

RESEARCH METHODS USED IN MEASUREMENT OF ADVERTISING EFFECTIVENESS AND COMPARATIVE STRENGTHS

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ABSTRACT

Nowadays, with increasing speed, the advertisements that are included in every field of our life are confronted in many forms both in printed media and in radio and television. These advertisements do not only make the target mass that they are talking about with the product or service, but they also have a significant influence on the decision of the target to receive the purchase. The fact that advertising plays an active role in buying behavior has led to businesses allocating large budgets for their promotions and thus becoming an industry by itself. The high level of impact that ads have on the target is an important aspect of the ad agency's ability to generate business-oriented ads as it is important for advertisers to anticipate the decisions they make about the ad they will make for the ad agency. There are a variety of research methods that measure the level of impact of the ad in terms of its purpose and the advertiser's expectations. By this study, it is aimed to give information about the research methods required to measure the effectiveness of an advertisement in various advertising media, to measure the advertising effects and to evaluate the difficulties encountered after these measures. The study was supported by an example made in this regard.

Key Words: Advertising, Research, Measurement, Advertising Activity

INTRODUCTION

John Wanamaker, a successful trader of the 19th century, said: "I know half of my advertising spending is wasted, but I can not find which half it is." The promise was adopted by advertisers and advertisers (Unsal, 1984: 473). As in this example in the 1970s, many people thought that advertising effectiveness would not be measured. For example, Bob Jones, founder of BMP, wrote in *The Business Of Advertising* in 1973 that he was not able to measure much of the effect of advertising and that there was an unknown contribution to the sale of products (Butterfield, 2001: 221).

However, the complementary element of feedback communication processes with feedback is the most necessary condition for the improvement of communication (Cereci, 2004: 151). From this point of view, it is unclear how the success of an unmeasured ad, which does not measure its effectiveness, will be evaluated. However, one of the biggest problems facing organizations today is the effective and efficient use of resources. Today's market conditions, where advertising is seen as an investment instrument, also necessitates research on the effectiveness of advertising. Interest in the efficiency of the advertising is partly due to the general tendency to secure the profitability of the companies and, as far as possible, to increase this profitability (Franzen, 1999:10).

On the other hand, almost everyone who is closely related to the ad has an interest in measuring the advertising results. The advertiser who makes the final decision and pays the bill wants to know what he will get for his investment. The creative agency wants to increase the effectiveness by showing that the resulting ads are producing. Mecra wants to convince both the advertiser and the agency to provide results (Dutka, 2002:2). As a result, the evaluation and effectiveness of advertising is of interest to many people in many ways. On the other hand, both the advertiser and the advertising agency need to make some key decisions; How much budget will be allocated for the ad? (budget decisions), what will be contacted about? (message content or creative decisions) (Dalal, Srivivasan, 1977:1284). Therefore, for many questions to be answered, the answers need to be investigated.

ADVERTISEMENT RESEARCH

Research has a significant place in the advertising industry with any decision about advertising. Because research allows people working in advertising agencies to identify customers, their target groups, and the marketing environment - other competitors present on the market. Research is also guided in the selection of media channels that can make product or service ads more effective and deliver those ads to the right audience at the right time and place. In an advertising agency, almost everybody who works as agent as a creative manager from a client manager makes a variety of decisions about the things that advertisers do. Most of these decisions relate to the business that advertising agencies consistently do, such as preparing communications and engagement plans for advertisers' businesses that come to the advertising agency, while other decisions involve the marketing value of the product or service, such as product name, packaging, and distribution. In this context; it is possible to mention two options in the decision stage of the advertising agency. When deciding, you can rely on your own professional evaluations and experience, or use research to make the right judgments about your advertising campaign. Most advertising agencies use large-scale research in this case to make effective decisions before or after preparing their advertising campaigns.

