Effective Media Channels Evaluation
A case study of Toyota’s Intermediate Cars

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Abstract

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Program: M.S International Marketing

Title: Evaluate effective medium for the promotion of Toyota’s intermediate cars

Problem

For promoting Toyota’s intermediate cars, which media channels and specific media vehicles are the most effective ones?

Purpose

The aim of this project is to investigate the characteristics of Chinese people who are the target customers and the potential ones for intermediate cars of Toyota, as well as evaluate the effectiveness of different media channels for Toyota. Our ultimate goal is to give some suggestion for Toyota to select the effective media for their intermediate cars in China.

Method

The findings are based on the primary sources consisting of questionnaires which are post on autohome.com website and the secondary sources are consisting of dissertations in Mälardalen University, reference books, articles and journals. So the research question is answered.

Conclusion

In the conclusion part, we will summary the evaluation of the six main medium. And we draw our conclusion like this, Toyota should pay a great attention to this approach, spend certain effort on newspaper and magazine, while choose a targeted strategy to enter the fields of Internet and outdoor, and radio, we find it is not an ideal media for Toyota to promote.

Key Words: Toyota, Intermediate cars, Effective Media Channels, China
Acknowledgement

Over the period of conducting this paper, we have met lots of constraints and difficulties. Without the assistance, we would never accomplish this thesis. Therefore, we would like to dedicate this acknowledgement page for those that have contributed to our dissertation.

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Feng Wang              Ren Xie
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1. Introduction

In this paper, we would like to discuss the promotional dimension of Toyota in China from a perspective of looking for effective media channels for the company and conclude according to our evaluation and analysis, finally to enable Toyota can increase its market share.

Under the context of global economic crisis, most industries had been in recession, including motor manufacturing. As the biggest motor manufacturer around the world, in American market, Toyota suffered a down of 13% of its market share (Guoji, 2008). But by contrast, the sales in Chinese market increased 17% in FY2008 (Asian Dispatch, 2009). With the momentum, Toyota has its further goal of the increase of market share in China, and which is the right purpose of this thesis.

We found that from a view of the level of price and quality, Toyota’s main competition with its major rivals is concentrated on the intermediate level cars in Chinese market, thus to have a targeted and valuable thesis, we decide to focus our research on this mid-range car market.

To reinforce of promotion, which is our objective of this paper, we found that launching quality advertisements is the core in this issue, while selecting effective medium is one of the most important task in launching quality advertisements. So evaluating and analyzing effective medium become what we are going to work on throughout this paper.

According to the theme and objective of this research, we will focus our findings on the information about Chinese media channels and the characteristics of the target consumers. Limitation during this research exists, which is mainly manifested when we are collecting information about medium, for example the ratings. Another limitation is probably from the questionnaire we will design for the research, which lies in the effectiveness of the population and the number of responders.
1.1 The Choice of Topic

1.11 Why We Choose Toyota

The reasons why we choose Toyota as our thesis subject are:

Toyota is a company who has a glorious history of over 80 years. Through a long period of development, the company has evolved sound operational and managerial patterns and corporate culture. Examples include TPS (Toyota Production System) and Lean Manufacturing, etc.

What’s more, Toyota begun to expand to the world in 80s and obtained a noticeable success especially in North American market. This helped Toyota grasp a successful experience of international marketing approaches, in which field our thesis subject will focus on.

Under the context of financial crisis, the shrinkage of American market caused Toyota a sale decline of 33.9% in November 2008, comparing the same period in 2007. But strikingly, the sales in Chinese market in 2008 increased by 20%, which reflected the strong need in this area (Luo, 2009). Thus this is why we choose Chinese market for Toyota’s international marketing analysis and where also causes our interests.

1.12 Why We Choose Promotion and Media

We choose the promotion as our research direction for this paper from the 4Ps of marketing mix, which consists of the four elements of marketing activities. According to the information collected, we found the improvements and adaptations on promotion aspect is the most practical and suitable one for us.

The decision of promotion is due to the feasibility, which means the final paper not only consists of analysis on Toyota’s promotion, but allows us to propose feasible suggestions on that to make the paper have a meaning of actual application.

And we choose evaluating different medium to be our target direction, because to launching valuable advertisements is based on effective media channels, which is the
premise of attaining a successful promotion.

1.2 Problem Statement

In this paper, we are going to examine and evaluate the effectiveness of different medium channels in order to select the most valuable ones for Toyota’s intermediate cars’ promotion, and finally we will propose feasible suggestions based on the findings and analysis in order to help Toyota to increase its market share.

1.3 Strategic Question

For promoting Toyota’s intermediate cars, which media channels and specific media vehicles are the most effective?

2. Research Questions

1. To find out the characteristics of the people who are the target customers and the potential ones of intermediate cars of Toyota.
2. To evaluate the effectiveness of different media channels for the intermediate cars of Toyota.

3. Conceptual Framework

This chapter will provide a theoretical frame that we use in analyzing chapter. The readers will have a chance to understand concepts and models before going through the collection of information.

3.1 Literature Review

In the book, Marketing Models (Lilien and Kotler, 1992), there has been discussions about evaluating the effectiveness of medium. In the Advertising part of this book, the authors introduced the evaluating approach.

As the book puts, media selection is the problem of finding the best way to deliver
the desired number of exposures to the target audience and to schedule the delivery of those exposures over the planning period.

Advertisers are seeking a response to its advertising from the target audience; in this case, the exposure (E) could be assumed a level of product trial. As the theory introduces, the effect of exposures depends on the exposures’ reach, frequency, and impact. These factors can be defined as follows:

Reach (R): the number of different persons or households exposed to a particular media schedule at least once during a specific time period.

Frequency (F): The number of times within the specified time period that an average person or household is exposed to the massage.

Impact (I): The qualitative value of an exposure through a given medium.

The relationship among reach, frequency, and impact can be shown as:

Total number of exposures (E) is the reach times the average frequency, that is, $E = R \times F$. It is also called gross rating points (GRP).

According to the authors, through this approach, researcher can evaluate the effectiveness of different medium with the concepts of E, R, F and I. This is one of the most famous and classic theory for evaluating medium.

But in realistic research, the gaining of the data the theory involves like Reach and Frequency is very difficult for us, because most of this data is not free for public. So in consideration of the limitation of the feasibility, we would like to choose the following combination of model to conduct our thesis research in order to answer the research questions.

3.2 The Research Model
Figure 1: Targeting market and media evaluation
Adapted the model from Kotler and Keller (2006, p574)
As the model indicates, this model mainly has two parts: Study the target market and Evaluate effective medium. And we choose Evaluate effective medium to be our focus direction.

As the first step of the model, our objective is to study the target market that has been decided in the introduction part, the intermediate car market. In this part, we are going to mainly analyse the target and potential consumers from the demographic perspective.

Second, we will focus on our main direction that to evaluate different medium for Toyota. In this phase, we first estimate and choose several valuable media forms, then evaluate these advertising forms with the three considering variables in the model. With these chosen medium, we examine different values and functions of them.

In the last part of analysis, we will look for specific vehicles of the evaluated medium.

3.3 Conceptual Framework

In this paper, several models will be used to help us conduct our research. Generally, the two major steps of this thesis are selected from the model A framework for international promotion in the book, International Marketing, as following.

Table 1: A framework for international promotion
In the original model, there are six steps of international promotion. The aim of this model is to reconcile an international advertising and sales promotion effort with the uniqueness of every market, which is the challenge confronting the international marketers. And to integrate this model with our thesis, we choose two steps from the entire six to be our major theoretical structure, namely, *Study the target market* and *Evaluate effective medium* respectively, which are related to the research object of this paper. Our finding and analyzing parts will be conducted by these two parts and finally come to our conclusion, which can answer the research questions.

**Study the target market:**

Firstly, as having chosen our target market, that is, intermediate cars, we are going to analyse the demographic characteristics of this target group. We learnt the concepts and theories of demographics from the Jamal et al (2006) book, *Consumer Behaviour*. According to the book, consumer demographics are important for marketers because consumers can be targeted by using variables such as age, gender and occupation. Consumer behaviour differs with demographic variables. For example, many of our purchases vary by age category. Similarly, men and women can behave differently as consumers because of their different cultures.

In this section, we will discuss a number of demographic factors and research the corresponding customer behaviour habits. This kind of information and discussion can help us to match and choose the right medium when we are evaluating different media channels. To achieve this aim, our group gains such information via Internet and the questionnaire that we design. In the questionnaire, we are going to set 6 questions about customers’ demographic characteristics, which involve gender, age, income level, education background, occupation status and resident place.

**Evaluate effective medium:**

The next is our major part of this model, evaluating different media forms for Toyota’s intermediate cars. We choose the models in the book, *Marketing Management* (12th edition) by Kotler Philip.
As illustrated in the model, firstly, we select 6 kinds of major advertising medium which are newspaper, television, radio, Internet, magazine and outdoor respectively to be our evaluating objects. We select these 6 channels mainly according to their large market shares of advertising revenue in China, which can reflect that these 6 medium are the largest advertising channels in China no matter in terms of economic scale or popularity in public. So these chosen medium will be the most effective for Toyota to advertise in order to improve their promotion in Chinese market.

The approach we analyse and evaluate these major medium is shown in the research model. Two variables has been chosen and listed in the research model, which are target audience media habits and product characteristics.

The variable of target audience media habits means what the target customers usually do in the daily life, which includes what is the most popular time or content towards particular media. This kind of information is mainly gained from the questionnaire we design for the target customers.

For instance, for newspaper, we are going to get two aspects of information bout customers’ habits: which sections are the most popular in newspaper, and which parts of ad in newspaper are paid most attention.

For television, through the questionnaire, we try to learn which kinds of TV programs are the most popular for audience and what is the favorite time that our target customers watch TV.

This kind of investigation is also manifested in other advertising medium including Internet, outdoor, radio and magazine through the questionnaire.

The second variable, product characteristics is another dimension for us to evaluate the 6 medium. Here, the term “product” used in the book, Marketing Management means media channel. Thus, this variable is to discuss the characteristics of different advertising medium. This information we will get is mainly illustrated like the developmental status of the medium, the economic scale, the market share of the advertising revenue and as well the ratings and circulations of the medium we choose.

After that, we will use the model, ‘specific media vehicles’, which is also from the book, Marketing Management. Since we have evaluated the effective medium, with
this model, we will examine which specific media vehicles are the most effective for Toyota.

For instance, for TV media vehicle, which TV stations are most effective to advertise, and for journal vehicle, which specific magazines are most effective to propagate Toyota’s products.
4. Methodology

In order to answer our research questions, information will be mainly conducted in three main areas. Firstly, in study of target market, we will find out information of demographic characters such as age, gender, social grades and income level about customers who would like to buy intermediate cars of Toyota, for example, Camry, Coralla, Accord and Reiz. The sales of these intermediate cars are around 100,000 to 200,000RMB\(^1\) in China. (Chevip, 2006) Secondly, in the evaluation effective media, we will find out information of different media in Chinese market such as audience rating, cost of different media and so on. Also, we will find out some information about the specific media vehicle. For instance, for TV media vehicle, which TV stations are most effective to advertise, and for journal vehicle, which magazines are most effective to propagate Toyota’s products.

