



# **A STUDY ON ANALYSING THE IMPACT OF PODCAST ADVERTISING ON BRAND AWARENESS**

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## **1.1 INTRODUCTION**

In the ever-evolving landscape of digital marketing, businesses are constantly seeking innovative ways to engage their target audiences. One such medium that has gained significant traction in recent years is podcasting. Podcasts have transformed from niche entertainment platforms into mainstream sources of information, storytelling, and education. As the popularity of podcasts continues to rise, marketers are increasingly recognizing their potential as an effective advertising channel. Unlike traditional advertising mediums such as television, radio, and print, podcast advertising offers a unique and highly engaging way for brands to connect with consumers. This study aims to analyse the impact of podcast advertising on brand awareness by exploring various aspects such as audience engagement, brand recall, and consumer perception.

Podcast advertising differs from conventional forms of marketing in several ways. Firstly, podcast listeners tend to be highly engaged with the content they consume, often developing a sense of trust and loyalty toward podcast hosts. This trust translates into a greater receptiveness to advertisements embedded within episodes. Unlike disruptive advertisements that may interrupt a viewer's experience on other platforms, podcast ads are often seamlessly integrated into the content, making them less intrusive and more organic. Furthermore, podcast advertising allows brands to target niche audiences effectively, as podcasts cater to specific interests, industries, and demographics. This level of personalization enhances the chances of



brand messages reaching the right audience, ultimately contributing to increased brand awareness.

The growth of podcast advertising has been fuelled by the rapid expansion of the podcasting industry itself. According to recent statistics, the number of podcast listeners worldwide has been growing steadily, with millions of people tuning in to their favourite shows daily. Studies show that over 60% of podcast listeners have taken action after hearing an advertisement, such as visiting a brand's website, searching for more information, or making a purchase. The advertising industry has responded to this growth, with brands increasingly allocating a portion of their marketing budgets to podcast ads. In the United States alone, podcast ad revenue surpassed \$1 billion in 2021 and is projected to continue rising. This upward trend indicates that businesses recognize the effectiveness of podcast advertising in reaching engaged and loyal audiences.

One of the key factors influencing the effectiveness of podcast advertising is the host's credibility. Podcast hosts play a crucial role in shaping audience perceptions of a brand. Since many advertisements are read by the hosts themselves, they come across as personal recommendations rather than traditional commercial messages. This personalized approach fosters a sense of authenticity, making listeners more likely to trust and engage with the advertised brand. Additionally, podcast advertisements often adopt a storytelling format, which helps create emotional connections between brands and consumers. These factors contribute to higher retention rates and a greater likelihood of consumers recalling and considering the brand in future purchasing decisions.

Another critical aspect of podcast advertising's impact on brand awareness is the length of exposure. Unlike short-form advertisements on social media or television, podcast ads have a relatively longer duration, allowing brands to deliver a more in-depth message. Many podcast ads are placed at the beginning, middle, or end of episodes, ensuring multiple touch points within a single listening session. This repeated exposure reinforces brand recognition and helps embed brand messages in the listener's mind. Moreover, because podcasts are often consumed during dedicated activities such as commuting, exercising, or working, listeners tend to



have fewer distractions, leading to greater attention and retention of advertised content.

Compared to other digital advertising methods such as social media ads and influencer marketing, podcast advertising stands out due to its less intrusive and more immersive nature. Social media platforms, while effective for targeted advertising, often suffer from ad fatigue, where users become desensitized to promotional content. Similarly, influencer marketing, while impactful, may lack the level of authenticity that podcasts provide, as many influencers engage in multiple brand partnerships, reducing the perceived sincerity of their endorsements. In contrast, podcast listeners tend to form strong connections with their favourite hosts, making them more receptive to ads delivered in a conversational and natural manner. This difference highlights why brands are increasingly turning to podcasts as a key component of their advertising strategy.

Despite its advantages, podcast advertising also presents certain challenges. Measuring the direct impact of podcast ads on brand awareness can be complex due to the lack of standardized metrics compared to other digital advertising platforms. Unlike social media or search engine ads, where clicks and impressions provide clear performance indicators, podcast ads rely on indirect measures such as listener surveys, promo code redemptions, and website visits. This makes it essential for businesses to adopt a multi-faceted approach to assess the effectiveness of their podcast advertising strategies. Additionally, as the podcasting space becomes more crowded, brands need to be strategic in selecting the right podcasts to advertise on, ensuring alignment with their target audience and brand values.

To further understand the impact of podcast advertising on brand awareness, this study will employ both qualitative and quantitative research methods. Surveys and focus groups will provide insights into listener engagement, brand recall, and perception, while statistical analysis will help measure the overall effectiveness of podcast advertisements. The findings of this study will contribute to the growing body of knowledge on digital marketing strategies and offer valuable recommendations for businesses looking to enhance their brand awareness through podcast advertising.



Ultimately, this research aims to provide a comprehensive analysis of the role of podcast advertising in shaping consumer perceptions and brand recognition. By examining the key factors influencing its effectiveness, this study will help businesses, marketers, and advertisers better understand how to leverage podcasts as a powerful branding tool. As podcasting continues to grow, it is crucial to explore its potential and uncover the strategies that make podcast advertising a compelling and impactful marketing channel.

## **1.2 STATEMENT OF THE PROBLEM**

Despite the growing popularity of podcast advertising, there is a lack of comprehensive research on its effectiveness in enhancing brand awareness. The current advertising landscape is highly competitive, and businesses are constantly seeking innovative ways to reach their target audiences. Podcast advertising has emerged as a promising medium, offering a unique blend of intimacy, engagement, and targeting capabilities. However, the impact of podcast advertising on brand awareness remains unclear, and marketers are uncertain about its potential return on investment.

## **1.3 OBJECTIVES OF THE STUDY**

- To assess the role of podcast advertising in shaping consumer attitudes and intentions
- To evaluate the effectiveness of podcast advertising in different industries
- To examine the impact of podcast advertising on listener engagement and loyalty.



- To explore the use of storytelling and narrative techniques in podcast advertising
- To provide insights for podcasters and advertisers on how to create effective podcast advertising strategies

## **1.4 RESEARCH METHODOLOGY**

This chapter describes the methods applied for the study in detail. Research methodology is the precise process or strategies used to identify, pick, technique, and examine statistics about a topics. In a studies paper, the methodology section allows the reader to critically evaluate a take a look acts overall validity and reliability. The methodology of the study includes.

- Area of the study
- Data collection
- Sample technique
- Sample size
- Statistical tools

### **1.4.1 AREA OF THE STUDY**

The area of the study is about Coimbatore.

### **1.4.2 DATA COLLECTIONS**

Data was collected using both primary and secondary data collection methods.

## **PRIMARY DATA**



The primary data was collected freshly and thus it was original in character. They offer much greater accuracy and reliability. The data was collected from the respondents through questionnaires.

## **SECONDARY DATA**

Secondary data consist of the data obtained through internet, news articles, journals and reports etc. The data be used to gather general information about a study on customer buying behaviour towards organic food products. Secondary research is a small part of the project as not much available through external sources.

### **1.4.3 SAMPLE TECHNIQUE**

Sampling may done either probability or nonprobability basis. This is an important research, design, decision and one which depends on such factor has whether Qualitative or quantitative method are used. The techniques that is been used on this research.

### **1.4.4 SAMPLE SIZE**

120 Respondents constituted sample covering Coimbatore.

### **1.4.5 STATISTICAL TOOLS USED IN THE STUDY**

Data collected through questionnaire was prepared in master table. In order to analysis and interpret the data.

- Percentage analysis
- Ranking analysis
- Likert scale analysis

## **1.5 SCOPE OF THE STUDY**

- Investigating the factors that influence the impact of podcast advertising on brand awareness.
- Examining the role of podcast advertising in shaping consumer attitudes and perceptions towards brands.



- Comparing the impact of podcast advertising on brand awareness across different industries and demographics.
- Investigating the optimal strategies for podcast advertising to maximize brand awareness.
- Examining the impact of podcast advertising on brand recall, recognition, and loyalty.

## **1.6 LIMITATIONS OF THE STUDY**

- The study may only focus on a specific industry or niche, limiting its generalizability.
- The study may have a small sample size of podcast listeners, making it difficult to generalize findings.
- The study relies on self-reported data from surveys or interviews, which may be subject to biases.
- The study lacks a control group to compare the impact of podcast advertising to other forms of advertising.
- The study may use limited metrics to measure brand awareness, such as recall or recognition.

## **1.7 CHAPTER SCHEME**

- Chapter 1: Deals with Introduction and design of the study.
- Chapter 2: Deals with Review of literature.
- Chapter 3: Deals with Profile of the companies.
- Chapter 4: Deals with Analysis and interpretation of the data.
- Chapter 5: Findings, suggestions and conclusion.



## 2.1 REVIEW OF LITERATURE

In this review of literature, it includes current knowledge including substantive findings as well as theoretical and methodological contribution towards a particular topic. Literature review is considered as a secondary source because they do not report any new or original experiment work. And finally this review includes about the podcast advertising on brand awareness.

**Kumar & Verma (2018)** explore the growing significance of digital advertising in India, with a focus on various forms of digital media, including podcasts. They find that podcasts, as a non-intrusive form of advertising, significantly enhance brand awareness by engaging audiences through personalized content





**Sharma & Patel (2019)** investigated how podcast advertising impacts consumer engagement and brand recall in India. Their research highlights that podcast listeners tend to have higher levels of engagement with ads, as podcasts offer a more intimate, focused listening environment compared to other digital platforms

**Gupta & Soni (2020)** explore how podcast advertising influences consumer behaviour in India. They find that advertisements placed in podcasts positively affect brand recall and purchase intentions, especially when listeners identify with the content creator or the topic discussed

**Desai & Chauhan (2020)** examine how audio branding, a crucial aspect of podcast advertising, can impact brand awareness in India. The study reveals that the use of catchy jingles, sound bites, and a consistent audio presence in podcasts increases listeners' emotional connection with the brand, thus improving brand recall.

**Reddy & Yadav (2021)** this research compares the effectiveness of podcast advertising with traditional media platforms like radio and television. Reddy and Yadav find that podcast ads provide a more personalized experience, leading to higher engagement and a greater impact on brand awareness among Indian consumers.

**Patil & Sharma (2021)** explore how podcast advertising affects consumer perception of brands in India. The study shows that podcast ads, due to their conversational and less intrusive nature, improve consumer perceptions and increase brand favourability, especially in niche markets.

**Mehta & Kumar (2022)** focus on the role of influencer-driven podcasts in shaping brand awareness. Their study reveals that when popular influencers endorse a product in podcasts, their loyal listeners are more likely to remember and engage with the brand, thus increasing brand recognition and recall.

**Singh & Bhatia (2022)** investigates how podcast ads contribute to building consumer trust in India. They find that podcast advertising is seen as more credible



by listeners compared to traditional forms of advertising, and this trust is key in enhancing brand awareness and consumer loyalty.

**Joshi & Gupta (2022)** this study focuses on the impact of podcasts in boosting the awareness of local brands in India. Joshi and Gupta find that local brands have an edge in podcast advertising because of the community-driven nature of podcasts, where regional content creates a more personal connection with listeners.

**Kapoor & Mehta (2022)** examine how podcast advertising can help brands differentiate themselves in a competitive market like India. Their study highlights that podcast ads, by being highly targeted and niche, allow brands to stand out and strengthen their identity among listeners.