Every advertiser who has an advertising campaign for an advertising agency has a specific anticipation from the ad campaign. In general, these expectations are; strengthening the images of the enterprises, establishing the corporate identities, being perceived as a good enterprise in the eyes of the target group and increasing the sales of the products or services that they have. Advertisers spend a lot to meet these expectations. From this point of view, it is necessary to understand whether the advertising campaigns are active. That is, advertisers are expecting to see whether the messages given about their products or services are understood by the target audience and whether the product or service is in the market at the end of the advertising campaign. For these reasons, the effectiveness of advertising must be measured by various research methods in order to determine whether the advertising campaign has achieved the expected objectives or whether the applied media planning has been successful.

It is not enough to just look at sales figures to measure the impact of advertising. The extent to which people place in their memory and their level of memory is also an indication of the effectiveness of the advertisement. Research on measuring the effects of advertising has been rapid in recent years, with rapid growth in advertising spending, increased emphasis on putting advertising decisions on objective data, and understanding of the effects of individual advertisements on one another (Devrez, 1999:12). The reliability of research done to measure advertising effectiveness is also very important. What kind of method should be used for the research and the results obtained should be interpreted correctly. The number of methods used to measure the ad is very high. A path must be taken in advance by determining which effect of the advertisement will be measured. Advertisement content analysis and ad research are different and should not be confused.

Research on the effectiveness of an advertising campaign is generally divided *into post-test, pre-test and post-test*.

Post-Post Tests; this method is applied after the target kit has seen the ad. In this way, it is tested whether the ad is usually remembered or not, or whether the target is aware of the ad. An example of these tests is the recall method test. **The recall method test** is divided into two types, **assisted recall and assisted recall**. In the **assisted recall method**, no ads are displayed for the group on which the test is run, and no hints are given about the ad in question. For example; "Which one of the advertisements you watched lately attracted your interest? Which one influences you conceptually in the advertisements you are watching?" However, since the answers to these kinds of questions can be very diverse, the method of recall is very limited (Tokol, 1990: 121). In the assisted **recall method**; questions are asked to ensure that the respondent grub is remembered for the ad to be measured, and the questions are organized in that format. For example; "Do you remember the advertisement of Ülker chocolate wafer?" Or "Which chocolate advertisement caught your attention recently"? In the form of questions are asked. Recall scores of the group that will answer the questions will affect the attention to the advert (Tokol, 1990: 121).

Pre-test – Last test; the most commonly used methods after post-message tests in the measurement of advertising effectiveness are pretest and posttest methods. Pretest and posttest methods used in measuring advertising effectiveness are divided into print ads tests, broadcast advertisements tests and physiological tests.

PRINTED ADVERTISEMENT TESTS

Direct Inquiry; In this method, specific questions are asked about the advertisement. It is often used to test alternative ads to the advertising campaign early in the development period (Peltekoğlu, 2009:151).

This method can be given as an example of the preparation of questions about magazine advertisements that competing chocolate companies have made in the Ülker advertisements and the question such as "What do you think about the advertisement of the magazine advertisement of the X brand"?

Focus Group Talks; is the method by which the target group-related views of the product or service are received, not individually. Groups usually consist of 8-12 people. The interview takes 1-2 hours. The group discussion is managed by a specialized moderator. The moderator asks the target group questions about the product or service during the discussion. With this method, the creative part of the advertising campaign to be created is tried to be revealed (Kocabaş and Elden, 2006:164).

The questions asked in the focus group interview are as follows: "Ülker wants to create a chocolate with biscuits in it?" Or "Ülker wants to create a hero in his new chocolate, how should this hero be?"

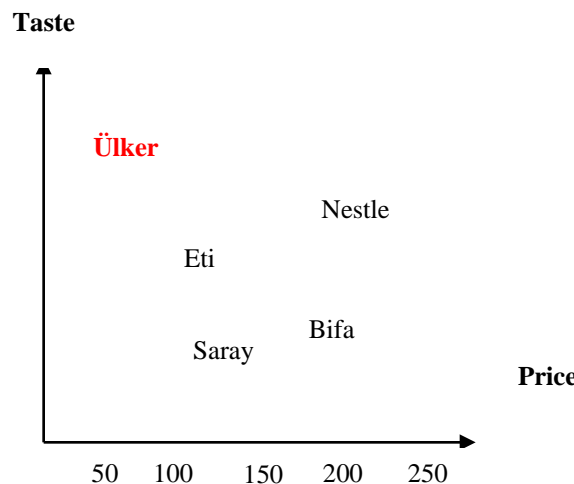
Success Order; in this method, the target group is requested to queue two or more advertisements, especially the most liked. Then a general ranking is made by taking the average of the preferences made. Thus, alternative ads are placed in order.