4.1 Data Collection

In this thesis, we decide to collect data from both primary and secondary sources. So we could complement insufficiency of each source and obtain enough data in order to answer our research questions which are find out the characteristics of the customers in the target market and evaluate effective medias for the promotion of Toyota’s intermediate cars.

4.1.1 Primary data

According to Fisher (2004, p 132), There is a great variety of means that can carry out the primary research in the Master’s thesis such as questionnaires, interviews, observation. We would like to choose questionnaire for consolidating our analysis. The questionnaire will be a semi-open one, which consists of some tick boxes first and several open questions at the end. Questionnaire is an effective measure to attain the most direct information. In this case, we are going to design our questions which are following the analyzing model: study the target market, evaluation effective media

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1. RMB: The renminbi, the official currency in the mainland of the People’s Republic of China (PRC). 1RMB=1.1SEK (RMB Guide, 2006)
and specific media vehicles. You can see these questions in appendix. Since the data are going to be collected from the Chinese customers, the questionnaires would be written in both English and Chinese. Because our target market is China, people would more prefer to answer questions by Chinese.

We design the questions to collect the demographic information of customers in our target market which is intermediate cars market and customer’s habits about the different media channels. Therefore, we can know which media is effective for Toyota to promote its intermediate cars.

And to accomplish this questionnaire, we plan to post it on Chinese motor online forum, which has millions of members of motor fans and users, who will help us get the valid information and enough respondents.

**Sample size**

The targeted populations of this research are the visitors of motor forum which is [www.autohome.com.cn](http://www.autohome.com.cn). According to Baidu (2009), the autohome forum is a largest motor forum in China and there are around 1,500,000 visitors per day visit this forum. We will use convenience sampling technique as our method to collect the questionnaires. According to SCORE Mathematics (2009), convenience sampling is the method of choosing items in an unstructured manner from the population frame. A convenience sample chooses the individuals that are easiest to reach. It is convenient for researcher, but can not insure that this sample is an accurate representation of population. Due to the time limitation, the sample is the numbers of questionnaires that we collect within one week.

**Question Format**

There are totally 17 questions in this questionnaire and the questions are very easy to understand. There are two parts in the questionnaire which are study the target market and evaluation effective media.

According to Fisher (2004, p 162), there are different formats in designing a questionnaire such as dichotomous questions, multiple choice questions, checklists,
rating scales, Likert scales and open questions.

In this questionnaire, the question 2 is a dichotomous question which is asking the responders’ gender information.

Then, the multiple choice questions are 1, 3, 4, 6, 14 and 16. Questions 1, 3, 4 and 6 collect the demographic information of the responders such as age, education, income and career. Question 14 and 16 are about responders’ reaction for print advertisement. They collect customer’s reading habit about magazine and newspapers.

Thirdly, the questions 7, 9, 11 and 15 are checklists questions. Responders can choose more than one item if they want. Those questions are all about choice of the effective type of media to Toyota’s intermediate cars.

Finally, because of the big population of our questionnaire, it is better to use semi-open questions in our questionnaire. For example, the questions 8, 10, 12, 13 and 17 are all about the responders’ habit of choosing media. They will give our researchers more information about which media customers like and which specific vehicle they like. Also, there is another semi-question 5 and the aim of asking this question is collecting responders’ information which part of China they come from.

### 4.1.2 Secondary empirical data

Secondary data is another important channel to obtain the information of the research. The secondary data provides sufficient knowledge background about information of different media in Chinese market. For collecting secondary data, our main analyzing method is documentary research with both open and pre-coded form. According to Fisher (2004, p. 135), open approach is used to look for common narrative structures that are shared by many similar documents. Pre-coded study of documentary research is used to collect electronic document such as browsing the webpage and electronic journals. Fisher (2004, p. 135) argues that pre-coded study of documents use electronic document files or electronic textual databases to count the frequency and context of the appearance of certain key words or phrases.

Because of the most information obtained from the Internet, we used only the
websites with a good reputation for trustworthiness of their content. For example, we will access to reliable and updated website like China Internet Network Information Center (CNNIC) from where we can collect statistics about the growth of number of Internet users in China. Also, we will collect secondary data from the articles and journals in Malardalen University’s database like ProQuest, Emerald, ABI/inform and Business Insight, and the famous and reliable business magazines and Internet.

4.1.2.1 Secondary sources

- Online databases
- Online newspaper
- Online business journals

4.2 Data Analysis

There are three ways to stretch out study and make conclusion that is inductive, deductive, and adductive. According to Fisher (2004, p 248), induction is the process of drawing general conclusions from specific and detailed findings. It means that researcher starts in empirical findings, but do not reject theoretical pre-conceptions. Deductive is defined as the process of inferring particulars from a general statement. It means researcher starts with theories.

In our report, we start with theories, which relate to our research question, then through studying data. And then we draw our conclusion and give some recommendations. Therefore, deductive way is the most suitable for our thesis.

Based on Bryman’s theory (2004, p 366), qualitative research is a research method which focus on ‘words more than quantification in the collection and analysis if data’. And the quantitative research is focus on the ‘numbers’ more than words. Additionally, the quantitative researchers are more distant and keep the point of view of themselves’
but not the participants. Also, the quantitative research ‘bring a set of concepts to bear on the research instruments being employed’ (Bryman, 2004, p 394). So the quantitative research is in performance to the theory ‘testing’ but not ‘emergent’. As for our research, it used the questionnaire to collect the data from participants, while we kept the identity of ‘researchers’ to analyze the numbers. Meanwhile, we tried to test the our main research model which is updated from <Marketing Management> by Kotler and Keller (2006, p 574). With this kind of research methodology, we aimed to figure out the targeting market and media evaluation of the feature of this model.

The result of the questionnaire will be counted and finally displayed through the way of comparing percentages when we are going to introduce and analyze. By comparing the percentages of every option in one question, we can get the various relationships between the options.
5. Finding

5.1 Study the Target Market

Most demographic information is collected by primary data, questionnaires. A total of 267 questionnaires were returned within one week and there are 209 completed responses and 58 incomplete responses. The first six questions of questionnaire are used to collect demographic information of responders.

 Gender

Totally 266 responders answered this question. The sample consisted of 140 male responders which account for 52.63% of total responders. The female responders are 126 which make up 47.37%.

 Age

266 responders answered this question. The age of responders is most 26 to 30 years old which account for 68.05% of total responders and there are 181 people. The second age group is between 20 and 25 years old which make up 20.68% of total (55 responders). The number of responders between 31 and 40 years old is 14 which account for 5.26%. Those who are under 20 years old or above 40 only have much smaller percentage which account for 3.38% (9 responders) and 2.63% (7 responders).

Figure 2: Age of Responders
Education

266 respondents answered this question. More than half of the sample had enjoyed higher education. There are 61.28% of total responders having bachelor degree and the number of responders is 163. 73 responders have master or above degree which account for 27.44% of total. The responders with high school background only account 11.28% (30 responders).

Income

Totally 266 responders answered this question. The income of the majority of the responders is between 3,001 and 5,000 RMB which account for 68.05%, 181 responders. The second one is under 3,000RMB group which are 45 responders and account for 16.92%. Thirdly, the income of responders from 5,001 to 7,000 makes up 7.52% which include 20 people. The responders who earn 7,001 to 10,000 are only account 2.26% which is only 6 people. Finally, the number of responders who earn above 10,000 is 14 and make up 5.26% of total responders.
**Place of residence**

In question 5 of the questionnaire, we tried to learn the geographic distribution of our target and potential customers. From the result, we can see that all the 247 respondents are from dozens of cities of China. Among these, there are 46 respondents from the central area of China, there are 69 people from northern China, and 75 from eastern and finally 57 people from southern China. In the meanwhile, but we also notice that over 85% of the respondents are from intermediate or large cities.

**Occupation**

Totally 247 responders answered this question. The corporate or public institution workers are majority of responders which account for 41.30% of total responders, 102 people. The second large group is students which account 37.65% of total (93 responders). The free lancer and civil servant respectively make up 10.12% (25 responders) and 6.88% (17 responders). The unemployed responders account for 3.64% which is 9 responders. At the least, there is no retired people answered our questionnaires.
5.2 Evaluate Effective Media

We selected totally six major media types which are suitable for promoting Toyota’s intermediate cars, including newspaper, television, radio, magazine, outdoor and Internet.

5.2.1 Newspaper

5.2.1.1 Considering variables

Through from the questionnaire we sent via the Internet, we collected the information about the media habits of the audiences to be our reference when we are evaluating different medium and specific media vehicles.

In question 15, we asked which sections in the newspaper you like. The options include news, sports, entertainment, series and economy. Through this question, we planned to learn which parts of newspaper were the most favorite in the target customers, which can give us a reference when we evaluate the newspaper media.

According to the responses, among the 218 responds,
<table>
<thead>
<tr>
<th>Contents</th>
<th>% of Respondents</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>34.57%</td>
<td>159</td>
</tr>
<tr>
<td>Entertainment</td>
<td>26.52%</td>
<td>124</td>
</tr>
<tr>
<td>Economic</td>
<td>19.13%</td>
<td>88</td>
</tr>
<tr>
<td>Sports</td>
<td>16.52%</td>
<td>76</td>
</tr>
<tr>
<td>Series</td>
<td>2.83%</td>
<td>13</td>
</tr>
</tbody>
</table>

Table 2: Favorite Newspaper Content

In another question about newspaper, we gave several choices of different kinds of ad in newspaper. The choices are color printing advertising, full-page advertising, half-page advertising, small plates advertising and the raphe advertising. With the answers, we can find which kinds of ad are most popular in readers.

According to the responses, among the 218 responds,

<table>
<thead>
<tr>
<th>Contents</th>
<th>% of Respondents</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color printing advertising</td>
<td>57.34%</td>
<td>125</td>
</tr>
<tr>
<td>Full-page advertising</td>
<td>28.90%</td>
<td>63</td>
</tr>
<tr>
<td>Half-page advertising</td>
<td>8.26%</td>
<td>18</td>
</tr>
<tr>
<td>Small plates advertising</td>
<td>3.21%</td>
<td>7</td>
</tr>
<tr>
<td>The raphe advertising</td>
<td>2.29%</td>
<td>5</td>
</tr>
</tbody>
</table>

Table 3: Favorite Ad in Newspaper

✧ **Product Characteristics**

Newspaper ad ranks the second largest in all the ad industries, which follows the largest TV ad. The revenue of newspaper ad has been accounting for 22-23% in all the ad forms for recent years (Xie, 2006). By 2008, the scale of the revenue has reached 82.68 billion RMB (Hui, 2008).
Though the newspaper ad is the second largest ad industry, as the appearance of the emerging ad forms like Internet, the newspaper ad’s market share has kept decreasing for years and the increasing rate got a slide, too (News, 2009).

