



MEASURING THE IMPACT OF ADVERTISING

Dr. Bhimasha K. B.

M.Com., M.Phil., UGC-NET, Ph.D.

**Assistant Professor of Commerce, Government First Grade College for Women,
Bidar, Karnataka.**

ABSTRACT

In this paper, author will look at how effective advertising is in India in today's environment. He will look at the effectiveness of advertisements in terms of awareness, recall, purchase intent, and actual purchase behavior. He will also look at the impact of advertisements on the main components of the advertisement and the extent to which the advertisements convey a relevant and credible message. To conduct this study, he conducted a primary survey and collected data from 150 respondents in Bidar using a well-designed, pre-tested, structured questionnaire. The results of this study show that consumers can remember at least some ads in captive situations, but most of them don't leave any lasting memory traces. The findings show that advertisements have a significant impact on consumers' behavior in this setting. Customers have a positive attitude towards advertising as they feel it's more beneficial to invest after watching the advertisement. He also conclude that the messages of the advertisements should be relevant, as consumers consider them while making buying decisions.



KEY WORDS: Advertising, Impact and Awareness.

INTRODUCTION

Advertising isn't a science, it's an art. It's not something you can measure with a formula. Some advertisers say it's a waste of time, but everyone wants to measure or evaluate how effective their ads are. There are two types of testing for advertising effectiveness: cost testing, which happens before the ad is launched, and cost testing, which takes place after the ad is launched. The main goal of ad effectiveness is to prevent costly mistakes, predict the relative strength of alternative strategies, and make them more effective. Feedback on ad effectiveness is always helpful, even if it means extra spending for the advertiser. The goal of all businesses is to make money, and merchandising concerns can do this by increasing their sales at reasonable prices. If the product is well-made, the final consumer, channel members, and industrial users will be convinced to buy it through persuasive arguments. Publicity is when something or an idea is made known to the public. It's a general term used to describe efforts to appeal to the masses.

Advertising and publicity are two different things. Advertising is a way to get people to buy a product or service by planting big news about it in the media or getting them to watch a commercial without paying for it. It's a way to make a product or service more popular for a certain price. It's a form of non-personal communication about an organization or its products or services that's sent to a mass audience. Advertising and publicity are synonyms. There are four main criteria for copy strategy:

recognition, recall, persuasion, and purchase behavior. Based on the current and future trends, Indian advertising is set to grow and become more competitive. This growth will naturally increase the speed of marketing and advertising in India. Advertising in India needs to be ready for this intense competition, which will bring new challenges for the industry in terms of knowledge, methods and skills. The purpose of this study is to analyze the awareness, recall level, overall effectiveness and media effectiveness of advertisements. This study will help the researcher to gain practical experience in the area of analysis of advertisement effectiveness. Based on the results of the study, the researcher will suggest various ways to enhance the advertisements to reach the consumers better. The researcher interacted with the customers and got to know their thoughts and ideas. The study gives the respondents the chance to express their thoughts, feelings and opinions about advertisements.

REVIEW OF LITERATURE:

