

Analysis of advertising media in automotive dealerships in Guasave, Sinaloa, México.

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Abstract. This article is oriented on conducting a study of advertising media used in automotive dealerships in Guasave, Sinaloa, Mexico, to analyse the advertising media they use, the method used was mixed, with a descriptive approach, and data collection was carried out from November to December 2022. The results showed that automotive dealers increased the implementation of advertising resources through the Internet, adapting to the changes of consumers. However, they expressed that it is advisable to make a combination of both traditional and digital, to improve the massification of advertising information. The analysis obtained relevant information on the advantages and disadvantages of each advertising medium used, which supports companies in making decisions concerning media planning.

Keywords: advertising media, car dealerships, analysis.

1. Introduction

Nowadays, automotive dealerships are in constant search of mechanisms to strengthen their advertising through the media and achieve efficiency in their processes, for this reason, it is essential to conduct research to understand consumer habits and contribute significantly to implementing advertising campaigns using the appropriate media. Likewise, we are living in a time of constant change due to the irruption of digital technologies, which is causing a transformation in the way the market and businesses in general operate, which in turn is generating the transformation of the automotive industry and altering traditional business models [1].

When companies decide to implement an advertising campaign, the need arises to select the medium through which the messages will be sent; the organization will have to decide which communication channel will be used. In this sense [2] explains that advertising media are the channels through which advertising actions are disseminated to persuade as many people as possible to purchase a product or service.

Advertising media play a very important role for companies, during the marketing process, to stimulate demand for a product and make it known. Nowadays, the dissemination of advertisements has been transformed together with technological progress, from the new scenario the challenge for organisations is to strengthen their interaction with customers by implementing virtual platforms and disseminating information through digital devices using creativity in their messages.

Online advertising is an important instrument for businesses, the breakthrough in information and communication technologies provides an extensive range of advertising tools in a digital world, providing informative, persuasive and competitive functions. It has a great impact on customer behaviour, through its content, making buyers reflective of their needs, prompting them to make a purchase [3].

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In this regard [4] explains that media planning should be developed in an organised way, separating by categories, mentioning which platforms will be used, what exposure time each one will have, the costs and expected performance indicators. The media selected should be oriented to market segments. Among those that can be chosen are websites, blogs, YouTube channels, social networks, influencers and their channels.

In the same vein [5] explain that there are several ways to convey advertising messages in digital media. However, it is important to analyse which platform has the greatest impact, an example are the different social networks such as Instagram, Twitter, LinkedIn and Facebook, each one offers various particularities, companies should consider the characteristics of the target audience, investigate the results that show each network mentioned before selecting the one to use.

As the authors indicate, the increasing trend of internet use indicates the importance of implementing digital marketing in automotive dealerships, this tool allows companies to let customers know about the products or services they offer, as well as interact immediately. [6] mention that technology has advanced to the point where companies have chosen to use it and carry out commercial activities through the implementation of digital marketing, to optimise their resources, shorten distances, cover more territory, and capture new customers and brand awareness.

Regarding media planning, [7] explains that it is the procedure that must be developed before launching the advertising campaign, this process applies various techniques to massively disseminate advertising messages. The success of the campaign depends largely on the design and configuration of the plan, which is why he proposes a series of steps to elaborate it, as shown in Table 1.

Table 1 Steps to develop a media plan.

Steps	Description
Definition of objectives	The aim is to find meaning and directionality in the campaign to be launched.
Target audience	Determine who the campaign is going to target.
Strategy	This is the process in which the essence of the idea that the campaign wants to transmit is decided.
Channels	The communicative aspects and formal elements that will accompany the message are determined.

Media	Selecting the specific media in which the messages of the advertising campaign will be inserted.
Format definition	The formats that best suit the objectives and the budget allocated must be sought.
Budget allocation	Distribute the available budget among the selected media during the campaign period.
Timing	This consists of studying the duration of the advertising campaign and locating the most appropriate moments for its execution.
Plan analysis	Evaluating whether the objectives of the advertising campaign have been met.