**Tiwari & Das (2023)** focus on the effectiveness of podcast advertising among young Indian consumers (18-30 years old). They conclude that podcasts resonate well with this demographic due to the authenticity of content and the ability to engage through storytelling, which enhances brand recall and awareness.

**Pandey & Agarwal (2023)** explore Indian consumers' perception of podcasts as an effective advertising tool. The study finds that podcasts are viewed favourably as a marketing medium because they offer in-depth, personalized content and align with listeners' interests, boosting brand awareness and trust.

**Raghavan & Singh (2023)** highlight the importance of culturally relevant podcast advertising in India. They find that brands that tailor their podcast ads to reflect local cultures and languages experience better brand recall and awareness, as they establish a stronger emotional connection with the audience.

**Bhagat & Rao (2023)** investigate how podcast advertising can influence brand loyalty in India. Their study concludes that by consistently appearing in episodes that resonate with listeners' values and interests, brands can foster a loyal customer base and enhance long-term brand awareness.



**Bansal & Verma (2024)** explore how podcast advertising affects brand recall. They find that podcast ads with engaging content and creative delivery are more likely to be remembered by Indian consumers, especially when ads are seamlessly integrated into the podcast's narrative.

**Jain & Tripathi (2024)** research focuses on how podcast advertising affects brand recognition in India. Their findings indicate that podcast ads not only increase awareness but also help in reinforcing brand identity and distinguishing the brand from competitors.

**Gupta & Patel (2024)** compares the effectiveness of podcast advertising with traditional advertising methods in India. They conclude that podcasts have a greater impact on brand awareness as they are less disruptive and more targeted, allowing for a deeper connection with the audience.

**Saha & Kumar (2024)** examine how podcast advertising can influence brand attitudes. They find that podcast ads, especially those that align with consumer values and interests, lead to more positive brand attitudes and stronger brand awareness in the Indian market.

**Hwang & Lee (2024)** Exploring the Impact of Podcast Advertising on Brand Awareness and Purchase Intentions. *Journal of Advertising Research*.

**Kumar & Gupta (2024)** Podcast Advertising: A Study on Its Effectiveness in Reaching Young Adults. *Journal of Marketing Communications*.

**Patel & Shah (2024)** an Exploratory Study on the Impact of Podcast Advertising on Brand Awareness and Recall. *Journal of Advertising and Marketing*.

**Liu (2025)** the Influence of Podcast Advertising on Consumer Attitudes and Behavioural Intentions. *Journal of Business Research*.

**Wang & Zhang (2025)** Podcast Advertising and Brand Awareness: A Systematic Review and Meta-Analysis. *Journal of Marketing Science*.



**Mehta & Yadav (2025)** study looks at the emotional branding aspect of podcast advertising. They conclude that podcasts, with their unique ability to create emotional connections through storytelling, play a critical role in fostering a deeper relationship between Indian consumers and brands, enhancing both brand recall and awareness.

**Agarwal & Sharma (2025)** the study look at the future of podcast advertising in India. They argue that as more brands invest in podcasting, the medium will continue to grow in effectiveness for building brand awareness, particularly with India's increasingly podcast-savvy audience.

## **3.1 HISTORY OF THE COMPANY**

### **3.1.1 HISTORY OF SPOTIFY**



Spotify was founded in 2006 by Daniel Ek and Martin Lorentzon in Stockholm, Sweden. The company launched its music streaming service in Sweden in 2008, offering a vast library of songs and playlists. Spotify expanded to the UK, France, and other European countries in 2010, and launched in the US in 2011, partnering with major record labels. In 2015, Spotify introduced Discover Weekly, a personalized playlist feature. The company went public with a direct listing on the New York Stock Exchange (NYSE) in 2017. Since then, Spotify has expanded into podcasting, acquiring several podcast networks and launching a podcast platform. Spotify continued to expand its podcasting efforts, acquiring several podcast networks, including How Stuff Works and Gimlet Media, in 2019. The company also launched its own original podcast content, including the popular true-crime podcast "Crime Junkie." In 2020, Spotify partnered with several major media companies, including NBC News and NPR, to produce exclusive podcast content. Today, Spotify is one of the largest podcast platforms in the world, with millions of users tuning in to listen to their favourite shows.

### **3.1.2 HISTORY OF GOOGLE PODCAST**



Google Podcasts was launched in 2018 as a dedicated podcast app for Android devices. The app expanded to IOS devices and introduced a web player in 2019. Google Podcasts added features like personalized recommendations and improved discovery in 2020. The app integrated with Google Assistant, allowing users to listen to podcasts with voice commands, in 2020. In 2022, Google Podcasts launched its original content feature, including podcasts and audio series, and partnered with several major podcast networks. Google Podcasts continued to improve its features and functionality in 2020. The app added support for offline listening, allowing users to download podcasts for listening on the go. Google Podcasts also improved its discovery features, making it easier for users to find new podcasts to listen to. In 2022, Google Podcasts partnered with several major podcast networks, including NPR and PRX, to produce exclusive podcast content. Today, Google Podcasts is one of the most popular podcast apps in the world, with millions of users tuning in to listen to their favourite shows.

### **3.1.3 HISTORY OF THE APPLE PODCAST**



Apple Podcasts has a rich history that dates back to 2005 when Apple added podcasting support to iTunes 4.9, allowing users to subscribe to and download podcasts. The first podcasts appeared on iTunes, including shows from popular media outlets like NPR and PBS. In 2010, Apple launched the iTunes Podcast Directory, making it easier for users to discover and subscribe to podcasts. Two years later, Apple launched the Podcasts app for IOS devices, separating podcasts from the Music app and introducing features like customizable playlists and automatic downloads. The Podcasts app was later rebranded as Apple Podcasts in 2015, introducing a new design and features like podcast recommendations. Since then, Apple Podcasts has continued to evolve, adding support for podcast analytics, Apple Watch compatibility, and a subscription service called Apple Podcasts Premium, which offers exclusive content and ad-free listening. Today, Apple Podcasts is one of the largest podcast platforms in the world, hosting over 800,000 active podcasts and reaching millions of listeners worldwide.

### **3.2 PROFILE OF THE COMPANY**





### **3.2.1 OVERVIEW OF SPOTIFY PODCAST**

- Headquarters: Stockholm, Sweden
- Founder: Daniel Ek, Martin Lorentzon
- Revenue: \$7.4 billion (2020)
- Employees: 5,584 (2022)
- Features: Spotify Podcasts offers features like personalized recommendations, discovery features, and monetization options for creators.
- Partnerships: Spotify Podcasts partners with popular podcast networks like Gimlet Media, Anchor, and Podcast.

### **3.2.2 OVERVIEW OF GOOGLE PODCAST**

- Headquarters: Mountain View, California, USA
- Founder: Larry Page, Sergey Brin
- Revenue: \$161.8 billion (2020)
- Employees: 150,000 (2022)
- Features: Google Podcasts offers features like personalized recommendations, customizable playlists, and integration with Google Assistant.
- Partnerships: Google Podcasts partners with popular podcast networks like NPR, PRX, and Wondery.

### **3.2.3 OVERVIEW OF APPLE PODCAST**

- Headquarters: Cupertino, California, USA
- Founder: Steve Jobs, Steve Wozniak, Ronald Wayne
- Revenue: \$53.8 billion (2020)
- Employees: 154,000 (2022)
- Features: Apple Podcasts offers features like personalized recommendations, easy discovery, and seamless playback across Apple devices.





- Partnerships: Apple Podcasts partners with popular podcast networks like NPR, Wondery, and Gimlet Media.

## **ANALYSIS AND INTERPRETATION**

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follow data collection.

The statistical tools are



- Percentage analysis
- Ranking analysis
- Likert Scale analysis

#### 4.1 PERCENTAGE ANALYSIS

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard from with the base equal to 120 which fact facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 120 and it is divided by the same size.

#### FORMULA:

$$\text{Simple percentage} = \frac{\text{Total number of respondent}}{\text{Total Sample size}} \times 100$$

TABLE NO: 4.1.1

#### DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

PARTICULARS	RESPONDENTS	PERCENTAGE
18- 25	96	80



26- 35	14	12
36- 45	7	6
Above 46	3	2
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

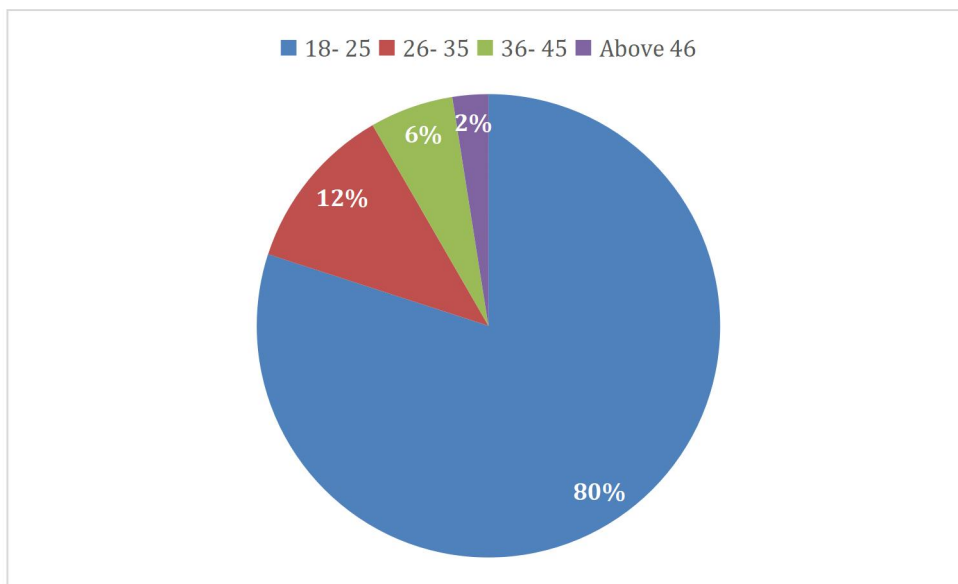
**INTERPRETATION**

It can be referred that the majority 80% of the respondents have 18-25 years old, 12% of the respondents have 26-35 years old, 6% of the respondents have 36-45 years old, 2% of the respondents have above 46.

**INFERENCE:** Majority of the 55% respondent belong to the age 18-25

**CHART NO: 4.1.1**

**DEMOGRAPHIC INFORMATION OF THE RESPONDENTS**



**TABLE NO: 4.1.2**

**GENDER**

PARTICULARS	RESPONDENTS	PERCENTAGE
-------------	-------------	------------



Male	58	48
Female	62	52
<b>TOTAL</b>	120	100

**SOURCE:** PRIMARY DATA

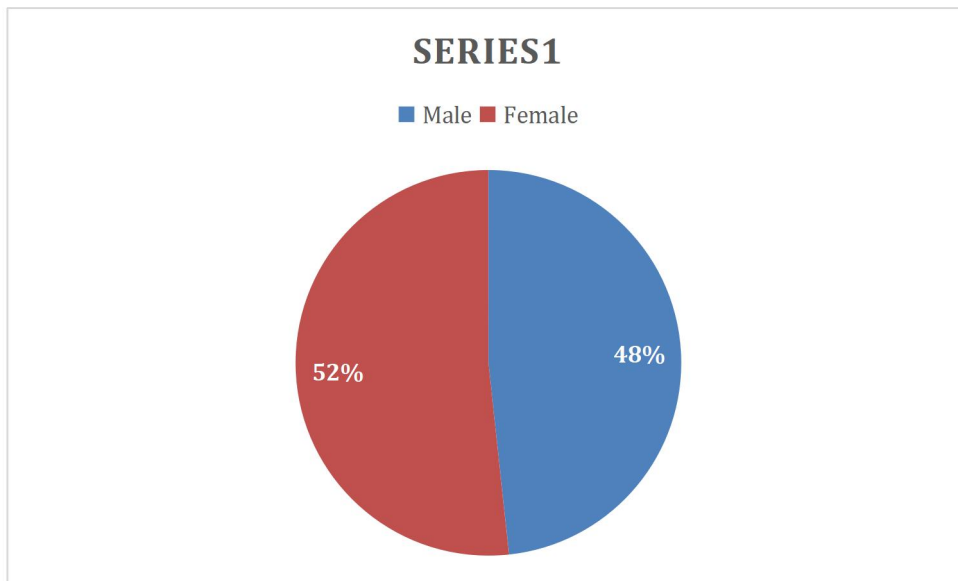
**INTREPRESENTATION**

The above table shows that the majority 48% of the respondents are male and 52% respondents are female.

