

Research Article

Consumers' Perceptions About Different Communication Channels in Bangladesh: A Comparative Study

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Abstract

The research explored Bangladeshi urban customers' perception regarding the effectiveness of four different communication channels (Print media, TV, Radio, and social media) in terms of 16 attributes focusing convenience, relishing nature, dependency, and intrusiveness. Each of the platforms has its advantages and disadvantages. The findings revealed that social media is mostly used by consumers followed by TV and radio. It is found that print media (newspapers, magazines, etc.) still have their demand. The study noted that social media is convenient, enjoyable, pleasing and attention catching; also, the respondents found it informative, and information adequate. But they marked it as work disruptive, time killing, annoying, and objectionable. They also found it difficult to skip/ignore and not easy to reject. On the other hand, print media is found to be trustworthy, reliable, and quite informative. It is easy to reject and can easily retain messages, and not difficult to ignore. TV is found most entertaining, and to some extent enjoyable and accessible. The respondents also ranked it 2nd regarding work disruption, and time killer. Radio, on the other hand, found 2nd regarding annoyance and easy to reject.

Keywords

Print Media, Radio, Social Media, Television, Rejection, Reliability, Trust, Conformance, Effectiveness

1. Introduction

1.1. Background

Communication plays an important role in consumers' mind in building the brand perception [19]. Communication needs are varied and diverse, such as information requirements, knowledge, and understanding [6]. Through communication platforms, the companies disseminate their content information to the stakeholders to build brand image. The commonly used communication platforms are television (TV), radio, print media, events, billboards, etc. Today, due to increasing integration of digital technology, social media is presumably affecting consumer perception the most [12].

Company managers need to know which communication platforms most effectively convey their messages to their target group, as well as it is important for them to examine the attitudes of the communication receivers towards the channels [7].

Communications can happen through different types of campaigns, which need coordinated steps using different communiqué platforms [13]. In a dynamic and competitive global market, organizations try to find the most efficient way to send their messages to the customers regarding their products, services, or other information [6]. Consequently, channels have become a fundamental, but important aspect of

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a brand vision and a necessary factor in effective communication. Its meaning has increased dramatically in recent decades, considering that the channel and communication have become inseparable to meet company targets [9].

There have been several studies of the attributes of alternative media best suited for communication purposes [21]. These needs can be met by different communication channels, to a varying extent. Lasswell's (1948) classic definition of communication is who (source or sender), says what (message), in which channel (medium), to who (audience or receiver), with what effect [16]. Katz et al. (1973) identified attributes selected in accordance with "uses and gratifications" theory [11]. The classic communication models postulates that the sender's message will be most effective when the sender has correctly foreseen the necessities and preferences of the receiver, i.e., when the sender's encoding of the message corresponds with the receiver's decoding of it [17].

1.2. Communication Channels and Their Role

TV and radio are the two traditional communication mediums. TV offers audio-visual opportunities to a wide reach, but its downside is often the high cost [5]. Radio on the other hand, is a cost-effective tool for localized communication, but there is no visual element to the campaign. Radio provides a huge selection of channels based on geographical location covering a huge population. It is also very convenient for spreading news and information. Print media, like newspapers and magazines, have been another robust communication medium. It also includes the brochure and catalogue presentation. Print media tends to be affordable, and it has plenty of visual and innovative potential [8]. The modern communication medium refers to the digital and interactive intermediaries that include internet, e-mail, and mobile [2, 21].

Previously, communications used to be very important for amusement, information sharing, and company promotion. Companies used to give more importance to creating attractive messages. Today companies give much emphasis on their social presence, actively communicating their products in various social media like Facebook, Instagram, Twitter, etc. [3, 12]. The use of social media started only a few years ago. It was in 1996 when Internet use started in Bangladesh. The popular site Facebook was launched in February 2004, and YouTube was founded in February 2005. Social media is a very popular and impactful channel for communication and helps customers build perception of brands [22], but TV, radio, and billboards have not lost their importance in communication. For instance, print media are often seen to be more information-rich than TV, while TV is more entertaining [4].

Digital platforms (e.g., social media) have opened many innovative doors, and it offers low-cost communication opportunities for brands and relies on increased customer engagement in Bangladesh [1, 3]. Their reach can be very wide, but it takes some skills, technical expertise, and knowledge. Almost all the brands now have pages on Facebook, Insta-

gram, etc. Using the pages it has become easier for companies to get consumer feedback. Now, consumers also can get appraisals of different products online and can easily compare them among different brands. Besides social media, there are roadside billboards of brands [22]. The companies are also sponsoring different events to make their brands popular and familiar. So, all these platforms are playing important roles in message communication of different products and services.

1.3. Integrated Communications

Mangold and Faulds (2009) noted that the emergence of internet-based social media has greatly magnified consumer-to-consumer (C2C) communications in the industry [18]. They also found that social media is a hybrid form of communication enabling both business-to-consumer (B2C) communications (in a traditional sense), and C2C communications (in a non-traditional sense). The content, timing, and frequency of the social media-based conversations occurring between consumers are beyond managers' direct control, contrasting to the traditional integrated communications paradigm whereby a high degree of control is present. Tiago and Veríssimo (2014) showed that firms face internal and external pressures to adopt a digital presence in social media platforms according to perceived benefits and digital usage [23].

Integrated communication synthesizes elements of the communication mix so that the strengths of one channel are used to offset the weaknesses of others, i.e., synergy between different communication channels is created to put forward a single unified position [14]. It begins with the customer and looks for the most appropriate and effective combination of channels through which persuasive programs can be used to build relationships with customers and other stakeholders [10]. Several studies have dealt with synergy in traditional advertising media [20] and synergy between traditional media and the internet [5, 8]. However, these studies do not analyze the perception of recipients to measure the effectiveness of these traditional and new channels.

1.4. Channel Selection

It is important to select the right medium that the potential customers are more likely to engage in and find appealing [8]. With the increase in the number of brands and companies, the competition has become greater. To succeed in effective communication through channels, the companies need to be active in creating value for the customers and capturing value from customers in return. For these reasons, the companies are trying their best to utilize the communication platforms as effectively as possible according to their goals and visions. In this competitive age, the brands should try to know the consumers' behavior, as well as should know when, where, and how the customers are most receptive to messages. The deeper insights the companies have into customer behavior,

the more they can engage and hold customer interest and interaction [21].