Source: Own elaboration with information from [7]

The process to elaborate the media plan mentioned by the author is made up of nine stages, which specify in detail the activities that must be carried out to efficiently develop the plan. In the beginning, it establishes the objectives as guidelines to be followed in the following phases, through analysis of the target audience, in this way the strategy can be developed, which implies the idea that the campaign needs to transmit, then the channels and media to insert the messages are determined, the format must be defined based on the allocated budget, and finally, the timing is specified, which consists of deciding the time that the campaign will last, taking into account the most appropriate moments for its implementation. The last point refers to the general evaluation of the plan, which consists of checking whether the objectives were achieved.

On the other hand [8] explains that the media plan is an instrument that contains the elements of the advertising campaign, such as product information, the capacity of the creative process of the messages, the choice of media and support, the planning and budget, and finally, the mechanisms for the evaluation of the plan. In addition, it mentions that to elaborate the plan, the audience, frequency, quality of the medium, media and the amount of repetition of the message should be considered.

In terms of advertising media and planning, each company will analyse the context to select the most appropriate one, taking into account the audience, strategy, objectives, budget and target audience. [9] indicates in this regard that the choice of the most appropriate medium to develop the advertising campaign is not a decision that the organisation will maintain in a fixed way, it is its communication strategy, the products, the specific audience to be addressed, so the most effective medium will have to be analysed in each case.

The aforementioned factors underpin the importance of this article, which aims to analyse the advertising media used by car dealerships in Guasave, Sinaloa, Mexico, to contribute to the efficiency of their marketing processes. The study reflects the characteristics of the communication channels they use, as well as the advantages and disadvantages, information that should be considered for the selection of the appropriate channel for the advertising campaign.

2. Materials and methods

The research was carried out with the mixed method and descriptive approach, considered as the most appropriate to convey the analysis of the advertising media used by automotive dealerships, as explained by [10] involves a process of collecting, analysing and linking quantitative and qualitative data in the same study to respond to a problem statement.

The study is delimited in the municipality of Guasave, located in the northwest of the State of Sinaloa in Mexico, between the meridians 108°10'44.40" and 109°01'37.20". Its territory consists of 3,464.41

square kilometres and is located at an average altitude of 15 meters above sea level. To the north, it borders Ahome, El Fuerte and Sinaloa de Leyva, to the east with Salvador Alvarado and Angostura, to the south and west with the Gulf of California and the northwest once again with the municipality of Ahome [11].

The companies registered in the National Statistical Directory of Economic Units (DENUE) [12] which belong to the automotive dealerships of Guasave, Sinaloa, are a total of 10 companies, however, only 6 were surveyed, since 4 are not currently operating, the collection period was carried out from November to December 2022.

A non-probabilistic convenience sample was used, and the research was carried out in automotive dealerships located in the city of Guasave, Sinaloa. The measurement instruments used in the research were the structured interview and the survey, which were used to carry out the analysis of the advertising media currently used by automotive dealerships. The variables analysed were traditional and digital advertising media, the impact they generate, which has the best results, and finally the advantages and disadvantages.

3. Results and discussion

The results obtained from the surveys were tabulated and graphed to show clearly and simply the analysis carried out, using numbers and percentages for each answer. To carry out the analysis of the advertising media, questions focused on traditional and digital advertising channels were asked. The first question was: What advertising media do automotive dealerships use in Guasave, Sinaloa? Figure 1 shows the results, which indicate that the most used advertising medium is the Internet, belonging to the digital sector which includes websites, blogs, email, YouTube channels, and social networks. Even outsourcing influencers and their channels, among others.

