quality. Likeability is the contribution of Miller (1992). Many practitioners also consider Uniqueness a creative quality. Table 2.1 helps a quick look at different approaches of these parameters with their relevant sources that will facilitate more convenient understanding.

<table>
<thead>
<tr>
<th>Table 2.1</th>
<th>Advertising Creativity Parameters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact</td>
<td>Persuasive</td>
</tr>
<tr>
<td>Relevance</td>
<td>Relevant</td>
</tr>
<tr>
<td>Single mindedness</td>
<td>Simple</td>
</tr>
<tr>
<td>Reason</td>
<td>Surprising</td>
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<tr>
<td>Capability</td>
<td>Unexpected</td>
</tr>
<tr>
<td>Appropriateness</td>
<td>Selling Idea</td>
</tr>
<tr>
<td>Identity</td>
<td></td>
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</table>

Source: Adapted from previous research

Thus the theories and criteria of creativity in advertising described in the preceding section justify the relevance and importance of advertising creativity.

**REVIEW OF EMPIRICAL LITERATURE**

This section of the chapter examines the empirical studies that have been conducted in the field of present study. Even though the studies relate to all the variables under study, for the sake of convenience, this section of empirical literature has been organized in terms of Content Analysis and Effectiveness Analysis i.e.,

1) Literature on the Content of Advertisements

2) Literature on Advertising Effectiveness

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While reviewing the empirical research, a specific approach based on the importance of the studies has been followed. Those major studies which are directly related to the present study are given more importance and reviewed in detail and moderately important studies are reviewed in several paragraphs: whereas less important studies are just mentioned or reviewed in one paragraph.
CONTENTS OF ADVERTISEMENTS

This section of empirical studies is organized on the basis of concepts related with the advertisement contents, which will be described and discussed in the following pages.

Several major studies examine and analyse the contents with special focus to Creativity aspect. Most researchers who have examined the creativity element have taken a perspective that Creativity is a much needed and important quality in advertising. A survey carried out by the IPA and the Financial Times questioned client CEO, marketing directors and finance directors about their attitudes toward Advertising Creativity. The result indicates that 74% of the finance directors agreed to the statement that ‘Highly Creative Advertising can add value to a brand’ (Fletcher, 1995).78

Murphy and Maynard (1996)79 used multiple regression based judgment analysis to derive decision profiles for a group of advertising agency consultants and their clients and found that Creativity constitutes the important criteria or decision factor of good advertising campaign. This study was executed after conducting an open-ended interview with a pilot group of 17 agencies and clients. They even compared agency judgments with those of clients, concerning attributes each group wanted to see in a good advertising campaign. The analysis was done with a judgement-analysis software package called POLICYPC. The computer generated different mixture of cues from a random number is fed into 30 hypothetical cases. Respondents were asked to rate cash

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hypothetical case on a scale of 1 to 10, where 10 were the most favourable judgment. Then they were asked to weigh cash decision cue by dividing 100 points among them. The sample consisted of 57 agency consultants and 63 current or prior clients. The favorability ratings for the hypothetical cases formed the dependent variable and the five cues comprising the hypothetical cases formed the dependent variable and the five cues comprising the hypothetical cases formed the independent variables. Multiple regression and standardized beta weights for the five cues and function forms derived from regression equations were used as the data analysis procedure.

The result based on examination of each group’s standardized beta coefficients and function forms indicate that both client group and agency group assigned heaviest weight to Message or Creativity among five decision profiles. In short, both agencies and clients think very much alike that Creativity is the most important criterion in constituting a good advertising campaign.

Anyway, the main pitfall in this study is the inadequacy of sample size and therefore it would be imprudent to generalize this result widely based on the small sample size used. This important result shows the rationale for selecting the Creativity aspect as the main focus of the present study.

An article ‘How to develop international advertising campaigns that work’ published by Appelbaum and Halliburton (1993) has found some conclusions for Creative Advertising. The study was based on content analysis of 218 TV commercials

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in which the main element in the development of an advertising strategy have been used to compare pre-selected ‘creative’ TV commercials from France, Germany, UK and US to TV commercials that were broadcast across frontiers. The content analysis has enabled the identification of guidelines for the execution of international advertising strategies. It has led to the suggestion that ‘creative’ advertising is more concerned with image building.

Another study that enquired into the Creative process in Advertising, examined the data published in the Wall Street Journal on the rankings of the most popular TV campaigns of 1987, 1988 and 1989. These popularity rankings are the result of Video Storyboard Test Inc.’s surveys of about 25,000 consumers in each of the three years. Statistical results support the idea that TV Commercial popularity – a proxy for what some advertisers consider being Creative Advertising – may be related to advertising expenditures (Bell, 1992).81 Highlighting the need for more research, the results of a survey of 123 companies in Netherlands, which focused on how effectively advertising and marketing communication campaigns are implemented, indicate the Creative Advertising copy is subject to little testing by manager (Verbeke and Mosmans, 1992).82

The Conceptual Framework based on theoretical literature reviewed in the preceding section shows that Creative Strategy and Creative Executions are two factors

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that determine Creativity in Advertising. Further, it is evident that the use of any form of appeal in advertisements in one aspect of Creative Execution.