**INFERENCE:** The study shows that highest of 52% of respondents are female.

**CHART NO: 4.1.2**

**GENDER**



**TABLE NO: 4.1.3**

**OCCUPATION OF THE RESPONDENTS**



PARTICULARS	RESPONDENTS	PERCENTAGE
Student	83	69
Employee	23	19
Business	13	11
Others	1	1
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

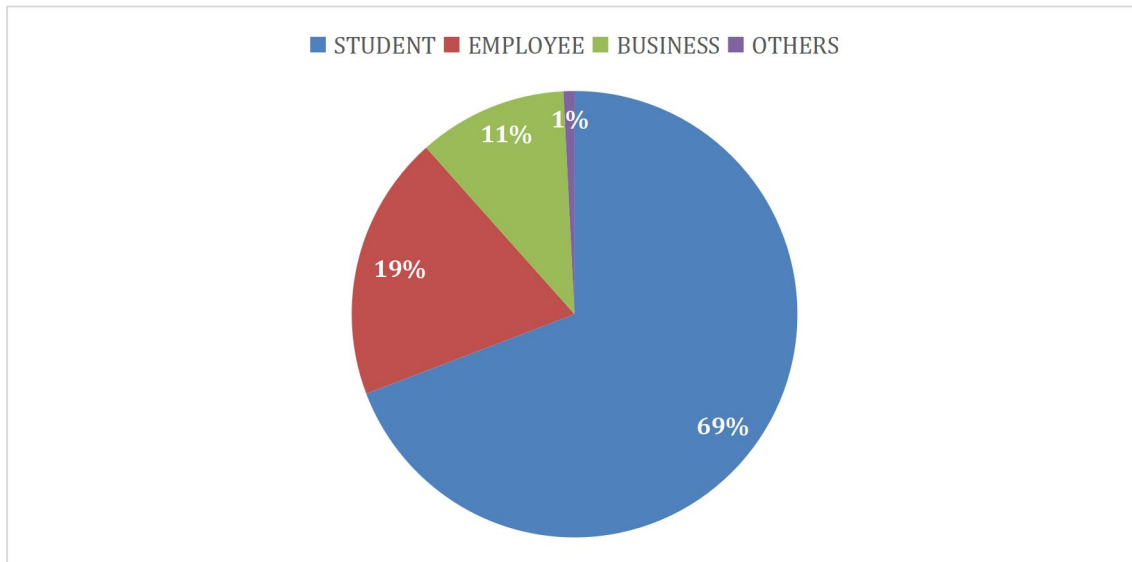
### INTERPRETATION

The above table shows that 69% of the respondent are student, 19% of the respondent are employee, 11% of the respondent are business and 1% of the respondent are others.

**INFERENCE:** Majority of 69% respondents belongs to student

### CHART NO: 4.1.3

#### OCCUPATION OF THE RESPONDENTS



**TABLE NO: 4.1.4**

#### MONTHLY INCOME OF THE RESPONDENTS

PARTICULARS	RESPONDENTS	PERCENTAGE
-------------	-------------	------------



Below 10000	66	55
10000-25000	28	23
25000-50000	16	14
Above 50000	10	8
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

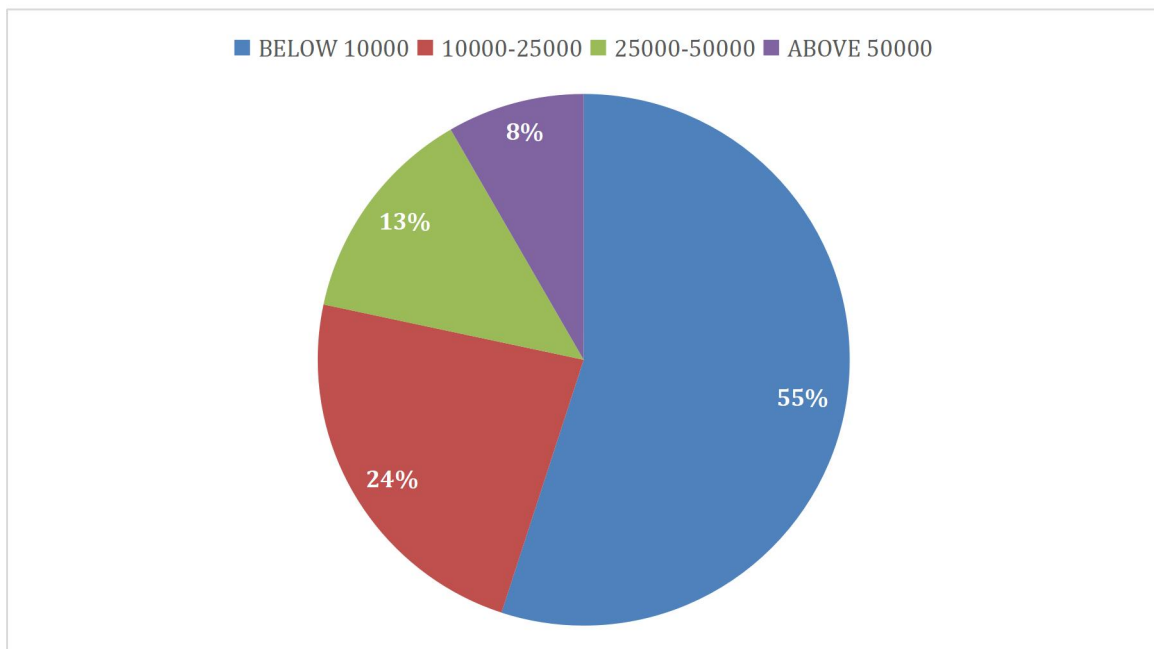
### INTERPRETATION

The above table shows that 55% of the respondent are below 10000, 23% of the respondent are 10000-25000, 14% of the respondent are 25000-50000 and 8% of the respondent are above 50000.

**INFERENCE:** Majority of 55% respondents belongs to below 10000

### CHART NO: 4.1.4

#### MONTHLY INCOME OF THE RESPONDENTS



**TABLE NO: 4.1.5**

#### LISTEN TO PODCAST BY THE RESPONDENTS



PARTICULARS	RESPONDENTS	PERCENTAGE
Daily	48	40
Weekly	29	24
Monthly	22	18
Rarely	21	18
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

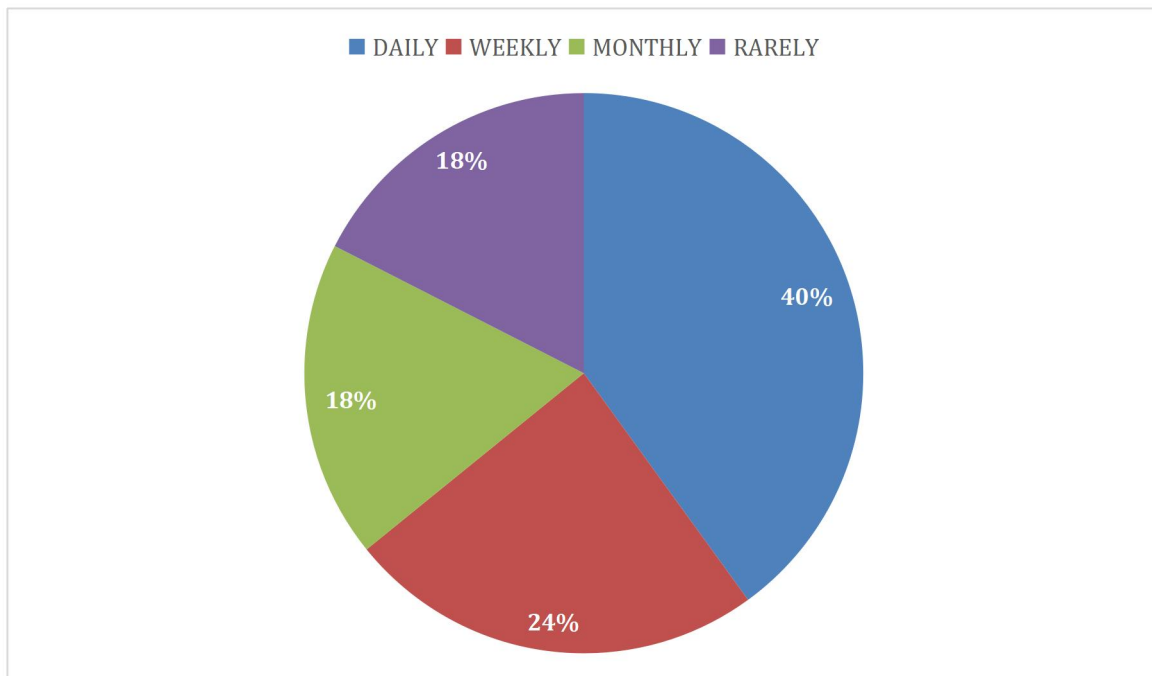
### INTERPRETATION

The above table shows that 40% of the respondent are daily listeners, 24% of the respondent are weekly listeners, 18% of the respondent are monthly listeners and 18% of the respondent are rarely listeners.

