

Measuring the Effectiveness of Advertising

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Abstract: This paper explores the effectiveness of advertising in India in the current scenario. Effectiveness of advertising is measured through awareness, message recall, purchase intentions, and actual purchase behavior. The study examines the overall effectiveness of advertising, major component of the advertisement, and to what extent the advertisements carry a relevant and believable message. For this purpose, primary survey was done, and the data was collected from 150 respondents from Erode with the help of a well-designed pre-tested structured questionnaire. The findings from this study suggest that consumers can recall at least some of the ads they are exposed to in these captive situations but most do not produce any lasting memory trace. The findings from this study indicate that advertisements in this setting can have an impact on the behavior of consumers. The analysis concluded that there is a significant impact of advertisement on these parameters. The customers have a positive perception towards advertising as they find it more satisfactory to invest in a product after watching the advertisement. It is also concluded that the advertisements' messages should be relevant as consumers consider them while taking buying decisions.

Keywords: Advertising, Effectiveness and Awareness.

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I. Introduction

Advertising is an art not a science. Effectiveness of which cannot be measured with a mathematical or empirical formula some advertisers argue that advertising efforts go to waste, but every advertiser is keenly interested in measuring or in evaluation of advertising effectiveness. Testing for the effectiveness of advertisement is of two types, one is referred to as cost testing which is done before the advertisement has been launched and one is referred to as cost testing which is done after launching the advertising campaign.

The basic purpose of advertising effectiveness is to avoid costly mistakes, to predict the relative Strength of alternative strength of alternative advertising strategies and to increase their efficiency. In measurement of advertisement effectiveness feedback is always useful even if it costs some extra expenditure to the advertiser. The objectives of all business are to makes profits and a merchandising concern can do that by increasing its sales at remunerative prices. This is possible, if the product is widely polished to be audience the final consumers, channel members and industrial users and through convincing arguments it is persuaded to buy it. Publicity makes a thing or an idea known to people. It is a general term indicating efforts at mass appeal.

As personal stimulation of demand for a product service or business unit by planting commercially significant news about it in a published medium or obtaining favorable presentation of it upon video television or stage that is not paid for by the sponsor. On the other hand, advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a method of publicity. It always intentionalopenly sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of non personal communication about an organization and or its products idea service etc. that is transmitted to a target audience through a mass medium. In common parlance the term publicity and advertising are used synonymously. There are four basic criteria in copy strategy. They first strategy is advertisement recognition. The second criteria is recall of the commercial and third is persuasion, finally the criterion of purchase behavior is used. On the basis of current and emerging realities, the future of Indian advertising points to a scenario of further growth and keener competition. A developmental process of this dimension will naturally step up the tempo marketing and advertising in the country. Indian advertising has to prepare for this keener fight, which will make fresh demands on it in terms of new knowledge, techniques and skills. This study focus on analyzing the Awareness, Recall level, Overall effectiveness and Media effectiveness of the advertisements. This study will help the researcher to have a practical exposure in the field of analyzing advertisement effectiveness. From the outcome of the study the researcher will be able to suggest various strategies to improve the advertisements to better reach the consumers. The researcher had an opportunity to interact with the customers, get to know their ideas

and opinions. The study provides an opportunity to the respondents to express their ideas, feelings and opinion about advertisements.

II. Materials and Methods

A model by **Lavidge and Steiner (1961)**¹ approaches the analysis of the message's effect in a different way. "It identifies three categories of effects called cognitive (mental or rational), affective (emotional) and conative (deciding or action). This model is referred as "think\feel\do" model. When the economic environment becomes difficult, marketers demand proof of advertising's effectiveness, preferably in numerical terms. We are in such a period now. In a time of recurring recession and in an environment of advancing globalization of companies, products, and brands, many brands are experiencing low growth in unit volume and increasing competition from private brands and generics. In this business climate, advertisers want to know what they are getting for their advertising dollars. Industry researchers are often asked whether academic research will provide answers. (**Burke, Marian C., Edell, Julie A. (1986)**)²In their research, **Aakar and John (1986)**³ revealed that 47 percent of television viewers watch an ad because of its information content and 45.6 percent watch it because it is entertaining. **Badi (1993)**⁴ in his report says that technology advancements have increased the modes in which advertisers reach their targets and, in turn, the way in which advertising is measured has also advanced. By capitalizing on avenues such as Web sites, e-mail marketing, and Internet advertising, there are more ways to gauge advertising campaigns' effectiveness by incorporating online surveys into a company's campaign. **Cook and Kover (1997)**⁵ conducted a study on Research and the Meaning of Advertising Effectiveness: states that any discussion of advertising research and measurement of advertising effectiveness needs to consider advertising research as a marketing problem. The study remarks that if marketing is defined as the art of meeting consumers' needs, advertising effectiveness must be defined in relation to the needs of advertisers. **Mrugank, Hui and Gill (1998)**⁶ in their study aimed to identify when in the TV advertisement lifecycle an ad becomes less effective. The study was conducted using 184 people who watched TV during a period of four months. Several ads were used, reflecting a selection that is usually seen on prime time TV. The experimentation indicates that as potential exposure to advertising increases, the individual's evaluation of the advertising decreases. However, it was also indicated that an eight month hiatus from the advertising exposure will return viewers' responses to their initial levels. **Jeonn and Beatty (2002)**⁷ compared the cross-cultural differences in persuasion effectiveness of three ad types — direct comparative, indirect comparative, and non-comparative ads — between subjects in the United States and Korea using relative measures. The results show that in the United States, where direct comparative ads are widely used, indirect comparative ads were found to be the most effective, while in Korea, where direct comparative ads are rarely used, direct comparative ads were the most effective. **Elberse and Anand (2003)**⁸ conducted a study on effectiveness of advertising with special reference to effect of pre-release advertising on the demand for a product and does the magnitude of that effect vary according to the quality of the good. They empirically examine these questions in the context of the motion picture industry. They make use of a unique, proprietary data set that covers weekly television advertising expenditures, weekly expectations of the market performance, and quality measures for a sample of nearly 300 movies. The results showed that advertising affects the updating of market-wide expectations prior to release, and that this effect is stronger the higher the product quality. The latter suggests that advertising plays an informative, and not simply a persuasive, role. The research design is **descriptive** in nature as the research aims at drawing insights on the perception and association the consumers have formed regarding advertisement. In the present study an extensive use of both primary and secondary data were collected to achieve the objectives of the study. The data was collected about advertising effectiveness through structured questionnaire from the public in Erode district. The aided recall test was used for the customers who have not seen the Advertisement. The respondents were selected using Non probability convenience sampling technique. Sample size taken for this research study was 150 respondents. Tools used in this project are T-test, ANOVA and Mean square value.