1. **Lavidge and Steiner (1961)**²: When the economy is tough, marketers need to know how well their ads are doing, preferably in numbers. We're in a tough time right now, with recession after recession and globalization of companies, brands, and products. Many brands are struggling to keep up with the competition, and advertisers need to know how much they're getting for their money. Industry researchers often wonder if academic research will give them the answers they need. One way to find out is to look at the effect of a message in three different ways: cognitive, affective, and decision-making. This model is called the think-feel\feel-do model.
2. According to **Aakar (1986) and John (1986)**³, 47% of TV viewers watch an advertisement for information and 45% watch it for entertainment.
3. The report by **EechamBadi (1993)**⁵ states that advances in technology have led to a shift in the manner in which advertisers achieve their objectives and, consequently, the manner in which advertising is evaluated has also changed. Utilizing channels such as web sites, email marketing, and internet advertising provides more opportunities to measure the effectiveness of advertising campaigns by including online surveys in a company's campaign.
4. The study of research and the concept of advertising effectiveness, published in 1997 by **Cook and Kover**,⁹ suggests that advertising research must be viewed as a marketing issue in order for marketing to be understood as the art of meeting consumer needs. The study further suggests that advertising effectiveness should be defined in terms of the needs of advertisers in order to accurately measure its effectiveness.
5. **Mrugank (1998) and Gill (2006)**¹⁰ conducted a study to determine when an advertisement becomes less effective in the television advertisement lifecycle. The study involved 184 individuals who watched television for four months. A selection of ads, typically seen on prime time television, were used in the experiment. The results of the experiment indicated that as the amount of potential exposure to advertising decreases, the individual's perception of the advertising decreases. However, the eight month break from advertising exposure was found to restore the responses to their original levels.
6. In 2002, **Jeonn and Beatty**¹¹ compared the effectiveness of three types of ads between people in the US and Korea. They used relative measures to compare the results. They found that in the US, where ads are used a lot, indirect comparative ads are the most effective. But in Korea, where ads are not used a lot, direct comparative ads are the best.
7. **Elberse (2003) and Anand (2008)**¹² conducted a study on the effectiveness of advertising in the motion picture industry, using a proprietary data set that included weekly television advertising expenditures, market expectations, and quality measurements for a sample of 300 movies. The results indicated that advertising had an effect on demand for a product, and that the magnitude of the effect varied with the quality of the product. This suggested that advertising had an informational, rather than just a persuasive, role in influencing consumer behavior.

THE RESEARCH DESIGN:

The research design was descriptive in nature, as the aim was to gain insight into the perception and associations that consumers had formed regarding advertisement. To achieve the objectives of the study, a comprehensive set of primary and secondary data was collected. The data on advertising effectiveness was collected through a structured questionnaire of the public in the Bidar district, and an aided recall test was conducted on customers who had not seen the advertisement. The sample size for this research study was limited to 150 respondents, who were selected using the Non probability sampling technique and the convenience sampling technique. The analytical tools used in this study were the T-test, an ANOVA and the Mean square value.

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 shows that the respondents feel that the creative and attractive qualities of the advertisements are excellent, but that the message delivered is not bad. Therefore, the maximum number of respondents feel that the advertisement is creative and attractive.

Table No. 2: Nature of the Advertisement

Factors	Highly disagree	Disagree	Neutral	Agree	High Agree	Mean
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
Attention getting	0	6	20	79	45	4.08
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

It is evident from the above table that the majority of respondents have indicated that the content of the advertisement is attention-grabbing and memorable, followed by engaging, enjoyable, informative and original. Therefore, advertisement is able to influence the audience.

Table No. 3: Influence Level of Advertisement Factors:

Factors	Highly not Influenced	Not Influenced	Neutral	Influenced	Highly Influenced	Mean
Information	2	12	18	61	57	4.06
Attractiveness	1	6	22	90	31	3.96
Music and 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

The results of the above table indicate that the majority of respondents concur that Music, Songs, Information, and Attraction play a significant role in the overall influence of the advertisement.

TABLE No: 4T-TEST GENDER AND RECALL OF ADVERTISEMENT MESSAGE

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

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

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

Messages	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Equal variances assumed	0.923	-0.019	0.197	-0.409	0.371
Equal variances not assumed	0.924	0.019	0.198	0.412	0.374

As you can see from the above table, there is no meaningful difference between the gender and the recall of the advertisement message.

Table No: 5 ANOVA AGE AND RECALL OF ADVERTISEMENT MESSAGE

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

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

Sources of Variance	Sum of 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	0.015

It is evident from the above table that there is a considerable disparity between the age of the respondent and their ability to recall the advertisement message.