<table>
<thead>
<tr>
<th>Year</th>
<th>Increasing Rate of All ad industries</th>
<th>Increasing rate of Newspaper ad</th>
<th>% of newspaper ad in all ad industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>11.1%</td>
<td>8.61%</td>
<td>19.9</td>
</tr>
<tr>
<td>2007</td>
<td>10.68%</td>
<td>6.42%</td>
<td>19.4</td>
</tr>
<tr>
<td>2008</td>
<td>9.11%</td>
<td>8.1%</td>
<td>18.3</td>
</tr>
</tbody>
</table>

Table 4: Comparison between the Ratings of Newspaper Ad and the Whole Ad Industry

5.2.1.2 Specific Media Vehicles

To get the information about newspaper, firstly we need to know which ones are valuable for our research, which involves circulation and geographic features. Following is the top 10 newspapers on circulation in China (Nie, 2004):

1. 参考消息 （全国）
   Cankao Xiaoxi (Nationwide)
2. 人民日报 （全国）
   People’s Daily (Nationwide)
3. 扬子晚报 （江苏）
   Yangtse Evening Post (Jiangsu Province)
4. 南方都市报（南方）
   Southern Metropolis Daily (Southern Area)
5. 羊城晚报（广州）
   Yangcheng Evening News (Guangzhou Province)
6. 楚天都市报 （湖北）
   Chutian Metropolis Daily (Hubei Province)
7. 新民晚报（上海）
   Xinmin Evening News (Shanghai)

8. 北京晚报（北京）
   Beijing Evening News (Beijing)

9. 大河报（河南）
   Dahe Daily (Henan Province)

10. 南方日报（南方）
    Southern Daily (Southern Area)

5.2.2 Television

5.2.2.1 Considering variables

- **Target audience media habits**

  We mainly got the information from the questionnaires we sent.

  According to the question 8, among the 247 effective responses, 169 respondents said that they usually watched TV in evening, especially during the “prime time”, which is from approximate 20-23.

  And from the question 9, we can know what kinds of program are the audience favorites.

  And from the question 9, we can know what kinds of program are the audience favorites. Our options have series, movie, sports, news, science & education and entertainment.

<table>
<thead>
<tr>
<th>Programme</th>
<th>% of Respondents</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movie</td>
<td>23.60%</td>
<td>147</td>
</tr>
<tr>
<td>News</td>
<td>19.90%</td>
<td>124</td>
</tr>
<tr>
<td>Entertainment</td>
<td>17.98%</td>
<td>112</td>
</tr>
<tr>
<td>Series</td>
<td>17.17%</td>
<td>107</td>
</tr>
<tr>
<td>Sports</td>
<td>12.04%</td>
<td>75</td>
</tr>
<tr>
<td>Science &amp; Education</td>
<td>9.31%</td>
<td>58</td>
</tr>
</tbody>
</table>
Table 5: Favorite TV Program

And in question 10, we tried to know there is any car programs watched by audience usually. But the answers didn’t show any popular one for us.

✶ Product Characteristics

TV advertisement, emerging with the appearance of television in 1940’s, has been developing rapidly in the last several decades. Nowadays, TV ad has become the most major and important ad form in the world, as well as in China. During the latest years, the revenue share of TV ad has been keeping at the level of 38% in the gross advertising revenue, which ranking the largest all the time, followed by newspaper and magazine, which ranked second and third respectively (Xie, 2006). Here’s the comparison of the advertising revenue between TV ad and the whole advertisement industry in China in these recent years (Lxroto, 2005) (Hbjjrb, 2007).

<table>
<thead>
<tr>
<th>Year</th>
<th>Whole Ad Industry (Billion Yuan)</th>
<th>TV Ad (Billion Yuan)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>120.0</td>
<td>35.1</td>
</tr>
<tr>
<td>2005</td>
<td>146.1</td>
<td>40.7</td>
</tr>
<tr>
<td>2006</td>
<td>157.3</td>
<td>45.3</td>
</tr>
<tr>
<td>2007</td>
<td>174.1</td>
<td>60.1</td>
</tr>
<tr>
<td>2008</td>
<td>189.9</td>
<td>69.5</td>
</tr>
</tbody>
</table>

Table 6: Comparison between the Revenues of TV Ad and the Whole Ad Industry

As to the motor industry, in 2008, the advertising fee of this field ranked fourth after real estate, medicine and food. Additionally, the fee of motor industry increased by 28.25%, and it only followed the first increase of 28.77% by service industry (News. yntv, 2009).

According to the news from Japan, Toyota’s advertising fee has ranked No.1 for 11
consecutive years so far (Didibaba, 2006).

5.2.2.2 Specific Media Vehicles

CCTV

CCTV plays a dominant role in TV media of China, which has been in a monopolistic position in Chinese TV media industry. The programmes broadcasted by CCTV cover 90% population of China, and the number of audience has exceeded over 1.1 billion (CCTV, 2007).

From Aug. 8th to 24th of 2008, the time when the Olympics was being held, the audience share of CCTV reached 52.19%, while the share of the first 6 months of the year was only 35.69% (Yang, 2008). And the audience share of the open and closing ceremony were 83.62% and 72.77% respectively. During the two weeks of the Games, there over 1.125 billion Chinese watched this event. Additionally, the ad revenue of CCTV during the games reached 2 billion RMB (Dong, 2008).

Spring festival is the most important festival in China like the Christmas in Western. Ever year, CCTV holds the Spring Festival Evening Gala on the eve of the spring festival. In 2009, the ratings of this program were 34.82%, higher than the 32.39% in 2008. And the ad revenue of this 4-hours TV program was 0.6 billion RMB strong (Msn, 2009) (Luo, 2009).

Local TV stations and channels

The following diagram indicates the comparison between the ratings of different TV programs in 2007 and 2008. This data is the comprehensive calculation of all the local channels (Hntvlyc, 2007).
5.2.3 Radio

5.2.3.1 Considering variables

*Target audience media habits*

In order to gain a better understanding of the audiences’ preference in which kind of radio programmes such as news, entertainment, traffic programme, talk show and music, and then make suggestions for TOYOTA to make efficient advertisements strategies, we designed a question 11 (see appendix 1)

From this question, we believe that the result is helpful for our research.
From the pie graph above, we can come to the following conclusions: three kinds of main radio programmes attract the vast majority of audiences, and the other two kinds of radio programmes only share the total left audiences, whose number is still less than any of the three radio programmes’. On one hand, when our analysis comes to the three main kinds of radio programmes, we can find that there are still some differences among them the music programmes came out on the top of the audiences’ number. 143 responders answered that they would choose the music programmes as the preferable programme. The percentage took 31.43% of the total. Which came next is the entertainment programmes. 117 responders pick this kind programme as their preference and the percentage is 25.71%. Music and entertainment programmes, as the most common choices, are the most easily accessible and to understand. However, there is some difference between the third one and the former two kinds of programmes. The third kind of programmes which was usually chosen as audiences’ preferable choice is the news programmes. 103 responders though that this kind of programmes were very attractive and the percentage of them is 22.64%. Although it is not one of the casual and relaxing programmes, the news programmes still won the vote from the audiences.

On the other hand, due to the question is multiple-choice, we also should notice the two other kinds programmes, the traffic programmes and talk-show programmes.
Both of them only share around 20% of the total responders together. The traffic programmes are the answers of 49 responders and took 10.77% of the whole, while the talk show programmes are only chosen by 43 responders, which is 9.45% of total. Because of our multiple choices, these two kinds programmes are not only be picked up as the audiences’ first choices, but also abandoned by around 80% responders from our survey, which means those 80% will not be active to listen to both of the two non-attractive programmes.

In addition, from the results of question 7 of questionnaire in Appendix 1, only 20 responders pick the radio element which account for 4.43% of total responders when they select mainly media channels to gain information.

◊ Product Characteristics

According to website hc360 (2005), based on the age, most radio’s audience in China are aged from 15 to 24 years old and from 50 to 64 years old. From the listening time, there are three period are the peak period of radio, including the morning period from 7am to 8am, the afternoon period from 12.30 to 13.30 and the middle night period from 22.30 to 23.30. The early morning period is the most important one.

5.2.3.2 Specific Media Vehicles

In order to collect the responder’s specific preferable car broadcast programme, we designed a question 12 (see appendix 1).

As well for the specific preferable radio programmes about automobiles, we can get the data from the pie graph below.
In this question, 155 people participated in this survey and the responds showed the huge difference among the responders. Most of the responders thought that there was no stable radio programmes about automobiles are their preferences and the radio programmes about automobiles they listened were selected randomly. Beyond this part of responders, the other part is our research focus. In this part, 2 responders have never listened to any kinds of radio programmes about automobiles and 3 responders have no interest in the automobiles programmes. 14 responders’ answers are totally different from each other and each answer is one specific programme. The two valuable answer-groups have the more concentrated choices. 12 responders selected Traffic Voice as their preferences and 6 responders picked Traffic Art out. Their percentages severally are 0.077% and 0.039%.

5.2.4 Magazine

5.2.4.1 Considering variables

- **Target audience media habits**

  In order to acquire the better understand readers’ attitudes about location of
magazine advertisements, we designed a question 14 for our survey responders (see appendix 1).

![Figure 9: Location of Magazine advertisements]

From the bar chart, we can see clearly, there is a highly visible difference about the location of magazine advertisements. 164 people who answered the question would notice the advertisements on the cover page, and this number took a high percentage of 71.93%. That is almost 28 times of the last page advertisements’ readers (6 responders). Meanwhile, the middle page advertisements and between articles advertisement have the similar percentage of reader-attracting rates, 14.04% (32 responders) and 11.40% (26 responders). All appearance, the cover page advertisements are much easier to be noticed and efficient.

In addition, from the results of question 7 of questionnaire in Appendix 1, 52 responders choose magazine as their mainly media channels to gain information which is account for 11.53% of total respondents.

- **Product Characteristics**

  In the four main medias (television, newspaper, radio and magazine), magazine is the number one in the quantity in China. At the end of 2004, there were 9490 different kinds of China’s magazine. In China, the main source of the income of the magazine
still depends on the sales in the market, not advertising (Lu and Bei, 2003) (see appendix 3.4)

5.2.4.2 Specific Media Vehicles

In order to collect the information about the responders’ specific preferable magazines, we designed a question 13 (see appendix 1)

There are 132 answers from the 157 responders are ‘no magazine about automobiles I have usually read’ and only 27 responders gave the exact name of the magazines they have usually read. In the 27 respondents, <The Friend of Car> manifestly is the most popular magazine and 6 responders have or usually read this magazine. It took 22.22% of the 27 respondents. Each of <Car Magazine> and <Car Information> was been selected by 3 responders, which shared 11.11% of the total. The other options with exact name of magazines are 15 and all of them are different magazines. This result basically coincides with the Table 9 which can be seen in appendix 3.4. As the most influenced magazine, <The Friend of Car>, provides a good flat for showing because of its high market share rate (15.43) and coverage rate (99.26). Unfortunately, the data is based on the minority magazines readers (27 readers from the total 157 responders).

5.2.5 Outdoor

5.2.5.1 Considering variables

✧ Target audience media habits

In terms of target audience, the outside ad will be confronted with almost all kinds of people outside. Thus, there is no specific media habit in this field to evaluate.

✧ Product Characteristics

Outside ad industry is one of the ad medium that have the largest increasing rate in China. The economic scale extended from 1.3 billion in 2003 to 3.4 billion in 2008 with an average increasing rate of more than 20% (Chu, 2008). And the market share
has been keeping at the level of over 10% (China.com, 2009).

In the field of outside ad industry, there is still huge market potential for marketers. But since the economic crisis, many small ad companies were closed down in 2008. In turn, in this industry, the competition between several biggest ad companies in China becomes more and more fierce, but the huge market makes them develop quickly but cannot beat each other.

