An Analysis of the Synergistic Effect in the Advertisement - Between the Television Commercials and the Internet Commercials

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Management of Information for Decisions
The authors analyze the effect of the advertisement and the promotion in terms of the synergistic effect between the television commercials and the Internet commercials by using the single source data.

The purpose of the analysis is to clarify the effect that the contact to the advertisement gives to the purchasing process for the marketing.
1. Introduction
   1. Overview of the Advertising Market in Japan
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3. A Segmentation by the Use Situation of the Web Services
4. An Analysis of the Purchasing Process Based on Each Segment
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Net Sales Component Ratios by Business Category of the Advertising Company in Japan

Fiscal Year Ended March 2014

- Television Time: 20.1%
- Television Spot: 26.1%
- Content Services: 6.0%
- Marketing/Promotion: 12.6%
- Creative: 13.5%
- OOH Media: 3.6%
- Interactive Media: 4.5%
- Radio: 1.0%
- Magazines: 2.3%
- Newspapers: 7.7%
- Others: 2.7%

Fig. 1

Reference Report, Dentsu Inc.

![Graph showing advertising expenditures by medium in Japan from 2008 to 2014. The graph includes data for television, internet, newspapers, magazines, and radio. The expenditures are measured in billions of yen.](https://example.com/graph.png)

**Fig. 2**

Reference Report, Dentsu Inc.
The Internet Commercials in Japan

- The Internet has expanded to the second media following the television in Japan.

- The Internet Commercials
  - Websites
  - Social Networking Services

- The consumers refer to more information when they take the purchasing action.
Omni-Channel Marketing in Japan

- Omni-Channel Marketing is the use of a variety of channels in a shopping experience including research before a purchase.
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Single Source Data

- Single Source Data is the data that collected the multifaceted information such as the contact to the advertisement, the purchasing process, and the lifestyle from the same target person.

- Single Source Data has the advantage that the relation between the contact to the advertisement and the purchasing process can be analyzed with a personal base.
The Single Source Data Used for the Analysis

• The single source data used for the analysis is by the questionnaire survey.
  – The subjects of the survey are about 3,000 people in Japan.

The First Survey
• The Purchasing Process[1]

The Second Survey
• The Purchasing Process[2]

The Contact to the Advertisement
The Target Item and Customers of the Analysis

• The “Iyemon” is a green tea sold in Japan.
• The “Iyemon” is a popular item competing for the top in the green tea market in Japan.

• The New Customers
  – The target customers who have not bought the target item before the contact to the advertisement.

• The Repeat Customers
  – The target customers who have bought the target item before the contact to the advertisement.
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The Web Services in Japan

The Particular Purposes

E-mail
The Internet Shopping
The Internet Auction

The Entertainment

Online Games
Video/Music Services
Social Networking Services
A Segmentation by the Use Situation of the Web Services

[1] The Web Non User
- The users who do not use the web services at all.

- The users who use the web services only for the particular purposes.

- The users who use the web services for the particular purposes and the entertainment.
An Analysis of Each Segment[1/2]

**Fig. 3**

**Sex Component Ratios**

<table>
<thead>
<tr>
<th>Category</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Web Non User</td>
<td>43.0%</td>
<td>57.0%</td>
</tr>
<tr>
<td>The Particular Purposes User</td>
<td>49.4%</td>
<td>50.6%</td>
</tr>
<tr>
<td>The Particular Purposes and Entertainment User</td>
<td>54.6%</td>
<td>45.4%</td>
</tr>
</tbody>
</table>

**Fig. 4**

**Age Component Ratios**

<table>
<thead>
<tr>
<th>Category</th>
<th>20s</th>
<th>30s</th>
<th>40s</th>
<th>50s</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Web Non User</td>
<td>45.7%</td>
<td>22.3%</td>
<td>17.0%</td>
<td>14.9%</td>
</tr>
<tr>
<td>The Particular Purposes User</td>
<td>11.6%</td>
<td>26.9%</td>
<td>23.0%</td>
<td>38.5%</td>
</tr>
<tr>
<td>The Particular Purposes and Entertainment User</td>
<td>18.4%</td>
<td>30.5%</td>
<td>29.0%</td>
<td>22.1%</td>
</tr>
</tbody>
</table>