Portfolio Tests; Ads for which effectiveness is measured and unmeasured are placed in a file for examination of the target volume of the product or service. It is then measured whether the advertisements remind them of what they remember or the details from the advertisements. This method is mostly a measure of the interest of the target to the product (Elden, 2009:503).

For example; In this way, people based on the Ülker brand can immediately recognize the advertisements of their own companies and choose their own advertisements from among advertisements. Because these people are conservative people. However, those who are open to innovation that do not depend on the brand may shift to the ads of competing companies from the ads shown.

The so-called Magazine; in this way, a magazine with a special printed advertisement for the product is given in order to pre-test the effect of advertising on the target audience. Later, after reading the magazine to the target group, comments and reactions about the advertisements within the magazine are collected. This method measures the readability and attractiveness of the advertisement (Gülsoy, 1999:328).

Perceptual Mapping; Perceptual mapping, which can be expressed as perceptual meaning studies, is a useful analytical tool that markers offer by ranking against their competitors according to specified criteria. According to the results obtained from the research, it is an explanatory system that can direct the action by deriving the relative positions and measurements of the brands on the map and showing the gaps in the space. The criteria mostly concern the perception of the target by the brand. These perceptions help the advertiser to find the rare and spectacular brand attributes of the advertisement (Peltekoğlu, 2009:152). An example of perceptual mapping is given below.



As you can see above, the companies in the chocolate market are positioned to compare the price and taste perception on a map. In this map, the Ülker company is cheaper than the other firms in the market both as taste and better price. In this context, according to the results from the research, the advertiser can determine the perception of the advertising campaign on the target group by considering this map.

RADIO - TELEVISION ADVERTISEMENT TESTS

Central Location Test; Target audiences watch advertising films to be tested in a shop like a shopping mall. Before and after watching the films, a questionnaire including questions about the product is applied. The awareness of the brand is measured according to the answers given by the target group to the questionnaire. In addition, the answers given to these survey questions reveal the weak and superior aspects of the advertisement (Gülsoy, 1999:75).

Caravan Test; Target audiences track their commercials in shopping malls set up in shopping malls and receive coupons for the advertised products. The same coupons are awarded to a target group that has not watched the ad. Researchers then measure whether the ad makes a difference on the target audience by looking at the return of the coupons (Elden, 2009:506).

Live Television Broadcast Test; test is used to ask about the responses to advertisements placed on a television program or radio program with a selected sample group selected from target groups in a particular market segment. The product is interviewed on the phone with the target kit. The live broadcast test is widely used. Participants must watch ads in their own home environment. (Elden, 2009:510).

Physiological Advertising Tests

Eye Pupil Camera; In these tests, which measure the perception of the target product by the product, printed advertisements focused on eye 60 times per second are recorded. Thus, it is possible to determine what the reader sees, what he or she returns to look at and at what point it is fixed (Peltekoğlu, 2009:15).

GSR; method, the electrical resistance of the hand held sweat of the person being tested is measured before the commercial is first displayed. The same measurement is repeated after the advertisement is displayed, and when the warning is given, that is, when the advertisement is watched, the difference is determined. In this method, it is assumed that a good advertisement will create an emotional response to the person (Kökçü and Güneysu, 2002:131).

PDA; (Kocabaş and Elden, 2006:165), the amount of change in the size of the eye baby is measured, and the emotional reactions of the person being tested are determined.

As you can see, although there are many ways to measure the effectiveness of advertising, there are some difficulties with these metrics. These difficulties stem from the fact that decisions about marketing and advertising are more complex than other business decisions. Because production and financing issues are more technical, marketing and advertising are more about behavioral items and especially for the target audience.

It is possible to list the main difficulties encountered during the efforts to measure advertising effectiveness (Kurtuluş, 1976:56):

Nonlinear Effects: The increase in advertising spending does not create the same increase in sales. Sales tend to increase at an initial low level of advertising spending relative to higher levels.