5.2.5.2 Specific Media Vehicles

In this section, there is no specific media vehicle.

5.2.6 Internet

5.2.6.1 Considering variables

❖ Target audience media habits

For getting an understanding of website visitors’ browsing habit, we designed an open question 17 (see appendix 1). From the answers to this open question, we can conclude that how many responders chose one specific kind of websites to visit, for instance, how many of them choose the gateway websites, searching websites, communication website, audio website and auto website to visit.

<table>
<thead>
<tr>
<th>Gateway website</th>
<th>Searching website</th>
<th>Communication website</th>
<th>Video website</th>
<th>Auto website</th>
<th>Others</th>
<th>No frequency website</th>
</tr>
</thead>
<tbody>
<tr>
<td>96</td>
<td>77</td>
<td>55</td>
<td>15</td>
<td>8</td>
<td>83</td>
<td>10</td>
</tr>
</tbody>
</table>

Figure 10: Website Visitors’ Browsing Habit
From the respondent, we can conclude that, owning the largest group of visitors, the gateway websites have been chosen 96 times by the responders. What is coming next is the searching websites, and this kind of websites has 77 adherents. In the third position, the communication websites also abstract people’s attention and 55 people from our responders told us those communication websites, which can provide them a flat to contract their friends, acquire others’ information and present themselves, are the website they frequently browse. Beyond the big three groups, two other kinds websites were mentioned in the respondent. One is the automobiles website. 8 people answered that they would visit this kind of websites if they need some information from Internet. The other one is the video website. This kind of burgeoning websites is the choice for 15 responders. At the same time, there were 83 respondents were the responders chose other kinds of websites, such as the education, finance or sports websites. Additionally, 10 responders answered that they did not have the stable kind of website they frequently browse.

In addition, from the results of question 7 of questionnaire in Appendix 1, 220 responders answered that they would choose Internet as the preferable media channel to gain information which account for 48.78%.

🍬 Product Characteristics

According to CNNIC report (2008), 54.9% Internet users are male, 57.9% are unmarried, and 51.2% are under 25 years old in China. The majority of Internet users have at least a college diploma. In the total users, there are 36.7% are students, 25.3% are enterprise staff, 33.9% users earn more than 1500 Yuan a month, however, if student users are left out, this percent goes rises to 53.6%.
From the appendix 3.1, the CNNIC Report about Internet users, the total number of Internet users in China arrived 110 million as of December 31, 2006. On June 30, 2007, the total number of Internet users in China reached 162 million and the Internet users nearly grew 100 per minute within last half years and the Internet penetration rate reached 12.3%. At the end of the June 2008, the number of netizens in China reached 253 million which became the first one in the world. Nevertheless, the Internet penetration rate is only 19.1% percent. (CNNIC, 2006, 2007, 2008)

### 5.2.6.2 Specific Media Vehicles

From the question 17, we also can calculate how many responders chose one specific website to visit. The following table can show the details.

<table>
<thead>
<tr>
<th>Category of website</th>
<th>Specific Website</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gateway website</td>
<td>Sina.com</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>Sohu.com</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>163.com</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Yahoo.com</td>
<td>10</td>
</tr>
<tr>
<td>Searching website</td>
<td>Baidu.com</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>Google.com</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>Hao123.com</td>
<td>8</td>
</tr>
</tbody>
</table>
Table 7: Favorable Specific Website of Respondents

In the group of gateway websites, sina.com took the first position, and 43 responders in this group choose it to visit frequently, the percentage of its adherents from the total number is around 44.79%. Other websites are sohu.com with 23 responders (23.96% of total), 163.com with 20 responders (20.83% of total) and yahoo.com with 10 responders (10.42%). In the second group of searching websites, baidu.com won the most selection from the responders. It has the significant advantage (51 responders, 66.23% of total). Comparing with baidu.com, google.com only has 18 responders’ choice (23.38%) and hao123.com in this group only have 8 (10.39%). Meanwhile, in the third group of communication websites, xiaonei.com and QQ.com have the similar adherents’ number, 21 and 22. However, other websites, such as facebook.com and MSN.com in this group can only share the left 12 adherents. In the last group of video websites, youku.com took the two thirds selections (10 adherents) in this group and others only had 5 totally.
6. Analysis

6.1 Study the Target Market

✧ Gender

According to the data got from questionnaire, we can learn that, for car market, especially for Toyota, the target and potential customers have no difference in gender. The percentages of male and female are 52.63% and 47.37% respectively among all the 266 respondents, which are basically the same. So when analyzing different medium, there is no need to consider the issue of gender division.

✧ Age

From the perspective of age, according to Figure 2, we can know that the main target customers are concentrated between the ages of 26-30, which account for 68.5%. This is because this group of people normally has worked for years and began to consider their future like building a family, so this is the right age of thinking of having a car. Consequently, with some income, this ages of people become the main target customers.

✧ Education

From the situation of the response of question 3, the choices of respondents indicated that among these people, the largest group is the people who have a bachelor degree, which account for 61.28%. And the degrees above and below bachelor both occupy a relatively lower percentages. The high school degree is 11.28% and the master and above degree takes 27.44%. This distribution just reflects the situation of education background of the Chinese population right now. So from the angle of education degree, our target customers should be focused on this group and we set our strategy on the characters of these people group.
✧ **Income**

From the distribution of income in figure 4, we can know that the main target customers have the income from 3000-5000 RMB. The percentage of this income level reaches at 68.05% large. According to this data, we find that the major target population has an intermediate income level. This shows that we should concentrate our limited promoting resources on our middle-ranged cars, whose prices are not too high to the main target customers, but not the luxury models.

✧ **Occupation**

From figure 5, the chart illustrates that there are two main customer groups for us to focus, which both have large percentages. One is the group, corporate or public institution workers, 41.30%, and another group is students, 37.65%. These two groups rank the first and second population among all the Occupation choices. This result reflects our main target customers should be focused on the common people and the youth. For common people, price is sensitive; while for the youth, fashionable appearance is the key character that can attract their attention.

✧ **Place of residence**

From the result of question 5, we can see that the cities where the respondents come from are situated basically in every part of China, which means the customers have no special dialects or customs that Toyota should customise in terms of advertising. But from another perspective, we found that over 85% of the respondents are from intermediate or large cities. This information reminds us that Toyota should concentrate its ad resources on the big cities.

6.2 Evaluate Effective Media

6.2.1 Newspaper

6.2.1.1 Considering variables

We have known that the annual revenue of newspaper ad in China has been
ranking second in the whole ad market after TV ad for years. Since the second largest position in ad industry, there should be much benefit and space for Toyota’s promotion, and cannot be ignored.

But we also notice that because of the development of new rising ad forms like Internet, the market share for newspaper, having a decline in recent years, in 2006 was 19.9%, in 2007 was 19.4%, while in 2008 was even 18.3%. This situation can also be reflected by the increasing rate of newspaper ad. In the last 3 years, its increasing rates were always below the ones of the whole ad industry.

6.2.1.2 Specific Media Vehicles

For this case of industry decline, we should set our strategy by more targeted manner that is focusing on the most important newspaper channels. First, we think Toyota need to evaluate the largest newspapers in China. And we define the scale in terms of their circulations.

The above newspapers are the largest ones in China in terms of circulation, which means possess the largest influence and value for promotion. Among these newspapers, we divide them into 3 levels according to the geographic scale, which are nationwide, area-wide and regional. This kind of categorization can help us clear what and how we should focus and investigate on them.

- **National**: Cankao Xiaoxi
  People’s Daily
- **Area-wide**: Southern Metropolis Daily (Southern Area)
  Southern Daily (Southern Area)
- **Regional**: Yangtse Evening Post (Jiangsu Province)
  Yangcheng Evening News (Guangdong Province)
  Chutian Metropolis Daily (Hubei Province)
  Xinmin Evening News (Shanghai)
  Beijing Evening News (Beijing)
Dahe Daily (Henan Province)

To have a well-targeted manner, we need to put different advertisements in different newspapers according to their characters.

From the responses of the questionnaire, we can see that there are four kinds of content in newspaper that are popular. In sequence, they are news, entertainment, economic and sports, whose percentages are 34.57%, 26.52%, 19.13% and 16.52% respectively. Only 2.83% of all the responses choose series, thus we give it up as few readers attend to this section. So we have four choices to advertising in different sections in newspaper.

From the finding part, we can find that some newspapers are founded with a government or party background. Normally, this kind of newspaper has a character of authority and accuracy, especially in news section. The newspapers with this character in top 10 are Cankao Xiaoxi, People’s Daily, Yangtse Evening Post, Xinmin Evening News, Southern Daily and Beijing Evening News.

And at the meanwhile, we also can see that there are four newspapers characterized by entertainment, which are Southern Metropolis Daily, Chutian Metropolis Daily, Dahe Daily and Yangcheng Evening News. These above newspapers are good at putting advertisements in entertainment section.

We find that there is no newspaper is characterized by economy and sports. So the ads in these two sections will be added in some of the top 10.

In addition, from the question 16 in the questionnaire, we can find that readers tend to look at the ads in the color-printing paper, whose percentage is approaching 60%. So we think Toyota should advertise their ads with color-printing paper in the right section.
6.2.2 Television

6.2.2.1 Considering variables

According to the introduction of TV ad industry, we can know that the annual revenue of TV ad has been occupying the largest portion in the whole ad industry all the time. Its market share always keeps the level of 38% about. Last year, the revenue scale reached 69.5 billion RMB. This data indicates to us that TV ad plays a dominant role in the ad industry and is the most important way for Toyota to launch its promotion campaign. From the angle of motor industry, we can also prove the importance of TV ad for Toyota. According to the data in finding part, in 2008, the advertising fee invested by motor industry increased 28.25% compared with 2007. This amount ranked the fourth largest among all the industries. And from the perspective of Toyota itself, we believe the company has the financial ability to launch effective ad campaigns, because in recent 11 years, Toyota’s advertising investment has been ranking the first in all Japanese companies according to the news published by Japan.

Since the dominant position of CCTV in Chinese TV media, the strategy for advertising in CCTV is extra significant to Toyota’s entire promotion portfolio.

First of all, we need to know what kinds of TV program are audience’s favorites.

According to question 9 in the questionnaire, in all the 247 respondents, there are 147 chose movie programs, which accounted for 23.60%. And 124 preferred news, 112 audiences liked to watch entertainment content, there are 107 respondents chose series and 75 for sports making up 12.04%. We don’t care about the science & education part because of its lowest percentage.

So the TV programs about movie, news, entertainment, series and sports, these five will be the target sections where Toyota’s ads focus. According to the program content, following channels need Toyota’s attention: CCTV 1 for news, CCTV 3 for entertainment, CCTV 5 for sports, CCTV 6 for movie and CCTV 8 for series.

Besides this, we also learned the habit of TV watching time through the
questionnaire. And from the result of question 8, the time distribution is very explicit. Among the 247 answers, there are 169 respondents said they tended to watch TV in evening. The time span ranges between 20 pm to 23 pm, which is the so-called “prime time”. As the respondents are the people who have had or are going to have intermediate cars, the time span in the answers is just when our target and potential customers can receive Toyota’s ads.

Besides the overall advertising strategy towards CCTV, Toyota also needs to notice the prominent effect of major events, because CCTV tends to possess the broadcast rights of the events. There are two instances for this case.

