

use of the advertising media, message and campaign to find out how far they would influence consumer attitudes.

B) Concurrent Testing

Concurrent Testing is evaluated throughout the whole advertisement execution process. It includes the following methods:

1. **Co-incidental Surveys:** This is called as coincidental telephone method. In this method a sample of customers or households are selected, and calls are made during the time programme broadcast. The respondents are asked whether their radio or television is on, and if so, to what station or programme it is tuned. The results of the survey are used to determine the share of response for the advertisement or the programme.
2. **Consumer Diaries:** This method involves giving the families selected in advance of diary or individual diaries to the members of the family. The selected families and individual respondents are asked to record the details about the programme they listen or view. The diaries are collected periodically to determine the scores.
3. **Mechanical Devices:** Now a days the mechanical devices used to measure the ad differences. They are mainly used in broadcast media. These are: Audiometers, Psychogalvanometer, Tachistoscope, Track Electronic unit etc
4. **Traffic Counts:** Traffic counts are applicable to outdoor advertising. A great deal of information is collected through traffic counts. This counting is done by independent organisations may be private or public. This work is also undertaken by advertising agencies. For instance, how many automobiles and other vehicles were exposed to a bulletin board or a poster or a wall painting and how many times? It can be determined by traffic counts.

C) Post-Testing Methods

Testing advertisements that have been released is generally more time-consuming and involves greater expense than pre-testing. However, the big advantage with post-testing is that advertisements are evaluated in their proper environment, or at least the environment in which they are intended to be successful. These are recognition tests, recall tests, attitude change, sales and recognition tests.

1. **Recognition Test:** It is developed by Danial Starch. It measures the readership of printed advertisements. It is also called the readership test. It assumes that there is a high correlation between the reading of the advertisement and the purchase of the product. An advertisement may be examined by sending the whole newspaper or magazine wherein it is published. Afterwards readers are approached to find out whether they have read the advertisements or not. The results are put into three categories:

- (i) **Noted (N):** A person who only remembers having seen the ad in the issue under study
 - (ii) **Seen-Associated (A):** A person who not only remembers seeing it but also claims to have seen or read some part of it. He may even associate the ad with the product or advertiser
 - (iii) **Read-Most (RM):** The person who has read half or more of the written material in the ad.
- The percentage of readership who have recall seeing or reading any part of it, identifying the product and brand, and who reported reading at least one half of the advertisement is calculated. The relationship between readers per rupee and the median readers per rupee is established. This test measures the attention value of the ads. The advantage is that it measures something which has been realized under normal conditions and is more rapid and the cost is very less. This is an uncontrolled interview and suffers from the problems of uncontrolled techniques of examination. However, there is a problem of false claiming, where readers claim to have seen an advertisement but, in fact, have not.

2. **Recall Tests** A recall test depends on the memory of the respondents. They are designed to assess the impression that advertisements have made on the memory of the target audience. It is classified into two types – aided recall and unaided recall. Some have combined the two and made it a combined recall test.

- (i) **Aided Recall:** It measures the memory of the respondent by asking them to recall what they saw on the TV. It is an objective test. The respondent is contacted on phone to find out the recalls of the commercial seen. Then the Ad may be provided by asking whether they remember the Ad on some subjects like an Ad on A brand. The recall test may take place in a day or two or even immediately after the exposure.
- (ii) **Unaided Recall:** In this, Ad is provided to the respondent. Respondents are asked whether the advertisement included a picture or message. The name of the brand is not given. If they can recall, then it may be concluded that the advertisement was effective. The purpose is to measure the penetration of the advertisement.
- (iii) **Combined Recall Tests:** It includes aided as well as unaided recall tests. This test was developed by Gallup and Robinson. This is a combination of the above two methods of recall. The respondents are asked whether they have read the magazine or newspaper or heard the radio or seen the T.V. Ad. This technique involves following steps.
 - (a) The respondents are firstly asked to recall the editorial features of the Ad.
 - (b) Then the respondents are questioned in depth to evaluate the accuracy of recall.
 - (c) A copy of this is given to the respondents and asked as to how many times they have seen the Ad.

Those who had seen the Ad one time are retained, the rest are discarded. The demographic factors like age, sex, occupation effect the recall. It measures the call of qualified readers. Other information whether the respondents is a prospective buyer or not is also found out. The disadvantage of this test is the heavy cost and time involved in the entire process. People have different memories. It cannot effectively measure because the success or failure of the advertisement. This method measures the recall of qualified readers to assess the depth of penetration achieved by the advertised message. The limitation of the test is the heavy cost involved in the study. It is affected by the variation in human memory. The audience may recall because it has seen the previous advertisements of the product.