The new millennium companies have a diverse choice of media channels and ways to communicate with the customers, e.g., the internet messages, e-mails and blogs, and mobile phone communications, such as text-messaging [(SMS (Short message service))] and cell phone TV. The internet and e-mail have become an everyday part of the work and home lives of millions around the globe. With the rapid and widespread uptake of new electronic media channels, traditional communications channels like TV, mail, telecommunication, and door-to-door calls are expected to decline, at least to some extent [15, 18]. The companies must accept this paradigm shift.

1.5. Issue, Scope, and Focus

This study focuses on the perception of consumers regarding different communication channels in terms of convenience, relishing nature, dependency, and intrusiveness. The study conducted a survey of urban consumers to document and compare the advantages and disadvantages of the four communication channels: TV, print media, radio, and social media. Both magazines and newspapers are considered print media, and social media means any form of social communication platforms like Facebook, YouTube, Instagram, Snapchat, etc. Television, print media and radio are considered as traditional communication channels and social media is a new or modern communication platform. Other traditional and digital channels like personally addressed mail, generically addressed mail, catalogs, e-mail, telephone, SMS marketing and door-to-door personal selling are not considered. A more comprehensive insight could be found if these channels are analyzed as well. Demographic dimensions (i.e., age, gender, occupation, and cultural backgrounds) are considered to find the difference in opinions within these groups.

1.6. Objectives

The broad objective of the study is to examine the perception of Bangladeshi urban consumers regarding different communication channels. Specifically, the study compared different communication channels' messages in terms of (i) Convenience, (ii) Relishing nature, (iii) Dependency, and (ii) Intrusiveness.

2. Methodology

2.1. Research Design

The research made use of primary and secondary data and pertinent literature review. Primary data is collected through a questionnaire survey designed after developing a coordination schema to finalize the parameters, variables, and values (Table A1). The questionnaire is pretested with 10 responses and

edited accordingly. The data collection is done in around a span of 4 weeks through physical and online survey (e.g., via Facebook, Email, WhatsApp, etc.). The secondary data is collected from books, journal articles, reports, and other literature reviews. A total of 166 communication channel subscribers' opinions are collected, composed, and analyzed in this study. The study used non-probabilistic convenient and judgmental sampling techniques. The analysis made use of frequency analysis, index analysis, descriptive statistics, t-tests, and one-way ANOVA. The study used face validity to identify the variables. A high Cronbach's alpha ($0.874 \geq 0.50$) suggests high consistency and response reliability.

2.2. Categories of Attributes

The questionnaire emphasizes four distinct categories of communications: 1) Convenience, 2) Relishing nature, 3) Dependable, and 4) Intrusiveness. In each category four specific attributes are identified making a total of 16 attributes.

- 1) Convenience: This set encompasses variables that assess the consumers' threshold of message expediency from the communications sent by the companies via different channels. The message *accessibility*, and *withholding*, as well as *rejection*, *ignorance/skipping* of the communications from the convenience intention evoked in the consumers by the communications are assessed. These variables are correlated to retention of information also.
- 2) Relishing nature: In this category the variables assess the quality value of the communications in terms of the *entertainment*, *enjoyment*, and *pleasing* nature of the posts. This attribute also evaluates how well communications capture the *attention* of the consumers. These variables also assess the consumers' response to retainable and researchable information incorporated in the communications sent by the companies.
- 3) Dependency: This set of variables assesses how *trustworthy*, *informative*, *adequate*, and *reliable* the information is sent by the companies across various media channels. These attributes judge the conformance quality in terms of reliability of the messages. From the receivers' point of view, if the communications sent by the companies have enough information that can redirect the consumers for further query help assess the interactivity of the communications.
- 4) Intrusiveness: The variables here assess how much the messages sent are *time killing* and *disruptive* to the receivers' work and social life. This also evaluates how much channel communication violates the privacy of consumers with messages directed personally (given no personal information was divulged). The variables also assess how *objectionable* the consumers find the personally catered communications sent by the companies given the receivers didn't divulge any personal information. Also measures exaggeration, and repetitiveness of the communications to evoke *annoyance/irritation* to

the consumers.

3. Findings of the Study

3.1. Respondents' Profile

As noted, the study has surveyed 166 consumers of varied demographics. The sample consisted of a lot of millennials and youths from generation-z. Of the total respondents 91 (54.8%) are male and 75 (45.2%) are female. Age wise 15 (9.0%) are in the range of 16-20 years, 88 (53.0%) are in the range of 21-25 years, 23 (13.9%) are in the range of 26-30 years, 17 (10.2%) are in the range of 31-35 years, 4 (2.4%) are in the range of 36-40 years, 3 (1.8%) are in the range of 41-45 years, 16 (9.6%) are 45+ years. The average age of the respondents is 27.3 years. The income distribution showed that 14 (8.4%) are in the range of Tk. 10,000-30,000 (\$118-353), 11 (6.6%) are in the range of Tk. 30,000-50,000 (\$353-588), 15 (9.0%) are in the range of Tk. 50,000-70,000 (\$588-824), 19 (11.4%) are in the range of Tk. 70,000-90,000 (\$588-1,059), 30 (18.1%) are in the range of Tk. 90,000-120,000 (\$1,059-1,412), 24 (14.5%) are in the range of Tk. 120,000-150,000 (\$1,412-1,765), and 53 are in the range of Tk. 150,000+ (\$1,765). The average income of the respondents is Tk. 110,813 (\$1,304). The respondents are in different parts of the urban areas (elite, rich, middle income, etc.).

3.2. Consumers' Usage (Time Spent) of Communication Channels

3.2.1. Television (TV)

Regarding usage (Time spent) of TV, it is noted that a significant number of respondents (41.6%) do not watch TV at all, while quite a few (36.7%) watches TV for 1 to 2 hours per day. Interestingly, only 1.6% of the respondents watch TV for six hours or more daily. On average it is found that the users spend roughly 1.3 hours per day watching TV. From the findings it can be inferred that the subscribers still have interest in watching TV.

3.2.2. Social Media

The findings regarding the use of social media clearly showed the rise of social media. Here it is noted that most people spend at least 2-4 hours daily using different platforms of social media. Interestingly, a significant portion of respondents use it for the 2-4 hours (34.3%) and for 4-6 hours (34.9%) time bracket (cumulatively around 68%). It is further found that a group of power users use it six hours or more every day (11.4%). Very few (3.2%) do not use it at all. On average it is noted that the respondents use it 3.76 hours a day. This explains the shift from TV to social media, as well as consumers' exposition to posts circulated in social media

platforms.