**INFERENCE:** Majority of 40% respondents belongs to daily listeners.

**CHART NO: 4.1.5**

**LISTEN TO PODCAST BY THE RESPONDENTS**



**TABLE NO: 4.1.6**

**NOTICING ADVERTISEMENT WHILE LISTENING TO PODCAST**



PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	92	77
No	28	23
<b>TOTAL</b>	120	100

**SOURCE:** PRIMARY DATA

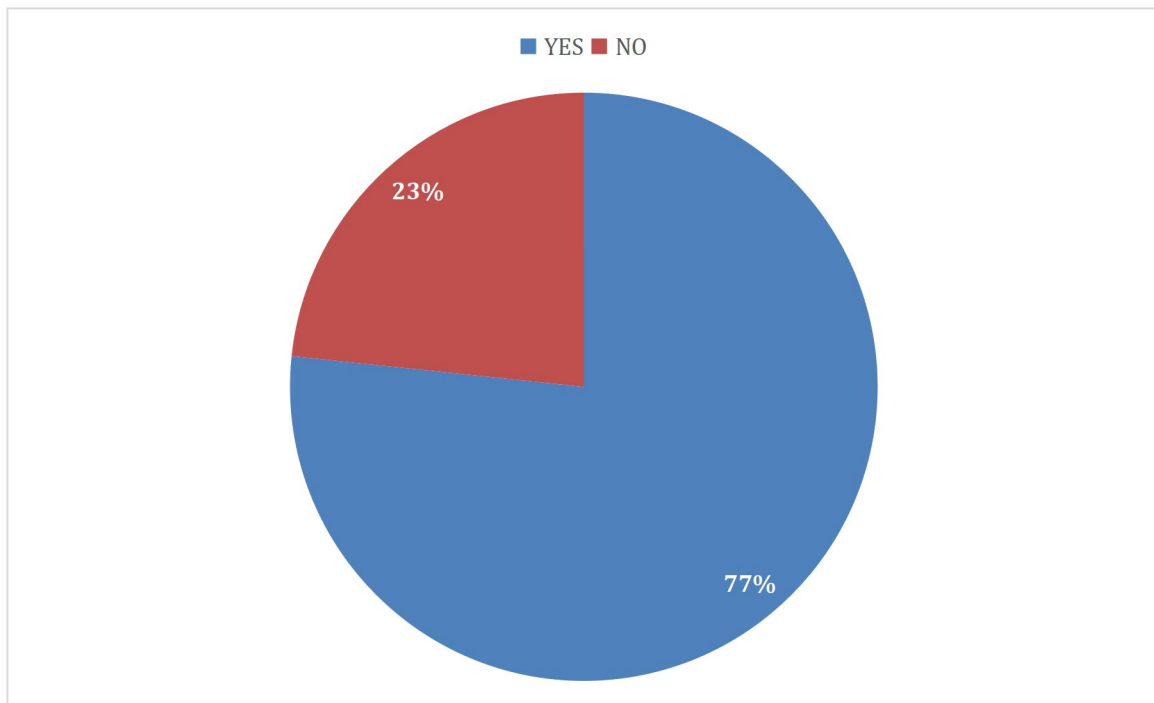
**INTERPRETATION**

The above table shows that 77% of the respondent are yes and 23% of the respondent are no.

**INFERENCE:** Majority of 77% respondents are yes.

**CHART NO: 4.1.6**

**NOTICING ADVERTISEMENT WHILE LISTENING TO PODCAST**



**TABLE NO: 4.1.7**

**FEEL ABOUT LISTENING PODCAST ADVERTISEMENT**





PARTICULARS	RESPONDENTS	PERCENTAGE
Positive	41	34
Neutral	61	51
Negative	18	15
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

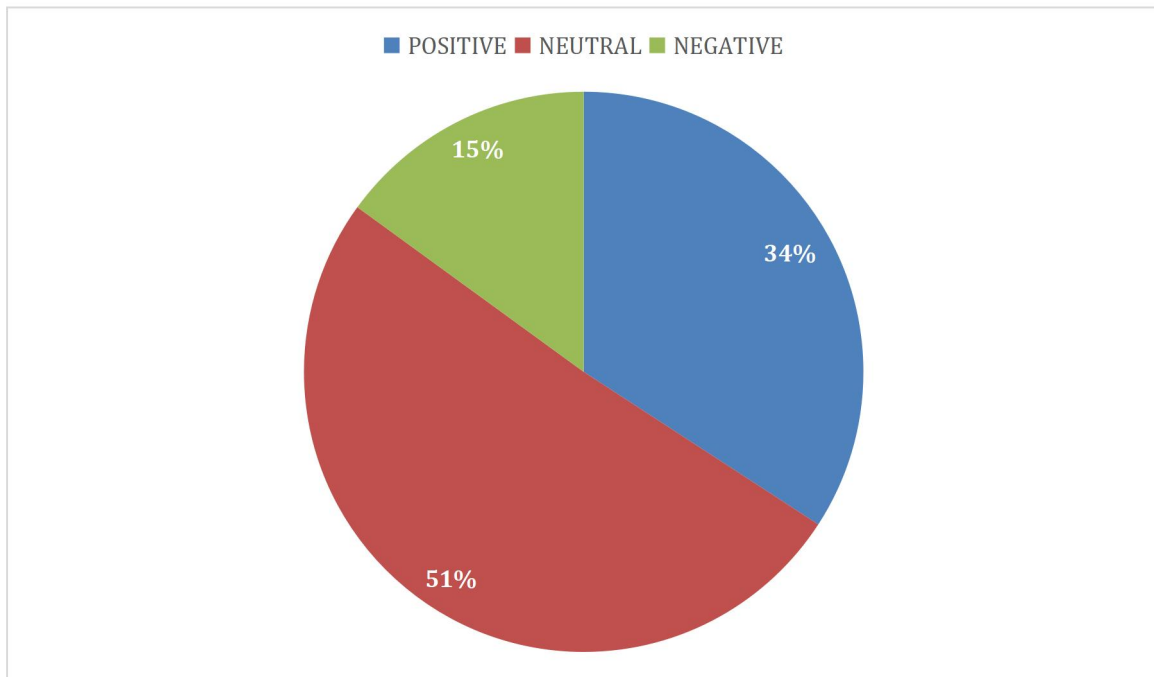
### INTERPRETATION

The above table shows that 34% of the respondent are positive, 51% of the respondent are neutral and 15% of respondent are negative.

**INFERENCE:** Majority of 51% respondents are neutral.

### CHART NO: 4.1.7

#### FEEL ABOUT LISTENING PODCAST ADVERTISEMENT



### TABLE NO: 4.1.8

#### PURCHASING AFTER HEARING ADVERTISEMENT ON A PODCAST



PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	65	54
No	55	46
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

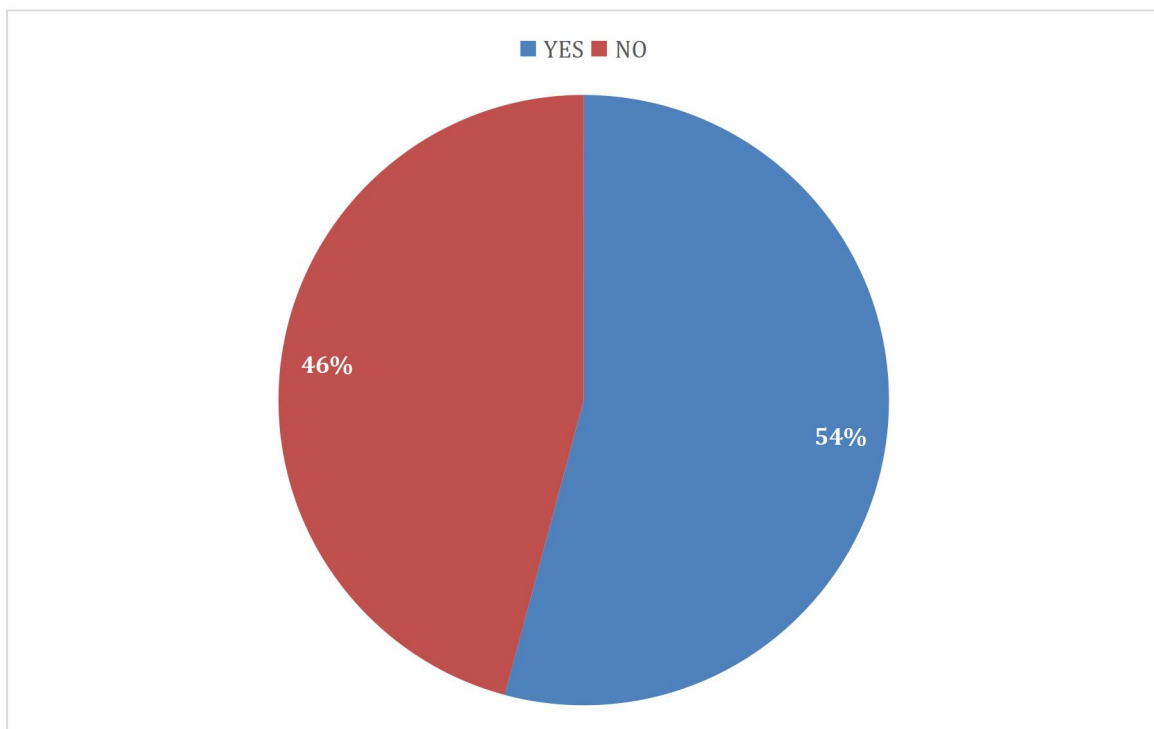
**INTERPRETATION**

The above table shows that 54% of the respondent are yes and 46% of the respondent are no.

**INFERENCE:** Majority of 54% respondents are yes.

**CHART NO: 4.1.8**

**PURCHASING AFTER HEARING ADVERTISEMENT ON A PODCAST**



**TABLE NO: 4.1.9**

**APPLICATION USED FOR PODCAST**



PARTICULARS	RESPONDENTS	PERCENTAGE
Spotify	86	72
Kuku FM	14	12
Google podcast	15	12
Gaana	5	4
<b>TOTAL</b>	<b>120</b>	<b>100</b>

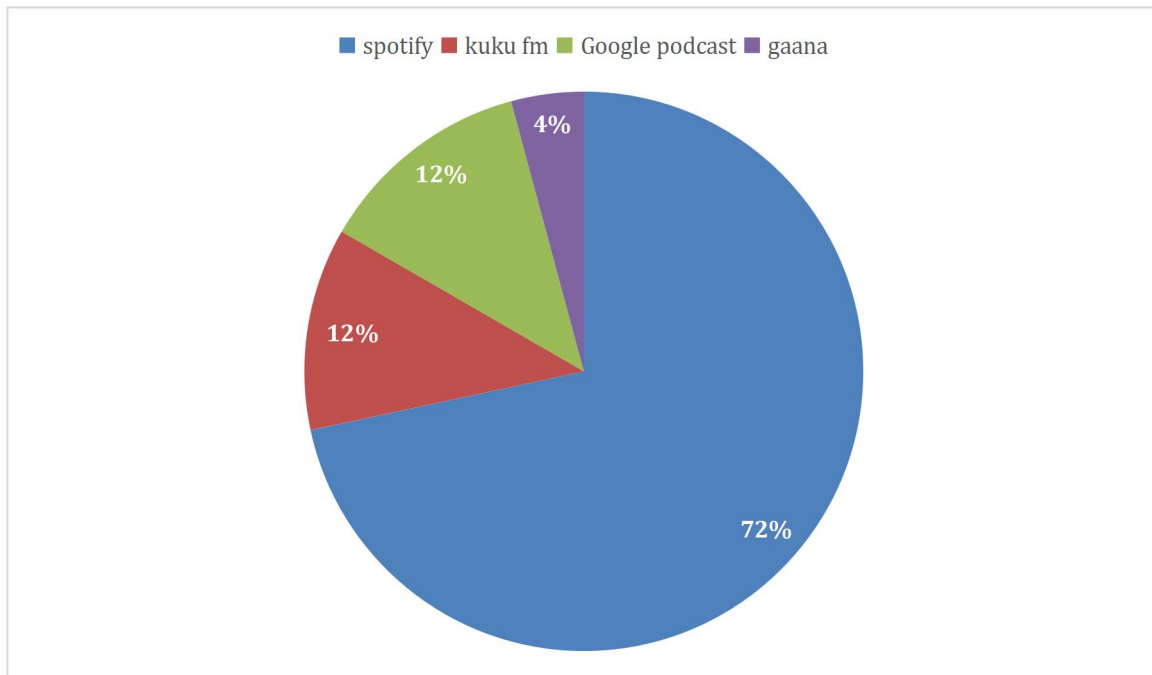
**SOURCE:** PRIMARY DATA

### INTERPRETATION

The above table shows that 72% of the respondent are spotify users, 12% of the respondent are kuku fm users, 12% of the respondent are google podcast users and 4% of the respondent are gaana users.