3. **Attitude Change:** The change in attitude of the customers after the advertisement campaign is measured and marketers observe whether there has been any change in the customers' attitude towards the brand under investigation. It is assumed that a positive attitude towards the brand may lead to further purchases. There are several techniques for the measurement of attitude change by rating it on a scale like Semantic Differential, Likert Scale, Thurstone scale, Differential Scale, Guttman Scale etc.
4. **Inquiry Tests:** These tests are designed to measure the number of inquiries or direct responses stimulated by advertisements. In this the consumers respond by asking for more information. The Inquiries may take the form of phone calls, coupons returned or asking for free samples. The researcher tests the attention getting value, readability and comprehension. They can be used to test single advertisements or a campaign in which responses are accumulated. An advertisement may not be effective simply because of the responses received. For example, people may respond because they have a strong need for the offering rather than the response reflecting the qualities of the advertisement. Likewise, other people may not respond despite the strong qualities of the advertisement, simply because they lack time, resources or need at that moment.
5. **Sales Test:** It is designed to evaluate the effects of advertising on the purchase behaviour of the consumer. It is successfully applied to examine the consumer behaviour to advertisements of consumption goods. Sales are affected after creating an image of and interest in, the product. They represent controlled experiment under which actual field conditions than the simulated are faced. It attempts to establish a direct relationship between one or more variables and sales of a product or service. It facilitates testing of one ad against another and one medium against another. With the help of sales audit and audience response, it is possible to evaluate the effects of advertising on sales.
6. **Split-Run Test:** Split run is a technique in which different version of the advertisement are published in different editions of a magazine or newspaper in such a way that no single reader in the same geography receives more than one version of the advertisement, etc. A split-run test is a technique that tests two or more ads in the same position, publication, issued with a guarantee of each ad reaching a comparable group of readers. This helps the advertiser know which the best ad for that product is or which advertisement yields the best results. It is an improvement over the inquiry test in that the ad copy is split into elements like appeal layout headline and so on. the readers are encouraged to reply the inquiries to the keyed or the given address.

11.4 Where to Measure?

The advertising effectiveness can be tested at two places either in Laboratory in the controlled environment or on the Field.

1. **Laboratory Testing:** In a lab testing environment, participants from the target market are asked questions about the ad or to evaluate their reaction towards it. In this type of testing there is controlled environment for the researchers. The researchers can easily manipulate each aspect of the ad (colour, size, format, etc.) to be able to examine the effectiveness/contribution

of each of these characteristics. After examining the effectiveness of each of these aspects, the advertiser can analyse which ones are the most effective for the ad. The major disadvantage is the lack of realism. It is very difficult to replicate the natural environment and participants may not give the realistic responses, impossible in a lab setting.

2. **Field Testing:** This method overcomes the drawback of lab testing by testing the ad in the natural environment. The major disadvantage of this is the lack of control. The participants may evaluate the ad based on factors outside the characteristics of the advertisement itself like their mood, temperament, feelings towards the company, feelings about the competition, etc. This would result in biased results.

The researchers must evaluate the trade-off between control and actual environment when deciding as to which evaluation method will best meet their needs. Also, the budget and time of the evaluation process would help in deciding the above two methods. If the company has ample budget and enough time, they may opt for both the methods else the researcher may opt for lab testing as it involves lesser expenditure and time.

11.5 Methods of Measurements

There are different tests and several techniques in each of the test to evaluate advertising effectiveness. The Tests depends on the aspects to be evaluated. They can be classified into various categories. The first classification is on the subject matter of the advertisement. There are two types of measures— (1) Direct measures, (2) Indirect measures.

1. **Direct Measures of Advertising Effectiveness also known as Sales Effect:** This method establishes a relationship between advertising and sales. The sales are compared over two periods of time and the comparative changes are analysed. The following are the methods used in the measurements.
 - (a) **Historical Sales Method:** The test involves correlating the past sales to the past advertising expenditures using advance statistical techniques. The results can reveal how far advertisement was effective in generating or increasing sales. The test can be used for different products, territories and ad media, or in general.
 - (b) **Experimental Control:** A cause and effect relationship between advertising and sales is established in this method. One experimental approach to measuring the sales effectiveness of advertising is test marketing. The experiment is conducted to assess impact of advertisement on sales. The company instead of spending the same per cent of sales for advertisement in all territories or products can spend different percentage of sales for advertisement. Company can easily judge whether high-spending territories have resulted in increasing sales and vice-versa.
2. **Indirect Measures or Communication Effects of Advertising:** It is the influence that an advertisement has on the consumers and the usage of a product advertised. The communication effect is a long run process. Indirectly it will affect the sales in the long run, by changing the consumer awareness and attitude. The communication effects include the following measures:
 - (a) **Exposure to Advertisement:** The advertisement must gain exposure to be effective. The management is concerned about the number of target audiences who see or hear

the organization message set in the advertisement. Without exposure, advertisement is bound to failure. Marketers or advertisers may obtain an idea of exposure generated by the medium by examining its circulation or audience data