3.2.3. Radio

Radio, once a very popular medium of communication channels, is found to lose the interest of the new generation of consumers. It is found that most of the respondents (72.3%) do not listen to the radio at all; but still a significant number (21.6%) use the radio for 1-5 hours per week. There are very few power users of radio (1.0%), who listen to radio more than 10 hours a week. On average radio is listened to 1.1 hour per week.

3.2.4. Print Media

To understand whether consumers perceive print media differently we have analyzed how much exposed they are to print media in the first place. People show differences in their exposure to reading newspapers and how they perceive communication through them. The study noted that around 22.6% of the respondents read the newspaper seven times per week. On the other hand, it is found that about 17.9% of the respondents do not read the newspaper at all. On average the users read newspapers 3.48 times a week. It can be concluded that print media still has its demand in the community.

Magazines are the other medium of print media communication. Consumers' reading habits are not limited to only books and newspapers, many read different magazines as well, be it regarding business, fashion, or entertainment. It was found that 39.5% of respondents do not read the magazine at all. It is also observed that a very minuscule share of the respondents read the magazine more than four (3.2%), five (2.1%), six (1.1%), or seven (2.6%) times in a week. On average the magazines are read 1.37 times per week.

From the findings above it can be concluded that at present social media is mostly used by urban consumers (3.76 hours a day) followed by TV (1.3 hours a day) and radio (1.1 hours per week). On the other hand, it is noted that newspapers still have their demand (read 3.48 times a week) followed by magazines (read 1.37 times a week).

3.3. Consumers' Perception of Different Communication Channels

The respondents are given 16 communication attributes (simple variables) in statement form to rank their perceived concurrence in a 5-point Likert scale (1: Not at all, 2: A little, 3: Moderately, 4: Much, and 5: Extremely) against the four different communication channels (Print media, TV, Radio, and Social media). These 16 variables are again grouped into four categories (complex variables). In this section comparative analysis of the channels is made based on simple variables, complex variables, and responses by different demographic features.

3.3.1. Analysis Based on Specific Attributes/Simple Variables

As noted, there are 16 communication attributes. The mean responses of these attributes vary from 2.03 to 3.81, implying

that the respondents have concurrences between low and strong regarding these attributes (Table 1). The comparative mean index analysis of these regarding the four channels is detailed below.

Table 1. Descriptive statistics of the attributes.

Communication attributes ↓	Mean (Standard deviation) of different channels				
	Print media	TV	Radio	Social media	All
Easy accessibility	2.97(1.19)*	3.07 (1.07)*	2.17(0.96)	3.71(1.13)	2.98(0.63)
Ease of rejection/switching	3.59(1.20)	3.01 (1.16)*	3.30(1.37)	2.86(1.25)*	3.19(0.32)
Easy to withhold/retain	3.48(1.11)	2.67 (1.07)	2.07(0.86)	3.28(1.10)	2.88(0.63)
Difficult to skip/ignore	2.03(1.20)	2.98 (1.24)*	2.72(1.30)	3.46(1.26)	2.80(0.60)
Enjoyable	2.66(1.13)	3.17 (1.23)*	2.09(1.05)	3.32(1.17)	2.81(0.60)
Entertaining	2.44(1.04)	3.56 (1.17)	2.33(1.16)	3.50(1.18)	2.96(0.66)
Pleasing	2.52(1.10)	3.25 (1.20)	2.19(1.12)	3.54(1.13)	2.88(0.63)
Attention drawing	2.34(1.15)	3.35 (1.18)	2.26(1.15)	3.58(1.11)	2.88(0.68)
Trustworthy	3.10(1.20)*	2.97 (1.08)*	2.35(0.96)	2.71(1.06)	2.78(0.33)
Informative	3.30(1.11)	2.97 (0.94)*	2.27(0.91)	3.38(0.97)	2.98(0.51)
Reliable	3.24(1.10)	3.01 (0.96)*	2.43(0.97)	2.85(1.00)*	2.91(0.38)
Information adequate	3.04(1.08)	2.77 (1.04)*	2.07(0.91)	3.48(0.97)	2.84(0.59)
Work disruptive	2.11(1.19)	3.30 (1.20)	3.07(1.30)*	3.83(1.12)	3.08(0.72)
Time consuming	2.37(1.25)	3.27 (1.10)	2.97(1.17)*	3.38(1.19)	3.00(0.45)
Annoying/irritating	2.73(1.26)	3.16 (1.10)*	3.37(1.27)	3.46(1.21)	3.18(0.33)
Objectionable	3.05(1.48)*	2.98 (1.46)*	2.92(1.45)*	3.56(1.32)	3.13(0.29)

* Not significantly different from 3 (Moderately) at 5% level.

1) Accessibility

Accessibility is a huge factor to any consumer in receiving messages about the company or brand through different channels. Accessibility is measured based on interactivity, re-playability of communications. The most accessible communication channel appeared to be the social media ($\mu=3.71$) and least accessible deemed to be radio ($\mu=2.17$). TV ($\mu=3.07$) and print media ($\mu=2.97$) are rated moderately accessible by the consumers. Overall, the accessibility is found to be moderate ($\mu=2.98$). Social media is still the most interactive form of communication channel where customers can connect with business and their offerings in real-time, hence it is not surprising to see this channel thrive in the accessibility scale.

2) Rejection

The findings indicated that print media is the easiest to reject form of communication channel with a mean index value

(μ) of 3.59 followed by radio ($\mu=3.30$). The TV comes in third with a moderate index ($\mu=3.01$) and not easy rejection nature of channel is social media ($\mu=2.86$). Overall, the rejection ability of the channels is found to be above average ($\mu=3.19$). The finding that social media is the most not easy to reject communication channel might be due to the sample characteristics. The sample consisted of a lot of millennials and youths from generation-z who are glued to their phone and prefer social media over other channels. This demographic dividend of Bangladesh, if properly utilized, is also a positive force of the country.