In a Study by Manrai et.al. (1992) the relationship between the elements of Creative Strategy in TV advertising, the resulting appeal and tone of the commercials were examined. Two major components of creative strategy were studied: 1) Message Content and 2) Message Execution. A total of 118 undergraduate business students were asked to evaluate one of the four types of commercial using a set of 13 scales that described selected items of creative strategy. The participants also completed questions relating to the Appeal and Tone of the commercial. The results indicated that message content discriminates rational commercials from emotional commercial, and message execution discriminates positive commercials from negative commercials. The findings suggest that emotional commercials have more message-content than rational commercials, and positive commercials have been executional elements than negative commercials.

The research on Appeals by several investigators shows in general that positive emotions have more favourable impact than negative emotions (Murry and Dacin, 1996; smith 1996) Surprisingly, there is evidence for serious consideration of use of fear appeal in advertising (LaTour et.al., 1996; Hyman and Richard, 1990).

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Although the use of fear appeal is quite popular today, its application in advertising and positive results is still not universally accepted (Keller and Block, 1996)\(^87\).

Some researchers even consider the use of fear appeal as unethical (Duke et.al., 1993\(^88\); Treise et.al.,1994) \(^89\).

The Information Value in TV commercials is usually determined by some specific characteristics, and the level of information is based on the life cycle of the products advertised. Aaker and Norris (1982)\(^90\) had examined the Information Content in detail in their article titled ‘Characteristics of TV Commercials perceived as Informative’. The test of TV commercials was conducted based on the mail questionnaires sent to a national sample of 1,000 U.S. households and responses received from 50% of the sample. 524 prime time commercials were divided into two groups, test group of 352 and validation sample of 172, for the purpose of analysis. Since each commercial was represented by approximately 500 respondents, a total of over 2,50,000 replies were included.

The questionnaire contained a description of each commercial under test. Six photographs from the commercials and the associated commercial script under each photo were presented. The respondents were asked to check any of 20 alphabetically


listed adjectives, 13 positive and 7 negative, which they feel describe the commercial. These adjectives were Informative, Convincing, Worth remembering, Effective, Interesting (under Personal Relevance); Clever, Imaginative, Amusing, Original, Uninteresting. Lively, Dull, Easy to forget (under Entertaining); Irritating, Silly, Pointless, Phony (under Dislike) and Appealing, Gentle, Well done (under Warms). A factor analysis was done taking a factor as a combination of adjectives.

The respondents who had seen the commercial and felt that the word ‘Informative’ described it were one dependent variable. They found that a sizable percentage of prime time TV commercials that have been running for four weeks or more was perceived as being informative by substantial audience group. A second dependent variable, termed as ‘personal relevance’, was the percentage of respondents who check one or more of these adjectives. On the average, nearly half of the respondents considered prime time commercials to have one these characteristics.

The variation of these informativeness characteristics by product class or category was also studied. One major conclusion was that two product categories, food and beverages, were perceived as substantially less informative than other commercials. Another major conclusion was that consumer durable goods were expected to be highly informative than the average frequently purchased products. A frequently purchased consumer product will tend to represent little commitment on the part of the consumer and seldom involve information search, either active or passive. Information can be obtained by trying the product. However, the study acknowledges an informative life cycle in which a commercial, considered informative initially, gradually loses its potential to inform as exposures build.
A stepwise regression analysis was also done for profiling the informative commercials or determining what characterizes a commercial perceived as informative. The results suggest that an informative advertisement tends to be worth remembering, Convincing, Effective and Interesting. Further, if an advertisement is informative or if it has high personal relevance, it will not tend to be entertaining, warm or disliked. An advertisement being informative could generate positive feelings about the commercial that would thus reduce its potential for being Irritating, a negative adjective. They also developed a set of measurable commercial characteristics that would have a high potential in explaining a commercial’s informative.

The superiority of this study is the contribution of a new method of using a research instrument, commercial storyboard, in TV advertising research. But it suffers from the limitation of the use of too extensive list of adjectives, which is beyond the comprehension level and attention span of respondents. Even then, this approach of using commercial story board containing six photographs and scripts as a research instrument and the use of adjective check list for testing information was used by the researcher too in the present study.

But alternative methods of measurement of information are also available in the literature. In an effort to measure the information of TV advertising using content analysis, 24 informative dimensions (ie. price, quality etc.) were listed and it was found that less than half of the tested commercials could be coded as having any information content. Another approach of definition of an informative commercial was given by,
Aaker (1981), which includes Truthful, Complete, Intelligible, Relevant, Unknown and Substantial enough to warrant processing.