Decay Effects: When the ad is not repeated, it is not functioning. If no new ads are made, the effect of the ads made in the past periods is lost.

Marketing Composition Effects: The effectiveness of advertising efforts is influenced by the level and mix of other functional attributes of marketing components such as product pricing, goods, quality, after-sales service, distribution channels.

Environmental Effects: The effectiveness of advertising efforts is influenced by general economic situation, market conditions, consumer behavior, political situation and other environmental factors.

Factors Related to Competitiveness: The effectiveness of advertising efforts is influenced by the plans and programs implemented by competitors during the advertising period and by attitudes towards each other's plans and programs.

When the main difficulties described above are distinguished one by one, it is obvious that there will be a great deal of difficulties within themselves. This clearly demonstrates how difficult it is to measure advertising effectiveness.

Here is a sample work that includes some methods for measuring the effectiveness of advertising in this study.

Regional Gasoline Brand Research:

Target group:

18 million drivers in 14 states

Advertisement Goals:

- Increase the level of awareness of this valuable additive chemistry from 50% to 75%
- To place at least one third of the drivers in the customer care research and presentations as the leader of the A brand.

This case study is about a regional gasoline brand. The company is facing the threat of a decline in its market share due to the introduction of new rivalries into geographical areas where it has traditionally had a strong position. The company's marketing management determines that the first step to more effective advertising is to reach a consensus of management and the creative agency about the advertising purpose and function for this company. Thus, in a series of meetings, the advertiser's sales, research, disposal and general management functions discuss and develop the company's advertising strategy with various people from the advertising agency. These negotiations, where the groups "say everything" are addressed as follows:

- What can be expected of the advertisement in our business is unexpected.
- Why are we advertising, what do we want to achieve with the ad?
- A full analysis of facts and perceptions, products and services: what are the disadvantages of recruitment? What are we equal to our competitors in product and service superiority?

For the first time, as a result of these meetings, advertising, sales, technical and financial officers are beginning to see the exact nature of their advertising and their skills. In the past years, the advertising team was preparing a one-year presentation or budget study that included budget and creative text recommendations. The new approach is negotiating months before the budget and text approval period. The agenda is limited by the following question: What do we want to convey? How we should communicate (text and media) is beyond the scope of the negotiations.

The results achieved in the field of marketing communication purposes are briefly as follows:

General Marketing Objectives

1. To bring new customers to the company's gas stations,
2. Placing rare customers in order,
3. Protect the existing customers against the competition,
4. To increase the normal octane rate of high octane gasoline sales,
5. To increase the purchases of oil, tire, battery and accessories by existing customers,
6. To grow the entire market by encouraging tourism in the region.

The ad is one of several forces that helped to achieve these general marketing goals. Other powers include the stations themselves (number, location, design, signs, cleanliness, etc.), the behavior and training of station officers, the quality of the products, the product packaging and display, There.

The ad can contribute to all of these marketing objectives. However, trying to do all of these with a single ad or campaign may in no way provide a measurable result.

Ad Function

Together, the company's management and the agency decide that the primary purpose and function of the advertisement is to: Firstly, the product line is aimed at acquiring new customers by acquiring new customers and protecting the old ones. Because it is difficult to change the behavior of drivers to take gasoline. However, the A brand has some of its superior qualities and competitive advantages. Contrary to popular common law, not all petrol brands are the same. The interviews of the company's research and development officers and advertisers reveal the following product information:

There are chemical additives in all gasoline used on the roads (ie in rural areas and except maritime). There are seven basic additive materials of brand A:

1. Antioxidant (prevents gasoline "stinking" or "burning" while in storage)
2. Metal activator (copper is the catalyst and makes it sticky)
3. (The ingredients in 1 and 2 are additives supplied by the company to ensure that the gasoline is brought to the highest quality before entering the drive.)
4. Anti-rust detergent (cleaning carburetor and fuel system)
5. Anti-icing (prevents ice from forming in the snow-breaker at certain temperatures and humidity)
6. Antiknock stiffener (reducing advance hitting at first run)
7. Phosphorus (phosphorus, changing residues).

