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MULTIPLE VERSUS SINGULAR PRESENTATION OF TELEVISION COMMERCIALS AND EFFICACY

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Abstract

This study experimentally assessed combined and singular measures of Television (TV) commercial efficacy. Eighty (80) senior secondary (SS) 2 students, randomly selected from two priavte secondary schools in Lagos metropolis, served as subjects. They watched experiment - specific commercials which had presentation, type of stimulus and source credibility as independent variables. Multiple measure consisted of a subject's aggregate score on recall of advertised product information, attitude towards and intention to try advertised product. Singular measures were the individual scores on recall of advertised product information, attitude towards and intention to try advertised product. A ten item standardized questionnaire measured advertised product information while Belch's (1981) standardized differential scales measured attitude towards and intention to try adverised product.

Using Analysis of Variance (ANOVA) as tool for analysis, it was found that although there were some significant effects of the independent variables on the singlular measures of efficacy, their effects on the combined measures (efficacy) were strongest and more encompassing. The implication was that advertisers stand better chances of getting true advertising results when combined measures of efficacy are used than when singular measures are used.

Inttroduction:

Consumer need satisfaction is the basis for the existence of most, if not every, organization. And for organizations to live up to their responsibility of satisfying consumer needs, they need to be involved in the process of marketing which inevitably thrives on repeat purchase actions of consumers.

Marketing has been known to follow production but it is no less important than production. As such, nothing could be said to happen without marketing which has been operationally defined by Stanton

(1981) as finding out what consumers want, planning and developing a product or service that will satisfy those wants and then determining the best way to price, promote, and distribute that product or service.

In competitive as well as non-competitive economies, marketing cannot be discussed without a mention of one of its important elements, advertising. Defined as a process of informing others of the existence and availability of a product or service, advertising plays a vital role in modern day economies. The enactment of this role is done through modification and/or changing of the message recipient's attitudes. Advertising comes in many different forms and plays very unique roles.

Over the years, advertising has been evaluated based on different criteria. These criteria include amount of advertised product information recalled, the attitudes of target audience changed, likeness for the advertised product and intention to try the advertised product. The employment of advertisement efficacy measures may be done either singularly or in combination with other measures. One other consideration advertisers consider when disseminating their advertising messages is the kind of presentation needed. A decision is made as to whether the advert message is to be presented one or more times. Other considerations may include whether the advert message is to be paired wtih a novel or familiar stimulus or whether or not the information should be made to be seen by the viewer as emanating from a credible or non-credible source.

Advertising renders support to other marketing functions like personal selling and promotion. In spite of the positive role it plays, advertising has been, owing to its known impact, criticized by many who believe it needs to be limited through government legislation or advertiser self-restraint.

Businesspeople, the world over, have always been accused of spending too much resources on advertising. In spite of this accusation, arguments are increasingly and strongly being made in favour of the huge spending on advertising.

With its focus on attitude change and behaviour modification, advertising relies heavily on psychological techniques to achieve

results. These techniques range from determination of consumer buying motives through the study and measure of consumer attitudes and beliefs to creative image formation.

All that advertising achieves comes through a medium. But the specific medium that an advertiser uses depends on the people he needs to reach, the objectives of the advertisement, message requirements, time and location of buying decision, media circulation and cost of media among other considerations.

In Nigeria, like in many other countries of the world, the television medium of advertising exits alongside other media for advertising. But of the advertising media that are in use today, the television is one of the most powerful and most frequently used. It makes its appeal through both the eye and the ear, thus making demonstration and explanation of products possible. The medium has both advantages and disadvantages. But the advantages, judging from the wide acceptability and use of television, far outweigh the disadvantages.

In spite of its wide acceptability and use, no one who is involved with television can specify the exact effects that an advertisement causes to produce change in its audience's behaviour, knowledge, or attitude. Nor is it possible, therefore, to describe exactly how television causes sales. One certain thing, however, is that advertisers employ varying ways of determining how and when television advertisements can be said to be efficacious. But not a single one of these measures is used without controversies surrounding its use.

