



Recall Effectiveness of Television Advertisements

KEYWORDS

Recall effectiveness, TV advertisements, Recall and recognition, Prompted.

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ABSTRACT

The study aims at focusing on the recall effectiveness of television advertisements of children in Madurai city. Over a decade, most of the advertisements are directed towards children and they directly/indirectly influence their buying behaviour. Children usually do not make brand choices at the time of advertising exposure rather it is the memory of the advertising messages that influence children. Recall importance stems from the fact that recall measures some aspect of this memory of the advertising. Advertisements provide more information about a product that can be set into memory if the child is familiar with the attention values used in the advertisement because this allows the child to generate any cue from memory to recall the advertisements. The results of this study reveal that TV advertisements attract the attention of the children and the recall effectiveness is significant.

Introduction

Advertising plays an important role in the world of marketing. It is purely an economic activity of selling. It is a form of communication intended to influence an audience to purchase or take some action upon products or services. It includes name of a product or service and how that product or service could benefit the consumer, to influence a target market to purchase or to consume that particular brand. It can also serve to communicate an idea to large number of people in an attempt to convince them to take a certain action. Advertising creates product awareness and condition the mind of a potential consumer to take ultimate purchase decision and the repetition of advertisements makes the consumer to choose the product. Television advertisements can be effective only if the viewers correctly understand the messages and remember them when needed. In this study, memory refers to the ability of the children to recall the television advertisements that are tested. Memory is a key component of cognition and plays an integral role in cognitive development. Advertisers enhance the memorability of their advertisements by using attention values like slogans, pleasant music, animation, cartoon characters, action sequences, celebrities & sports personality's appeals and also these all are used to attract the listener's attention, carry the advertised product's message, and to act as a mnemonic device.

Statement of the problem

The ability to remember a part of event with or without aid is called recall. Recalling of advertisements is possible only when an advertisement catches the minds of viewers. The extent to which children recall the advertisements and recognise the advertised product influence their purchase decision. The children spend most of their leisure time in viewing television and they are exposed to large number of commercials in addition to their interesting programmes. Hence the researchers intended to assess the recall effectiveness of children using commercials telecast in TV.

Review of literature

In this aspect various researches were conducted by many researchers in India and abroad. Asuncion beerli palacio and Josefa D.martin santana (1998) investigated memory based advertising effectiveness and techniques by making a comparative analysis of the different types of measurements, their usefulness and the advantages and disadvantages of each. Daniel g. Gold stein (2011), analysed the effect of exposure time on memory of display advertisements and he focuses

on the basic relationship between ad exposure time and the probability that a viewer will remember an advertisements. Claire E. Norris and Andrew M. Colman (1993), investigated the context effects on memory for television advertisements and they focused on the hypothesis that television viewers' depth of psychological involvement in a program is inversely related to their recall and recognition of accompanying advertisements. Henrienne Sanft (1985) examined the memory performance (as measured by recall and recognition) and preference of children who have knowledge about the purpose of advertising and those who do not know the purpose of advertising. A group of preschoolers between the ages of 5 and 6 are exposed to actual television commercials for national cereal brands not being aired on television at the time of the study. He revealed that those children who have knowledge about advertising remember more product – related information from commercials and no significant differences are found on preference measures.

Methodology

The researchers have made an attempt to assess the extent to which the TV advertisements are recalled by the children in the study area. In this connection, the researchers enlisted 50 advertisements which were found popular among the children and the same were used to assess the recall effectiveness of sample respondents. A sample of 354 school children in Madurai city was selected by adopting convenience sampling technique. Care was taken to include school children of all type of schools (Govt., Govt aided and Private), all ages (between 5 and 14 years of age) , all classes (I to IX std), both sex and all economic stratum. The products advertised, all for children, were shown to them with the help of laptop and they were asked to recall the TV advertisement of the products shown. In case, he/she fails to respond, some clues were prompted by the researchers. Even then, if he/she fails to recall, it is marked as "Failed to recall" and proceeded to try the next one. Likewise response was solicited for all the 50 items from each of the 354 sample respondents and markings were made against "Unprompted recall", "Prompted recall", "Failed to recall" for each advertisement. Based on the number of advertisements recalled out of total 50 (prompted and unprompted) the percentage of recall of advertisements was worked out for each respondent, and same was analysed using statistical tools and inferences were drawn.