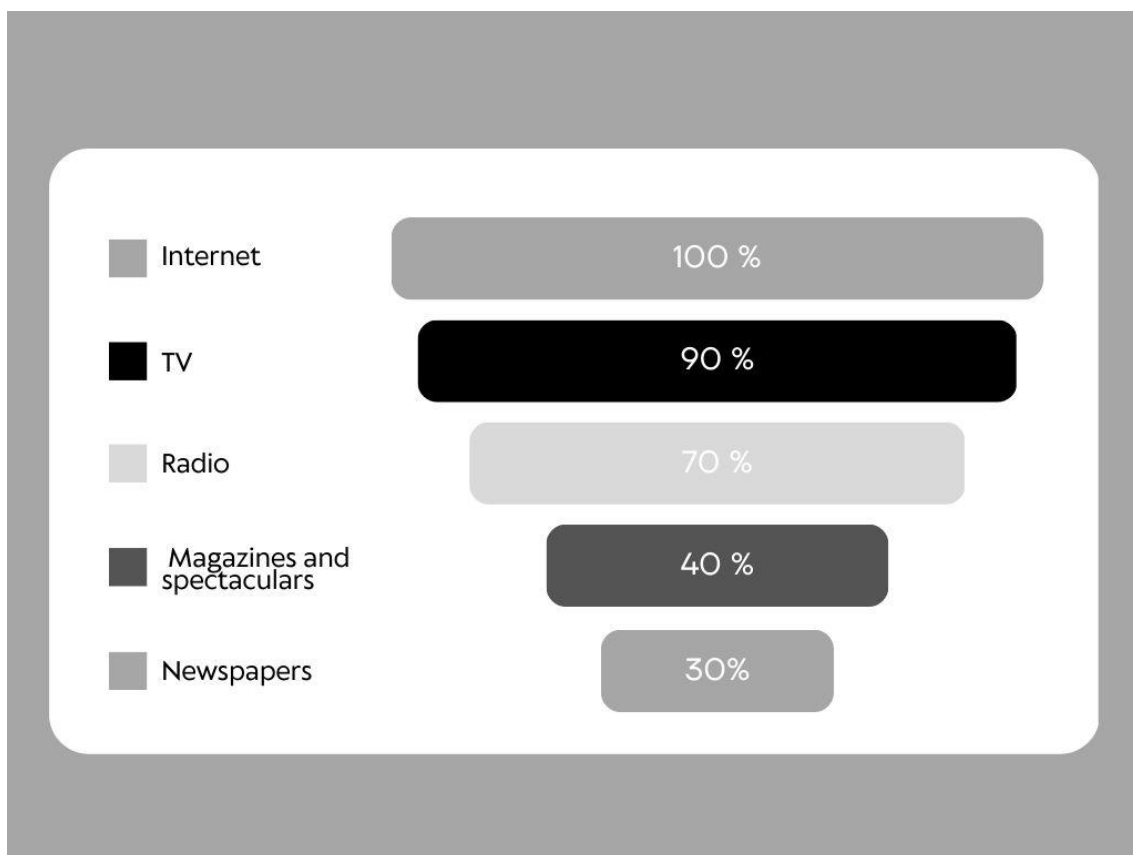


Figure 1: Advertising media used by car dealerships in Guasave.

Automotive dealerships in Guasave have increased the implementation of internet-based advertising media, adapting to consumer changes as internet usage has greatly increased, in the same context is StarCars, a car dealership operating in Piemonte, Italy. [13] explored the digital transformation of customers and the interconnection between the restructuring of an automotive company and its daily activities.

Dealership managers explained that since the pandemic, they have used mobile phones as a medium to share advertising and promotions through social networks such as WhatsApp, Instagram and Facebook. They also indicated that staff had to be trained to use this type of digital media to achieve good customer acquisition. They even set a customer service objective; to respond in less than 10 minutes after receiving the message, which includes social networks, emails and websites.

The results agree with [14] who state that the accelerated growth in the use of mobile phones has generated concern among marketing experts about digital advertising as a tool for targeted communication. Through this medium, personal information, location and sensitive data can be obtained to accurately deliver personalised marketing messages to customers.

Concerning traditional and digital advertising media, it was asked which was the most appropriate for the dealerships, the result favoured digital advertising with 70%, however, the rest considered that traditional channels such as TV, radio, print and billboards are still very appropriate for this type of company, due to the characteristics of their customers, highlighting that most of their buyers are farmers or people in rural areas where they do not even have an internet signal, they do not rule out the importance of digital advertising, but reflect on the context in which the automotive dealership company is located. Figure 2 below shows the results of the appropriate advertising medium for car dealerships.