Efficacy measures in the context used above and in the subsequent parts of this work could be defined as the general, the advertisement-specific as well as the advertiser-specific criteria employed to determine to what extent advertisements achieve results.

In this research, the television commercial efficacy measures considered are recall, attitude towards using the advertised product and intention to try the advertised product. Recall refers to a subject's ability to remember advertised product information. Attitude toward the advertised product refers to a subject's predisposition to respond

in favourable or unfavourable manner toward the advertised product. Intention to try the advertised product, on the other hand, represents a subject's willingness to have and try an advertised product, not really minding any probable or possible consequences for trying the product.

On presentation, two levels were considered. These were repetition, which represented three advert or commercial exposures, and non-repetition, which represented only one exposure. Type of stimulus too was at two levels. These were familiar stimulus (which was the familiar piece of music that appeared in the advert that some subjects watched) and novel music (which also appeared in the advert or commercial that other subjects watched). Source credibility adverts/commercials were those in which a medical doctor appeared as a model to advertise the candle and talk about the health implications of its use. Source non-credibility adverts were those in which an unemployed philosophy graduate appeared as a model to advertise the candle and talk about the health implications of its use.

Based on the foregoing explanations, it was, therefore, hypothesized that with presentation, type of stimulus and information source as as dependent variables:

(a) There will be significant main effect of presentation on efficacy (combined measure), recall, attitude and intention.

(b) There will be significant main effect of type of stimulus on efficacy (combined measure), recall, attitude and intention.

(c) There will be significant main effect of presentation on efficacy (combined measure), recall, attitude and intention.

(d) There will be significant interaction effect of presentation, type of stimulus and information source on efficacy (combined measure), recall, attitude and intention.

Method

Design:

The study had a 2x2x2 factorial design. Variables on which the Analysis of Variance (ANOVA) was based were presentation (repetition versus single presentation), type of stimulus (novel versus

familiar) and source credibility (credible versus non-credible).

Subjects: Subjects were eighty (80) randomly selected senior secondary (SS) 2 students of two private secondary schools in Lagos metropolis. They consisted of 40 males and 40 females. Subjects' mean age was 17.6 years while their standard deviation was 1.14.

Instruments: Instruments used included (1) these researcher's validated ten (10) item - fill-in-the gap type questionnaire which tapped various advertised product related information demanded by the researchers. These included recall of advertised product information, brand name, colour, and name of manufacturer, product advantage, length of the advertised candle, raw material used, number of sticks in a pack, price and point of purchase. The ten item questionnaire had a split-half reliability coefficient of 0.68. Three seven point 10, 8 and 6 item sub-scales were also used to measure subjects' likeness for, attitude towards and intention to try the advertised product respectively. Likeness had a reliability coefficient of 0.82; attitude had 0.79 while intention had 0.74. Subjects' age, sex, religion and socio-economic status were also indicated on the questionnaire. (2) A video and coloured television were used in presenting the various pieces of adverts to subjects. The pieces of adverts were eight in number and dubbed on one video-casette, though distinctly. They were written by the researchers and polished to professional standard by an experienced television advert scriptwriter. The 8 adverts, same in product information content, only differed in the persuasive mechanisms (independent variables) used and manipulated. Manipulation effects were measured using efficacy measuring instruments. (3) Two packets each of Nandril, Temple of Heaven, Tiger, Lightfine and Buffalo brands of candle were also used. Nandril was fictitious and advertised on the video screen while the other brands were the real and unadvertised brands. (4) Extracts of two foreign reggae music, one dubbed from a movie titled "Hammer" and the other from Lucky Dube's "Slave", respectively served as familiar and novel music.

Procedure: Participation in the experiment was done group after group. Subjects viewed a common advert but with different

independent variables employed.