3) Withholding and Retention

Withholding and retention is an important factor to any subscriber for future custody of the materials. Retention is measured based on preservation, maintenance, censorship and squashing of communications. The easiest to retain communication channel appeared to be print media ($\mu=3.48$) fol-

lowed by social media ($\mu=3.28$). TV ($\mu=2.67$) and print media ($\mu=2.07$) are rated not very easy channels for retention by the consumers. Overall, the retention ability of the channels is found to be below average ($\mu=2.88$). Although print media communications are logically easy to withhold, in social media the customers can connect in real-time, it is also retainable due to online cloud memory storage facilities.

4) Skipping/Ignoring

Regarding difficulty of skipping communications, the study found that social media communications are the most difficult to ignore ($\mu=0.46$); while print media is the least difficult in terms of ignorance ($\mu=2.03$). TV ($\mu=2.98$) and radio ($\mu=2.72$) are found moderately difficult. Overall, the difficulty of ignoring the channels is found to be below average ($\mu=2.80$). This finding portrays a practical picture where people can easily turn the pages of a newspaper or switch between TV and Radio channels. But the same cannot be done for social media where people are forced to watch paid advertisements between videos.

5) Enjoyable

This category assesses, in general, how enjoyable communications received through different communication channels are in terms of the performance of the information. In the study social media ranks as the most enjoyable communication channel ($\mu=3.32$) followed closely by TV ($\mu=3.17$). Print media ranks third ($\mu=2.66$) and radio is described as the least enjoyable channel ($\mu=2.09$). Overall, the enjoyable nature of the channels is found to be below average ($\mu=2.81$). The findings that social media is most enjoyable is also supported by the fact that it is also most difficult to skip.

6) Entertaining

This study further analyzed the entertainment value of the communications sent by the companies through different channels. The findings suggest that TV communications ($\mu=3.56$) closely followed by social media ($\mu=3.50$) are the most entertaining. Print media and radio communications are the least entertaining with close mean values of 2.44 and 2.33 respectively. Overall, the channels are found to be moderately enjoyable ($\mu=2.96$). This supports the previous finding regarding enjoyable attributes.

7) Pleasing

Pleasing measures the soothing/attractiveness of the messages. This category assesses how attractive the communications received through different communication channels are in terms of information delivery. In the study social media ranks as the most pleasing communication channel ($\mu=3.54$) followed closely by TV ($\mu=3.25$). Print media ranks at third ($\mu=2.52$) and radio described as the least enjoyable channel ($\mu=2.19$). Overall, the pleasing nature of the channels is found to be below average ($\mu=2.88$).

8) Attention seeking

Attention seeking measures on how focused one is to the posts received through different communication channels. In the study social media ranks as the most focused communication channel ($\mu=3.58$) followed by TV ($\mu=3.35$). Print me-

dia ($\mu=2.34$) and radio ($\mu=2.26$) are described as the least attention-seeking channels. Overall, the attention-seeking nature of the channels is also found to be below average ($\mu=2.88$) same as pleasing attribute.

9) Trustworthiness

This attribute assesses the adequacy and credibility of the information sent by the companies. The attribute also assesses how truthful the consumers find the fact when the companies send them personally catered communications given the receivers didn't divulge any personal information. The findings showed that print media is the most trusted channel amongst the four ($\mu=3.10$) followed by moderately trusted TV ($\mu=2.97$) and a little less trusted social media ($\mu=2.71$). Radio is the least trusted source with a mean value of 2.35. Radio communications also have the lowest standard deviation value meaning that the responses are more consistent in concluding this source as the least trusted platform. Overall, the trustworthiness of the channels is found to be below average ($\mu=2.78$).

10) Informative

Information is another attribute correlated with the wide range of revealing data received from different communication channels. It is noted that social media is the most informative source of communication ($\mu=3.38$) followed by print media ($\mu=3.30$). The TV is found to be moderately informative ($\mu=2.97$), while radio communications are the least informative according to the findings ($\mu=2.27$). Overall, the channels are found to be moderately informative ($\mu=2.98$). It is expected that print media to be the strong informative channel since trustworthiness and information availability are positively correlated; however, the high standard deviation of print media showed the responses in this category is more dispersed than the rest. There might be a chance this discrepancy in expected outcome and real outcome is a result of a more skewed sample.

11) Reliability

The findings regarding reliability showed that print media is the most reliable source of communication ($\mu=3.24$) followed by moderately valued TV communications ($\mu=3.01$). Social media ($\mu=2.85$) and radio communications ($\mu=2.43$) are found to be less reliable. On average, the channels are found to be moderately reliable ($\mu=2.91$). The findings regarding social media and radio can be due to the existence of several channels promoting their own agenda with exaggeration. These findings are found to be consistent with the results regarding trustworthiness.

12) Information adequacy

Information adequacy refers to the availability of required and essential data. It is noted that social media is the most required source of communication ($\mu=3.48$) followed by print media ($\mu=3.04$). TV is found moderately informative ($\mu=2.77$), while radio communications are the least informative according to the findings ($\mu=2.07$). On average, the channels are found to not have much information adequate ($\mu=2.84$). It is expected that social media to be the strong

informative channel as it contains almost all the information needed (e.g., google).

13) Disruptive to work/social life

Whether communications from channels disrupt the work/social life of people is assessed here. The channel that is found to be the most disruptive to work/social life is social media ($\mu=3.83$) followed by TV ($\mu=3.30$). Radio messages, placed at third, are found to be moderately disruptive ($\mu=3.07$); and print media perceived to cause the least disruption ($\mu=2.11$). The standard deviation of social media also happens to be the lowest, which indicates strong consistency of responses. Overall, the channels are found to moderately disrupt work/social life ($\mu=3.08$). This finding is a practical representation of how addictive social media has become over the years. The fact that social media is causing the most disruption in work/social life along with the least rejecting form of communication channel justifies it being very addictive in nature.

14) Time consuming

This part addresses how time-consuming consumers find communications received from different medias/channels. The findings noted that social media is the most time-consuming communication channel ($\mu=3.38$), closely followed by TV ($\mu=3.27$) and radio being moderately time consuming ($\mu=2.97$). Print media appeared to be the least time-consuming channel ($\mu=2.37$). Overall, the channels are found moderately time consuming ($\mu=3.00$). The findings further support the fact that social media being the most work disruptive channel made this the most time-consuming channel.