Renford and Raveed (1983) analysed the role of one specific advertisement characteristic, information content, in three different countries and found the reasons for the differences in formativeness in different countries. As per the results, the reason lies in the life cycle of the products advertised i.e., Introduction, Growth and Maturity. Commercials in the introduction stage tend to be move informative, while the opposite is true for products in the maturity stage. It implies that for newer products, informative advertising may be necessary to educate the audience about the unique characteristics of the product, while for more mature products the information is of less importance. This explanation is in sharp contrast with that proposed by, Dowling (1980), which centered on the regulatory environment and concluded that the greater degree of government regulation led to greater information content in the TV commercials.

The Irritation Level in TV advertising and its relationship with the subsequent recall of the product claims advertised were examined by Fritz (1979). A collection of 69 commercials was presented to a panel for four judges to rate the commercials on a scale ranging from ‘very irritating’ and ‘very pleasant’. 28 of 69 commercials were taken chosen on the basis of common ratings given by panel of judges, which were grouped into categories Irritating, Neutral and Pleasant. At the same time, an Irritation

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Reaction Profile measured on a Semantic Differential Scale, containing 12 bipolar adjective pairs was developed. The respondents, after viewing each commercial were asked to use this Irritation Reaction Profile to rate that particular commercial.

The results show a definite non-linear trend between claim recall and the level of irritation in TV advertising. The trend extended up to its higher points where the advertising was most pleasant and most initiating, and reached a stable label where the advertising was effectively neutral. In the present study, this approach of engaging panel of judges for screening and grouping the advertisements was used. The researcher also used the same adjectives shown in the Irritation Reaction Profile for measuring the irritation level.

With regard to the Comparative Advertising Intensity, a study reveals that the percent of subjects recalling any particular advertisement is directly related to its intensity. In fact, the recall of comparative advertisements is directly proportional to their comparative intensity. The average Attitude towards advertisement score remained constant, or increased slightly as the advertisement intensity increased up to a certain point and then started to drop (Donthu, 1992).  

The impact of advertising Copy Complexity on advertisement readership was examined by Chambler et.al. (1993), differentiating between Visual complexity, Technical complexity and Lexical complexity. The central finding of this study is that

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95 Chambler, Robert; Gilmore, Robert; Thomas, Gloria and Soldow, Gary; "When copy Complexity can Help Ad Readership", Journal of Advertising Research, May-June 1993, pp. 23-28.
the complexity of advertising copy is significantly related to advertising readership. As the ratio of separate words to total words increases, advertising readership increases.

**Chamblee and Sandler (1992)** studied the impact of four types of advertising Layout Styles on the ability to establish Contact, determine Awareness, Interest and Preference. Five elements of each advertisement were measured; Illustration, Colour, Balance, and Weight and Copy length. The results showed that layout style under test was found to produce best results.

The use of advertising power words such as ‘new’, ‘improved’, ‘time tested’ and ‘doctor-recommended’ are usually considered by copywriters as having almost magical ability to spark consumer attention and interest. A study was designed by **Kover and James (1993)** to explore the effects of both satiation and congruence of power words on the impact of advertising. A sample of 304 consumers was interviewed in 8 major U.S. markets. Each participant was exposed to a portfolio of 12 control and 3 experimental advertisement. The results indicate that power words must be used with caution and with attention to their contexts. However, rather than having global effects, these characteristics operated differentially among subgroups.

**Beltramini and Blasko (1986)** made an analysis of award-winning headlines to identify the contributing factors. The 81 award-winning consumer newspaper and magazine ads, selected by a seven judge panel, were identified to serve as the pool of

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successful advertisements, and the headlines of these print advertisements were utilized as the focus of analysis. The content analysis procedure employed was successful in identifying six agreed-upon categories, or content-characteristics of award winning advertising headlines. These content categories were Familiar saying, Contrast, New or information, Shock, Question and Curiosity. The headlines selected from the pool of award-winning advertisements were agreed to contain one of six commonalities that contribute toward the overall successful performance of the advertisements.

A study was conducted to determine how significant changes in Copy Language, Sentence Structure, Textual Layout and Illustration affect an advertisement reader’s perceptual assessments of a print advertisement. Results indicate that these four aspects do not generally operate independently of each other. The task of appropriately and effectively combining these various advertisement components to achieve greater ad appeal or believability is difficult (Motes et.al.1992).99

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RESEARCH ON ADVERTISING EFFECTIVENESS

Two research streams seem to dominate the literature on Advertising Effectiveness. The first stream consists of the effects of advertising and the other one deals with the methods of evaluating advertising effectiveness.

Woodside and Wilson (1985)\(^{100}\) explored how Consumer Awareness of Brands and Advertising affect the Consumer Franchise of competing brands, Purchase Intention and Purchase Behaviour. Answers to several questions related to Top-of-Mind-Awareness (TOMA) of advertising, TOMA of brands, consumer Purchase Intention and Brand Preference are reported in this article for seven brands in three product categories. A longitudinal survey research was conducted. A convenience sample of users of the three product categories selected for study completed two questionnaires in two time periods categories by three weeks. 57 subjects completed both questionnaires. Both parametric and nonparametric tests were used to analyse the data. The results support the earlier findings that higher the position of a brand in a consumer’s mind measured by Unaided Recall, the higher the Purchase Intention and higher are relative Purchase of the brand. The findings confirm that a positive and meaningful relationship may occur between Top-Of-Mind-Awareness of advertisements, TOMA\(\text{ad}\) and consumer brand preferences. Through brand preferences, TOMA\(\text{ad}\) may affect brand Purchase Behaviour.