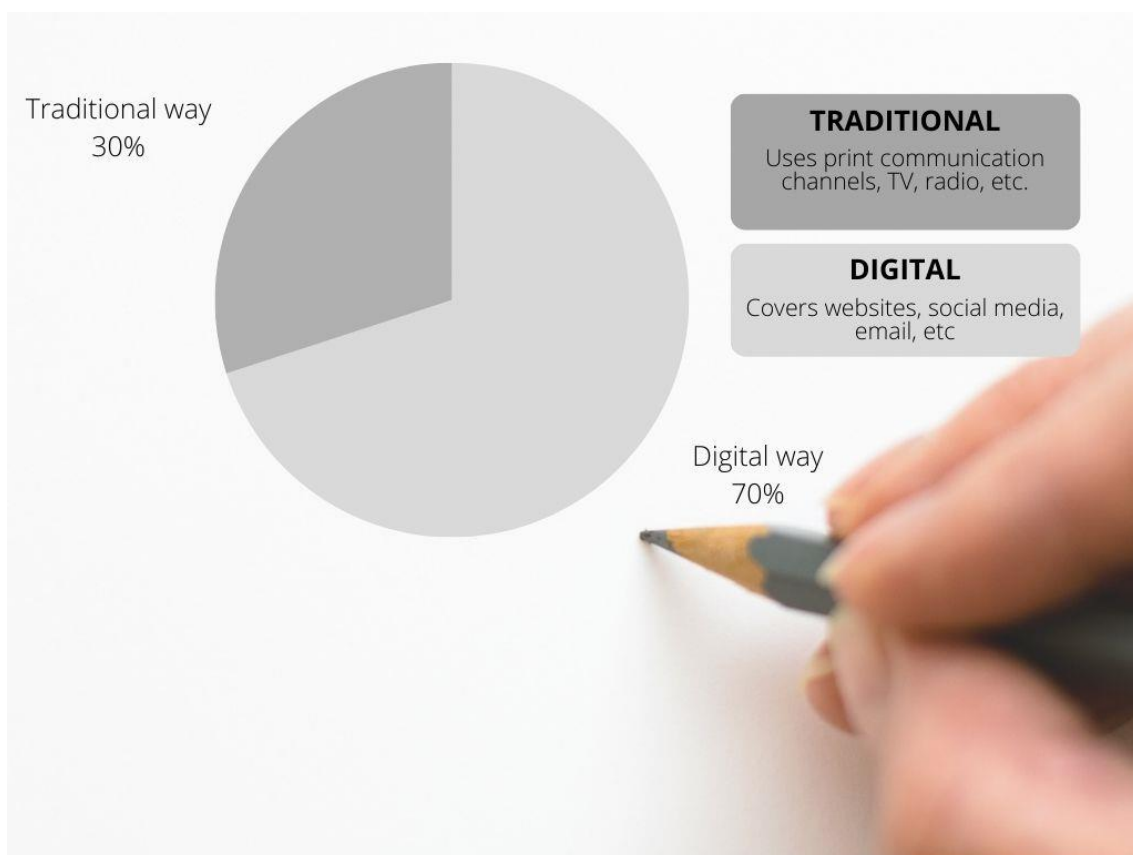


Figure 2: Appropriate advertising media for automotive dealerships in Guasave

The results coincide with [15] who explains in his research "Análisis de la Publicidad digital en los sitios web españoles de mayor audiencia" (Analysis of digital advertising on the most popular Spanish websites) that the Internet has proven in recent years to be the most popular medium for consultation, information and entertainment among consumers. Companies are aware of this, which is why they are present in this medium through advertising activity. The aim is to connect with the consumer in interesting and different ways and thus retain their loyalty. To do this, companies not only have to impress the consumer with their messages, but those ads have to be effective. Digital advertising offers several ways to achieve this goal.

The results are shown in Figure 3, which shows that the internet and television are the advertising media that generate the greatest impact with a difference of 10%, this is due to the audiovisual and technological elements, as well as the tendency of the new generations to use the internet. Outdoor advertising through billboard advertisements is in third place with 70%, and radio is seen as a less innovative medium, therefore, it is in last place with 50%.

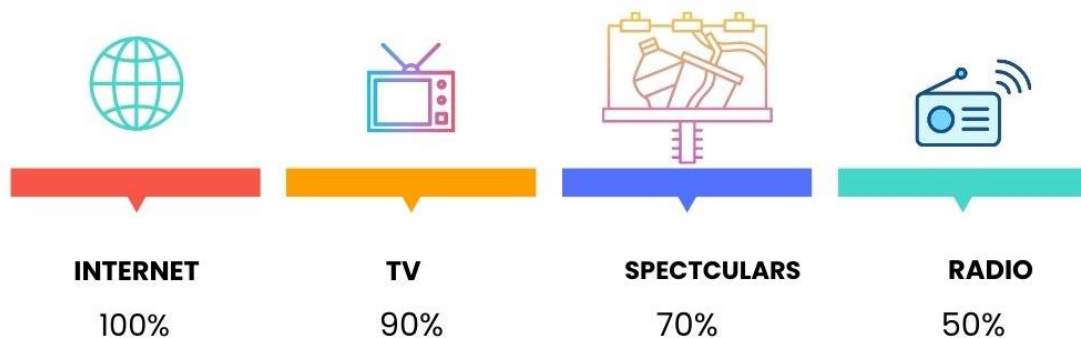


Figure 3: Advertising media with the highest impact on Guasave car dealerships.