15) Annoying

Exaggeration and repetitiveness of messages of the communications sent to consumers via the various communication channels refer to annoyance. It is noted that social media messages are regarded as the most annoying ($\mu=3.46$) closely followed by radio ($\mu=3.37$). TV is placed at third ($\mu=3.16$) and print media is regarded as the least annoying communication medium ($\mu=2.73$). Overall, the channels are found to be quite annoying ($\mu=3.18$). It is true that same as social media, radio and TV also send repetitive messages that arouse an-

noyance to consumers.

16) Objectionable

The importance of consumer privacy in communication is very important. The objectionable nature of communication deals with privacy intrusion of channels and hence explores if consumers find it objectionable if they are addressed privately using these media. An example can be use of consumer name/picture in a communication saying that this customer uses their product and is satisfied; when in real life, the consumer probably does not even use the product. The findings noted that social media is the most objectionable communication channel ($\mu=3.56$), distantly followed by moderate print media ($\mu=3.05$), TV ($\mu=2.98$), and Radio ($\mu=2.92$). Overall, the channels are found quite objectionable ($\mu=3.16$).

17) Overall findings

Overall, the channels in study are found moderately *accessible* ($\mu=2.98$), quite *easy to reject* ($\mu=3.19$), but not *easy to retain* ($\mu=2.88$) and not *difficult to ignore* ($\mu=2.80$). Further the study revealed that overall, the communication channels are not very enjoyable ($\mu=2.81$), moderately *entertaining* ($\mu=2.96$), not quite *pleasing* ($\mu=2.88$) or *attention seeking* ($\mu=2.88$). In addition, the channels are found not to be very *trustworthy* ($\mu=2.78$), moderately *informative* ($\mu=2.98$), but not that *reliable* ($\mu=2.91$), and not *information adequate* ($\mu=2.84$). Interestingly, the channels are found moderately *disruptive* ($\mu=3.08$) and *time consuming* ($\mu=3.00$), but they are found quite *annoying* ($\mu=3.18$) and *objectionable* ($\mu=3.13$).

3.3.2. Group Variable Analysis of the Channels

The study has grouped the 16 communication attributes (simple variables) into four groups: i) Convenience (Accessibility, Rejection, Retaining, Skipping/Ignoring), ii) Relishing (Entertaining, Enjoying, Pleasing, Attention seeking), iii) Dependable (Trustworthy, Informative, Reliable, Adequate), and iv) Intrusiveness (Disruptive, Annoying, Objectionable, Time consuming). The group-wise analysis of the channels is tabulated (Table 2) and detailed below.

Table 2. Descriptive statistics of the group attributes.

Communication group attributes ↓	Mean (Standard deviation) of different channels				
	Print media	TV	Radio	Social media	All
Easy accessibility	2.97(1.19)*	3.07(1.07)*	2.17(0.96)	3.71(1.13)	2.98(0.63)
Ease of rejection/switching	3.59(1.20)	3.01(1.16)*	3.30(1.37)	2.86(1.25)*	3.19(0.32)
Easy to withhold/retain	3.48(1.11)	2.67(1.07)	2.07(0.86)	3.28(1.10)	2.88(0.63)
Difficult to skip/ignore	2.03(1.20)	2.98(1.24)*	2.72(1.30)	3.46(1.26)	2.80(0.60)
Convenience [μ (1-3)]	3.35(0.33)	2.92(0.22)	2.51(0.68)	3.28(0.43)	3.02(0.16)
Enjoyable	2.66(1.13)	3.17(1.23)*	2.09(1.05)	3.32(1.17)	2.81(0.60)

Communication group attributes ↓	Mean (Standard deviation) of different channels				
	Print media	TV	Radio	Social media	All
Entertaining	2.44(1.04)	3.56(1.17)	2.33(1.16)	3.50(1.18)	2.96(0.66)
Pleasing	2.52(1.10)	3.25(1.20)	2.19(1.12)	3.54(1.13)	2.88(0.63)
Attention drawing	2.34(1.15)	3.35(1.18)	2.26(1.15)	3.58(1.11)	2.88(0.68)
Relishing [μ (5-8)]	2.49(0.14)	3.33(0.17)	2.22(0.10)	3.49(0.11)	2.88(0.61)
Trustworthy	3.10(1.20)*	2.97(1.08)*	2.35(0.96)	2.71(1.06)	2.78(0.33)
Informative	3.30(1.11)	2.97(0.94)*	2.27(0.91)	3.38(0.97)	2.98(0.51)
Reliable	3.24(1.10)	3.01(0.96)*	2.43(0.97)	2.85(1.00)*	2.91(0.38)
Information adequate	3.04(1.08)	2.77(1.04)*	2.07(0.91)	3.48(0.97)	2.84(0.59)
Dependency [μ (9-12)]	3.17(0.12)	2.93(0.11)	2.28(0.15)	3.11(0.38)	2.88(0.09)
Work disruptive	2.11(1.19)	3.30(1.20)	3.07(1.30)*	3.83(1.12)	3.08(0.72)
Time consuming	2.37(1.25)	3.27(1.10)	2.97(1.17)*	3.38(1.19)	3.00(0.45)
Annoying/irritating	2.73(1.26)	3.16(1.10)*	3.37(1.27)	3.46(1.21)	3.18(0.33)
Objectionable	3.05(1.48)*	2.98(1.46)*	2.92(1.45)*	3.56(1.32)	3.13(0.29)
Intrusiveness [μ (13-16)]	2.57(0.41)	3.18(0.14)	3.08(0.20)	3.56(0.20)	3.10(0.08)

* Not significantly different from 3 (Moderately) at 5% level.

1. Convenience

Attribute Analysis

Convenience is measured by accessibility, reject ability, retaining/ withholding and ignoring/ skipping. *Accessibility* wise, social media is found most accessible ($\mu=3.71$, $\sigma=1.13$), followed by TV ($\mu=3.07$, $\sigma=1.07$) and print media ($\mu=2.97$, $\sigma=1.19$) which are quite close in response; but radio is found not much accessible ($\mu=2.17$, $\sigma=0.96$). *Reject ability* wise print media is found most easy to reject ($\mu=3.59$, $\sigma=1.20$), followed by radio ($\mu=3.30$, $\sigma=1.37$), and TV ($\mu=3.01$, $\sigma=1.16$); social media is found not easy to reject ($\mu=2.86$, $\sigma=1.25$). In terms of *retaining/ withholding* print media is found most easy to withhold ($\mu=3.48$, $\sigma=1.11$), followed by social media ($\mu=3.28$, $\sigma=1.10$), and TV ($\mu=2.67$, $\sigma=1.07$); radio is found not easy to retain ($\mu=2.07$, $\sigma=0.86$). In terms of *ignoring* social media is found difficult to ignore ($\mu=3.46$, $\sigma=1.26$), followed by TV ($\mu=2.98$, $\sigma=1.24$) and radio ($\mu=2.72$, $\sigma=1.30$); print media is found not difficult to skip ($\mu=2.03$, $\sigma=1.20$).