One is the Beijing 2008 Olympic Games. According to the information in finding, during last year’s Olympic Games, only in China there were 1.125 billion people who watched the Games, and the high audience share will guarantee the receiving of the ads. This is an extremely important chance for Toyota to put their advertisements because of the huge population gathered in a specific short time (about 2 weeks).

Another event is the Spring Festival Evening Gala. From the information, we can see that in 2009, the ratings of this event was 34.82% and the ad revenue only from it reached 0.6 billion RMB.

6.2.2 Specific Media Vehicles

In this section, we are going to look at the ad market of local TV stations. But facing the mass local stations and various channels, Toyota needs to take an effective manner to optimize its limited ad resources. From the finding part, we know that among all the TV programs, the ratings of series had the absolutely dominant status in 2007 and 2008. Thus, advertising in the series programs will be the most effective and targeted way for Toyota to promote.
6.2.3 Radio

6.2.3.1 Considering variables

According to hc360 (2005), most audience of radio are aged from 15 to 24 years old and from 50 to 64 years old. From the results of our questionnaires, the main responders who interest in Toyota’s intermediate cars are from 26 to 30 years old and the responders who under 20 years old or above 40 years old are much smaller which only account for 3.38%. These people are not main target customers for Toyota’s intermediate cars.

Radio advertisement only shows its products depending on the sounds and voice because of the lack of vision. The automobile’s advertisements, for example, can only show the potential customers how the autos’ appearance and the performance make them satisfied by the radio hosts’ description. Additionally, those autos’ radio auditory advertisements can use very limited objects to show the strength, such as the sound of engine. If either of them gives audiences misleading impression, no matter how fantastic the designing is, this advertisement is failed.

Based on the responses to No. 11 question in our questionnaire, we can find that three kinds of main radio programmes attract the vast majority of audiences, while the two others are welcome in a very small group, so we will focus on which kind of radio programmes is more efficient for Toyota advertisements’ posting in this part.

There are 31.43% of the total responders answered that they would choose the music programmes as the preferable programme. And 25.71% responders selected entertainments programme as their preference. Meanwhile, 22.64% responders though the news programmes were very attractive for them.

However, the two other kinds programmes, the traffic programmes, which are the selected by 10.77% (49 people) of the whole responders and the talk-show programmes, which are only chosen by 43 responders, which is 9.45% of total. Both of them two only share around 20% of the total responders together.

From the data above, we can evaluate the advertisement posting efficiency in
different kinds of programmes. The most popular group of radio programmes are the leisure programmes: the music and entertainments programmes. It has the biggest group of audiences and this audience usually receives the advertisements with the information they like from these leisure programmes. As well as the news programmes, although it does not belong to the leisure programmes, due to its informative contents and large range of covering surface, lots of audiences listen to this kind of programme as a habit. Therefore, we believe that these three kinds of radio programmes are very good for Toyota advertisements’ posting. However, because the left two kinds of programmes have a much smaller group of audiences, the efficiency of them cannot be ensured and not suit for Toyota’s advertising.

6.2.3.2 Specific Media Vehicles

As we were getting further into the No. 12 question on the details of audiences’ preferable radio programmes about automobiles, we found that most responders have no stable radio programmes about automobiles to listen and only 32 responders have some specific programmes. So the advertisement effects from different radio programmes are more or less similar. However, there are two programme have concentrated some responders supports, as a result, if Toyota would like to post its advertisement in some specific programmes, these two programmes, Traffic Voice and Traffic Art, are recommended.

6.2.4 Magazine

6.2.4.1 Considering variables

Magazine is a better choice to promote Toyota’s intermediate cars. According to Lu and Bei (2003), comparing other traditional medias (television, newspaper and magazine), magazine is the number one in quantity in China. The readers of magazine are huge because it can repeat reading by people around the buyers. Also, because each magazine has its own specific audience, it is easier for Toyota to target its
potential customers when advertising on auto magazines.

However, promoting on magazines also can bring some limitation for Toyota. Magazines can not show the dynamic message to audience. For cars, the dynamic message is very important, and it can show the speed and sound of engineer. These two aspects are very important standards for people to select cars.

As we are talking about the details of how to advertise Toyota’s intermediate cars, we design the question No. 13 in our questionnaire (see appendix 1). Based on the figure we acquire from this question, it is proved that the cover page is the best place for Toyota to advertise its production. There are a high percentage (71.93%) of our responders who answered they would first notice the advertisements on the cover page. In another word, the advertisement on cover page can play the best role in advertising. As for the middle page advertisements and between articles advertisement, they have the similar percentage of reader-attracting rates, 14.04% (32 responders) and 11.40% (26 responders). Although the price for the advertisements in middle page and between articles is lower than the cover page place, the efficiency here is indeed much lower than the cover page advertisements. In our questionnaire, only 6 responders choose the last page advertisements as their first-glance-noticed ones, so it is not a wise choice to place the advertisement on the last page.

6.2.4.2 Specific Media Vehicles

From the finding we mentioned above, we tried to figure out which magazine is suitable for Toyota’s advertising from the question 12 (see appendix 1). Although 132 responders from the all answer no, the left 27 responders gave the exact name of the magazines they have/ usually read and this information would be helpful to choose the advertisement channel for Toyota. In this group, 22.22% of them choose <The Friend of Car> as the magazine they read, and this result also coincides with Table 9 above. From the table 9, ‘The Friend of Car’ magazine is the number one auto magazine in the market share rate which is 15.43%. According to Jizhezhan (2009), ‘The Friend of Car’ is the number one auto magazine in the circulation aspect (more
information see appendix 3.4). Therefore, as the most influential automobile magazine for our responders, "The Friend of Car" can provide Toyota a wide flat to introduce and show its production to the potential consumers.

6.2.5 Outdoor

6.2.5.1 Considering variables

As the smallest ad industry in the several major ones in China, though the annual revenue just accounts for 10% in the whole advertisement industry, the increasing rate is one of the highest, which reaches an average level of 20% from 2003-2008. So Toyota should not neglect this market completely. There is much potential for companies to promote.

Since cars are luxury goods in China, we think Toyota should centralize limited ad resources on the Chinese major biggest cities where the target customers live.

To set our advertising strategy, we need to look at our questionnaire first.

From question 2, we can know that our target and potential customers are mainly from 26-30, namely the youth are the major target people. This means that we should put our outdoor ads in the places that the youth often pass by. Such locations include various entertainment sites, pubs, cinemas, and so on.

To attract youth’s attention, another method is utilizing the advantage of technique. This kind of advantages can be manifested by the changes from static form to dynamic. For instance, Toyota can change the static billboard to the dynamic OLED screen (Organic Light-Emitting Diode).

Another method can be from one-way to interactive. This can be realized by setting the outdoor ads as a form of game, which can allow passengers join into it and receive information during the process.

6.2.5.2 Specific Media Vehicles

In this section, there is no specific media vehicle.
6.2.6 Internet

6.2.6.1 Considering variables

From CNNIC report (2008), the main age group is under 25 years old which account for 51.2% of China’s Internet users. From the occupation of Internet users, there are 36.7% students and 25.3% enterprise staff. According to the questionnaire, the demographic information who interest in the Toyota’s intermediate cars, there are 52.68% of total responders are male. The responders between 20 and 25 years old account for 20.63% of total responders which are the second biggest group. From the occupation aspects, the students and enterprise staff are the major responders. From these statistics, we can see clearly the Internet users are the target customers of Toyota. Therefore, the Internet is the effective media for Toyota to promote its intermediate cars.

Also, from the CNNIC Report (2006, 2007, 2008), the total number of Internet users in China increased significantly in last three years which is 110 million in 2006, 162 million in 2007 and 253 million in 2009. From these numbers, we can see that if Toyota promotes its advertising on Internet, there is a huge population they can touched by Internet. This is the first advantage of Internet advertising. Also, the other advantage such as grater range, low cost and update ads would bring benefits for Toyota.

For getting more details about which kinds of websites the responders would like to browse. Based on the table 6, the gateway websites are the winner and 96 responders are the adherents of gateway websites. The gateway websites can offer the browsers mass and various kinds of information, so gateway websites are so popular for our questionnaire responders and can catch browsers’ eyes. In this beneficial situation, the gateway websites can provide Toyota’s production frequent chances to be known from Internet. What is coming next is that most of our responders also think well of searching websites. 77 people told us the searching websites are their first choice when they need the automobiles information from Internet. With the popularity,
the searching websites and communication websites, as the professional websites have the similar effecting with other integrity websites. Comparing with the former two, the other kinds of websites cannot make such huge influence with similar functions. For instance, those automobiles websites and video websites only have 23 adherents totally.

6.2.6.2 Specific Media Vehicles

For the detailed information about websites are responders’ favorites to visit and acquaint the automobiles information. In the group of gateway websites, sina.com has 43 responders (44.79% of total), while the most popular searching website is baidu.com, which has 51 responders (66.23% of total). As for the communication websites, xianei.com and QQ.com have the similar support rating (21 and 22 people). In the last group of video websites, youku.com took the absolute advantages. What need us to notice is all the No.1 websites in these groups are the Chinese websites, but not the most popular international websites, like yahoo.com, facebook.com, and YouTube. In another word, Toyota needs to make some change on its advertisements’ strategies in China to cater to the needs of Chinese market. From the figure we collected, baidu.com has the most customers’ favorites and the largest influence.

For choosing specific auto website for Toyota to promote its advertising, the autohome.com website is the best choice. It can be seen clearly in figure 14, the visiting times of autohome.com is 1020 million weekly (see automobile website part in appendix 3.6).
7. Conclusion

Through the process of finding and analyzing, we have given our answers and opinions to the research questions in the beginning part. First we evaluated and summarized the characteristics of the target and potential customers with our questionnaire.

According to the data got from questionnaire, we have the conclusion that,

The distribution of the gender of our target customer is very average. The amounts of male and female are basically the same.

Our customers are mainly at the age span from 26 to 30, who belong to youth and begin to work.

And most of the customers have an education background of bachelor or above.

The concentrated income spectrum is from 3000 to 5000 RMB, which takes the percentage of 68.05%.

From the answers of question 6, we can see that Toyota’s customers are mainly workers and students. These two parts account for 78.95%.

And we also can learn from the questionnaire that our customers’ resident cities are distributed in the every area of China, not concentrated. In the meanwhile, another characteristic we can see is that most of the respondents are from big cities of China.

After that, we selected a small angle which evaluates the effective media channels and specific media vehicles for promoting Toyota’s intermediate cars, which is the second research question of our thesis. We analyzed six major media channels which can advertise Toyota’s intermediate cars consisting of newspaper, television, radio, magazine, outdoor and Internet.

**Newspaper:**

According to the finding and the analysis of the information, we can see that the newspaper ad industry is a big market for Toyota to launch their advertisements due to its second largest position in the ad industry for years just behind the TV ad. But we also should notice that though the second largest status, the percentages of revenue of newspaper ad compared with the whole ad industry has been keeping decreased for
last three years from 19.9% to 19.4% and finally to 18.3%. Besides, the increasing rate of the revenue of newspaper ad was the smallest, too. Therefore, Toyota should plan their advertising strategy on newspaper ad targetedly and effectively. The company can carry out the advertising approach according to the result of our questionnaire, which reflects the reading habits of the target and potential customers. Toyota also needs to pay attention to what specific newspapers the company would use, which we think the circulation is the key reference to Toyota.

