

CONCEPTUAL ANALYSIS OF EFFECTIVENESS OF SIZE AND FREQUENCY OF AN ADVERTISEMENT AND ITS COMPONENTS OVER CONSUMER RESPONSE

Mr. Sanjeev Kumar*
Dr. Arvind Kalia**
Dr. Renu Pareek***

ABSTRACT

Across the world, a good number of studies have been conducted to explore the effect of the size of an advertisement over consumer response, which can be better attention, comprehension, memorization or positive attitude formation.

Keywords: Memorization, Positive Attitude, Advertisement.

Introduction

Size of an advertisement and its components

Among the earliest to make an effort and verify the influence that a print advertisement format (prominence to branding, color, size, number of words, etc), Diamond (1968) demonstrated that an advertisement's influence went down as per the ad size: double-page, single-page, horizontal half-page, and vertical half-page (1).

Finn (1988) confirmed that the foremost distinctiveness of a print ad inducing interest was connected to size and location (ad size, cover position, front or back, right or left page) and to size - pictorial characteristics- (colour and illustration size) (2)

Hansens and Weitz (1980), and Naccarato and Neuendorf (1988) (3), in the business to business sector, established strong correlation between size of advertisements and attention and comprehension on the part of the readers.

Kelly et al (1991) in her article "The impact of size, color, and copy quantity on yellow pages advertising effectiveness" quoted many researches regarding size and frequency effects of an advertisement. As per the article, Lonning (1986) examined the impact of color and frequency of insertion on the effectiveness of advertisements. Similarly, the NYPSA (The National Yellow Pages Service Association, US) (1987) makes some very substantial claim in their promotional literature about the effectiveness of larger advertisements. They asserted that "the efficacy of larger sized ads

* Vice President (Sales and Marketing) Max Healthcare Institute Ltd.

** R**National Head, Rajasthan Patrika

*** Principal-ISM - Suresh Gyan Vihar University, Jaipur, Rajasthan, India.

is better (thirty times) than their counterparts in smaller dimensions". Their sales team also highlighted the importance of size of advertisement. It was claimed that an advertisement which is four times bigger will be 15 times more effective (Wagner - 1988) (4).

Readers can take away a newspaper ad from their mind by overlooking it (cognitive), skipping the page, or setting aside an advertising section (behavioral). Around 55% of readers inform going through every page of a newspaper (Newspaper Association of America 1995) (5). Traditionally, ad exposure is lesser for ads on pages without editorial content, ads on inside pages, ads in large papers, and ads in specialized sections (Newspaper Advertising Bureau 1973) (6). As such, there is a lack of research on ad exposure due to color, size, premium position and frequency of insertion in daily newspapers.

In their research article, Wedel and Pieters (2004) (7) described the importance of text size as per them, larger sized text played crucial role of attracting attention. Similarly, but slightly on a different note, Percy and Rossiter (1983) stressed through their research article that size of a picture has correlation with attention. They claimed that as the size is increased, it gets more power to get attention (8). The size of picture and text basically affect size of the advertisement, hence it can be inferred that bigger the size, higher the attention probability.

Ferguson (1935) and Han (1992) (9) ascertained affirmative relationship between ad size and readers' attention, provided readers are highly involved in the message.

Edell and Staelin (1983) suggested the effect of size of advertisements even on attitudes and behavior (10).

Kirmani (1990) suggested that size of advertisement not only affect attention of readers, but also it leads readers to conclude that the organization is financially sound for honoring their advertised promises, provided the organization is not perceived as manipulative (11).

Another landmark study indicated that the ad-size carries positive impact on quality related perception and purchase intention - P.M. Homer (1995) (12).

In 1983, one important research article endeavored to prove that among 3 image dimensions employed in an advertisement, the ad which employed largest image caused a better mindset. It also leads one to conclude that it is the space or size, which is at the base of bigger sized picture, leads to improved attitude - Rossiter and Percy (1983) (13).

Impact of Size Versus Frequency of An advertisement -

In one 2004 study on advertising in yellow- pages, the researchers made efforts to prove, that bigger the size of advertisements, higher the attention on the part of readers, but they also showed that this higher attention does not result into higher profitability in many cases - Abernethy and Laband (2004) (14).

In the book on Advertising Management, the authors – Rajeev Batra, David Aker and John Myres – did discuss media planning and size of a print advertisement, yet specific discussion on the large size versus greater frequency of smaller ads is hugely missing (15).