Results and discussion

Mean percentage of advertisements recalled was worked

out, using the percentage of recall of advertisements by each respondent, to assess the recall effectiveness of the sample respondents and the results were presented below:

Table - 1
Recall Effectiveness

Advertisements	Response				
	Recalled			Failed to recall	Total
	Unprompted	Prompted	Total		
	57	10	67	33	100

Source: Primary data (Figures are shown in percentage)

Table -1 reveals that an average of 67 per cent of the advertisements was recalled (57 per cent unprompted and 10 per cent prompted) by the sample respondents and only 33 per cent was not recalled by them. The researchers also observed that the attention values such as slogans, pleasant music, animation, cartoon characters, action sequences and appeals by celebrities and sports personalities present in the advertisements contributed for this level of recall of advertisements and recognition of advertised products by children.

The researchers further intended to analyse, using chi-square test, the dependency relationship between recall effectiveness and profile variables like age (Younger – 10 years or less, Older – More than 10 years but less than 14 years) , Gender (Male , Female) and Level of TV viewing (Light viewers– Children who watch TV 24 hours or less per week , Medium viewers– Children who watch TV 42 hours or less per week but more than 24 hours, Heavy viewers– Children who watch TV 43 hours or more per week). For this purpose, the respondents were grouped into three categories (Low, Medium and High), based on their recall effectiveness depending on the number of advertisements recalled by each respondent. The mean and standard deviation of number of advertisements recalled by the sample respondents were worked out and used to categorise them as Low (Number of advertisement recalled is 14 or less) , Medium (Number of advertisements recalled is 34 or less but more than 14) and High (Number of advertisements recalled is 35 or more)

Table – 2
Recall Effectiveness Versus Profile Variables

Variables	Recall Effectiveness						Decision
	Low	Me- dium	High	Total	χ^2 value	P value	
Age							
Younger children	12	57	72	141	6.375	.041*	Reject
Older children	38	72	103	213			
Total	50	129	175	354			
Gender							
Male	23	88	111	222	7.682	.021*	Reject
Female	27	41	64	132			
Total	50	129	175	354			

Level of TV Viewing							
Light viewers	9	16	31	56	3.220	.522*	Accept
Medium viewers	30	84	115	229			
Heavy viewers	11	29	29	69			
Total	50	129	175	354			

Table-2 discloses that 14.2 percent (50) , 36.44 per cent (129) and 49.44 percent (175) fall in three categories, based on the recall effectiveness, namely Low, Medium and High, respectively. It could be seen that the recall effectiveness is high in the case of one half of the total respondents. The following null hypotheses were framed and tested.

Null – Hypothesis - 1

H₀: Recall effectiveness is independent of Age

Table -2 shows χ^2 (2, N=354) =6.375, P=.041. As the p value is less than 0 .05 it is statistically evident to reject the null hypothesis at 5% level of significance. Hence it is inferred that the recall effectiveness is dependent of age of the child respondents and varies depending on the age group.

Null – Hypothesis - 2

H₀: Recall effectiveness is independent of Gender

In case of gender wise classification, χ^2 (2, N=354) =7.682, P=.021. As the p value is less than 0.05 it is statistically evident to reject the null hypothesis at 5% level of significance. Hence it is inferred that the recall effectiveness is dependent of gender of the child respondents and varies depending on the gender.

Null – Hypothesis - 3

H₀: Recall effectiveness is independent of Level of TV viewing.

On the basis of level of TV viewing, χ^2 (4, N=354) =3.220, P=.522. As the p value is greater than 0.05 it is statistically evident to accept the null hypothesis at 5% level of significance. Hence it is inferred that the recall effectiveness is independent of level of TV viewing of the child respondents and does not vary depending on the level of TV viewing.

Conclusion

Recalling an advertisement is considered as an important factor that decides its effectiveness in informing and inducing the target audience. The results of many research works reveal that the recall effectiveness of advertisements has greater influence on children's purchase behaviour. The huge amount spent by the advertiser goes waste if it fails to draw the attention of the target audience and if it is not recalled at the time of need. As the result of this study reveals that the recall effectiveness of children is significant, it is concluded that the efforts of the advertisers, by spending huge amounts, in reaching the children with their product information through television advertisements will never go waste but will yield the desired result.

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