Channel wise analysis

Four channel platforms are considered in our study: Print media, TV, radio, and social media. Channel wise analysis noted that *print media* is most easy to reject ($\mu=3.59$, $\sigma=1.20$), and withhold ($\mu=3.48$, $\sigma=1.11$), moderately accessible ($\mu=2.97$, $\sigma=1.19$), but not difficult to skip ($\mu=2.03$, $\sigma=1.20$). *Social media*, on the other hand, is found most accessible ($\mu=3.71$, $\sigma=1.13$), quite easy to retain ($\mu=3.28$, $\sigma=1.10$), but most difficult to ignore ($\mu=3.46$, $\sigma=1.26$). It is found not easy to reject ($\mu=2.86$, $\sigma=1.25$). Radio, like print media, is found

easy to reject ($\mu=3.30$, $\sigma=1.37$), not difficult to skip ($\mu=2.72$, $\sigma=1.30$), not much accessible ($\mu=2.17$, $\sigma=0.96$) and not easy to retain ($\mu=2.07$, $\sigma=0.86$). *TV* is found moderate in terms of each of the attributes of convenience [Reject ability ($\mu=3.01$, $\sigma=1.16$), accessibility ($\mu=3.07$, $\sigma=1.07$), Ignorance ($\mu=2.98$, $\sigma=1.24$), retaining ($\mu=2.67$, $\sigma=1.07$). Overall, it can be said that print media is the most convenient, closely followed by social media. TV and radio are moderately convenient.

2. Relishing Nature

Attribute analysis

Relishing group variable is measured by the attributes enjoyable, entertaining, pleasing, and attention seeking nature of communications. In terms of *enjoyment* social media is found most enjoyable ($\mu=3.32$, $\sigma=1.17$), closely followed by TV ($\mu=3.17$, $\sigma=1.23$). The print media ($\mu=2.66$, $\sigma=1.13$) and radio is found not very enjoyable ($\mu=2.09$, $\sigma=1.05$). Regarding *entertaining nature* TV is found most entertaining ($\mu=3.56$, $\sigma=1.17$) very closely followed by social media ($\mu=3.50$, $\sigma=1.18$). Print media ($\mu=2.44$, $\sigma=1.04$) and radio ($\mu=2.33$, $\sigma=1.16$) are not that entertaining. Regarding *pleasing communications*, social media is found most pleasing ($\mu=3.54$, $\sigma=1.13$) closely followed by TV ($\mu=3.25$, $\sigma=1.20$). Print media ($\mu=2.52$, $\sigma=1.10$) and radio ($\mu=2.19$, $\sigma=1.12$) are found not that pleasing. In terms of *attention seeking* social media is found most attention seeker ($\mu=3.58$, $\sigma=1.11$), closely followed by TV ($\mu=3.35$, $\sigma=1.18$). The print media ($\mu=2.34$, $\sigma=1.15$) and radio ($\mu=2.26$, $\sigma=1.15$) is found not much attention seeker.

Channel wise analysis

Channel wise analysis noted that *print media* is found moderate in terms of each of the attributes of relishing nature [enjoyable ($\mu=2.66$, $\sigma=1.13$), entertaining ($\mu=2.44$, $\sigma=1.04$), pleasing ($\mu=2.52$, $\sigma=1.10$), attention seeking ($\mu=2.34$, $\sigma=1.15$)]. *Social media*, on the other hand, is found most agreeable in terms of each of the relishing attributes [enjoyable ($\mu=3.32$, $\sigma=1.17$), entertaining ($\mu=3.50$, $\sigma=1.04$), pleasing ($\mu=3.54$, $\sigma=1.13$), attention seeking ($\mu=3.58$, $\sigma=1.11$)]. *Radio*, like print media, is found distantly moderate [enjoyable ($\mu=2.09$, $\sigma=1.05$), entertaining ($\mu=2.33$, $\sigma=1.16$), pleasing ($\mu=2.19$, $\sigma=1.12$), attention seeking ($\mu=2.26$, $\sigma=1.15$)]. *TV* is found next to social media in terms of the relishing attributes of [enjoyable ($\mu=3.17$, $\sigma=1.23$), entertaining ($\mu=3.56$, $\sigma=1.17$), pleasing ($\mu=3.25$, $\sigma=1.20$), attention seeking ($\mu=3.35$, $\sigma=1.18$)]. Overall, it can be said that *social media* is the most relishing ($\mu=3.49$, $\sigma=0.11$) closely followed by TV ($\mu=3.33$, $\sigma=0.17$). On the other hand, print media ($\mu=2.49$, $\sigma=0.14$) and radio ($\mu=2.22$, $\sigma=0.10$) are found not to be much relishing.

3. Dependency

Attribute analysis

The dependency group communication is measured by the attributes trustworthy, informative, reliability, and information adequacy. In terms of *trustworthy* nature, print media is found most trusted ($\mu=3.10$, $\sigma=1.20$), closely followed by TV ($\mu=2.97$, $\sigma=1.08$). The social media ($\mu=2.71$, $\sigma=1.06$) and radio is found not very trustworthy ($\mu=2.35$, $\sigma=0.96$). Regarding *information hub* social media is found most informative ($\mu=3.38$, $\sigma=0.97$) very closely followed by print media ($\mu=3.30$, $\sigma=1.11$). TV ($\mu=2.97$, $\sigma=1.08$) is perceived to be moderately informative but radio is found to be less informative ($\mu=2.27$, $\sigma=0.91$). Regarding *reliability*, print media is found most reliable ($\mu=3.24$, $\sigma=1.10$) followed by TV ($\mu=3.01$, $\sigma=0.96$). Social media ($\mu=2.43$, $\sigma=1.00$) and radio ($\mu=2.43$, $\sigma=0.97$) are found not that reliable. In terms of *information adequacy* social media is found most adequate ($\mu=3.48$, $\sigma=0.97$), followed by print media ($\mu=3.04$, $\sigma=1.08$). The TV ($\mu=2.77$, $\sigma=1.04$) and radio ($\mu=2.07$, $\sigma=0.91$) is found not much information adequate.

