken into account by consumers in different situations during the purchase and consumption (Keller, 2003). To highlight the brand, the consumer must be familiar with (Kuhn, Alpert & Pope, 2008):

1) the ability of the brand to meet the expressed needs of consumers, and
2) product category to which the brand belongs.

Brand awareness, when measuring, is often reported together with the brand associations as a one-dimensional variable (Yoo & Donthu, 2001), but it is noted that awareness is a prerequisite for creating associations about the brand (Washburn & Plank 2002). Boo, Busser and Baloglu (2008) showed that brand awareness directly affects the customer experience. Brand awareness is one of the clearest indicators of the extent to which the brand exists on the mental map of consumers at all (Aaker, 1991; Keller, 1993). If the consumer is aware that a certain brand exists, it allows him to better connect with it during the marketing communication which the company directs towards him, gives him the power to understand that communication, react and respond to it, and finally take into account the brand as a potential choice when purchasing (Aaker, 1991). Also, as awareness has multiple levels of influence on consumers, it can create interest and curiosity among consumers to buy a brand for the first time, which is the main prerequisite (but not the only one) of repeated purchases and of creating brand loyalty (Chen & Tseng, 2010; Konecnik & Gartner 2007; Baldauf, Cravens & Binder, 2003). The high level of awareness and knowledge of a brand can influence the formation of opinions, feelings and attitudes about the brand (Keller, 2003), which is necessary to build a strong brand that generates high sales and profit (Baldauf, Cravens & Binder, 2003).

Creating a long-term competitive advantage by building a unique and successful brand is the main task of any marketing strategy. In this regard, building brand awareness is an essential element in the long-term brand management process. Brand awareness is a direct consequence, and an indicator of the successful

implementation of promotional instruments (Domazet, 2015). Hereby, different researches point out to different aspects of connection of instruments of promotion and brand awareness. Uribe (2015) suggests that the using placement and advertising can be useful for directly increasing the level of spontaneous brand recall by consumers. Terui, Ban and Allenby (2011) stress the role of advertising in the context of its significance for consumer learning regarding new products and products with nontangible attributes.

Buil, de Chernatony and Martínez (2013) emphasize the need for using original, creative and different advertising strategies by the companies in order to increase brand awareness and positive perceptions. When it comes to the level of presenting brand within advertisement in the context of its optimal recognition, Gerber, Terblanche-Smit and Crommelin (2014) point out that it should be present for about two-thirds of the time.

The context of advertising influence on brand awareness is in some researches associated to consumers' or situational characteristics. Lambert-Pandraud, Laurent, Mullet and Yoon (2017) found out that older consumers actually had higher awareness in regard to long-established brands than to recent brands. Vaughan, Beal and Romaniuk (2016) compared brand users and nonusers and concluded that bias in memory for advertising was a real phenomenon that occurred under a wide range of conditions.

4. The methodology and results of the research

The applied research method is based on a survey of respondents according to a pre-structured questionnaire. It consisted of two parts. The first is the question of gender (male; female), age (younger than 20; between 20 and 30 years old; between 30 and 40 years old; over 40 years old), education (primary education; secondary education; higher education; university graduates), and the amount of monthly income (less than 25,000 RSD; from 25,000 RSD to 45,000 RSD; from 45,000 RSD to 65,000 RSD; and above 65,000 RSD). The second part of the questionnaire consisted of questions related to the impact of advertising media on brand awareness. The analysis included the following media: television, radio, newspapers, billboards and the Internet. In each case the question was formulated in following manner: "Please rate how (one of the listed media) affects your brand awareness by using the Likert scale of 1 to 5 (1 being the lowest and 5 the highest rating)"

The survey was conducted between February and April 2017 on the territory of the Republic of Serbia and included a total of 690 respondents who were interviewed in person (195 of them) or by sending a questionnaire to the email address of respondents (495). Convenience sampling was used. As for the respondents interviewed in face-to-face interview, they were approached near shopping centers in several largest Serbian towns. When it comes to questioning by e-mail, the list was obtained by students from three Serbian university centers and the person in charge for buying and/or making decision about buying in their primary household was interviewed. The larger ratio of respondents interviewed by e-mail was caused by authors' intention to reach interviewees from larger number of places since students in these centers had, to a large extent, families living in different towns. The answers of respondents interviewed in two different manner did not statistically significantly differ by any question. Furthermore, although the sample cannot be regarded as fully representative for Serbian market (although it is difficult to define preciously the population of persons in charge for buying and/or making decision about buying), the authors believe that its size and dispersion allows at least obtaining information about tendencies in our country. The approach in which the sample does not fit to entire population but is used for establishing tendencies and not necessarily quantifying the results to the whole population is already implemented in the literature (e.g. Verbeke, 2005).