**Television**

The revenue of TV ad takes the largest market share every year in Chinese ad industry. This market has been playing a dominant role for decades. For Toyota, the company must attach great importance to this ad manner. The reason is not only due to the strong TV ad industry, but also the traditional superiority of motor industry in this field in a long period of time. What’s more, we know that Toyota has been the company whose advertising investment is the largest in all the Japanese companies for 11 years. So we believe Toyota absolutely has the ability to invest in Chinese TV ad and compete with its rivals.

**Radio**

After our searching and analyzing, we find out radio is not the very effective media for Toyota to promote its intermediate cars with several reasons. The main reason is that the major radio audience is not the main target customers for Toyota’s intermediate cars. Another reason is that the inherent weakness of radio, lack of vision, also limits Toyota to show the strength of its intermediate cars.

**Magazine**

After our searching and analyzing, we find out magazine is a more effective media for Toyota to promote its intermediate cars. The reasons would be the huge and specific audiences of magazine. It is easier for Toyota to target its potential customers if they advertise on auto magazines. But magazine is not the most suitable media for Toyota because of its inherent limitation, lacking dynamic message.

**Outdoor**

As we introduced, the outdoor ad industry is the smallest field among the main ad
industries. But in the meanwhile it has the largest increasing rate these years. Thus, we should care the potential of this market.

**Internet**

Internet is the most effective media for Toyota to promote its intermediate cars, the reason is not only the huge number of Internet users, but also the Internet users are the target customers for Toyota’s intermediate cars. Also, the greater range, low cost and update ads would bring benefits for Toyota.

From our research, we can find out that those people who are aged 26-30 and have 3,000-5,000 RMB incomes are the main targeting market, and the TV and Internet are the most efficient media channels. For better design of Toyota’s intermediate cars’ advertisements in the future, some further researches can be carried out, for instance, which forms of the TV commercial and Internet advertisements are more welcome in our targeting market and we believe these specific designs for Toyota’s intermediate cars will be helpful for sales volume increasing, especially in the particular group of potential customers.
8. Recommendation

Newspaper

As we analyzed above, Toyota needs to choose the right newspapers that can bring the company the largest return. From the data about the circulation, we recommend Toyota the ten largest circulations in China, which include Cankao Xiaoxi, People’s Daily, Southern Metropolis Daily, Southern Daily, Yangtse Evening Post, Yangcheng Evening News, Chutian Metropolis Daily, Xinmin Evening News, Beijing Evening News and Dahe Daily.

These top 10 are divided into three geographic scales, which are national, area-wide and region-wide. This category can help Toyota’s promotion cover most areas of China.

According to the responses of the questionnaire, we recommend Toyota that the company advertise in news, entertainment, economy and sports these four sections of the newspapers. In the meanwhile, Toyota should match the section with the right newspaper, too.

As we recommend in Cankao Xiaoxi, People’s Daily, Yangtse Evening Post, Xinmin Evening News, Southern Daily and Beijing Evening News these 6 newspapers, Toyota advertises in their news sections and in Southern Metropolis Daily, Chutian Metropolis Daily, Dahe Daily and Yangcheng Evening News these 4, advertises in entertainment sections.

The economy and sports sections can be added into top 10 appropriately.

Another thing we recommend is it’s the best that advertising by the colour printing paper.

Television

First, we give Toyota a recommendation of how to advertise with CCTV.

According to the questionnaire, Toyota should focus on the following five kinds of TV programs, that is, news, entertainment, sports, movie and series, the ones what the respondents chose as their favorite. And the five kinds of programs will match the corresponding channels. The CCTV 1 is for news, CCTV 3 for entertainment, CCTV
5 for sports, CCTV 6 for movie and CCTV 8 for series. In the meanwhile, we also recommend Toyota put their ads in the TV “prime time”, which is from 20 pm to 23 pm according to the answers of our questionnaire.

Besides these, we also think Toyota cannot ignore the importance of the major events because when the event time, the huge population will concern it during a short time, which will gather extremely high ratings.

The two examples of major event we think are the Olympic Games and Chinese Spring Festival Evening Gala every year.

And we need to care about the local channel, too. But because of the mass amount, it’s impossible to cover all the channels and programs. Here we recommend Toyota focus the TV drama program to advertise. We can see the strong contrast of the ratings between the TV drama and other programs according to the diagram in the finding part. And in this part, we also gave the top 30 TV channels in terms of ratings, which will be the important options for Toyota to advertise.

Radio

Although radio is not the major media type for Toyota to promote its intermediate cars, we also would like to give some recommendation to Toyota. From the respondents of questionnaires, the most popular radio programmes are the music, entertainments and news programmes which account for 79.78% of total responders. Therefore, we believe that these three kinds of radio programmes are very good for Toyota post its intermediate cars advertisements. For selecting the specific media vehicles, Traffic Voice and Traffic Art are our recommend after analyzing.

Magazine

We recommend that Toyota can choose magazine as their sub advertising media channel, not the main one. We would like to give some recommendations about the location of magazine advertisement. Based on the results of questionnaire, the cover page which accounts for 71.93% of total responders is the best place for Toyota to advertise its intermediate cars. For selecting the specific media vehicles, we recommend <The Friend of Car> is the best one for Toyota to advertise its intermediate cars.
Outdoor

Since intermediate cars are what we are going to promote, we recommend Toyota put the outdoor ads in the major cities of China.

And because the target and potential customers are mainly youth, Toyota needs to place the ads at the sites that youth often pass by, for example pubs and cinemas.

We also suggest Toyota utilize technique to attract youth’s attention.

One way is to make the outdoor ads more colorful and richer. The example is to use the OLED screen to replace the traditional billboard.

Another method is to set some interactive ads outside, which are very popular with youth.

Internet

We recommend that Toyota can choose Internet as their major advertising media channel. We would like to give some recommendation about which type websites Toyota can choose. Based on the results of questionnaire, the gateway websites, searching websites and communication website are our recommendation which nearly account 66.3% of total respondents. For choosing specific media vehicles, sina.com, baidu.com and QQ.com are our recommendatory websites which are ranked first position of these three types respectively. Also, for specific auto website, the autohome.com is our recommendation.
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Appendix

Appendix 1: Questionnaire

English Version

Hello, we are the postgraduates in international marketing major of MDH in Sweden. We are conducting a questionnaire of our thesis research, which needs hundreds of responders, who have had or are going to buy intermediate cars. Thank you for your cooperation!

Issue 1: Study the Target Market

1. Your age:
   A. 20 or below B. 20-25 C. 26-30 D. 31-40 E. 40 or above

2. Your gender
   A. Male    B. Female

3. Your education background
   A. High School B. Bachelor  C. Master and above

4. What’s your monthly income?
   A. 3000 or below B. 3,001-5,000 C. 5,001-7,000 D. 7,001-10,000
   E. 10,001 or above

5. Your permanent resident is:

6. Your Occupation is:
   A. Student    B. Corporate or public institution worker    C. Civil servant
   B. D. Peasant  E. Retired    F. Free lancer    G. Unemployed

Issue 2: Evaluate Effective Media and Specific Media Vehicle

7. Through which media channel you mainly gain information?
   A. Newspaper B. Magazine C. Television D. Broadcast E. Internet

8. Usually, what time you watch TV in a day?

9. Which type of programme you prefer when you watch TV?
   A. Soap opera B. Movie C. Sport D. News
   E. Education F. Entertainment

10. Do you have any favourite car TV programme? If do, which programme in which
11. Which type of programme you prefer when you listening radio?
A. News           B. Entertainment       C. Traffic programme
D. Talk show       E. Music

12. Do you have any favourite car broadcast programme? If do, which programme in
which channel?

13. Which magazine(s) have you ever read or usually read?

14. When you read magazine, which part advertising can attract you?
A. The cover page       B. Middle page       C. Last page
D. Between the articles.

15. You would like to read which part of newspaper?
A. News              B. Sport              C. Entertainment
D. Series            E. Economic

16. When you read newspaper, which kind of advertising can attract you?
A. Color printing advertising       B. Full-page advertising  C. Half-page advertising
D. Small plates advertising         E. The raphe advertising

17. Which website(s) do you browse frequently?
您好，我们是瑞典梅拉达伦大学国际营销专业的硕士生，目前在做一份毕业论文的调查问卷，请拥有或打算购买中档车的朋友回答下面的问题，谢谢合作：
请打算购买中档车的人回答

1. 您的年龄？

2. 您的性别？
   A. 男   B. 女

3. 您的文化程度？
   A. 高中   B. 本科   C. 硕士或以上

4. 您的月收入是？
   A. 3,000 以下   B. 3,000-5,000   C. 5,001-7,000   D. 7,001-10,000
   E. 10,000 或以上

5. 您的常住城市是？

6. 您目前的身份是？
   A. 学生   B. 企事业单位工作人员   C. 公务员   D. 农民
   E. 离职退休人员   H. 自由职业者   F. 无职业人员

7. 您主要通过哪种媒体获取信息的？
   A. 报纸   B. 杂志   C. 电视   D. 广播   E. 网络

8. 您一般在哪个时间段看电视？

9. 您喜欢看那类电视节目？
   A. 电视剧   B. 电影   C. 体育   D. 新闻   E. 科教
   F. 娱乐

10. 您有喜欢的汽车电视节目吗？如果有，哪个频道的哪个节目？

11. 您爱听那类广播节目？
   A. 新闻   B. 娱乐   C. 交通   D. 谈话   E. 音乐

12. 您有喜欢的汽车广播节目吗？如果有，哪个频道的哪个节目？

13. 您有喜欢的汽车杂志吗？如果有，哪份杂志？
14. 杂志中，那部分的广告您更会留意？
A. 封面部分的    B. 中页部分的    C. 尾页部分的    D. 文中之间的

15. 您一般看报比较关注那几个板块？
A. 新闻    B. 体育    C. 娱乐    D. 连载    E. 经济

16. 您会留意报纸中的那类广告？
A. 彩印的广告专版    B. 整版的    C. 半版的    D. 小板块的
    E. 中缝的

17. 您浏览最频繁的网站是哪些？
Appendix 2: About Toyota

Founded in 1933, Toyota Motor Corporation nowadays is the biggest Japanese motor corporation and the third biggest one in the world, which plays a decisive role in the global motor manufacturing.

The logo of Toyota, consisting of three ellipses was adopted from 1990 early. The big ellipse stands for the earth, and the two small ones, vertically forming a “T”, represent Toyota. The whole logo symbolises Toyota basing itself on the future, and the faith and ambition towards the future.

From the perspective of growth phase, 60s and 70s was the domestic self-growth phase, while from 80s on, Toyota started adopting an international strategy of expanding towards the whole world. It established owned and joint ventures successively in U.S.A., United Kingdom and Southeast Asia in company with motor R&D centre together, which implemented an internationalisation strategy of localised researching, developing, designing and producing.

Presently, Toyota has the second biggest market share in China, while its major competitor, Volkswagen takes 17.8% market share.
Appendix 3: Six Major Media in China

3.1 Newspaper:

These newspapers are the largest ones in China in terms of circulation, which means possess the largest influence and value for promotion. Among these newspapers, we divide them into 3 levels according to the geographic scale, which are nationwide, area-wide and regional. This kind of categorisation can help us clear what and how we should focus and investigate on them, which will manifest in the analysis part.