However, it is important to mention that it is advisable to make a combination of traditional and digital advertising channels to have a greater impact, evaluating growth indicators, as explained by [16] the use of digital media can be implemented in combination with traditional communication tools to improve the massification of advertising information.

Table 2 Characteristics of advertising media used by Guasave car dealerships

Advertising media	Characteristics						
	Visual	Auditory	International reach	National reach	Local reach	Ease of measuring impact	Interactive
Internet	✓	✓	✓	✓	✓	✓	✓

TV	✓	✓	✓	✓	✓
Spectaculars	✓			✓	
Magazines	✓			✓	
Newspapers	✓			✓	
Radio		✓		✓	✓

Source: Own elaboration.

According to the marketing managers of the companies surveyed, the characteristics of the advertising media vary, however, they explain that the internet is the most complete medium because it is virtual, auditory, interactive, has international, national and local reach, and it is easy to measure the impact, which is why they emphasise the use of this medium to launch their advertising campaigns.

Regarding the frequency of implementation of advertising campaigns, they stated that they used different times when using digital and traditional media, due to its practicality and ease, in online campaigns, the time is at least every month, while in traditional channels the time to implement them is between 2 and 6 months. The results are specifically shown in Table 3, which presents the percentages of the frequency of advertising campaigns in car dealerships.

Table 3 Frequency of implementing advertising campaigns in digital and traditional media in Guasave automotive dealerships.

<i>Frequency</i>	<i>Digital media</i>	<i>Traditional media</i>
<i>Every month</i>	80%	
<i>Between 2 to 4 months</i>		60%
<i>Every 6 months</i>	20%	40%
<i>Once a year</i>		

Source: Own elaboration.

The marketing managers of the dealerships pointed out the advantages and disadvantages of each advertising medium they currently use, this diagnosis is according to their evaluations. In addition, they explain the importance of conducting this type of research, as it supports them. The objective is to measure the audience and the impact on sales to choose the appropriate medium according to the results. The analysis is shown in detail in Table 4 below.

Table 4 Analysis of the advantages and disadvantages of the advertising media used by automotive dealerships in Guasave.

Advertising media	Advantages	Disadvantages
Internet	<p>Broad and diverse audience.</p> <p>Auditory, visual and interactive.</p> <p>Different communication channels such as mail, social networks, YouTube channels, websites, and blogs, among others.</p> <p>Ability to personalise messages.</p> <p>Affordable cost.</p> <p>Ease the ability to measure the effectiveness of advertising.</p> <p>Great capacity to segment the market.</p> <p>Ability to develop advertising quickly according to the changes that occur.</p> <p>Increasing use of the internet.</p>	<p>A high number of online competitions.</p> <p>Emails can go to spam.</p> <p>Not all customers use the Internet.</p> <p>Customers may ignore advertisements.</p>
TV	<p>Different television channels with national and local reach.</p> <p>Great visual and auditory impact.</p> <p>It is an advertising medium used by the brand</p> <p>Positive impact.</p> <p>Capacity for market segmentation.</p>	<p>High cost.</p> <p>The possibility that viewers do not see the advertisements.</p> <p>There are a large number of channels and there is a possibility of not reaching the target audience.</p>
Spectaculars	<p>High exposure.</p> <p>Large size.</p> <p>Good image.</p>	<p>High cost.</p> <p>Local reach.</p> <p>Difficult to measure the impact of advertising.</p>

	Low message competition in the municipality.	Limited message.
Magazines	High image quality. Local acceptability Affordable cost.	Exposed to deterioration due to the weather or vandalism. The reach of the magazine in which they advertise is only local. The readership of print media is decreasing.
Newspapers	Affordable cost. Good local acceptance. Average cost.	Poor image quality Decreased readership.