To ensure that subjects in the familiar stimulus were truly familiar with the music in the advert they were to watch, they were, before the experiment, asked to indicate whether they had listened to the music before or not. 38 of the forty subjects in this group indicated familiarity with the music and were retained while two who did not indicate familiarity were dropped and replaced using the same random selection process. In the novel music category, 3 out of the 40 subjects who indicated familiarity with the music were disqualified and replaced by those who did not indicate familiarity using a random selection process. Subjects were sparsely seated in a large experimental room according to the experimental group they belonged to. They were, after taking a ten arbitrarily selected English word memory/recall test, asked to watch a TV advert for a supposedly new brand of candle. Each of the pieces of advert had a standard time length of 45 seconds. Whereas those for non-repetition were presented once, those for repetition were presented three times with a one-minute movie showing in between presentations. Subjects watched the advert uninterrupted and were immediately after given a fill-in-the gap type questionnaire to provide the adverised candle information and submit. Other information/responses bothering on subjects' intention, attitude, sex, socia-economic status, and religion were also provided. This was followed by subjects' selection of a candle per subject from among the five brands of candle that were displayed. This was done in turns and in an enclosed space without a subject's choice influencing another subject's. Note was taken of the choice of candle (brand) each subject made.

RESULTS

TABLE 1

Two 2x2x2 Anova Showing the Main and Interaction Effects of Presentation, Type of Stimulus and Information Source on TV Commercial Efficacy and Attitude Towards the Advertised Product.

Source	SS		DF		MS		F		P	
	Efficacy	Attitude	Efficacy	Attitude	Efficacy	Attitude	Efficacy	Attitude	Efficacy	Attitude
TOTAL	10447.2	(942.8)	79	(79)						
A (Presenta-tion)	105.4	(62.2)	1	(1)	105.4	(62.2)	12.68	(6.1)	<.001	(<.05)
B (Type of stimulus)	119.4	(38.8)	1	(1)	119.4	(38.8)	14.37	(3.8)	<.001	(NS)
C (Infor. Source)	64.8	(76.5)	1	(1)	64.8	(76.5)	7.80	(7.5)	<.001	(<.01)
AXB	53.8	(3.5)	1	(1)	53.8	(3.5)	6.47	(0.34)	<.05	(NS)
AXC	0.79	(7.2)	1	(1)	0.79	(7.2)	0.1	(0.71)	N.S	(N.S)
BXC	71.81	(50.0)	1	(1)	71.81	(50.0)	8.64	(4.9)	<.01	(<.05)
AXBXC	33.0	(12.2)	1	(1)	33.0	(12.2)	3.97	(1.2)	<.05	(NS)
Error	598.2	(734.4)	72	(72)	8.31	(10.2)				

TABLE 2

A 2X2X2 Ancova and A 2x2x2 Anova Showing the Main and Interaction Effects of Presentation, Type of Stimulus and Information Source Respectively on Memory for TV Commercial Information and Intention to try the Advertised Product

SOURCE	SS		DF		MS		F		P	
	RECAL	INTEN.	RECAL	INTEN.	RECAL	INTEN.	RECAL	INTEN.	RECAL	INTEN.
TOTAL	824.4	955.33		79	.168		.023		NS	
Covariate	.168		1							
A (Presenta-tion)	27.60	42.1	1	1	27.60	42.1	3.76	4.76	NS	<.05
B (type of stimulus)	15.29	23.6	1	1	15.29	23.6	2.08	2.67	NS	NS
C (Infor. Source)	207.71	118.55	1	1	207.71	118.55	28.28	13.4	.001	<.001
AXB	0.29	11.81	1	1	12.29	11.81	1.67	1.34	NS	NS
AXC	25.44	69.24	1	1	25.44	69.24	3.46	7.8	NS	<.01
BXC	3.48	39.0	1	1	3.48	39.0	.47	4.48	NS	<.05
AXBXC	10.77	14.55	1	1	10.77	14.55	1.47	1.65	NS	NS
Error	521.56	636.48	71	72	7.35	8.84				

KEY

The values in brackets represent attitude while those without brackets represent efficacy.