To be more specific, the results support that Top-of-The-Mind-Awareness of Brands, TOMA\(\text{b}\), measured by Unaided Recall is related positively to purchase

Intention for all the brands analysed in all the three product categories. Likewise, TOMAad of a brand is also related to Purchase Intention towards that brand. Moreover, TOMAb and TOMAad are related positively to behaviour towards that brand. Further, the result confirms that TOMAad of a brand is related positively to TOMAb for the same brand.

Thus, this study used TOMAad as an indicator of advertising effectiveness and serves as an early warning system of effective advertising by competitors. But the main limitation of this study is in the use of small convenience sample that may not be representative of more general populations. In addition, more sophisticated quasi experimental designs are needed to learn the direction and strength of these relationships. Anyway, these variables and measurement approaches have also been used by the researcher in the present study.

The two roles of advertising – Retention and Attraction – and their relative importance have been discussed by advertising researchers. Raj (1982) in an article ‘Attractive and Retentive Effects of Advertising’ developed a methodology to isolate and measure these two effects and applied it to an actual advertising campaign.

Studies of Comprehension as an effect of advertising are not sufficient in the related literature. Generally, advertising testing just involves assessing Awareness, Recall, Attitude and Intentions. But Comprehension also needs to be assessed. However, studies assessing the rate of Comprehension have received attention in the

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literature since 1980’s. But little is known about how degree of Comprehension precisely influences response to a communication.

The study of Jaffe et.al (1992)\textsuperscript{102} depicts how Comprehension can be used as a diagnostic tool to explain how advertising works. It explores how degree of comprehension impacts consumer response to the different positioning that the advertiser is testing. They present an application from the financial service sector where respondents are exposed to several carefully prepared print ads based on an experimental design. A field experiment was conducted with 200 women, selected on the basis of quote sampling with a systematic approach. Data were collected at four shopping mall locations. Advertising response was assessed by two dependent variables - information interest and Purchase probability.

The results indicate that clearer comprehension enhances the positioning effect, while less clear comprehension reduces it. The major finding of this research suggests that comprehension of an advertisements positioning has a real and measurable impact on advertising response. Moreover, there is a significant three-way interaction effect among comprehension, positioning and market segment. When a positioning strategy is appropriate for a specific target segment, then marketers will benefit in terms of increased advertising effectiveness when that positioning is clearly comprehended by that segment. This means marketers who successfully communicate their chosen positioning strategy will achieve maximal advantage for their positioning or

segmentation strategy in terms of increased interest in acquiring more product information and increased purchase probability.

Limited studies which analysed the impact of comprehension on response to communication hypothesized that increased comprehension of advertisements produces more favourable Brand Attitudes (Alwitt., 1987\textsuperscript{103}; MacInnis, 1988\textsuperscript{104}; Jaworski, 1989\textsuperscript{105}). Regarding the order of comprehension, it is postulated that comprehension of a communication is the logical antecedent of other effects such as retention in memory, information acquisition, attitude and belief formation and behavioural intentions. However, a modest number of studies empirically link comprehension to these subsequent effects (Alpert et al., 1983\textsuperscript{106}; Celsi and Jerry, 1988\textsuperscript{107}).

Brown (1985)\textsuperscript{108} conducted a study on advertisement Recall with tracking data and concluded that if different commercials that are doing exactly the same job are compared, better-recalled commercials seem to change attitudes better than less recalled commercials. When commercials doing different job are compared, the position is very difficult. How far an advertisement changes attitudes, whether it changes attitudes,
whether it changes attitudes at all, is in general far more a finding about the attitude and
the brand concerned that it is about the advertising.

In an empirical study, **Donthu et.al.(1993)** identified and quantified the
factors that influence the recall of outdoor advertising. It was found that the entire
advertisement related independent variables were significantly related to recall of
advertisements. However, among the respondent-related independent variables, only
attention to billboards and attitude toward advertising were significantly related to
unaided and aided recall. Product involvement was not significantly related to the
unaided recall of advertising. In general, the aided recall scores were higher than
unaided recall scores.