Channel wise analysis

Channel wise analysis noted that *print media* is most trustworthy ($\mu=3.10$, $\sigma=1.20$), largely informative ($\mu=3.30$, $\sigma=1.11$), most reliable ($\mu=3.24$, $\sigma=1.10$), and moderately information adequate ($\mu=3.04$, $\sigma=1.08$). *Social media*, on the other hand, is found to be less trustworthy ($\mu=2.71$, $\sigma=1.06$), most informative ($\mu=3.38$, $\sigma=0.97$), less reliable ($\mu=2.85$, $\sigma=1.00$), and most information adequate ($\mu=3.48$, $\sigma=0.97$). *Radio* is found lowest in terms of each of the attributes of dependency [trustworthy ($\mu=2.35$, $\sigma=0.96$), informative ($\mu=2.97$, $\sigma=0.91$), reliability ($\mu=2.43$, $\sigma=0.97$), and information adequacy ($\mu=2.07$, $\sigma=0.91$)]. *TV* is found moderately dependent in terms of the attributes [trustworthy ($\mu=2.97$, $\sigma=1.08$), informative ($\mu=2.97$, $\sigma=0.94$), reliable ($\mu=3.01$, $\sigma=0.96$), and information adequate ($\mu=2.77$, $\sigma=1.04$)]. Overall, it can be said that print media is found most dependable

($\mu=3.17$, $\sigma=0.12$) closely followed by social media ($\mu=3.11$, $\sigma=0.38$). TV appeared to be moderately dependable ($\mu=2.93$, $\sigma=0.11$), but radio is found least dependable ($\mu=2.28$, $\sigma=0.15$).

4. Intrusiveness

Attribute analysis

This group assesses the perceived intrusiveness of communications based on disruption (work/ social life), annoyance (exaggeration/ repetitiveness of messages), objectionable (violation of privacy), and time consuming (wastage of time). In terms of *work disruption* social media stands first ($\mu=3.83$, $\sigma=1.12$), followed by TV ($\mu=3.30$, $\sigma=1.20$). The radio is found moderate in work disruption ($\mu=3.07$, $\sigma=1.30$) and radio is the least disruptive ($\mu=2.11$, $\sigma=1.19$). Regarding *annoyance* social media is found most irritating ($\mu=3.46$, $\sigma=1.21$) very closely followed by radio ($\mu=3.37$, $\sigma=1.27$). TV ($\mu=3.16$, $\sigma=1.10$), and radio ($\mu=2.73$, $\sigma=1.26$) are perceived to be moderately annoying. Regarding *objectionable* messages social media is again found violating privacy the most ($\mu=3.56$, $\sigma=1.32$). The rest three channels are found moderately objectionable [TV ($\mu=2.98$, $\sigma=1.46$), print media ($\mu=3.05$, $\sigma=1.48$), and radio ($\mu=2.92$, $\sigma=1.45$)]. In terms of *time consumption* social media is found most time consuming ($\mu=3.56$, $\sigma=0.20$), followed by TV ($\mu=3.18$, $\sigma=0.14$). The radio ($\mu=2.97$, $\sigma=1.17$) is found moderately time killing, and print media is not that time consuming ($\mu=2.37$, $\sigma=1.25$).

Channel wise analysis

Channel wise intrusiveness analysis noted that *social media* is leading in all the attributes [work/ life disruption ($\mu=3.83$, $\sigma=1.12$), annoyance ($\mu=3.46$, $\sigma=1.21$), objectionable ($\mu=3.56$, $\sigma=1.32$), and time killing ($\mu=3.38$, $\sigma=1.19$)]. *TV* comes next in this parameter [work/ life disruption ($\mu=3.30$, $\sigma=1.20$), annoyance ($\mu=3.16$, $\sigma=1.10$), objectionable ($\mu=2.98$, $\sigma=1.46$), and time killing ($\mu=3.27$, $\sigma=1.10$)]. *Radio* is found moderate in terms of the attributes of intrusiveness [work/ life disruption ($\mu=3.07$, $\sigma=1.30$), annoyance ($\mu=3.37$, $\sigma=1.27$), objectionable ($\mu=2.92$, $\sigma=1.45$), and time killing ($\mu=2.97$, $\sigma=1.11$)]. *Print media* is found least intrusive in terms of the attributes [work/ life disruption ($\mu=2.11$, $\sigma=1.19$), annoyance ($\mu=2.73$, $\sigma=1.26$), objectionable ($\mu=3.05$, $\sigma=1.48$), and time killing ($\mu=2.37$, $\sigma=1.25$)].

The group findings indicated that overall social media is most intrusive ($\mu=3.56$, $\sigma=0.20$), followed by TV ($\mu=3.18$, $\sigma=0.14$). The radio ($\mu=3.08$, $\sigma=0.20$) is found to be moderately intrusive and print media ($\mu=2.57$, $\sigma=0.41$) is the least intrusive in the list.

Overall findings

As noted, the 16 communication attributes are grouped into four categories: i) Convenience, ii) Relishing, iii) Dependable, and iv) Intrusive. It is found that print media is the most convenient channel ($\mu=3.38$), followed by social media ($\mu=3.28$). TV appeared to be a little less convenient ($\mu=2.92$), but the radio is quite inconvenient ($\mu=2.51$). Overall, the communication channels are found to be moderately convenient ($\mu=3.02$). Regarding relishing nature social media is found most relishing

($\mu=3.49$), followed by TV ($\mu=3.33$). Print media ($\mu=2.49$) and radio ($\mu=2.22$) are found not relishing at all. Overall, the communication channels are found not very relishing ($\mu=2.88$). Further it is revealed that print media ($\mu=3.17$) and social media ($\mu=3.11$) are to some extent dependable, TV a little less dependable ($\mu=2.93$), but radio is not that dependable ($\mu=2.28$). Overall, the communication channels are found not very dependable ($\mu=2.88$). In terms of intrusiveness social media ($\mu=3.56$) found to be most intrusive, followed by TV ($\mu=3.18$) and radio ($\mu=3.08$). Print media appeared to be not very intrusive ($\mu=2.57$). Overall, the communication channels are found moderately intrusive ($\mu=3.10$).