The structure of the respondents in the survey sample is as follows: by gender, female represent 55.3% and male 44.7% of respondents. According to the age structure, the largest share of respondents (36.1%) is between 20 and 30 years, followed by respondents between 30 and 40 years with 27.7%, and then those over 40 (24.6%), while the lowest part of 11.6% consists of subjects that have less than 20 years. By level of education, the largest share of the respondents are university graduates (36%), followed by those with secondary education (32.6%), then with higher education (28%) and finally respondents with primary education (3. 4%). With regard to the monthly income, the majority of subjects have an income between 25,000 and 45,000 RSD (34.4%), followed by respondents with an income of 45,000 to 65,000 RSD (30.9%), then those with income above 65,000 RSD (23.4%) and those with a monthly income below 25,000 RSD (11.3%).

The average score (from 1 to 5) of the respondents on how individual advertising media affects their brand awareness are shown in the following table.

Table 1: The order of an average score of media influence on the awareness of respondents about the product

#	Media	Score
1.	Television	3.96
2.	The Internet	3.60
3.	Billboards	3.40
4.	Newspapers	3.08
5.	Radio	2.91

Source: author's analysis

Table 1 shows that the impact of TV on brand awareness is estimated with the highest average grade compared to other media. At the second place is the Internet and billboards are positioned at the third. The overall impact of the media on brand awareness is 3.39 indicating that the three media are rated above average, while newspapers and radio rate below the average. Nevertheless, their impact on the brand awareness was assessed with high marks.

Below is an analysis of the (non) existence of statistically significant differences/correlations between respondents according to certain variables (gender, age, education, income) when it comes to the perceived impact of individual advertising media on awareness of respondents about the brand (product).

Table 2: Gender of the respondents and brand awareness

Gender		Television	Radio	Newspaper	Billboards	The Internet
	p	**0.000**	0.917	0.212	0.553	**0.014**
Female	M	4.17	2.90	3.13	3.38	3.50
Male	M	3.70	2.91	3.02	3.43	3.72

Note: p-level of statistical significance, M-arithmetic mean
Source: author's analysis

Based on Table 2, where the results are obtained using the t-test when considering men and women, it can be concluded that there is a statistically significant difference with respect to the influence of the television, as well as of the Internet, on the respondent's awareness of the brand. When it comes to the influence of television on the awareness of respondents about the brand, women give higher average grade to this influence than men, and the results are reversed when it comes to the impact of the Internet on brand awareness, where men give a higher average rating than women.

Table 3: Age of the respondents and brand awareness
Note: ρ- Spearman's correlation coefficient, p-level of statistical significance

Media		Television	Radio	Newspapers	Billboards	The Internet
Awareness	ρ	0.044	0.234	0.566	-0.314	-0.395
	p	0.243	**0.000**	**0.000**	**0.000**	**0.000**

Source: author's analysis

Based on Table 3, where the results are obtained using Spearman's correlation test, one can conclude the following:
- there is no statistically significant correlation between the impact of TV on brand awareness and age of the respondents,
- there is a positive and weak statistically significant correlation between the impact of radio on brand awareness and age of the respondents,
- there is a positive and moderate statistically significant correlation between the impact of newspapers on brand awareness and age of the respondents,
- there is a negative and moderate statistically significant correlation between the impact of billboards and the Internet on brand awareness and age of the respondents.

These results show that as the age of the respondents increases, so does the average rating for the impact of radio and newspapers on their awareness of the product. When it comes to billboards and the Internet, as older respondents are, they are likely to give a lower score regarding the impact of the media on their product awareness.