In an article ‘Ad-evoked Feelings: Structure and Impact on Attitude Toward
Advertising and Recall’. The structure of feelings that consumers experience
concurrently during exposure to print advertising is examined, and how the structure
affects advertising processing and effectiveness is analysed. In study 1, a three
dimensional structure of the experienced similarity of feelings is found: Pleasantness,
Intensity and Direction. In study 2, three distinct bundles of feelings that consumers
experience concurrently during exposure to a set of print advertisement are recovered
using three mode principal components analysis: Unpleasant feelings, Low intensity
pleasant feelings and high intensity pleasant feelings. Unpleasant feelings and low
intensity pleasant feelings have a significant impact on attitude to ads, high intensity
pleasant feelings have a significant impact on advertising recall, and attitude towards

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advertising and advertising recall are uncorrelated. The results emphasized the portance of broad bundles of concurrently evoked feelings in advertising processing and effectiveness (Pieters and de Klerk-Warmerdam, 1996).  

Shoham (1996), in his paper on the effectiveness of standardized and adapted TV advertising, presents the findings from a field study which assessed a set of outcome measures of TV advertisements from the perspective of target market. A set of three advertisements was selected. The commercials within the set represented a different degree of standardization. Outcome measures included Recognition, Recall, and Believability and Purchase levels. On the basis of these measures, the standardized commercial was the worst performer, followed by the semi-adapted and adapted one.

Attitudes lead to Beliefs, which in turn, create Intention and ultimately result in Behaviour. Theoretical literature also supports this hierarchical effect of advertising. The Hierarchy-of-Effects framework shows that Purchase Intentions are influenced by the formation of Brand Attitudes, which are in turn preceded by the development of a set of salient brand Beliefs. But much research has been carried out and conflicting results have been reported with regard to the advertising effects of Attitudes, Intention and Behaviour.

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Wells (1985) conducted a survey tracking Attitudes and Behaviour on wide variety of topics. They were unable to find any change in any Attitude or any value that provided a reliable prediction of what consumers were going to do several years hence. They found a very small number of cases in which attitudes and Behaviour traced fairly well, over the short term. The expectation that negative attitude toward big companies would depreciate intentions to buy their products was not true. They found only rate correlation between these and in more cases attitudes went one way and behaviour went another way.

Therefore, the main conclusion based on 10 years’ worth of data is that abstract trends in attitudes and values do not predict Consumer Behaviour with useful degree of accuracy. Furthermore, abstract trends in attitudes and values do not even track behaviour very well. On the other hand, low level, concrete and specific intentions do track behaviour carried out at more or less the same time. Intentions seem to work relatively well because they incorporate a lot of factors that come between attitude and behaviour. They recommend that everything learned about attitudes and behaviour in this tracking study should be applied to advertising tracking studies. They even recognize some intermediate effects of advertising, which are Brand Saliency, Brand Awareness, Advertising Awareness, Positive Cognitive Response, Purchase Motivation, Trial or Usage, Product Satisfaction, Repeat Purchasing and Proselytizing (ie. word of mouth).

Attitude is probably the most researched construct in social psychology. The practice of studying changes in attitude in connection with efforts to measure the effectiveness of advertising has gained widespread acceptance. More than three-quarters of the advertising decision-makers surveyed revealed that the assessment of any advertising treatment should include measures of its effect on Brand Attitudes. Tiong Tan and Tsui (1985)\textsuperscript{113} used a multi-attribute model framework attitude toward ads and products in Singapore, with the help of newly created three sets of advertisements. The products selected were men’s clothing, women’s clothing and face cream. All three products were given fictitious brand names. Eleven advertising attributes and eight product attributes were given and operationalised the attitude toward advertising and product on the basis of weights given for each attribute. Behavioural intention was measured on a single scale. Seven point scales were used for measurement of attitudes and intentions. The subjects’ attitude toward advertising, attitude toward product and behavioural intention were used as dependent variables and used a factorial designs for the study. The ANOVA results show significant effects for all three dependent variables.

Reviews of advertisement assessment methods practiced by major advertisers and agencies have demonstrated increasing use of persuasion measures such as pre-post attitude and purchase intention scores. Chow et.al. (1992)\textsuperscript{114} operationalised their new

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copy testing method, SEQUENCE (Structural Equations Estimation of new Copy Effectiveness) by applying in a case study of Toothpaste market.

Two salient Toothpaste benefits were identified; one a cosmetic benefit (i.e., tooth whitening and breath freshening) and the other a protection benefit (i.e. cavity prevention and tartar control). Measures taken from one group, after exposure to an execution, were compared to the reactions of a control group of people who were not exposed to the ad. Differences on the measures were then ascribed to the effects of exposure. A shopping mall-intercept sample of 350 respondents was obtained. 200 respondents were exposed to the advertisement, while 150 respondents comprised the no-exposure control group. Standard Likert scales were used to measure Brand Attitude, Purchase Intention and respondents’ agreement with Belief statements.

As a part of analysis, the first step in assessing the effectiveness of the advertisement was to test for differences in mean belief strength on the ‘fresh’ and ‘protect’ beliefs between control and test group. Differences in mean Attitude and purchase Intention scores between the execution and the control group was also tested. The second step involved estimating a simple model for each of the two groups separately. Direct comparisons via chi-square difference tests of the strength of the linkages between variables were then made. Finally, a check was made to determine if the ad had any unexpected negative effects on the strength or salience of the other Brand Belief, Brand Attitudes or Purchase Intentions.