As could be seen from the results in tables 1 and 2 above, presentation had significant effect on efficacy, $F(1,72) = 12.68$; $P<.001$, attitude, $F(1,72) = 6.1$; $P<.05$, intention, $F(1,72) = 4.76$; $P<.05$ but not on recall. Type of stimulus had significant effect on efficacy, $F(1,72) = 14.37$; $P<.001$ but not on recall, intention or attitude. Information source had significant effect on efficacy, $F(1,72) = 7.80$; $P<.001$, attitude, $F(1,72) = 7.5$; $P<.01$, recall, $F(1,71) = 28.28$; $P<.001$ and intention, $F(1,72) = 13.4$; $P<.001$.

TABLE 3

Mean Summary Table of the Effect of Presentation, Type of Stimulus and Information Source on Efficacy, Attitude and Intention

	REPETITION FAMILIARITY			REPETITION NOVELTY			SINGLE PRESENTATION FAMILIARITY			SINGLE PRESENTATION NOVELTY			X		
	Effi.	Atti.	Int.	Effi.	Atti.	Int.	Effi.	Att;.	Int.	Effi.	Att;.	Int.	Effi.	Att;.	Int.
Credibility	28.8	6.7	4.6	26.0	9.1	4.5	28.2	9.9	4.8	26.2	7.5	5.8	27.3	8.3	4.9
Non-Credibility	25.7	8.7	5.1	24.1	9.0	4.8	21.4	6.9	4.5	25.7	10.1	4.5	24.2	8.7	4.7
X	27.3	7.7	4.9	25.1	9.1	4.7	24.8	8.4	4.7	26.0	8.8	5.2	25.8	8.5	4.8

KEY

Effi = Efficacy;   Atti = Attitude;   Int. = Intention

Repetition X:			Single presentation X:	
Efficacy	=	26.2	Efficacy = 25.4	
Attitude	=	8.34	Attitude = 8.6	
Intention	=	4.8	Intention = 4.9	
Familiarity X:			Novelty X:	
Efficacy	=	26.0	Efficacy = 25.4	
Attitude	=	8.0	Attitude = 8.9	
Intention	=	4.8	Intention = 4.9	

Source credibility X:		Source non-credibility X:	
Efficacy	= 27.3	Efficacy	= 25.8
Attitude	= 8.3	Attitude	= 8.5
Intention	= 4.9	Intention	= 4.8

From the results in table 3, it could further be seen that repetition ($X = 26.2$) was more efficacious than single presentation ($X = 25.4$) in combined efficacy measure whereas in independent measures, single presentation (8.6) produced more favourable attitudes than repetition ($X = 8.34$). Also single presentation ($X = 4.9$) resulted in better intention than repetition ($X = 4.8$). In combined (efficacy) measure, familiarity ($X = 26.0$) was more efficacious than novelty ($X = 25.4$) whereas in attitude novelty ($X = 8.9$) yielded more favourable results than familiarity ($X = 8.0$). Intention under novelty ($X = 9$) was also higher than intention under familiarity. As for information source, efficacy was higher in credible source ($X = 27.3$) than in non-credible source ($X = 24.2$). Non-credible source ($X = 8.7$) produced more favourable attitude than credible source ($X = 8.3$). Intention, however, was higher in credible source ($X = 4.9$) than in non-credible source ($X = 4.7$).

Discussion:

The above results have indicated that the combined measure of advert efficacy prove to be more reliable or workable than the single measures. They also indicate that even among the individual measures there are variations. For example, when presentation is to be considered as independent variable, attitude and intention could be significant single measures. When type of stimulus is considered, none of the independent measures is workable. But when information source is considered, however, intention and recall are significant.

Thus, it is safe and more meaningful to say that favourable attitudes, coupled with intention to try a product and high recall of the advertised product information will predict purchase behaviour (Belch, 1981). It could be implied from the results that the presence of favourable attitudes, high intentions and high recall enabled repetition, familiar stimulus and credible source to improve advertisement efficacy better.

Research findings such as those of this present study have shown that it is better to employ two or more efficacy criteria for TV commercials. This is because the multiple use of the measuring parameters reveals the inner cognitive processes of the consumer better, thus making the advertisement measurement more valid and close to actual or potential purchase behaviour. Most importantly, the lesson advertisers need to learn from the findings of this research is that advertising is serious business and should be embarked upon with good planning and based on consideration of several factors.

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