**INFERENCE:** Majority of 72% respondents are spotify users.

**CHART NO: 4.1.9**  
**APPLICATION USED FOR PODCAST**



**TABLE NO: 4.1.10**



### TRUSTING BRANDS THROUGH PODCAST ADVERTISING

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	38	32
No	43	36
Sometimes	39	32
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCES:** PRIMARY DATA

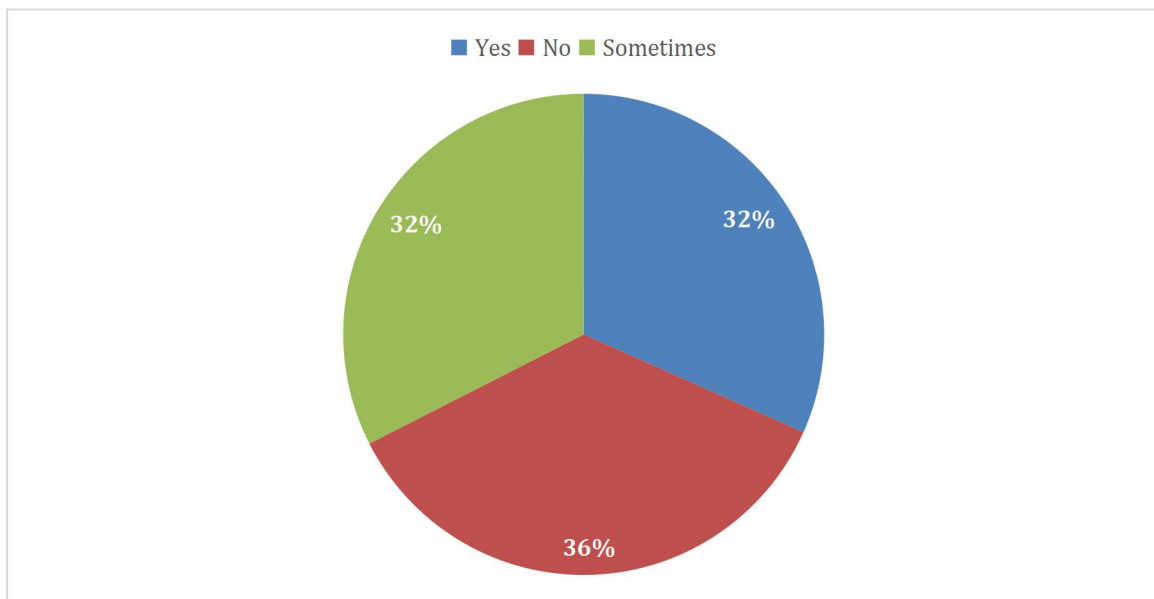
#### INTERPRETATION

The above table shows that 32% of the respondent are yes, 36% of the respondent are no and 32 respondent are sometimes.

**INFERENCE:** Majority of 36 respondents are no.

**CHART NO: 4.1.10**

### TRUSTING BRANDS THROUGH PODCAST ADVERTISING



**TABLE NO: 4.1.11**



## EFFECTIVENESS OF PODCAST ADS IN REACHING NICHE OR SPECIALIZED AUDIENCES

PARTICULARS	RESPONDENTS	PERCENTAGE
Very effective	28	23
Moderately effective	61	51
Not effective	25	21
Not sure	6	5
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

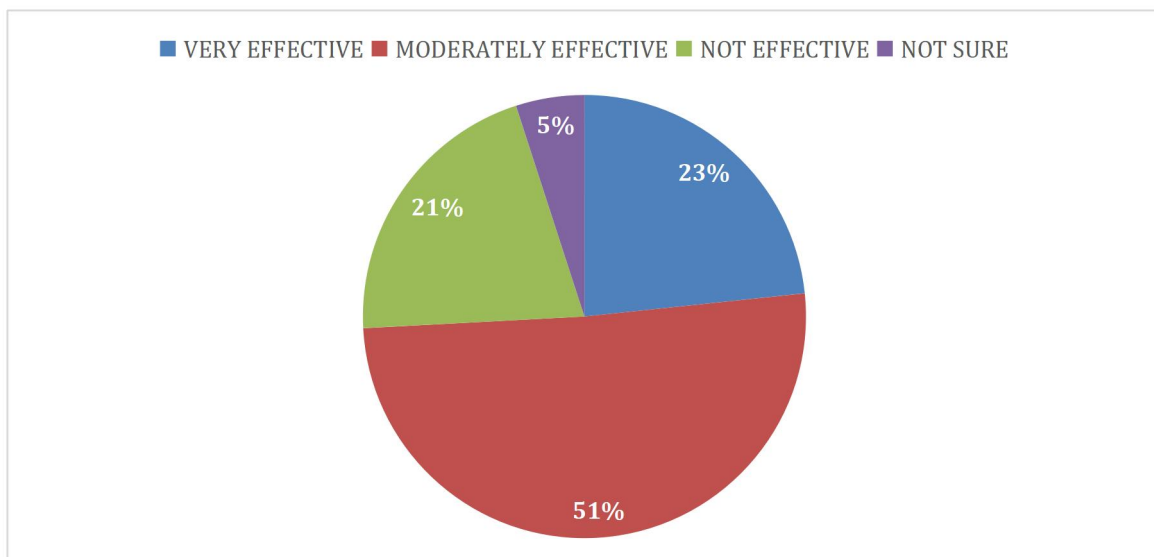
### INTERPRETATION

The above table shows that 23% of the respondent are very effective, 51% of the respondent are moderately effective, 21% of the respondent are not effective and 5% of the respondent are not sure.

**INFERENCE:** Majority of 51% respondents are moderately effective.

**CHART NO: 4.1.11**

### EFFECTIVENESS OF PODCAST ADS IN REACHING NICHE OR SPECIALIZED AUDIENCES





**TABLE NO: 4.1.12**

**INFLUENCE OF PODCAST ADVERTISING ON DECISION MAKING PROCESS COMPARED TO TRADITIONAL ADS**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
Yes	46	38
No	29	24
It depends on the product or service	45	38
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

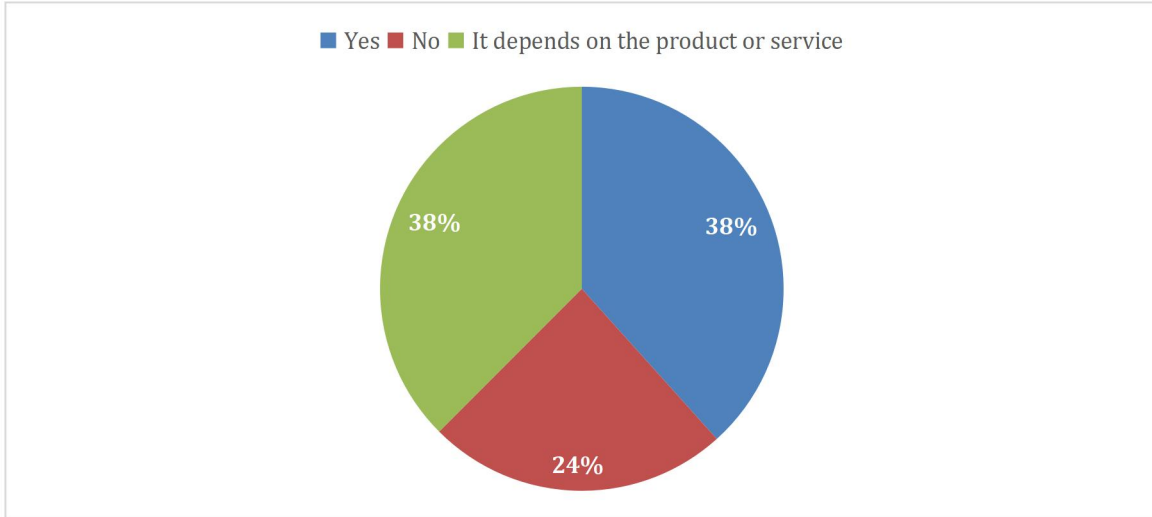
**INTERPRETATION**

The above table shows that 38% of the respondent are yes, 24% of the respondent are no and 38% of the respondent are depends on the product or service.

**INFERENCE:** Majority of 38% respondents are yes.

**CHART NO: 4.1.12**

**INFLUENCE OF PODCAST ADVERTISING ON DECISION MAKING PROCESS COMPARED TO TRADITIONAL ADS**



**TABLE NO: 4.1.13**

**COMBINATION OF MARKETING CHANNELS MOST EFFECTIVE**

PARTICULARS	RESPONDENTS	PERCENTAGE
Podcast+ social media	69	57
Podcast+ email marketing	21	18
Podcast+ TV/radio	30	25
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

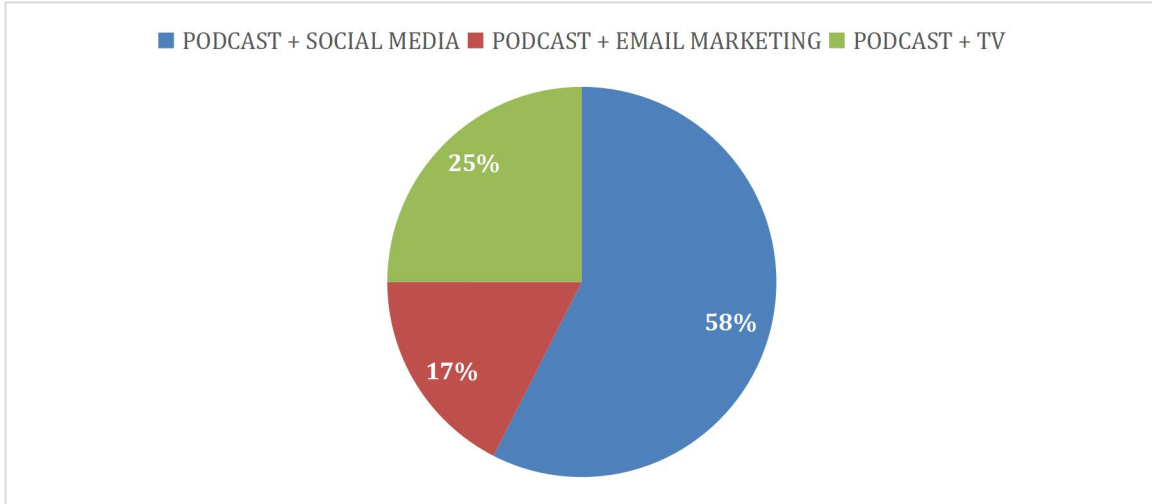
**INTERPRETATION**

The above table shows that 57% of the respondent are podcast+ social media, 18% of the respondent are Podcast+ email marketing and 25% of the respondent are Podcast+ TV/radio.