The results show that the advertisement effectively communicated the ability of the brand to prevent cavities while not detracting from beliefs regarding its cosmetic
SEQUENCE analysis revealed that the advertisement successfully enhanced consumer beliefs regarding the cavity protection afforded by use of the Toothpaste brand. In addition, the salience of the ‘protection’ belief to Brand Attitude was enhanced significantly without adversely affecting Brand Attitude or Purchase Intentions. Thus, this analysis result, in combination with the results of traditional tests of mean differences, provides strong support for the efficacy of the ad.

In an attempt to resolve this contradictory results and views, the researcher incorporated the Attitudinal, Intentional and Behavioural measures also in the present study.

A study investigated whether claims of customer satisfaction contained in print advertisements influenced consumer Attitudes and Purchase Intentions. A split ballot survey experiment was used to examine these issues. The research design involved is different versions of a print advertisement for each of six different products or services. The result suggests that, in the context of the products and services studies and the methodology used, advertised claims of customer satisfaction have very little effect on consumer Attitudes and Purchase Intensions (Peterson et.al., 1992).115

Biel (1996)116 while discussing the cognitive response analysis presents a study of persistence of attitude change, conducted by Brock and David. The finds indicate

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that there is strong relationship between higher cognitive response – higher processing by the consumer at the time of exposure – and the fade resistance of attitudes.

The power of advertising in influencing consumers’ Purchase Behaviour was always a subject for discussion in the academic circles over the year. Now interest has been shifting from how consumers choose brands to how they use brands. In an article ‘Advertising Strategies to Increase Usage Frequency’ Wansink and Ray (1996) presents a study that focuses on how advertising can best encourage consumers to use a mature brand in a new situation. This study presents a scheme congruity framework that integrates comparison advertising with substitution in-use research. The framework suggests that situation comparison advertisements favourably affect usage attitudes but have an advantage over product comparison advertisements in enhancing a person’s ability to recall the target situation. The study also shows increases in brand usage.

Ross, Jr.(1982) reports a scholarly work related to Purchase Behaviour. A time series study was executed that attempted to answer the questions relating to brand preferences and actual purchase. The sample of commercial test covered 55 product categories with 42 different commercials. Two weeks after each commercial test respondents were re-contacted by telephone. In this unrelated interview, the same individuals were questioned about product category and brand purchase during the past two week period. The results of this Buying Behaviour study were then matched to

responses of these same persons in the copy-testing interview. Actual purchase levels were compared for different levels of response to the test commercials.

For each commercial exposure or purchase opportunity, one of three outcomes was possible. Respondent preferred the test brand pre-exposure and was thus not available for positive changes. Second, respondent did not prefer the test brand at the pre-exposure stage but changed to the test brand in the day-after exposure call back. Third, respondents did not prefer the test brand pre exposure and did not change to the brand in the day-after exposure call back.

In the Purchase Behaviour interview conducted two weeks after the copy test, in almost half of the situations, people had bought the category. The key criterion measure for the study was the test brand’s share of purchases among those who bought the category. The test results clearly indicate that changes in brand preference as measured by the pre-post shifts translate to increased levels of actual purchase. Among those who bought the product category, purchases of the test brand were 3.3 times greater for those who changed their preference to that brand in the copy test, than for those who did not change to the brand. Data obtained from a control sample clearly confirmed that this difference was the result of advertising exposure. Respondents who were through the identical test procedure but who were not exposed to advertising for the test product categories exhibited lower levels of test brand buying.
The effect of advertising aimed at subconscious mind level - Subliminal advertising – on purchase behaviour is different. Trappey (1996)\textsuperscript{119} used a meta-analysis to demonstrate the ineffectiveness of Subliminal advertising to influence the consumers’ decision between alternatives. The results of the meta-analysis indicate that there is very little effect.

The second stream of research focuses on the Methods of Measuring Advertising Effectiveness. Researchers have extensively debated the effects of advertising in terms of Recall Vs Recognition and, in fact, have not arrived at a consensus. That is why the similarities and differences between recall and recognition are the subjects for hot discussion even now. The advertising reported in recall tests is for the most part only the advertising which elicits fairly close attention, whereas the advertising reported in recognition tests includes that too and also the advertising which elicits minimal attention. To the extent that both methods report on the more closely attended advertising, they are measuring the same thing (Krugman, 1986).\textsuperscript{120}

For almost 40 years, TV advertisers have been living with the conflicting opinion regarding Recall Versus Persuasion, the critical issue of how to assess the effectiveness of commercials. The results of a validation study by Ross Jr. (1982) provide objective evidence that a persuasion measure is a valid probabilistic tool for gauging Advertising Effectiveness. Proven Recall is a very poor measure of commercial’s effect on consumer purchase.