SUGGESTIONS AND CONCLUSIONS:

Based on the above analysis, how can we improve our advertisement effectiveness? Consumers are not aware of our brand name and purchase any product with our name. At the end of each advertisement, the group name can be stressed. We can revamp our brand by reinforcing our brand logo and the punch line. We can clearly communicate the message of our advertisement by making it easy to understand. We can adapt our advertisement to the current market conditions by appointing a brand ambassador and customizing our product bundles. We can make our advertisements on TV more often than seasonal advertisements. We can assign a regional brand ambassador so that our customers can easily remember our advertisement. Every organization's success depends on the quality of its advertisements. In order to increase our profit, improve our image, acquire more new customers, and keep our existing customers, we need to make our advertisements very effective and very clear. To maintain our rank as the top in particular industry of Tamil Nadu, we need to take proactive measures to maintain our competitive edge. This study will instill confidence in businesses to enhance the efficacy of their advertisements by refining their advertising techniques. Media should choose according to the preferences of the customer. It should be aesthetically pleasing and attract the customer. For example, postal advertisement is very cost-effective and can reach the customer on a regular basis, allowing businesses to maintain their customer base and maintain a positive relationship with them.

REFERENCES:

1. **"Measuring the Effectiveness of Advertising"** Dr.P.Mohanraj¹ and Mrs.S.Divya², ^{1Associate Professor and Research Supervisor, Department of Management Studies, Nandha Arts and Science College, Erode.}
2. *Research scholar, Nandha Arts and Science College, Erode*
3. Lavidge, Robert C., and Gary A. Steiner (1961), "A model for predictive measurements of advertising effectiveness," *Journal of Marketing*, Vol. 25, Issue 2, Pg. 59-62.
4. Burke, Marian C., Edell, Julie A, advertising's effectiveness, Hinsdale, Illinois, U.S.A.: Dryden Press, (1986).
5. David A. Aakar and John (1986), –The advertisement management||, Prentise Hall of India.
6. EechamBadi (1993), –Research and the Meaning of Advertising Effectiveness||,
7. <http://www.questia.com/read/78549996?title=Measuring%20Advertising%20Effectiveness>[5].
8. William D. Wells (1997), –Measuring Advertising Effectiveness||. Lawrence Erlbaum Associates. Place of Publication: Mahwah.
9. Howard, J. (1989). –Consumer Behaviour in Marketing Strategy||. Englewood Cliffs, Prentice Hall.
10. William A. Cook, J. Kover (1997), –Research and the Meaning of Advertising Effectiveness.
11. Thakor, Mrugank V., Hui, Micheal K, Gill, Ravi (1998)Retail Advertising Effectiveness,Thakor, Mrugank V., Hui, Micheal K, Gill, Ravi (1998),-Retail Advertising Effectiveness,Indian Journal of Marketing, Vol 36,Issue1, Pg 394-40
12. Jung Ok Jeonn Sharon E. Beatty (2002),Advertising Effectiveness through Message Strategies||, Indian journal of marketing, Vol35, Issue 2, Pg 6-8.
13. Anita Elberse and Bharat N.Anand, study on effectiveness of advertising, (2003).
14. Adeolu B. Ayanwale, TaiwoAlimi and Matthew A. Ayanbimipe (2005), –The Influence of Advertising on Consumer BrandPreference||.
15. BeatieG, and Shovelton H (2005). –Why the spontaneous images created by the handsduring talk can help make TVadvertisements more effective||, Br J Psychol, Vol 96, Issue: 1, Pg 21-37.
16. Marc G. Weinberger, Leland Campbell, Beth Brody (1994), –Effectiveradio advertising A guide to winning customers withtargeted campaigns and creative commercials||, Lexington Books.
17. Marc G. Weinberger, Leland Campbell, Beth Brody (1994), –Effective radio advertising – A guide to winning customers withtargeted campaigns and creative commercials||, Lexington Books.
18. UrvashiMakkar. Dr (2005), –Advertising Effectiveness through Message Strategies||, Indian journal of marketing, Vol.35, Issue: 3,Pg 10 - 15.