Wednesday, 5 August  
HCI International 2015
An Analysis of Each Segment[2/2]

The Purchasing Action in the Consumer Life

A Segmentation by the Use Situation of the Web Services

Fig. 5

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An Analysis of the Percentage that the Consumers Who Watched the TVCM are Led to the Website

In the Case of the "Iyemon"

A Segmentation by the Use Situation of the Web Services

Fig. 6
An Analysis of the Purchasing Process

[1] The Web Non User

The Purchasing Process of the "Iyemon"

- **The Purchase Intention of the New Customers**
  - No Contact: 5.9%
  - Only the TVCM: 23.5%
  - Total: 81.8%

- **The Purchase Intention of the Repeat Customers**
  - No Contact: 72.7%
  - Only the TVCM: 76.9%
  - Total: 76.9%

- **The Purchase Rate of the New Customers**
  - No Contact: 18.2%
  - Only the TVCM: 40.9%
  - Total: 5.9%

- **The Purchase Rate of the Repeat Customers**
  - No Contact: 0.0%
  - Only the TVCM: 0.0%
  - Total: 18.2%

**Fig. 7**

The Contact Situation to the Advertisement

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The Purchasing Process of the "Iyemon"

- **The Purchase Intention of the New Customers**
  - No Contact: 45.2%
  - Only the TVCM: 82.3%
  - Only the Website: 75.0%
  - The TVCM and the Website: 77.8%
  - The Purchase Rate of the New Customers: 87.8%

- **The Purchase Intention of the Repeat Customers**
  - No Contact: 8.2%
  - Only the TVCM: 49.7%
  - Only the Website: 30.4%
  - The TVCM and the Website: 50.0%
  - The Purchase Rate of the Repeat Customers: 77.6%

**The Contact Situation to the Advertisement**

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Fig. 8

An Analysis of the Purchasing Process[2/3]

The Purchasing Process of the "Iyemon"

The Purchase Intention of the New Customers
- No Contact: 84.9%
- Only the TVCM: 89.7%
- Only the Website: 75.9%
- The TVCM and the Website: 76.2%

The Purchase Intention of the Repeat Customers
- No Contact: 39.1%
- Only the TVCM: 47.5%
- Only the Website: 29.1%
- The TVCM and the Website: 44.4%

The Purchase Rate of the New Customers
- No Contact: 8.5%
- Only the TVCM: 10.7%
- Only the Website: 10.9%
- The TVCM and the Website: 6.9%

The Purchase Rate of the Repeat Customers
- No Contact: 10.0%
- Only the TVCM: 20.0%
- Only the Website: 30.0%
- The TVCM and the Website: 40.0%

The Contact Situation to the Advertisement

Fig. 9

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Conclusion

• As a result of the analysis, as an example of this paper, the contact to the TVCM is effective for the new customers.

• The contact to only the Website is not effective.

• The contact to both of the TVCM and the Website is effective for only the repeat customers of the particular purposes and entertainment user.
Further Research

In this paper, as the target item of the analysis, the authors selected a popular item (a green tea sold in Japan). In the further research, it is necessary to analyze the effect in the case of the new items.

And, it is necessary to analyze the relation between the use situation of Social Networking Services and the purchasing process more.
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   (Accessed 1 August 2015)
Thank you for your attention!

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Abstract

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Appendix 1

- Interactive Media refers to Internet and mobile-related media.

- OOH Media stands for out-of-home media and comprises transportation and outdoor billboard advertising.

- Content Services refers to rights sales, planning and production as well as other content-related services in the sports and entertainment fields.

Reference Report, Dentsu Inc.
The Contact to the Advertisement

4 September 2013
• The Purchasing Process[1]

8 October 2013
• The Purchasing Process[2]
Appendix 3

• For the contact situation to the television commercial and the Internet commercial.

• The contact to the television commercial in the period of the survey is 5 times or more considers there is the contact to the television commercial.

• The contact to the Internet commercial in the period of the survey is once or more considers there is the contact to the Internet commercial.
Appendix 4

- An effect arising between two or more factors that produces an effect greater than the sum of their individual effects.

- Interaction between two or more factors that produces an effect greater than the sum of their individual effects.