\textsuperscript{120} Krugman, Herbert E. "Low Recall and High Recognition of Advertising", Journal of Advertising Research, March,1986, pp. 79-86.
The most common measures employed by commercial copy testing firms are Recall, Comprehension and Persuasion. Although there has been much research on individual measures of Advertising Effectiveness, few studies have examined the relationship among these measures. Stewart’s (1986) study was designed to examine the relationship among three measures of advertising performance: A delayed related recall measure, a measure of key message comprehension; and a pre-post exposure brand choice measure i.e. Persuasion. These measures were obtained for a set of 1,059 TV commercials, representing 350 brands of inexpensive consumer packaged goods. The hypotheses were tested with the use of a simple tree structure. The results suggest that Recall and Comprehension are important influences on Persuasion and that a complex, interactive relationship exists among these factors. It also suggests that higher levels of recall, comprehension and the use of brand differentiating message can increase the probability of a higher persuasion score.

Day-after Recall measures, after being the dominant method of advertising evaluation for many years, have been criticized by a number of researchers. Even in 1970’s, many reported that recall understates the true remembrance of advertising. However, an additional concern had been raised by, Zielske (1982) about day after recall as a copy testing technique in terms of whether it penalized ‘feeling’ advertisements as opposed to ‘thinking’ advertisements. The results of the study provide a factual basis for the concern that day-after recall may penalize feeling TV

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commercials relative to thinking TV commercials. Therefore, he proposes a masked-recognition form of test, if thinking and feeling commercials are to be compared in terms of remembrance of seeing the commercial and brand registration.

In consistent with standards set under DAGMAR (Defining Advertising Goals for Measured Advertising Results; 1961) and PACT (Positioning Advertising Copy Testing: 1982) Chow et.al (1992) proposed a new copy testing method SEQUENCE (Structural Equation Estimating of New Copy Effectiveness). It extends previous advertising copy-testing research by permitting an assessment of the strength of the linkages among brand beliefs, brand attitudes and purchase intention. The purpose of their article was the development of a measurement approach and model designed to estimate the impact of variations in advertising copy or execution on beliefs, attitudes and purchase intention. The ultimate goal was to provide managers with an actionable copy assessment procedure that provides richer diagnostic information than by other traditional techniques. In short, SEQUENCE is an approach to advertising stimulus measurement and assessment that assumes a learning process and draws heavily on well-established multi attribute attitude theory. It goes beyond traditional copy-testing methods by providing an assessment of the persuasiveness of advertising copy while explaining why one piece of copy is more effective than another.

Starch scores, a copy test method developed by Starch to measure the effect of campaign or to choose among alternative creative treatments, have been widely used by

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many academic researchers as a dependent measure. **Aakar and Myers (1982)** describe the procedure involved in this method. “……respondents (who report having read a specific issue of a magazine) are taken through the magazine and, for each ad, are asked if they saw it in the issue. The ‘noted’ score is the percentage of respondents who answer affirmatively. Two companion measures are ‘seen’ associated (noted the name of the ad) and ‘read most’ (read more than 50 percent of the copy)”. But Starch scores have also been criticized as invalid recognition measure due to over claiming by respondents.

**Zinkan and Gelb (1986)** probed into whether Starch scores predict much sought-after consumer responses as favourable attitudes and intention to purchase the advertised brand. They designed a model to clarify this issue and tested this model in a study. The model offers an explanation of why Starch scores might be useful despite the evidence that they measure a quality of ads rather than an actual degree of recognition. It proposes that an ad which prompts a high proportion of individuals to say they would have notice it will, all things being equal, be one which evokes favourable attitudes (positive affect). It further proposes that an ad, which receives favourable attitude ratings, will also tend to receive favourable purchase-intention ratings for the advertised brand. The results offer some evidence to support that Starch scores do predict Attitude towards brand; and Brand Attitude predicts the Purchase probability. Thus advertisers who use the Starch scores to compare alternative creative

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treatments have evidence that the scores are positively related to purchase intention, with attitudes serving as the explanatory intervening variable.

Another study proposed and validated Laboratory Copy-Testing Measures that are valid and sensitive enough to estimate how effective a variety of advertising campaigns would be in stimulating the frequency with which a product is used or consumed. Despite the strongly held belief that measures of behavioural intention are correlated with measures of behaviour, the results indicated that the basic correlation between consumption intentions and reported consumptions were barely significant and certainly not diagnostic.

Seggev (1982)\textsuperscript{126} introduced a method for testing persuasion by way of strategic positioning. The approach proposed is based on the premise that the purpose of advertising is to reinforce or to change consumers’ minds. In other words, the primary role of advertising is to effect positioning. Therefore, he argues, the main concern in testing advertising ought to be the assessment of the degree to which positioning had been accomplished. He agrees with the observation of other researchers that a perceptual map of the brand in question within its competitive field is a very useful tool for diagnosing its current positioning. But with regard to the use of attributes in developing the Perceptual Map, he prefers Repertory Grid Technique, instead of Focus Groups of Depth Interview or Management Brainstorming. Building upon this, he conducted a Bench-Mark Positioning Test which is a test of the brand’s current positioning that reflects the target market’s perceptions based on the experience it has

had with the brand, which may range from awareness to trial or regular use. Further, instead of using purchase intent as a measure of persuasion, the author derived a persuasion index that could capture in a single numerical expression the degree to which an advertisement has brought the brand closest to its desired position.