Nationwide:

Cankao Xiaoxi:

Cankao Xiaoxi, began at December 7, 1931, is a newspaper daily which has the largest circulation in mainland China with 4 million. It is published by Xinhua News Agency. The number of its readers almost approaches 20 million, subscribed by over 1.2 million organisations and 600 thousand families. And by 2004, Cankao Xiaoxi’s circulation ranks ninth among the dailies all over the world, published by World Association of Newspaper (Hehe, 2007).

Readership Statistics:

1. Gender composition: The male take the main portion, which is 71.3%. And the female is 28.7%.
2. Age composition: Age between 15-24: 15.5%
   25-34: 37.1%
   35-44: 22%
   45-54: 14.8%
   55-64: 10.6%
3. Education background: University: 27.8:
   Junior college: 22.3%
   Technical school: 8.5%
   Senior school: 27.2%
   Junior school: 13.4%
4. Income level: 1000-1999: 39.4%
2000-2999: 11.1%
3000-3999: 6.9%
4000-4999: 1.5%
5000 and above: 2.1%

5. Vacation composition: Corporate worker: 10%
   Junior manager: 8.1%
   Intermediate manager: 6.6%
   Senior Manager: 2.7%
   Intermediate technician: 10.1%
   Senior technician: 7%

**People's Daily:**

According to the income in 2008, People’s Daily confirmed that they issued over 2.3 million in the whole year. People’s Daily started from 1948, which is the official newspaper of The Communist Party of China Central Committee. As its political identity, the newspaper is characterised by its authority and gravity. People’s Daily covers almost all the aspects of information including politics, sports, entertainment, economics and so on (Liu, 2008).

**Area-wide:**

**Southern Metropolis Daily:**

Southern Metropolis Daily, started from 1997, is the largest newspaper in Guangdong province, which over. Its average daily circulation has reached 1.6 million. In 2006, the income of advertisement was 1.4 billion RMB, which can provide investigator an effective platform to promote (Nanfang, 2008).

Reader statistics:
Age between 20-45, takes over 70%.
Higher educated: 53.7%
And more than half of the readers have an income of over 3,000 RMB.

**Southern Daily:**
Southern Daily was founded in 1949, which is the official newspaper of The Communist Party of Guangdong Committee. The newspaper covers most of the southern area in China, and is one of the main medium in this area and has a circulation of 0.85 million.

Southern Daily is the only daily whose target people are high-class in society in Guangdong province. As its target people are the main force of consumption, Southern daily is thus definitely the first choice for the entrepreneurships who intend to open the market of Guangdong (Wang 2007).

Regional:

**Yangtse Evening Post:**

Yangtse Evening Post is the largest newspaper in Jiangsu province, and the official newspaper of The Communist Party of Jiangsu Committee, which was founded in 1986. It is also the largest evening news in China. The circulation of the newspaper reaches 1.8 million in average, and the ad income attains 0.45 billion RMB (Ma De, 2008).

**Audience features:**
The number of male readers is larger than the female.
The high-educated readership is always the pursuit of all the newspapers. To Yangtse Evening Post, 40% of its readers are high-educated and among which 19% have the education background of university and above, which is higher than the average level of Jiangsu province.

According to the research conducted in 10\textsuperscript{th} 2005, 29% of the readers belong to the high vocational position, including government cadres, senior technicians, senior managers.

And according to the research above, the age of the readership between 25 and 44, which belong to the major consumption force in the society, account for 48.5% of the whole population.

From the angle of income level, the readers, whose monthly income reach 2000 and above account for 24.7% of the whole readership, which is higher than the average
level of the province, 21.5%.

**Yangcheng Evening News:**

Yangcheng Evening News was founded in 1957, and Guangdong province and peripheral area is its target audience. Its circulation is 1.5 million nowadays (MLGB, 2008).

**Chutian Metropolis Daily:**

Chutian Metropolis Daily is the largest newspaper in Hubei province, which is founded in 1997. Its circulation reaches over 1.3 million recently and attracts at least 5 million readers every day. Its ad income was 0.41 billion RMB in 2004, accounting for half of the whole ad income of the province (Lin, 2008).

**Xinmin Evening News:**

Xinmin Evening News is the official newspaper of The Communist Party of Shanghai Committee. It has the longest history in Chinese publications, which was from 1929 (A Ya, 2008).

**Beijing Evening News:**

Beijing Evening News is the largest newspaper in Beijing area, which was founded in 1959. Its circulation reaches 1 million and has an annual income of 0.4 billion RMB (Asd, 2008).

**Dahe Daily:**

Dahe Daily was founded in 1995, has developed itself to the largest newspaper in Henan province. The influence of the newspaper covers nearly 0.13 billion population in Henan province and the peripheral area. Its circulation exceeds 1 million and Dahe daily has an income of 0.43 billion RMB (Tuo, 2008).

✧ **Message Characteristics**

*Advantages and Disadvantages (Baidu, 2009):*

**Advantages:**

- Information delivery timely
  
  To the most newspapers, their issue cycles are very short, normally by day or even different issues in one day, which means that the delivery of information will be very timely. In this case, advertisers in newspaper ad have an
advantage of applying the ads with the traits of high time-effective, for example, for new product or news. With this method, advertisers can deliver information to consumers in time by newspaper.

➢ High readability

In some multi-medium, over-artistic expressions often cause audience don’t know what the ads exactly want to show, for example, a silent story unrelated to the product directly. With newspaper, the ads can express information very accurate, because they are mainly issued by pictures and characters. So to newspaper, it is very suitable for the ads that focusing on express the traits of products.

➢ Preservable and repeatable

Another advantage of newspaper is that unlike other medium (TV, broadcast), newspaper has a feature of preservability because of the vector of paper. In addition, newspaper is also good at portability. These features all make newspaper ad can be read repeatedly.

➢ Authority

Because in China, many newspapers are founded by party and government organisations, some large ones of them have influence and prestige in public. Normally, these newspapers symbolize the accuracy of information, which tend to make readers a sense of trust.

Disadvantages:

➢ Poor in show form

From the view of artistic performance, multi-medium are much richer than newspaper, in terms of colour and stereoscopic effect. Though so far newspaper is still the cheapest manner for advertising, the monotonous character form may be its natural defect, which prevents it from the most popularity.

➢ Low initiative of read

Since the nature of read of newspaper, when people are reading, they have to focus their attention on what they are interested in. So usually readers won’t
spend their energy on the ads not related to readers themselves. This case may reduce the possibility of touching the ads.

3.2 Television
In this section, we will mainly focus on the largest TV station in China, namely China Central Television, and in the meanwhile, we also will concern some important local TV stations, according to the evaluating of different ratings.

CCTV:
CCTV plays a dominant role in TV media of China, which has been in a monopolistic position in TV media industry.
Recently, CCTV has founded 16 public channels for free, which basically cover all the aspects in life, including news channel, comprehensive channel, economic channel, entertainment channel, sports channel, film channel, English channel, and so on. Nowadays, CCTV has almost 400 programmes in all. There is 270 long broadcast hours per day, and 75.31% of which is recorded by CCTV itself. Among these programmes, four official languages are used, which are Chinese, English, French and Spanish, in additionally, some Chinese dialects also appear in CCTV, like Cantonese and Hokkien (A language used in parts of Southern China and some Southeast Asian countries). The programmes broadcasted by CCTV cover 90% population of China, and the number of audience has exceeded over 1.1 billion.
At present, CCTV has established a pluralistic pattern of operation, which the TV broadcast is the major industry, in the meanwhile some peripheral multi-medium industries support mutually, including film, Internet, publications and audio-visual products.
China Television Weekly is a newspaper issued by CCTV, which forecast the TV programmes of all the channels in the next work. Its circulation has reached 3 million. Television Research is the first public magazine on television theory in China. China International Television Corporation, owned by CCTV, runs on recording and issuing TV programmes, and also some business about television skill service,
investigation consult and advertisement agency. The company’s income in 2003 was 10 billion RMB.

Most of the income of CCTV is from advertisement, which has been maintaining a level of one third of the national gross ad income over years. These years, CCTV’s advertisement income increased year by year:

- 2003 — 7.0 billion RMB
- 2004 — 8.0 billion RMB
- 2005 — 8.6 billion RMB
- 2006 — 13.0 billion RMB
- 2007 — 11.0 billion RMB
- 2008 — 16.1 billion RMB

**Local TV Channels:**

This table illustrates the situation of the percentages of market share and ratings of the top 30 of Chinese local channels (Hntvlyc, 2007).

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Channels</th>
<th>Market Share %</th>
<th>Ratings %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Shandong Satellite TV</td>
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<td>30</td>
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<td>0.1325</td>
<td>0.0416</td>
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</table>

Table 8: Top 30 of the Ratings of Channels in Local Stations

- **Message Characteristics**
  
  - Larger coverage and high ratings

  The receiving of TV ad is not limited by the spectrum of age, occupation and education background. Normally, you will definitely see TV ads sooner or later once you open TV, thus, the spread of TV ad has a characteristic of mandate.

  As the number of the families who possess TVs keeps increasing in urban and rural areas, the population of watching TV ads gets larger consequently. The coverage of TV broadcast has been keeping larger over years as following graph,
Nowadays, in China, there are over 300 million families having televisions, which mean TV broadcasting has covered 1.2 billion people (Ycwb, 2004).

- Strong infectivity
  TV ads possess various display forms including character, figure, action, music and so on, which can give audience a deep expression in a very short time.

- Limited time, but repeated
  Because of the high expense of TV ad, which is far more expensive than other ad forms, the expense is calculated by second, so the ad length is very short. But the broadcasting time can make up the defect if short length (51cmc, 2007).

3.3 Radio

Message Characteristics

As a traditional category, radio advertisement uses audients audio image efficiently and give audients a wide space to construct preferable ‘goods’ in their minds. However, every coin has two sides, so this advantage of radio advertisement also limits its acceptance. Due to the lack of vision, radio advertisement can only show the advantage of goods by the sounds and radio hosts’ voices, which means the potential customers cannot get the goods’ image directly and have to guess what the goods look like and how to use them. (hc360, 2005)

3.4 Magazine

- The situation of China’s magazine
According to Lu and Bei (2003), four main and traditional medias in China are television, newspaper, radio and magazine. In this four main medias, magazine is the number one in the quantity. At the end of 2004, there were 9490 different kinds of China’s magazine. In China, the main source of the income of the magazine still depends on the sales in the market, not advertising. For example, ‘Reader’ which is the number one magazine on sales. In 2001, the advertising income account for only 10% of its total revenue which is 200 million.

- **The situation of China’s automobile magazine**

According to Ewen (2006), the sales of auto magazines declined in the all first level cities including Beijing, Shanghai, Guangzhou, Shenzhen, Xian, Chengdu, Chongqing, Wuhan, Nanjing and Shenyang. Overall, the auto magazines had a huge amount and varieties in China, and there is also a significant competition in the auto magazine market. China, as the world’s fastest-growing car market, there is a great potential market of the private cars. Automotive magazines became a hot advertising media because of the situation. However, because of the negative situation of the car market, the total sales of auto magazine were declining in the past two years. From the varieties of the magazine, the type of vehicle was increasing in the past years. It shows that there are more and more competitors in the auto magazine market, so you can image how drastic competition is in the auto magazine market.