Source: Own elaboration.

As can be seen in Table 4, each advertising medium has advantages and disadvantages, in that context it is appropriate to make a combination, each licensee must decide which media to use, including traditional and digital to complement each other and achieve maximum results. It is important to mention that the type of communication channel to select depends on the characteristics of the target audience.

100% of the concessionaires agree on the importance of investing in advertising on an ongoing basis, they detail that it depends on the budget they allocate for spending on advertising media, they emphasised advertising through social networks because it does not require a large investment it is one of the options they use most frequently, they even mentioned that from 2020 they saw the need to hire staff specialised in the management of social networks.

It is essential to mention that COVID-19 was a determining factor in strengthening social networks, 100% of the concessionaires explained that it is of great importance to position themselves in this type of social media, among which the following stand out: Facebook, Instagram, Tik Tok, YouTube and WhatsApp. They explained that they used to use them before but as a result of the confinement they used them more frequently. The manager of the Nissan dealership indicated that the use of print media decreased greatly during the pandemic, to the extent that they stopped using print media during the pandemic, only leaving digital media such as social media, email and websites.

Similarly, the Toyota dealership manager explains that during the confinement caused by the pandemic, the use of traditional advertising media, such as newspapers, magazines and billboards, was stopped. However, they emphasise the use of digital advertising media, indicating that dealerships have to respect the policies of each automotive brand, and therefore comply with the guidelines for online advertising, informing customers of advertising and promotions.

Another aspect that modified the COVID-19, was its advertising media planning, changes were made in advertising, because of the confinement there was a need to emphasize the use of digital media to

launch advertising ads, and 100% of the dealerships made changes in the advertising area, its focus was carried out to strengthen technologies and have greater virtual presence.

4. Conclusions

The study shows that media disruption has been drastically transformed, it was detected those automotive dealerships in Guasave, adapt to changes, and stay ahead, evolving according to the context, a clear example was given from the pandemic, driving the growth largely in the use of digital advertising media. This information agrees with [17] who explain that over time and with the accelerated technological evolution, all advertising media have transformed the following variables:

1. Digitalisation: increased presence on the Internet.
2. Convergence: they are interrelated with each other.
3. Interaction with the audience: they allow the audience to connect with the sender of the message.

The results on the trend in the use of digital advertising media in automotive dealerships in Guasave coincide with the study by [13] highlighting the importance of a digital mindset, a flexible and agile business structure, considering it an essential factor to have digital skills for organisations in this field to modernise and take advantage of information technology infrastructures to interact quickly with their environment, manage data flow in real time and adapt accordingly.

From the growth in the use of digital media for advertising, automotive dealerships in Guasave should strengthen the use of mobile phones as a communication channel to transmit their advertising and promotions through mobile phones, as it has become an efficient way to offer promotions giving an excellent result, in addition to the cost of advertising through mobile phones is cheaper than other channels.

As mentioned by [18] mobile phones, digital assistants and other wireless devices belong to the growing market of mobile devices, customers stay communicated and informed. This type of media is just beginning to be used as an advertising channel; however, they offer opportunities for marketers to reach customers anytime, anywhere, and the geo-targeting features included in mobile devices help marketers to target customers based on their location.

In the same sense [19] mention that the mobile phone is a device that accumulates user information, one of these is geolocation, it offers great advantages to entrepreneurs and is a medium that is growing, it is a tool that together with other media or supports complements advertising campaigns. For example, facial recognition is another of the technologies that the mobile phone has and allows sending personalised advertising based on the emotion reflected in the user's face.

Marketing managers of car dealerships in Guasave constantly analyse the impact of advertising media to select the communication channel to be used, but the analysis carried out does not have the necessary elements. In this context, [20] recommends the following

1. Plan based on the economic budgets before the distribution of the advertising campaign in the different media.

2. Issuing the appropriate orders for the publication of the advertisements and subsequently checking their appearance.

3. Evaluate the effectiveness of the campaigns with precision, the levels of coverage and the frequency of the campaigns.

To conclude, the information gathered in the analysis of the automotive dealerships' advertising media directly benefits the specialist responsible for making decisions on media selection and preparing the plan containing the channels through which the advertising activity will be sent, they will have the opportunity to verify the results of the study to make a review before selecting the advertising media.

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