Consumer research shows that drivers are not aware of the benefits (other than antiknock) of the gasoline additive. What's more, it shows that most drivers have the same belief that all petrol brands are the same. It is true that 99% of the gasoline contains antiknock oil, but there are also significant differences.

For example, only about 50% of the gasoline sold contains phosphorus. This does not make sense for the drivers until you know what you're doing. Phosphorus prevents spark plugs and premature burning of gasoline (leading to an advance), thus reducing power loss and poor performance.

There is only 25% detergent. The detergent causes the 'gum' to form in the carburetor and to change the ratio of air and gasoline mixture. Ratio change causes hard work, stopping and engine performance to fall.

What is expected?

The job of advertising conveys the product differences and benefits that the company knows but the driver does not know. The ad is responsible for explaining and showing these differences and benefits in a simple language. The driver does not know what phosphorus is, and he does not care, but he knows the difference between a clean bumper and a dirty bumper. As well as knowing what the housewives know about detergents, the drivers are well aware of a vehicle that stops in a place where it is difficult or not, and embarrass them with bad looks and stolen drums. The job of advertising is to establish a relationship between the known and the unknown. Consumers understand that antioxidants do not need to know or care for it, but they understand that they can simulate a stinky egg or mouth odor. The job of the ad is to create a mental framework about the company and the brand, beyond communicating these "differences".

The concept of "what to expect from advertising" needs to be transformed into tangible and measurable criteria, and the advertising effectiveness is measured at two points:

1. **Number of drivers who know the difference and advantages of brand A with competitiveness**
2. **The number of people who find the A brand, the benefits for the driver look and feel, superior or different.**

In order to make these targets concrete and measurable, it is necessary to carry out research with an example representing the market drivers. The following results show the process:

	Benchmarking Survey (Pre-test)	Progress Report (Final test)
Those who know the difference between brand A and competitors	% 5	% 12
A brand, consumer finds superiority in research and presentation	% 32	% 42

Before and six months after the advertising campaign, questions like:

1. "Of course, you know or hear different brands of gasoline, can you think of a reason to justify that any of these producers are different from the others?" The answers are coded according to whether the messages used in the ad leave a trace. For example, in such an answer, the ad is said to have left a mark: "Benzine adds carburettor and things that keep the pipes clean." **The research method applied here could be direct inquiry, recall or focus interview test.**
2. "The gasoline brands sold in this region are written on these five cards. (Consumers are asked to list their brands afterwards.) **The research method used here can be a success order .**

By examining the results of the research in more detail in terms of brand change and brand loyalty, it is possible to assess the results of advertising, new customer acquisition and retention of customers. These findings also allow management to estimate the share of advertising from long-term sales and profits.

CONCLUSION AND RECOMMENDATIONS

Measuring the effectiveness of advertising in advertising is a separate sector and both advertisers and advertising agencies spend a great deal of money to measure the effectiveness of their advertising on identified advertising purposes, such as recall, reputation sales.

For advertisers, it's important to measure the success of the ad campaign and the extent to which the advertising campaign is actually reaching or reaching the intended goals with appropriate ad research methods, measuring whether the money spent is returning as a value to the business.

For the advertising agency, it is important that the advertising campaign it performs will be a sign of its success in attracting attention to the target brand, increasing its brand recognition, increasing its awareness, and how well it serves the objectives set at the beginning of the campaign, such as sales, and returning it to the agency as a positive reference in the industry.

When looking at the target audience, a significant portion of the target audience is aware of the businesses that are the producers of the product or service, and the effect of measuring the effectiveness of advertising for the long-term awareness is significant. As a result of the advertising effectiveness, the trust of the target group to the firm will ensure that the company obtains a positive image and maintains its continuity.

The following suggestions can be made about working in this direction;

- Advertising agencies should encourage their advertisers to measure the effectiveness of advertising,
- The methods to be used in measuring advertising effectiveness must be applied in the right media environments.
- The reliability and validity of the questions prepared for the methods to be used in measuring the advertising effectiveness are required.

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