**INFERENCE:** Majority 57% respondents are Podcast+ social media.

**CHART NO: 4.1.13**

**COMBINATION OF MARKETING CHANNELS MOST EFFECTIVE**



**TABLE NO: 4.1.14**

**INDUSTRIES THAT BENEFIT MOST FROM PODCAST ADVERTISING**

PARTICULARS	RESPONDENTS	PERCENTAGE
Technology	48	40
Fashion	40	33
Education	23	19
Food and beverage	9	8
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

**INTERPRETATION**

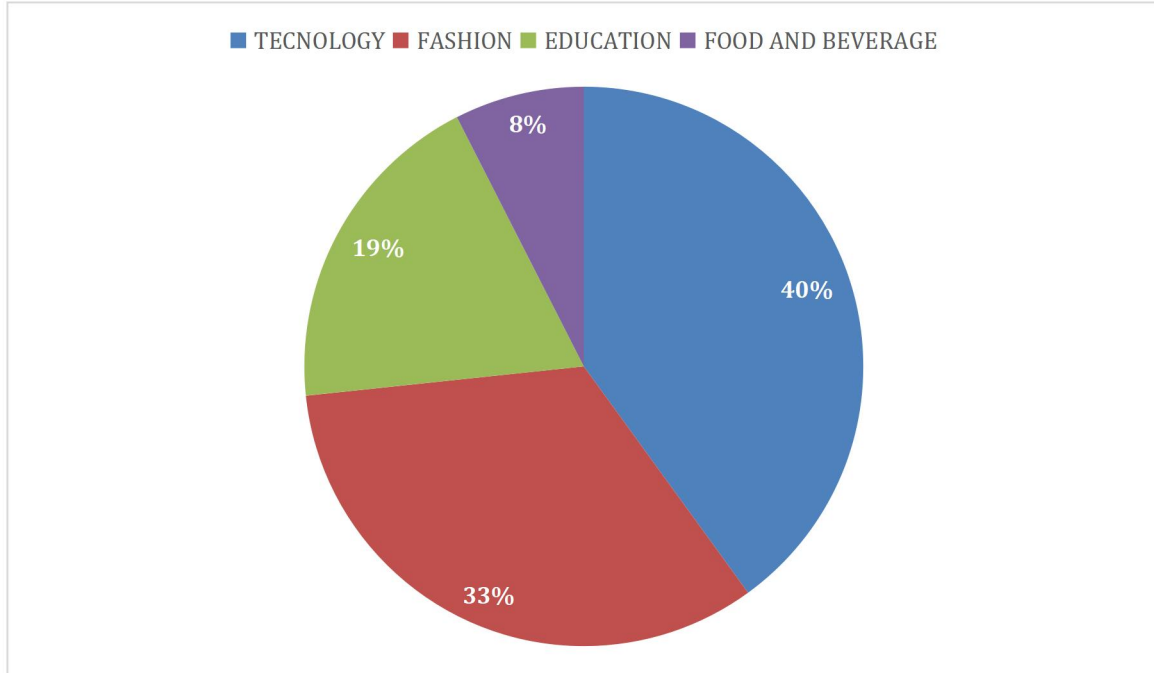
The above table shows that 40% of the respondent are technology, 33% of the respondent are fashion, 19% of the respondent are education and 8% of the respondent are food and beverage.

**INFERENCE:** Majority 40% respondents are technology.

**CHART NO: 4.1.14**

**COMBINATION OF MARKETING CHANNELS MOST EFFECTIVE**





**TABLE NO: 4.1.15**

**LIKELIHOOD OF RECOMMENDING A BRAND TO FRIEND OR FAMILY AFTER HEARING A PODCAST ADVERTISEMENT**

PARTICULARS	RESPONDENTS	PERCENTAGE
Very likely	29	24
Somewhat likely	65	54
Not very likely	22	19
Not at all likely	4	3
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

**INTERPRETATION**

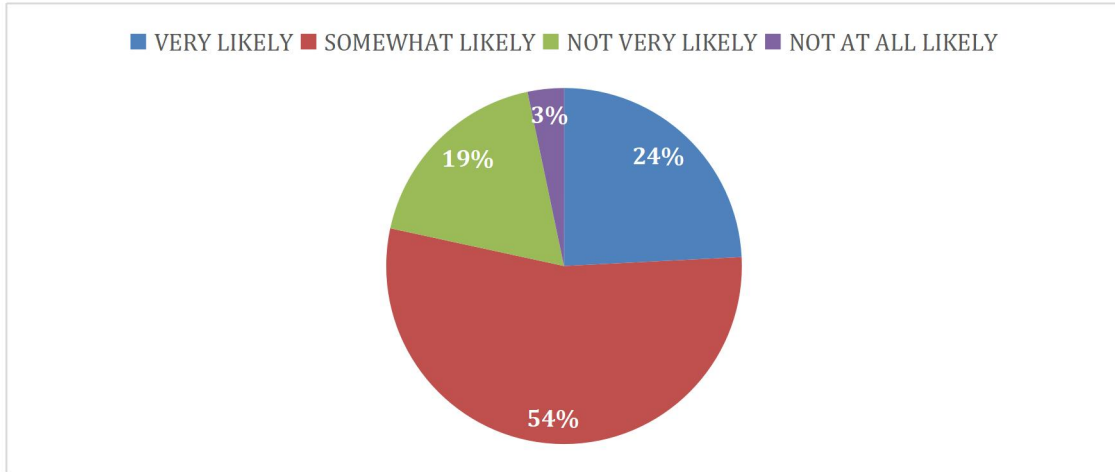
The above table shows that 24% of the respondent are very likely, 54% of the respondent are somewhat likely, 19% of the respondent are not very likely and 3% of the respondent are not at all likely.

**INFERENCE:** Majority 54% respondents are somewhat likely.

**CHART NO: 4.1.15**



## LIKELIHOOD OF RECOMMENDING A BRAND TO FRIEND OR FAMILY AFTER HEARING A PODCAST ADVERTISEMENT



**TABLE NO: 4.1.16**

### DISCOVERY OF NEW PRODUCTS OR SERVICES CATERING TO SPECIFIC INTERESTS OR HOBBIES THROUGH PODCAST ADVERTISEMENTS

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	49	41
No	46	38
Sometimes	25	21
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

#### INTERPRETATION

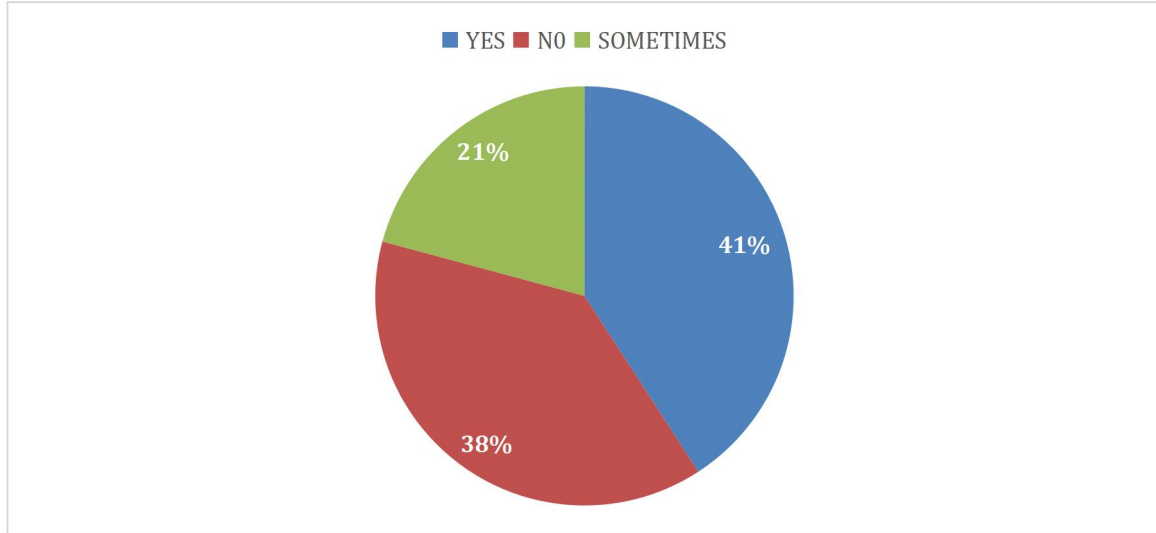
The above table shows that 41% of the respondent are yes, 38% of the respondent are no and 21 of the respondent are sometimes.

**INFERENCE:** Majority 41% respondents are said yes.

**CHART NO: 4.1.16**



## DISCOVERY OF NEW PRODUCTS OR SERVICES CATERING TO SPECIFIC INTERESTS OR HOBBIES THROUGH PODCAST ADVERTISEMENTS



**TABLE NO: 4.1.17**

### PURCHASE OR ACTION TAKEN AFTER SEEING OR HEARING AN ADVERTISEMENT ACROSS MULTIPLE MARKETING CHANNELS

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	55	46
No	38	32
Sometimes	27	22
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

#### INTERPRETATION

The above table shows that 46% of the respondent are yes, 32% of the respondent are no and 22% of the respondent are sometimes.

**INFERENCE:** Majority 46% respondents are said yes.

**CHART NO: 4.1.17**



## PURCHASE OR ACTION TAKEN AFTER SEEING OR HEARING AN ADVERTISEMENT ACROSS MULTIPLE MARKETING CHANNELS

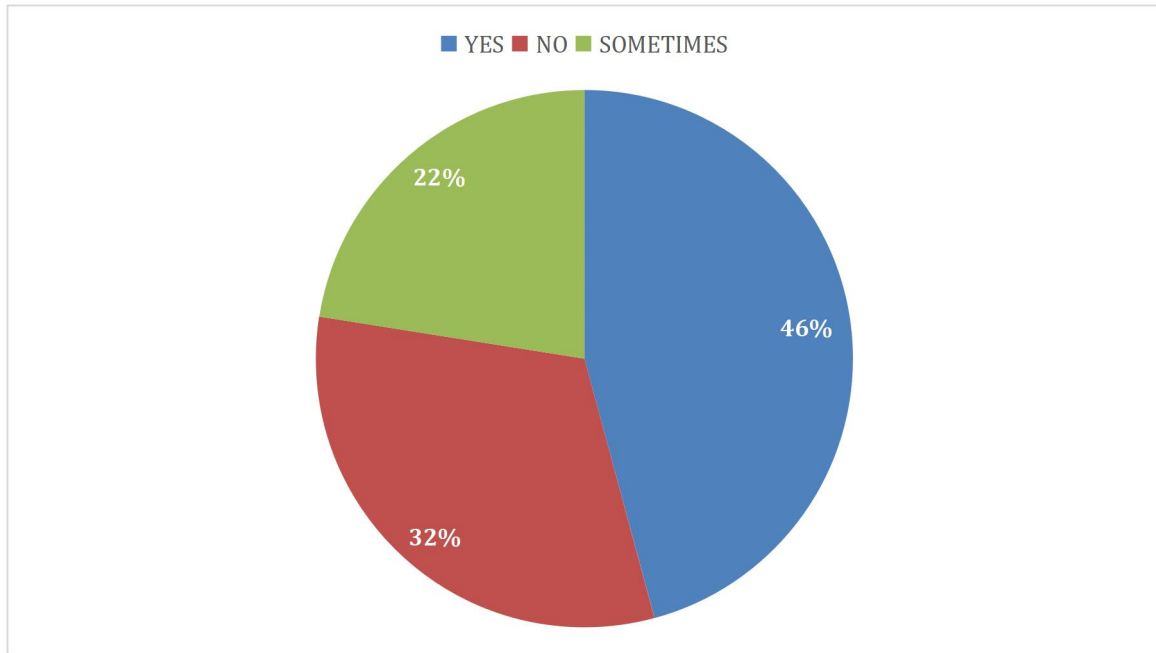


TABLE NO: 4.1.18

### EMOTIONS ASSOCIATED WITH PODCAST ADVERTISEMENTS

PARTICULARS	RESPONDENTS	PERCENTAGE
Curiosity	27	23
Excitement	46	38
Indifference	36	30
Annoyance	11	9
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

