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**The Image as the Determinant of the Radio
Advertisement Medium – the Connection Between Type
of an Enterprise and Key Factors in the Decision Making
Process Regarding the Choice of the Advertising Medium**

Abstract

The types of available advertisement media can be examined on the basis of clear advertisement media, but also in the light of substantial means influencing, along with the advertisement content, its recipient. Therefore advertisement media may supplement the creation of the image of the advertising party, may supplement the provided information and create the proper atmosphere. Media image becomes a substantial information that possesses an influence on the recipient of the advertisement, but it also is a factor that, in a substantial way, influences the decision making process of the advertising party in the process of choosing the best advertising media.

This article presents results of the research conveyed on one of the local markets in Poland in 2005. The aim of the research was to factor analysis, which is taken into consideration by independent advertising parties which do not use any agents in the advertising media market, in the process of choosing local advertising media. The research results show that amongst the selected proposed by the author factors, the one that plays the main role is the image.