3.4. Consumers' Perception Based on Demographic Features

The study tried to find out the consumers' perceptual differences of the attributes as per different demographic features (i.e., gender, age, income, resident location) of the channels. In terms of *gender* no difference is noted in the responses, except regarding the attribute 'easy to reject the radio'. Here male members found radio communications comparatively easy to reject than the females (3.52 versus 3.04). In terms of *age*, it is noted that in 10 cases significant but weak correlations exist (Table 3).

Table 3. Correlation coefficient (*r*) between attributes and age.

Variable/Attribute	Correlation coefficient (<i>r</i>)	Variable/Attribute	Correlation coefficient (<i>r</i>)
Easy to reject print media	-0.235	Print media is convenient	+0.219
Easy to reject Radio ad	-0.209	TVC is convenient	+0.157
Print media is enjoyable	+0.252	Print media is entertaining	+0.190
TVC is enjoyable	+0.187	Radio ads are entertaining	+0.161
TVC is informative	+0.179	Radio ads are annoying	-0.203

The correlation between household income and different attributes does not show much significant relationship. In only two cases a significant but weak positive relationship is observed. These are 'easy to reject radio' (+0.195), and 'TV is disruptive' (+0.178). This indicates that higher income groups think it is easy to avoid radio, and the TV communications are disruptive.

4. Summary, Conclusions, and Recommendations

The study explored the perception of Bangladeshi urban subscribers regarding communication effectiveness of four different channels (i.e., print media, TV, radio, and social media) in terms of 16 attributes grouped as convenience, relishing nature, dependency, and intrusiveness. A total of 166 communication channel subscribers' opinions are collected, composed, and analyzed by using frequency analysis, index analysis, descriptive statistics, t-tests, and one-way ANOVA. The study used non-probabilistic convenient and judgmental sampling techniques. Demographic dimensions (i.e., age, gender, occupation, and cultural backgrounds) are considered to find the difference in opinions within these groups. The study used face validity to identify the variables. A high Cronbach's alpha ($0.874 \geq 0.50$) suggests high consistency and response reliability.

As noted, the study has surveyed 166 consumers of varied

demographics. The sample consisted of a lot of millennials and youths from generation-Z. Of the total respondents 91 (54.8%) are male and 75 (45.2%) are female. The average age of the respondents is 27.3 years with a range of 16-50 years. The average income of the respondents is Tk. 110,813 (\$1,304). The findings revealed that social media is mostly used by urban consumers (3.76 hours a day) followed by TV (1.3 hours a day) and radio (1.1 hours per week). On the other hand, newspapers still have their demand (read 3.48 times a week) followed by magazines (read 1.37 times a week).

In terms of attributes, the channels are found moderately *accessible* ($\mu=2.98$), quite *easy to reject* ($\mu=3.19$), but not *easy to retain* ($\mu=2.88$) and not *difficult to ignore* ($\mu=2.80$). Further the study revealed that the communication channels are not much enjoyable ($\mu=2.81$), moderately *entertaining* ($\mu=2.96$), not quite *pleasing* ($\mu=2.88$) or *attention seeking* ($\mu=2.88$). In addition, the channels are found not to be very *trustworthy* ($\mu=2.78$), moderately *informative* ($\mu=2.98$), but not that *reliable* ($\mu=2.91$), and not *information adequate* ($\mu=2.84$). Interestingly, the channels are found moderately *disruptive* ($\mu=3.08$) and *time consuming* ($\mu=3.00$), but they are found quite *annoying* ($\mu=3.18$) and *objectionable* ($\mu=3.13$).

Group wise it is found that print media is the most convenient channel ($\mu=3.38$), followed by social media ($\mu=3.28$). TV appeared to be a little less convenient ($\mu=2.92$), but the radio is quite inconvenient ($\mu=2.51$). Regarding relishing nature social media is found most relishing ($\mu=3.49$), fol-

lowed by TV ($\mu=3.33$). Print media ($\mu=2.49$) and radio ($\mu=2.22$) is found not relishing at all. Further it is revealed that print media ($\mu=3.17$) and social media ($\mu=3.11$) are to some extent dependable, TV a little less dependable ($\mu=2.93$), but radio is not that dependable ($\mu=2.28$). In terms of intrusiveness social media ($\mu=3.56$) found to be most intrusive, followed by TV ($\mu=3.18$) and radio ($\mu=3.08$). Print media appeared to be not very intrusive ($\mu=2.57$). Overall, the communication channels are found moderately convenient ($\mu=3.02$), not much relishing ($\mu=2.88$), not much dependent ($\mu=2.88$) and moderately intrusive ($\mu=3.10$).

Regarding consumers' perceptual differences of the attributes as per different demographic features (i.e., gender, age, income, resident location) the study noted that in terms of *gender* no difference is noted in the responses, except regarding the attribute 'easy to reject the radio'. Here male members found radio communications comparatively easy to reject than the females (3.52 versus 3.04). In terms of *age*, it is noted that in 10 cases significant but weak correlations exist. The correlation between household income and different attributes does not show much significant relationship. In only two cases a significant but weak positive relationship is observed. These are 'easy to reject radio' (+0.195), and 'TV is disruptive' (+0.178). This indicates that higher income groups

think it is easy to avoid radio, and the TV communications are disruptive. As each of the platforms has its advantages and disadvantages, the communicators need to choose them very carefully, objectively, and rationally.

Abbreviations

B2C	Business-to-Consumer
C2C	Consumer-to-Consumer
SMS	Short Message Service
Tk.	Abbreviation of 'Taka', The Currency of Bangladesh
TV	Television

Author Contributions

Muhammad Ziaulhaq Mamun is the sole author. The author read and approved the final manuscript.

Conflicts of Interest

The authors declare no conflicts of interest

Appendix

Table A1. Co-ordination Schema.

Parameters	Complex variables	Simple variables	Values
Communication channel (print media, TV, radio, social media) effectiveness	Convenience	Accessibility	5-point Likert scale (Concurrence) 1: not at all 2: a little 3: moderately 4: strongly 5: extremely
		Rejection	
		Withholding	
		Ignorance	
		Enjoyable	
	Relishing nature	Entertaining	
		Pleasing	
		Attention seeking	
	Dependency	Trustworthy	
		Informative	
		Reliability	
	Intrusiveness	Adequacy	
		Disruptive	
		Time consuming	
		Annoying	
		Objectionable	

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