III. Results and Discussion

TABLE No: 1: FACTORS OF ADVERTISEMENT ATTRACTIVENESS

Attributes	Excellent	Good	No opinion	Not bad	Bad	Mean
Creativity	36	91	16	6	1	4
Attractiveness	43	82	12	10	3	4
Message Delivered	20	70	32	27	1	3.54

MSV= 3.8

The above table implies that the respondents perceive the creativity and attractiveness of advertisements to be excellent, but the message delivered to be not bad. Thus the maximum of the respondents feel advertisement are creative and attractive.

TABLE No: 2: NATURE OF ADVERTISEMENT

Factors	Highly Disagree	Disagree	Neutral	Agree	Highly Agree	Mean
Attention getting	0	6	20	79	45	4.08
Unique	2	7	40	68	33	3.82
Boring	17	76	41	10	6	2.41
Pleasant	0	8	38	74	30	3.84
Informative	4	4	38	72	32	3.83
Irritating	47	57	24	17	5	2.17
Energetic	0	8	41	66	35	3.85
Memorable	2	8	18	90	32	3.94

MSV – 3.5

From the above table it is crystal clear that most of the respondents have said the nature of the advertisement is attention getting and memorable followed by energetic, pleasant, informative and unique. Hence advertisement is capable of influencing the viewers.

TABLE No: 3: INFLUENCE LEVEL OF ADVERTISEMENT FACTORS

Factor	Highly Influential	not Influential	Neutral	Influential	Highly Influential	Mean
Information	2	12	18	61	57	4.06
Attractiveness	1	6	22	90	31	3.96
Music & Songs	1	5	11	54	79	4.4
Slogans	1	14	38	65	32	3.78
Celebrity	10	19	45	61	15	3.35
Channel of advertisement	7	22	45	58	18	3.39
Overall influence	1	7	36	77	29	3.84

MSV – 3.8

From the above table, maximum of the respondents agree that Music and Songs, the information provided and Attractiveness are highly influential. Overall the advertisement is highly influential.

TABLE No: 4

T-TEST

GENDER AND RECALL OF ADVERTISEMENT MESSAGE

Aim: To know about the relationship between gender and recall of advertisement message.

Null hypothesis, H₀ : There is no significant difference between gender and recall of advertisement message.

Alternate hypothesis, H_a : There is significant difference between gender and recall of advertisement message.

MESSAGE	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Equal variances assumed	.923	-.019	.197	-.409	.371
Equal variances not assumed	.924	-.019	.198	-.412	.374

From the above table it is clear there is no significant difference between gender and recall of advertisement message.

Table No: 5

ANOVA

AGE AND RECALL OF ADVERTISEMENT MESSAGE

Null hypothesis, H₀ : There is no significant difference betw age and recall of advertisement message.

Alternate hypothesis, H_a : There is significant difference between age and recall of advertisement message.

Source of variance	Sum Squares	df	Mean Square	F	Sig.
Between Groups	15.814	4	3.953		
Within Groups	179.679	145	1.239		
Total	195.493	149		3.190	.015

From the above table there is significant difference between age and recall of advertisement message.

IV. Suggestions and Conclusion

Based on the analysis conducted put forth for better improvement of advertisement effectiveness Consumers are unaware about their brand name and buy any product with its name. The group name can be stressed at the end of every advertisement. The brand can be revamped by reinforcing the brand logo and punch line. The message of the advertisement can be clearly delivered by making the advertisement in a simpler way. The company shall modify its advertisement to suit the present market condition by having a brand ambassador, customizing product bundles and so on. Advertisements can be made in the Television on regular basis than seasonal advertisements. A regional brand ambassador can be assigned so that the customers can easily recall the advertisement. The success of each and every organization lies over the advertisements of the organization. So in order to improve the profit, image of the organization, to get more new customers and to retain the existing customer it is necessary that the advertisement advertised by the organization should be very effective and clear. To maintain its rank as the best in particular industry in Tamil Nadu, product must take proactive steps to maintain its competitive edge. Thus this study will give a new trust to increase the effectiveness of their advertisements by improving the methods of advertising. Media should select according to the choice of customer. It should be attractive one then only it attracts the customer. Like postal advertisement is very cheap and also it can reach our customer regular time period means we can retain our customer and we can maintain good relationship with customers.

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