- (b) **Attention or Recall of Advertising Message Content:** This is one of the widely used measures of advertising results. Under this measure, a recall of the message content among a specified group or groups or prospective customers is measured within 24 hours of the exposure of the advertisement. Attention value is the chief quality of the advertising copy the advertisements cannot be said to be effective unless they attract the attention of the target consumers. There are two methods for evaluating the attention getting value of the advertisements. One is pre-test and the other is post-test. In a pre-test evaluation, the consumers are asked to indicate the extent to which they recognize or recall the advertisement, they have already seen. This test is conducted in the laboratory setting. Here consumers read, hear or listen to the advertisement and then researchers ask question regarding the advertisement just to test the recall and then evaluate it. In post-test method, the consumers are asked questions about the indication of recognition or recall after the advertisement has been run. These measures assume that customers can recall or recognize what they have viewed or listened to.
- (c) **Brand Awareness:** The marketers who rely heavily on advertising often appraise its effectiveness by measuring the customer's awareness about the product or brand. The assumption of this type of measure is that there is a direct relationship between the advertisements and the awareness. This type of measure is also subject to the same criticisms as is applicable to direct measures of effectiveness (sales measures because awareness is also not the direct result of the advertisements. It is also affected by many other factors. But, for new products, changes in awareness can often be attributed to the influence of advertising).
- (d) **Comprehension:** Consumers generally use advertisements as a means of obtaining information about the product, brand or the manufacturer. They cannot be informed unless they comprehend the message (grasp the message mentally and understand it fully). Various tests for valuating comprehension are available. One is recall tests – an indicator of comprehension because it is evident that consumers recall what they comprehend. Another measure of the variable is to ask questions about subjects how much they have comprehended a message they have recently heard or seen. One may employ somewhat imprecise test of the comprehension of a newspaper and radio advertisement. One may ask typical target consumers from time to time such questions like 'what did you think of our new commercial?' and 'Did it get the message across'? The answers of these questions will provide enough insight into advertising decision making.
- (e) **Attitude Change:** Since advertising is one way of influencing the state of the mind of the audience towards a product, service or organisation, the results are very often measured in terms of attitudes among groups exposed to advertising communication. Several measures are used ranging from asking the questions about willingness to buy the likelihood of buying to the measurement of the extent to which specific attributes (such as modern or new) are associated with a product.

- (f) **Action:** One objective of advertisement may be assumed to be to stimulate action or behaviour. The action or intention to take an action may be measured on the intention to buy measuring instrument. Under this type of measure, consumers are asked to respond why they are interested in purchasing the product or brand. One type of action that advertisers attempt to induce is buying behaviour. The assumption is that if an increase in sales follows a decrease in advertising expenditure, the change in sales levels are good indicators of the effectiveness of advertising. The measurement of sales is preferable to other measurements.

Communication Effectiveness Vs. Sales Effectiveness

It is easier to assess the communication effect of advertising than the sales effect. A lot of firms try to measure the effectiveness of advertising in terms of sales volumes, but this practice is always misleading. The increase in sales are the result of so many variables, a distinct effect of advertising on sales cannot be correctly measured unless all other variables are presumed to be constant. This situation is quite hypothetical and almost non-existent in today's times. The advertisement itself is made of a variety of variables such as media, messages, colours, page or time of the day, locations, the size of the headline and the appeals used. It is difficult to assess the effectiveness of the individual components of the advertising campaign. So, advertisers should try to measure the communication effect of the advertising.

Conclusion

Advertisement effectiveness testing is a must to avoid costly mistakes, to select the best alternative from the apparently equal alternatives, to resolve the differences of opinion and to add to the store of knowledge having deep bearing on advertising effectiveness and efficiency. Advertising effectiveness testing can be at three levels namely, prior to, during and after the release of an ad. There are many methods to choose. The results depend on the validity, reliability, objectivity and the relevance of each method employed. The companies should invest more effort and time in evaluating advertising effectiveness rather than unnecessarily exaggerating the promotional content. The company can pin-point where the ad is lagging behind and how to improve its reach and effectiveness better.

Questions for Discussion

1. What is the need and importance of measuring advertising effectiveness?
2. What is meant by Pre-testing? What are its methods?
3. What do you mean by Post-testing? Explain its methods.
4. What is Concurrent Testing? Explain its methods
5. Explain the Sales and communication Effect of Advertising?
6. Explain the Communication methods of advertising?