Table 4: Education of the respondents and brand awareness

Media		Television	Radio	Newspapers	Billboards	The Internet
Attitude	ρ	-0.074	0.042	0.152	0.014	-0.021
	p	0.052	0.262	**0.000**	0.717	0.582

Note: ρ- Spearman's correlation coefficient, p-level of statistical significance

Source: author's analysis

Based on Table 4, where the results are obtained using Spearman's correlation test, one can conclude the following:
- there is no statistically significant correlation between the impact of television, radio, billboards and the Internet on the brand awareness and the education of the respondents,
- there is a positive and weak statistically significant correlation between the impact of newspapers on the brand awareness and the education of the respondents.

These results show that as the level of education of the respondent's increases so does the average rating impact of newspapers on the brand awareness.

Table 5: Income of the respondents and brand awareness

Income		Television	Radio	Newspapers	Billboards	The Internet
Awareness	ρ	0.084	0.040	0.244	-0.055	-0.070
	p	**0.026**	0.296	**0.000**	0.147	0.064

Note: ρ- Spearman's correlation coefficient, p-level of statistical significance

Source: author's analysis

Based on Table 5, where the results are obtained using Spearman's correlation test, one can conclude the following:
- there is a positive and statistically significant correlationbetween the impact of television on the brand awareness and the income of the respondents, where the coefficient value is relatively low
- there is a positive and weak statistically significant correlation between the impact of newspapers on the brand awareness and the income of the respondents,
- there is no statistically significant correlation between the impact of radio, billboards and the Internet on the brand awareness and the income of the respondents,

These results show that as the amount of monthly income of the respondent's, increases, so does the average rating impact of newspapers on brand awareness, and to a lesser extent, of television.

Discussion and conclusion

In order to achieve the intended effects of promotion through the implementation of the various promotional mixes, and of advertising, among other things, it is necessary to know the basic features and capabilities of certain media. It is important to have a good estimate of the effect of the media, their number and the availability, quality, content, scope, costs and their impact on sales, product image, as well as particularly important - their impact on brand awareness.

The significance of researching brand awareness as a consequence of advertising is already recognized in the literature (Clow & Baack 2002). As partly already stressed, brand awareness presents not only the first step towards creating a link between consumers and given brand (Konecnik & Gartner 2007; Aaker, 1991), but also belongs among five elements of the brand equity (Aaker, 1991) and dimensions of brand knowledge (Esch et al., 2006).

The results of a study conducted in this paper indicate that the economic advertising media influence on brand awareness is generally significant, given that the average ratings by the respondents to influence of the media on their brand awareness are high. Specifically, the subjects on a scale of 1 to 5 evaluated the effects of five media and the average rating of the impact of all the media (television, billboards, radio, newspapers and the Internet) was above grade 3, except that the radio has been evaluated at an average score of 2.91 which is the lowest average rating, although assessment is closer to grade 3 than 2.

Looking at each of the media individually, television is the medium that influences the brand awareness of the respondents the most, followed by the Internet, billboards, newspapers and radio. These results suggest that television is one of the most pow-

erful media and that its impact on consumers is immense, especially in the female segment because the results show that women give a greater score to the impact of television on their awareness of the product comparing to men. When it comes to age and education of the respondents, and to a large extent their income, the impact of television on their brand awareness is almost equal for both older and younger respondents, as well as for those which are more or less educated, or have higher or lower incomes. That once again leads to a conclusion about its power as an advertising media.

The second type of media by the strength of its influence on the minds of the respondents about the brand is the Internet. The Internet is a modern medium of advertising that stands out with its interactivity and target orientation towards consumers. The results showed that when the gender of the respondents are concerned, there is a statistically significant difference between males and females in the way that men have given a higher average grade to the influence of this media on their product awareness than women.

Comparing the influence of television and the Internet on brand awareness between males and females, it can be concluded that television is a better medium for promotion of cosmetic products, healthy food or clothing and shoes, while the Internet is a better choice for the promotion of computers, cars, mobile phones or similar. What still stands out in the results related to the impact of the Internet on the brand awareness of the respondents is a statistically significant correlation that exists when it comes to the age of the respondents. The results show that the younger the respondents are, the higher is the score that they gave to the impact of the Internet on their brand awareness, and vice versa. Based on this result, it can be concluded that the Internet is a medium that would fit the promotion of products or services or events intended for the younger population, such as places to go out, trendy products, and the like.