### INTERPRETATION

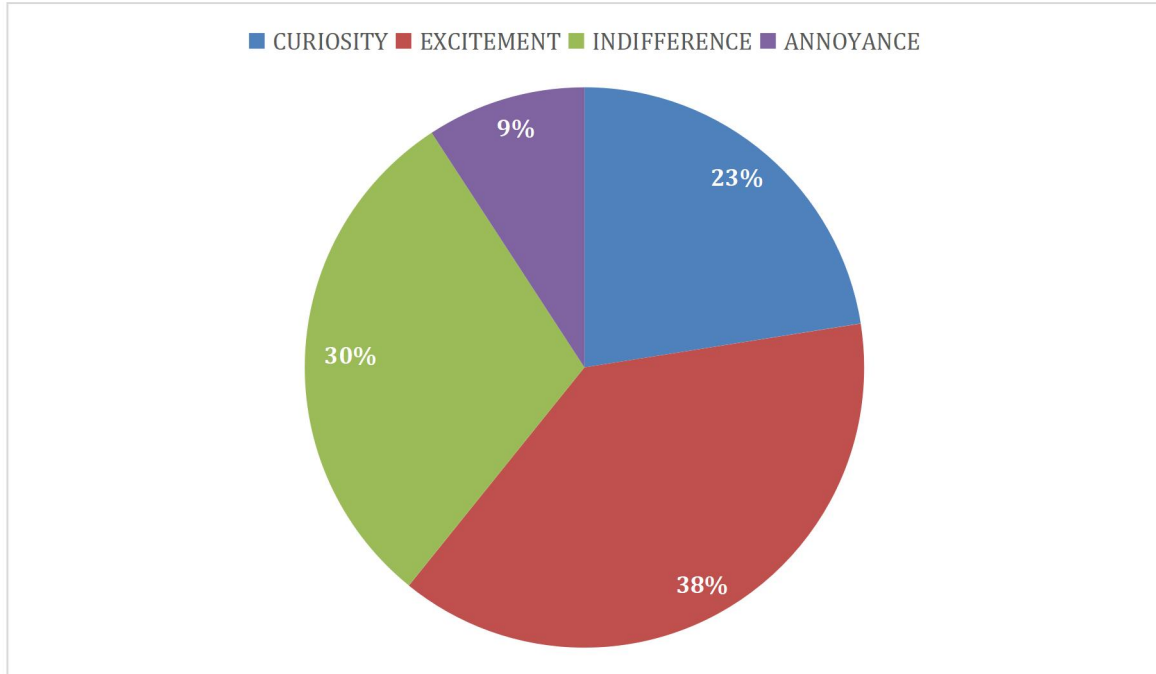
The above table shows that 23% of the respondent are curiosity, 38% of the respondent are excitement, 30% of the respondent are indifference and 9% of the respondent are annoyance.

**INFERENCE:** Majority 38% respondents are said excitement.



**CHART NO: 4.1.18**

**EMOTIONS ASSOCIATED WITH PODCAST ADVERTISEMENTS**



**TABLE NO: 4.1.19**

**MOST EFFECTIVE PODCAST TYPES OR SERVICES MARKETED THROUGH PODCASTS**

PARTICULARS	RESPONDENTS	PERCENTAGE
Consumer goods and services	39	32
Digital products	49	41
Luxury goods	31	26
Beauty products	1	1
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE: PRIMARY DATA**

**INTERPRETATION**

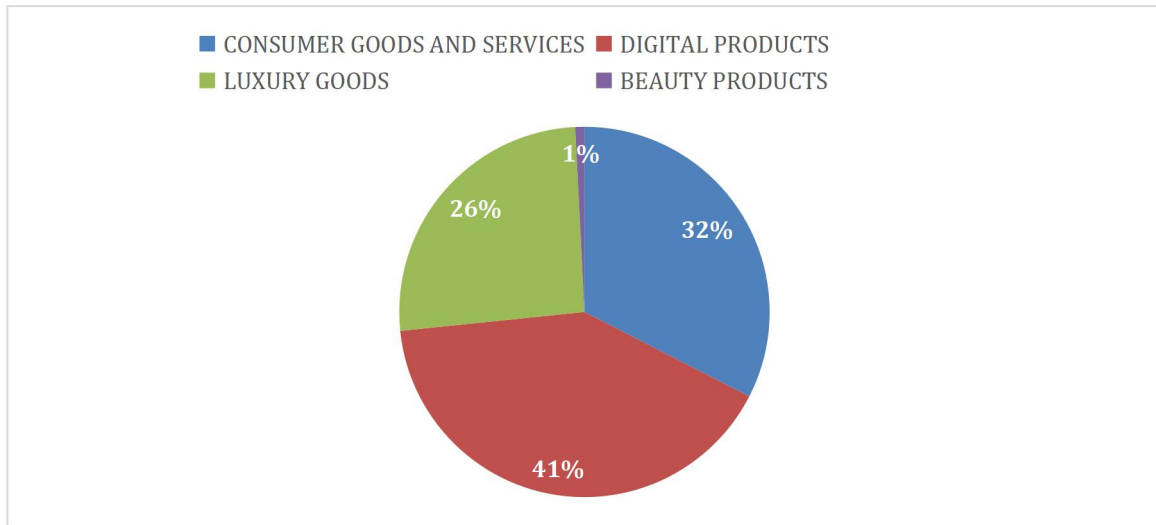


The above table shows that 32% of the respondent are consumer goods and services, 41% of the respondent are digital products, 26% of the respondent are luxury goods and 1% of the respondent are beauty products.

**INFERENCE:** Majority 41% respondents are said digital products.

**CHART NO: 4.1.19**

**MOST EFFECTIVE PODCAST TYPES OR SERVICES MARKETED THROUGH PODCASTS**



**TABLE NO: 4.1.20**

**FACTORS INFLUENCING PODCAST ADS EFFECTIVENESS**

PARTICULARS	RESPONDENTS	PERCENTAGE
Ad format	30	25
Ad length	35	29
Podcast genre	26	22
All of the above	29	24
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** PRIMARY DATA

**INTERPRETATION**

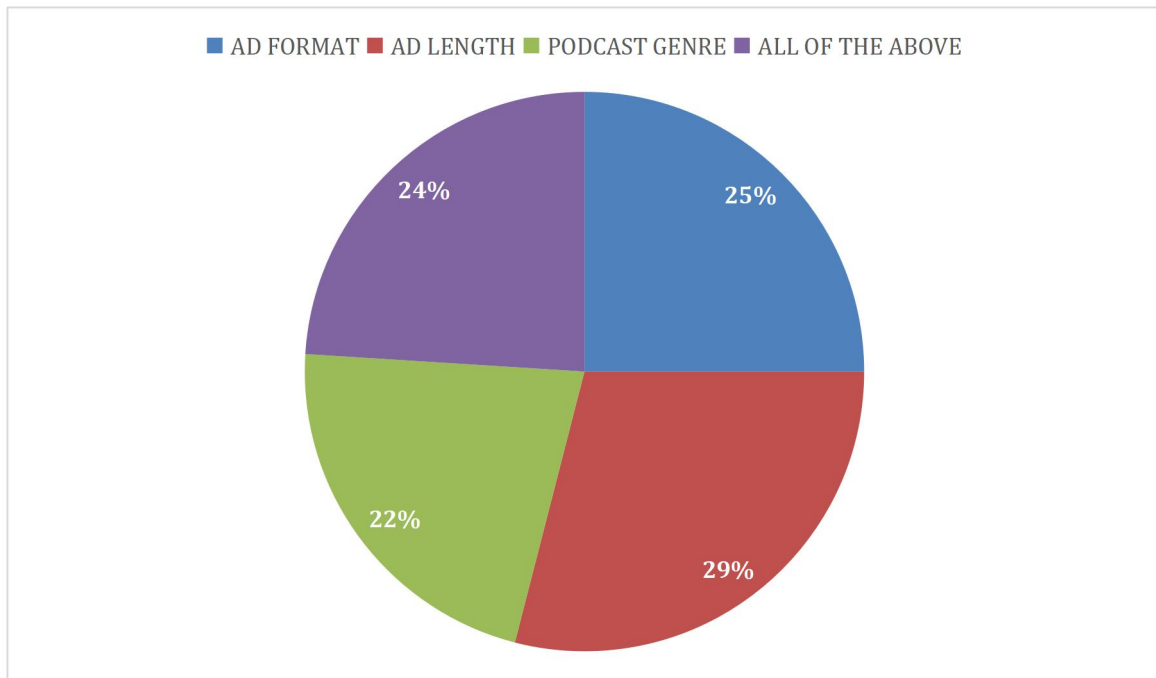


The above table shows that 25% of the respondent are ad format, 29% of the respondent are ad length, 22% of the respondent are podcast genre and 24% of the respondent are all of the above.

**INFERENCE:** Majority 29% respondents are said ad length.

**CHART NO: 4.1.20**

**FACTORS INFLUENCING PODCAST ADS EFFECTIVENESS**



**TABLE NO: 4.1.21**

**BENEFITS OF PODCAST ADVERTISING**

PARTICULARS	RESPONDENTS	PERCENTAGE
Increased website traffic	17	14
Improved brand awareness	43	36
Higher conversion rates	30	25



All of the above	30	25
<b>TOTAL</b>	120	100

**SOURCE:** PRIMARY DATA

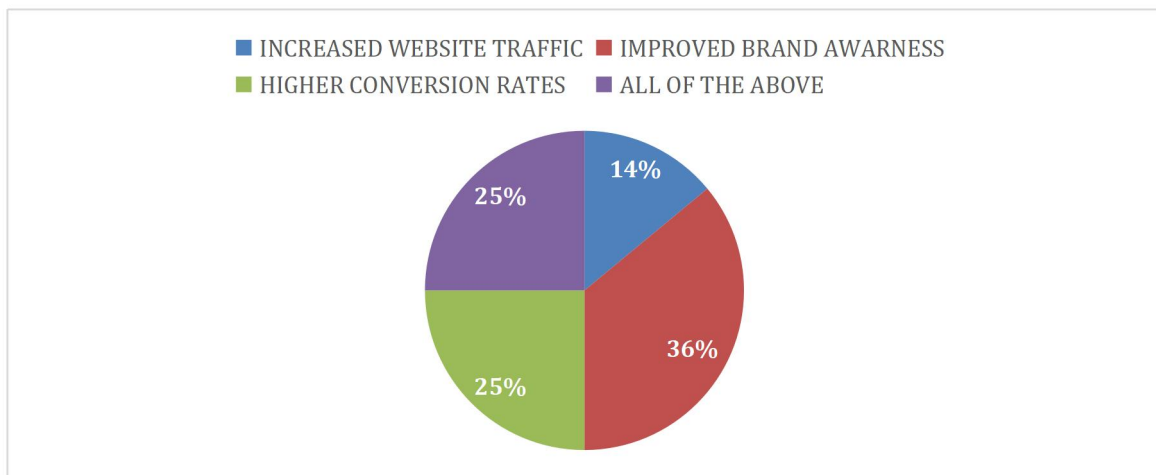
**INTERPRETATION**

The above table shows that 14% of the respondent are increased website traffic, 36% of the respondent are improved brand awareness, 25% of the respondent are higher conversion rates and 25% of the respondent are all of the above.