A variety of methodologies have been proposed for constructing Perceptual maps in the literature, for example, Multidimensional Scaling, Factor Analysis, Discriminant Analysis etc. Ranford and Raved (1983) proposed a method, known as ASCID (Advertising Strategy and Copy Information Development), for evaluating the efficacy of one or more positioning or repositioning campaigns. It is a user friendly Decision Support Programme which can be used in pre-testing or in post-evaluation of message effectiveness. In a pre testing environment ASCID can screen advertisements and establish a rank ordering for their ability to ‘move’ the brand to a desired position in the existing competitive space. In a post evaluation setting, it can determine the positioning or repositioning effectiveness of a particular copy. After explaining the testing system, they applied this methodology to an actual positioning and repositioning situation.

In Summary, the studies relating to Creativity in Advertising highlight the importance and need for higher level of creativity element for the success of advertising. But there are studies that show the ineffectiveness of so-called ‘too creative’ techniques and advocate simple and direct approach. Regarding the use of appeals, studies in general, support that positive appeal has more favourable impact than negative appeal. But there is no consensus among researchers on the effectiveness of fear appeals. Studies on Information Content provide a valuable adjective checklist to the advertising
industry. Even then, the question as to the factor that determines the Information Content- Product life cycle or Government regulation-remains unsettled in advertising research scenario. The researchers also had motivation to enquire about the relationship of Recall level with Irritation level or Comparative Advertising Intensity and, of course, they concluded with an affirmative answer. Topics like different Layout styles, use of Power Words, Headline patterns and variation in Copy Language and Sentence structure were also subjected to serious studies among advertising academicians.

Several studies that deal with Advertising Effectiveness bring in contradictory results. The usefulness of different indicators of Communication-effect like Recall, Purchase Intention, Comprehension, Brand Attitude and Attitude Towards Ads for measuring effectiveness and the inter relationship between these factors were studied in detail by many researchers and established a positive relationship. But investigators have conflicting views regarding the order or hierarchy of these effects in terms of Beliefs, Attitudes, Intention and consequent Behaviour. One interesting and valuable observation here is that nobody ignores the power of advertising in influencing the Consumer Purchase Behaviour.

A closer look at other reported studies indicate that a conflict still exists with regard to the selection and use of measures like Recall or Recognition, Comprehension or Persuasion etc. But the real worth of these studies lies in the contribution of many new methods of advertising assessment like SEQUENCE and ASCID without endangering the value of traditional testing methods like search scores.
It is to be admitted that the results of these studies have been mixed and conflicting. However, lines of research have shed some light on the current views on Advertising Effectiveness; but at the same time they raise some questions concerning the effects of Advertising Creativity and leave unanswered questions on how Creativity may be used to achieve various objectives in advertising. This has prompted the researcher to explore the cause behind conflicting and diverse results and to conduct a fresh study so as to arrive at a meaningful conclusion.

CONCLUSION

In this chapter, huge number of foreign literatures and a few Indian literatures have been reviewed while carrying out the study. The present study for the first time focuses on creativity in advertising and its impact on Communication-effect and Consumer Buying Behaviour.

CHAPTER - III

ADVERTISING INDUSTRY IN INDIA

INTRODUCTION

This chapter gives an overview of Advertising India in India, profile of telecommunication companies and also the profile of various communication service providers business growth and performance from the year 2005 to 2010.

Advertising industry is a rapidly growing industry, and determines to a considerable extent the GDP or the gross domestic product of any country. Besides functioning as an intermediary between the manufacturers and the customers
advertising industry plays an important role in the economy of the country. This industry necessitates investment for funding different resources. One cannot measure the degree of development by interpretation of inputs in the economy which yields some production. In the event when consumption levels far exceed than what is reckoned, this is not a means of triggering or bringing about transformation in the culture, society or development in human resources or economy. What the time demands is optimum and efficient execution of advertising projects by involving appropriate technology along scientific lines. Advertising expenditure across all media accounted for 41 per cent of the overall M & E industry revenues, aggregating to Rs.652 billion, while advertising revenues witnessed a growth of 11 per cent in 2010.

ADVERTISING INDUSTRY

Indian economy is growing and the market is on an expansion mode. Businesses are looking up to advertising as a tool to cash in on business opportunities. Growth in business has led to a consequent growth in the advertising industry. Indian advertising industry has emerged as one of the major industries and has broadened its horizons, be it the creative aspect, the capital employed or the number of personnel involved. The industry today offers a host of functions to its clients that include client servicing, media planning, media buying, creative conceptualization, pre and post campaign analysis, market research, marketing and branding. It has been an immensely crucial aspect of business-for what the society doesn't see, it doesn't buy. The advertising world has always been extremely dynamic and ever-evolving, but with the revamping of

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