Outdoor advertising media, which are used as auxiliary media for communication of short and concise messages are billboards. Survey results show that they are ranked third by their impact on awareness of respondents about the brand and that there is no statistically significant difference when it comes to their impact on the brand awareness of the respondents observed by gender, education and income. However, there is a statistically significant correlation between the age of respondents and the impact of billboards on their brand awareness. Younger respondents have given higher estimates of the medium and vice versa, suggesting that this medium could be used for products intended for the younger population, as is the case with the Internet.

Newspapers are traditional media typically used to provide factual information. The research results show the existence of the largest number of statistically significant correlations among respondents just when it comes to this kind of media. The older, more educated and the respondents with higher incomes gave the highest ratings to newspapers influence on their brand awareness, regardless of whether they are men or women. These results suggest that the newspapers would be a good medium for products where consumers need important additional information.

Ranked at the botom position is the radio, as the medium with the lowest impact on the awareness of respondents about the brand. The only statistically significant correlation when it comes to radio exists among respondents in respect to their age; older, compared to younger respondents, have given a higher score regarding the influence of the radio on their brand awareness.

Generally speaking, women are more susceptible to the influence of television, and men are more prone to the impact of the Internet. Older consumers are more open to the influence of radio and newspapers, and billboards and the Internet make a stronger impact on youth. Consumers who are more educated and have the higher amount of monthly income are more susceptible to the influence of newspaper.

On the basis of the obtained results it can be concluded that for the impact on consumers brand awareness it is necessary to use different advertising media, depending on the targeted segment, the product that is promoted, and the advantages and disadvantages of each of the media, whose mutual coherence is very important for achieving appropriate, synergetic effects.

The presented research included more media than researches studying effects of only one of them (as in Tellis, Chandy & Thaivanich, 2000; Baker & Lutz, 2000; Bhat, Bevans & Sengupta 2002; Rajagopal, 2011), but also did not research interaction effects of more media (as in Xu, Duan & Whinston, 2014, Olbrich & Schultz, 2014; Kireyev, Pauwels & Gupta, 2016; Lemon & Verhoef, 2016; De Haan, Wiesel & Pauwels, 2016; Ghose & Todri-Adamopoulos, 2016.). Future researches could focus on that topic simultaneously trying to reach more representative sample, differentiate between individual brands and possibly include observation method and several measures of brand awareness.

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/////////////////////////////////////// **About the Author**

Ivana Domazet,
Institute of Economic Sciences, Belgrade

Ivana Domazet is a Senior Research Fellow at the Institute of Economic Sciences and Associate Professor at the Faculty for Banking, Insurance and Finance, Union University. She teaches courses on Marketing (graduate studies), Marketing Management, Marketing Strategy and Integrated Communications (postgraduate studies). Her scientific interest refers to: Marketing Research and Strategy, Integrated Marketing, Communications, CRM and Strategic Management. She is President of Scientific Council at the Institute of Economic Sciences, Board member of the Institute of Social Sciences, member of Serbian Scientific Association of Economists and Serbian Marketing Association.

Ines Đokić,
Faculty of Economics in Subotica, University of Novi Sad,

Ines Đokić, PhD is a Teaching Assistant at Department of Trade, Marketing and Logistics at Faculty of Economics in Subotica (University of Novi Sad, Serbia). She teaches Sales management, Business Negotiation and Marketing communication. She is a member of the Serbian Marketing Association (SEMA).

Olja Milovanov,
Faculty of Economics in Subotica, University of Novi Sad,
olja.milovanov@ef.uns.ac.rs

Olja Milovanov, MSc. is an Assistant Lecturer at the Faculty of Economics in Subotica (University of Novi Sad, Serbia). Her field of interest is marketing. She teaches Principles of marketing, Product management and Business marketing. She is a member of the Serbian Marketing Association (SEMA) and Technical editor of the Journal "Annals of the Faculty of Economics in Subotica".