**INFERENCE:** Majority 36% respondents are said improved brand awareness.

**CHART NO: 4.1.21**

**BENEFITS OF PODCAST ADVERTISING**



**TABLE NO: 4.1.22**

**EVALUATING THE IMPACT OF PODCAST ADVERTISING ON BRAND IMAGE**

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes always	35	29
Sometimes	54	45
Rarely	24	20





Never	7	6
<b>TOTAL</b>	120	100

**SOURCE:** PRIMARY DATA

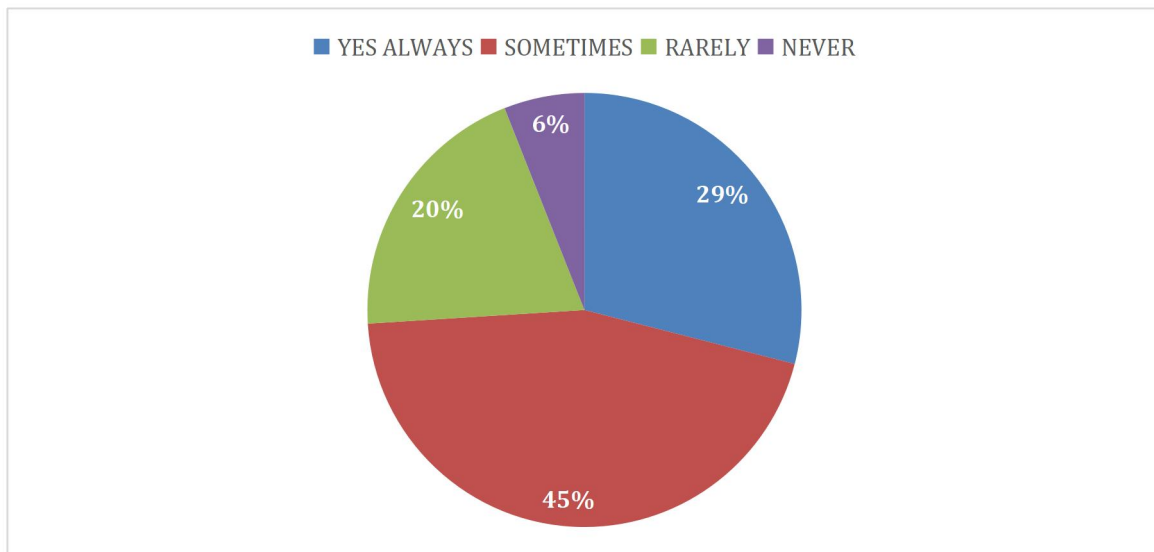
### INTERPRETATION

The above table shows that 29% of the respondent are said yes always, 45% of the respondent are sometimes, 20% of the respondent are rarely and 6% of the respondent are never.

**INFERENCE:** Majority 45% respondents are said sometimes.

### CHART NO: 4.1.22

## EVALUATING THE IMPACT OF PODCAST ADVERTISING ON BRAND IMAGE



### 4.2 RANKING ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered.



**TABLE NO: 4.2.1**

**RANK SCALE ANALYSIS FOR EVALUATING THE PRODUCTION QUALITY OF PODCAST ADS**

		RESPONSES						
S.NO	FEATURES	RANK					TOTAL	RANK
		I	II	III	IV	V		
1	Audio quality	40	30	20	20	10	430	1
2	Ad creative messaging	30	40	30	10	10	430	1
3	Host endorsement authenticity	20	30	40	20	10	390	3
4	Ad length and pacing	10	20	30	40	20	320	5
5	Call-to-action clarity	20	20	20	30	30	330	4

**SOURCE: PRIMARY DATA**

**INTERPRETATION:**

The ranking analysis reveals that Audio quality and Ad creative messaging are equally important aspects for respondents when evaluating podcast ads. Host endorsement authenticity is also highly valued, while Call-to-action clarity is moderately important. Ad length and pacing are considered the least important. This suggests that respondents prioritize the production value and messaging of podcast ads over their length and pacing.

**INFERENCE:** The above table shows that Audio quality and Ad creative messaging are tied for Rank 1, Host endorsement authenticity is ranked 3, Call-to-action clarity is ranked 4, and Ad length and pacing is ranked 5. This indicates a clear preference for high-quality audio and effective messaging in podcast ads.

**TABLE NO: 4.2.2**

**RANK SCALE ANALYSIS FOR TYPES OF PODCAST ADS THAT GRAB THE ATTENTION.**

	RESPONSES	



S.NO	FEATURES	RANK					TOTAL	RANK
		I	II	III	IV	V		
1	Funny ads	30	40	30	10	10	430	1
2	. Informative ads	20	30	40	10	10	390	3
3	Emotional ads	40	30	20	10	10	430	1
4	Short ads	10	20	30	20	20	320	5
5	Interactive ads	20	20	20	30	30	330	4

**SOURCE:** PRIMARY DATA

### INTERPRETATION

The ranking analysis reveals that Funny ads and Emotional ads are equally effective in grabbing respondents' attention. Informative ads are moderately effective, while Interactive ads are less effective. Short ads are considered the least effective. This suggests that respondents prefer ads that evoke emotions or entertain them, rather than simply providing information or being interactive.

**INFERENCE:** The above table shows that Funny ads and Emotional ads are tied for Rank 1, Informative ads are ranked 3, Interactive ads are ranked 4, and Short ads are ranked 5. This indicates a clear preference for ads that create an emotional connection or entertain the audience.

### 4.3 LIKERT SCALE ANALYSIS

The Likert scale is a standard classification format for studies. The respondents provide their opinion data about the quality of a product/service from high to low or better to worse using two, four, five or seven levels.

- 5-Excellent



- 4-Very good
- 3-Good
- 2-Average
- 1-Poor

**LIKERT SCALE =  $\sum (fx) / \text{TOTAL NO. OF RESPONDENTS}$**

**TABLE NO: 4.3.1**

**LIKERT SCALE ANALYSIS FOR KNOWLEDGE OF  
PODCAST ADVERTISEMENT**

S.NO	FEATURES	NO.OF RESPONDENTS(f)	LIKERT SCALE(x)	TOTAL $\sum(fx)$
1	Excellent	27	5	135
2	Very good	30	4	120
3	Good	34	3	102
4	Average	25	2	50
5	Poor	4	1	4
	TOTAL	120		411

**SOURCE: PRIMARY DATA**

**LIKERT SCALE =  $\sum(fx) / \text{TOTAL NO. OF RESPONDENTS}$**

$$= 411/120$$

$$= 3.425$$

**INTERPRETATION**

The Likert Scale value is 3.425 which is close to 3(Good), suggests that the overall knowledge of podcast advertisement among the respondents is generally good.

**5.1 FINDINGS**

**I. FINDINGS FROM SIMPLE PERCENTAGE ANALYSIS**



- The study shows that majority of the 55% respondent belong to the age 18-25 years old
- The study shows that majority of 52% of respondents are female.
- The study shows that majority of 69% respondents belongs to student
- The study shows that majority of 55% respondents belongs to below 10000
- The study shows that majority of 40% respondents belongs to daily listeners
- The study shows that majority of 77% respondents are said yes.
- The study shows that majority of 51% respondents are said neutral.
- The study shows that majority of 54% respondents are said yes
- The study shows that majority of 72% respondents are spotify users.
- The study shows that majority of 36 respondents are said no
- The study shows that majority of 51% respondents are moderately effective.
- The study shows that majority of 38% respondents are said yes
- The study shows that majority 57% respondents are said Podcast+ social media.
- The study shows that majority 40% respondents are said technology.
- The study shows that majority 54% respondents are said somewhat likely.
- The study shows that majority 41% respondents are said yes.
- The study shows that majority 46% respondents are said yes.
- The study shows that majority 38% respondents are said excitement.
- The study shows that majority 41% respondents are said digital products.
- The study shows that majority 29% respondents are said ad length.
- The study shows that majority 36% respondents are said improved brand awareness.
- The study shows that majority 45% respondents are said sometimes.

## II. FINDINGS FROM RANK SCALE ANALYSIS

- The above table shows that Audio quality and Ad creative messaging are tied for Rank 1, Host endorsement authenticity is ranked 3, Call-to-action clarity is



ranked 4, and Ad length and pacing is ranked 5. This indicates a clear preference for high-quality audio and effective messaging in podcast ads

- The above table shows that Funny ads and Emotional ads are tied for Rank 1, Informative ads are ranked 3, Interactive ads are ranked 4, and Short ads are ranked 5. This indicates a clear preference for ads that create an emotional connection or entertain the audience.

### **III. FINDINGS FROM LIKERT SCALE ANALYSIS**

- The Likert Scale value is 3.425 which is close to 3(Good), suggests that the overall knowledge of podcast advertisement among the respondents is generally good.

## **5.2 SUGGESTIONS**

- Identify key factors influencing consumer decisions to engage with podcast advertisements, such as demographics, interests, and ad relevance.



- Conduct surveys or interviews to gather primary data on consumer preferences and attitudes towards podcast advertisements.
- Analyse demographic influences like age, gender, income, and education on engagement with podcast advertisements.
- Study the impact of podcast advertisement effectiveness on brand awareness, recall, and purchase intent.
- Examine the role of ad format (e.g., audio, video, sponsored content) and length on engagement and brand awareness.
- Investigate how marketing strategies, such as targeting, personalization, and storytelling, affect engagement with podcast advertisements.
- Assess the importance of ad placement and scheduling on engagement and brand awareness.
- Compare the effectiveness of podcast advertisements across different platforms (e.g., Spotify, Apple Podcasts, Google Podcasts).
- Explore the influence of host endorsements on engagement and brand awareness.
- Use statistical tools like regression analysis to identify significant determinants of engagement with podcast advertisements.
- Evaluate post-ad exposure metrics, such as website visits, social media engagement, and purchases.
- Study the role of word-of-mouth and peer influence in shaping attitudes towards podcast advertisements.
- Analyse industry trends and emerging technologies that may impact the effectiveness of podcast advertisements.
- Compare engagement with podcast advertisements across urban and rural areas.
- Suggest marketing and advertising recommendations based on study findings.

## **CONCLUSION**

This study investigated the impact of podcast advertising on brand awareness and listener engagement, revealing that podcast advertising is an effective way to



increase brand awareness and reach a targeted audience. The majority of respondents reported taking action after hearing a podcast ad, and many also reported having a more positive opinion of the brand. Engaging, informative, and authentic ads, along with host endorsement and audio quality, were found to be crucial factors in determining ad effectiveness.

The study's findings also highlighted the importance of ad length, pacing, and call-to-action clarity in capturing listeners' attention and driving results. Additionally, the results suggested that podcast advertising can be an effective way to build brand loyalty and retention, as listeners reported feeling more connected to brands that advertised on their favourite podcasts.

The findings of this study have important implications for businesses and marketers looking to leverage podcast advertising to reach their target audience. By creating engaging and authentic ads that resonate with listeners, businesses can effectively increase brand awareness, drive engagement, and build brand loyalty. Additionally, the study's findings suggest that podcasters and advertisers should prioritize audio quality, host endorsement, and ad relevance to maximize the effectiveness of podcast ads.

Overall, the results of this study provide valuable insights into the effectiveness of podcast advertising and offer practical recommendations for businesses and marketers looking to tap into the growing podcast audience.

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