According to Chinesebk (2008), automobile magazine is a rapidly expanding category of the magazine following the development of the process of economy. China, as the world’s fastest-growing automobile market, more and more automobile magazine shows in China. The following table shows the market share rate ranking of auto magazine and their coverage rate in Beijing in 2008.

- **Message Characteristics**

  In order to understanding the magazine advertising and give recommendation for Toyota to select effective media channels. It is necessary to give advantages and disadvantages of selecting magazine channels. According to (Zhao, 2008), there are several advantages and disadvantage of magazine advertising.

  On the advantage aspect, magazine can repeat reading. When someone buys a
magazine, the reader is not only one. The same magazine can be read by many readers such as friends, family members and colleagues around the buyer. So the advertising on the magazine not only touch one person, it will touch many people around him. Secondly, each magazine has its own specific audience. Markers can clearly make an advertisement strategy to target these potential customers. Thirdly, magazine has a strong performance. The advertisements in magazine are vivid and colorful. They attract readers by visual function.

On the other hand, there are several disadvantages. Firstly, magazine has a long publication cycle. Most magazines’ publication cycle is more than one month. So the advertisements on magazine can not be updated quickly. Secondly, the specific audience for a magazine is also the disadvantage for magazine because of the readers would be limited in a specific population. Finally, unlike television and radio, magazine can not send audio message to audience. So the advertising on magazine can not show a dynamic message to audience (Chinesebk, 2008).
Table 9: Market Share Rate Ranking of Auto Magazine

According to Chinesebk (2008), coverage is an important factor which measures the sales of a magazine in the market. It shows whether or not you can buy it in every news-stand. When the coverage rate is high, you can buy it almost every news-stand. When it is low, there are only several news-stand sell the magazine.

Xinhuanet (2004) argues that from the actual sales situation, the sales of different magazines is increasing follow their own coverage rate. From the comprehensive data, ‘The Friend of Car’, ‘Car Magazine’ and ‘Friend with Owners’ account for more than 50% of the total magazine retail market share in Beijing. Compared with the first three terms, other auto magazines are difficult to get market share.

According to Jizhezhan (2009), ‘The Friend of Car’ is the number one auto magazine in the circulation aspect. ‘Friend of Car’ is a semimonthly magazine. Since it founded in 1986, it had a good reputation from the readers. Currently, the average circulation reached 350,000 per issue.
3.5 Outdoor

Message Characteristics

Advantages:

➢ High selectiveness in audience and region

Where to set outside ad is usually according to the features of the places. In different locations like commercial streets, squares, parks and vehicles, the forms of ad are different. Other elements could be considered include people’s psychological characters and customs in a specific place. In addition, a outside ad can provide a repeated propagation to the people who pass somewhere frequently.

➢ Well utilize the idle mind in the outside.

Outside ad can utilize the idle mind generating during people’s walking. At this time, well-designed press ads and neon lights can attract passengers’ attention.

➢ Mandate

Outside ad has a nature of mandate. Even people passing quickly through an ad, an impression will be made by a casual glimpse, and the frequent times then will leave a deep one.

➢ Rich display forms

The display forms of outside ad are various. These examples include hot-air balloons and light panels.

Disadvantages:

➢ Small coverage area

Since the outside ad is stationary, the coverage area is relatively small and the propagating area becomes small consequently. Therefore when setting the ads, advertisers always select the places with high population density and mobility, like train station, airport, harbor and so on.

➢ Hard to evaluate

Because the target audience is the people outside, whose mobility is very high, it’s difficult to calculate how many people receive the message. What’s more,
the watching time tends to be very short, even at a fraction of second. Thus, to build an effective outdoor ad, the key is to extend the time of people’s visual stay (Xu, 2008).

3.6 Internet

- Internet History in China

According to Soft House (2006), the development of Internet in China can be divided into three phases:

1. 1986.6-1993.3: the first phase is the pilot phase of the study (E-mail Only).
2. 1994.4-1996: the second phase is the initial stage (Full Function Connection).
3. 1997-now: the third phase is the rapid growth phase.

In the first phase, a number of scientific research departments and universities began to study Internet networking technology in China. They develop research projects and began to cooperate with other foreign technological companies. In this stage, the application of Internet is limited in a small area of the e-mail service, and it only provided for a small number of universities and research institutions.

On April 1994, the experimental research network of Zhong Guan Cun successful access to the Internet and implement the TCP/IP connection which opened a full-featured Internet services. After that, the Internet has begun to enter public life, and it has been rapid development in China. By the end of 1996, the number of Chinese Internet users has reached 200,000.

The third period is the rapid growth phase. Since 1997, the number of domestic Internet users maintains the basically double growth every six months. Nowadays, the Internet in China has grown to the largest base of net users in the world. The Internet has emerged as a new cultural phenomenon in mainland China.

- CNNIC Report

China Internet Network Information Center (CNNIC) (2006) released ‘The 17th China Internet Development Statistics Report’ in Beijing. The report showed that the total number of Internet users in China arrived 110 million as of December 31, 2005. At present, the number of Internet users is the second large in the world which is after America. However, the number of Internet users is significant different between
eastern, central and western. In the eastern part, the number of Internet users account for 57.8% of the total users which exceed the sum of the central and western people. The number of IP addresses accounted for 62.4% which is more than 1.6 times of the sum of the central and western part. The numbers of domain names and web sites have respectively accounted for 78.9% and 79.9% of the total numbers which is about 4 times of the total of the central and western part. We can see from those numbers that the eastern part of China has the abundant Internet resources.

According to China Internet Network Information Center (CNNIC) (2007), on June 30, 2007, the total number of Internet users in China reached 162 million and the Internet users nearly grew 100 per minute within last half years. The Internet penetration rate reached 12.3% and the mobile phone Internet users were 2.6 times than last year which arrived 44.3 million.

According to (CNNIC) (2008), at the end of the June 2008, the number of netizens in China reached 253 million which became the first one in the world. Nevertheless, the Internet penetration rate is only 19.1% percent far behind developed nations like the US and Japan, and it is also slightly lower than the average Internet penetration rate in the world (21.1%). CNNIC report shows that the number of China’s Internet users shows the continuing trend of the rapid development. Compare with the same period last year, the number of Chinese Internet users increased by 91 million. Wireless, especially the mobile phone Internet access has developed rapidly. 28.9% of all Internet users are mobile phone users.

- **Internet Advertising Market**

According to Wikipedia (2009), the size of China’s Internet advertising market was RMB3.3 billion in the third quarter 2008 which up 19.1% compared with the previous quarter. Baidu.com Inc, Sina Corp and Google Inc. remain the Top 3 in terms of market share. Currently, Baidu has launched the CPA platform, and Sina Corp has launched the advertising scheme for intelligent investment. The low cost is a significant advantage of Internet advertising. Online advertisements on automobiles, real estate and finance will keep growing rapidly in the future.

According to Panlogic (2003), in 2003, online advertising will bring a lot of
opportunities to marketers in China. The reasons will list below:

- **Young**: 90% of the total population is below the 40 years old.

- **Rich**: two-thirds of group’s revenue is equal or exceeds the average urban monthly salary which is 85 U.S. dollars. In these people, one third of them earn more than two times of the average urban monthly salary.

- **The great growth of online advertising**: online advertising of China is in the initial stage and the consumption is about 120 million US dollars which occupy 1% of the total advertising market in 2003. Goldman Sachs forecasts that the proportion of online advertising will increase to 3% of the overall advertising market in 2008.

- **Internet is the right channel**: an increasing number of consumers between 18 and 35 years old prefer through the Internet looking for entertainment, rather than through television. The Internet is the best channel because it is the most cost-effective way to enter into the young and affluent urban markets without geographical restrictions. Unlike television, radio, newspapers and magazines which are under the control of the government, the Internet is considered as a modern and more reliable channel.

According to Research in China (2006), the development trend of online advertising is:

1. Online advertising is more diversity and increased interaction.
2. Search engine advertising market is steadily growing.
3. The competition of classified Internet advertisement is more significant.
4. The industry chain is more complete.
5. The monitoring system is more reliable.

According to iResearch (2008), the scale of China’s Internet advertising market reached 18.06 billion Yuan in 2008 which increased 71% compared with last year. Based on the iResearch’s analysis, they estimated that China’s Internet advertising market will reach 21.72 billion Yuan in 2009.
Figure 13: The Scale of China’s Internet Advertising Market from 2001 to 2012 (Forecast)

- **Automobile Website**

According to iWebChoice (2009), there is a bar graph shows the top 10 automobile website and their reach between April 20, 2009 and April 26, 2009.

<table>
<thead>
<tr>
<th>Auto Website</th>
<th>URL</th>
</tr>
</thead>
<tbody>
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<td><a href="http://www.pcauto.com.cn/">http://www.pcauto.com.cn/</a></td>
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<td>C</td>
<td><a href="http://www.xcar.com.cn/">http://www.xcar.com.cn/</a></td>
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<td>D</td>
<td><a href="http://auto.sina.com.cn/">http://auto.sina.com.cn/</a></td>
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<td>J</td>
<td><a href="http://www.bitauto.com/">http://www.bitauto.com/</a></td>
</tr>
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</table>

Unit: Visit People/million  
Range of Time: 4-20-2009 to 4-26-2009  
(source: iWebChoice, 2009)
Figure 14: A Week Rank of Auto Website Weekly Visiting Times

The figure shows that the top ten auto website and a week rank of auto website from April 20, 2009 to April 26, 2009. We can see clearly, there are 1020 million people visit the Autohome website and it is the number one in the top ten auto website in China. The second one is Pcauto website, and there are 890 million visitors visit this website. The third one is Xcar website and there are 528 million visitors within one week. Auto Sina ranked forth place and the number of visitors are as same as Xcar’s. The Cheshi website is the fifth one and there are 438 million visitors. The six one is che168 website which is 381 visitors within one week. The number seven is auto.qq and there are 376 million visitors from April 20 to April 26, 2009. Auto.163 website ranks the eighth place and there are 353 million visitors. The number nine car website is auto.sohu and the visitors are 302 million. The last one is bitauto and there are 297 million visiors.

● Message Characteristics

According to (Impliedbydesign, 2008), there are several advantages of Internet advertising.

**Advantage:**

1. Huge population: with the growth of information of the Internet, the amount of time people spend on it is growth.

2. Greater range: unlike traditional medias such as television, newspaper, radio and outdoor can not across geographical constraints, Internet does not have this kind of limitation. Since the Internet spans around the world, any information of website can be seen anywhere in the world.

3. Low Cost: Internet advertising charged less than traditional advertising. If there is a limited budget, Internet advertising is the best choice. A small yellow-page ad only cost several hundred dollars.

4. Update ads: unlike TV commercials which must be periodically updated, Internet ads can be updated when anytime you want and it can be done quickly and easily. (IB SERVE, 2009)
Disadvantages:

According to Baidu (2007), there are two main disadvantages of Internet advertising.

1. Low coverage rate in China: statistics show that even in Beijing, the coverage of online advertising is only 8% of the total urban population and only 2% in Shanghai.

2. Limited choice of advertising form: at present, there are only two forms of online advertising in China such as banner and icon or button. The advertising space of each web page is also limited.