In another book on Advertising Management, the author – George Belch – did discuss advertising effectiveness on the variables such as content, creativity and media innovation. But the impact of size vis-a-vis frequency is not touched (16).

Touching some of the best sellers on advertising, Al Ries and Jack Trout, in their famous book on Positioning, where they stressed the fact that the marketing communication should be such that it enables a brand to occupy desired perceptual space in consumers mind, could not discuss single variable related to size and frequency of ads, which can help in bringing about desired positioning in the battle for the brand (17).

Another famous best seller written by late David Ogilvy – the legendary founder of Ogilvy and Mather advertising agency – could not cite single example of efficacy of advertisement based on non-creative side inputs, especially size and frequency of print ads (18).

In a famous text book on brand promotion, the authors – John Murphy and others – could not cite single case study on branding based on size and frequency of a print advertisement (19).

Similarly, Indian authors of Advertising Management books, specifically written in Indian context, also lack in details about the size and frequency impact on efficacy of advertising. These authors such as Jaishree Jaithwani of Indian Institute of Mass Communication, New Delhi and Shruti Jain of Dentsu Advertising agency in their books effectively discussed all the aspects of advertising but silent on impact of size and frequency (20).

Another author – Manendra Mohan – whose book has gone into 22nd re-print, does not provide adequate detail on the research topic (21).

Indian authors - Chunawala and Sethia in their book - Foundations of Advertising Theory & Practice - also lacked complete description on the research topic (22).

Conclusion-

In the light of these different facts of research studies as mentioned above, it is clear that the concepts of size, frequency and size of contents are to be pursued in detail and dissection. Some attempts are made earlier but the variables of size vis-à-vis frequency of insertions supported with premium versus non premium positions, color versus black and white advertisements have been paid inadequate attention. Hence, further research is required to fill this knowledge gap.

References

1. Diamond, D.S. (1968), A Quantitative Approach to Magazine Advertisement Format Selection, Journal of Marketing Research, Vol. V, November, 376-86
2. Finn, A. (1988), Print Ad Recognition Readership Scores: An Information Processing Perspective, Journal of Marketing Research, Vol. XXV, May, 168-77
3. Naccarato, J.L. and K.A. Neuendorf (1998), Content Analysis as a Predictive Methodology : Recall, Readership and Evaluations of Business-to-Business Print Advertising, Journal of Advertising Research, May, 19-33
4. Kathleen J. Kelly, Robert F. Hoel: The Impact of Size, Colour and Copy Quantity on Yellow Pages Advertising Effectiveness, Journal of Small Business Management, Vol. 29, 1991
5. Newspaper Association of America (1995), Facts about Newspapers 1995: A Statistical Summary of the Newspaper Industry, New York.
6. Newspaper Advertising Bureau, Inc. (1973), Quantitative and Qualitative Aspects of Daily Newspaper Reading : A National Study, New York
7. Pieters. R and M. Wedel (2004), Attention Capture and Transfer in Advertising: Brand, Pictorial and Text-Size Effects, Journal of Marketing, Vol. 68, April, 36-50
8. Percy L. and J. R. Rossiter (1983), Effects of Picture Size and Colour on Brand Attitude Responses in Print Advertising, Advances in Consumer Research, 17-20
9. Ferguson (1935) and Han (1992), Involvement and Advertisement Size Effects on Information Processing, Advances in Consumer Research, Vol. 19, 762-769
10. Edell J.A. and R. Staelin (1983), The information Processing of Pictures in Print Advertisements, Journal of Consumer Research. 10 (June), 45-61

11. Kirmani A. (1990), The Effect of Perceived Advertising Costs on Brand Perceptions, Journal of Consumer Research, 17, September, 160-171.
12. Homer P.M., (1995), Ad size as an Indicator of Perceived Advertising Costs and Effort: The Effects on Memory and Perceptions, Journal of Advertising, 24, 4, Winter, 1-12
13. Percy L. and J. R. Rossiter (1983), Effects of Picture Size and Colour on Brand Attitude Responses in Print Advertising, Advances in Consumer Research, 17-20
14. Abernethy A.M. and D.N.Laband (2004):The impact of trademarks and advertisement size on Yellow page Call Rates, Journal of Advertising Research, 44, 1
15. Advertising Management (5 th Edition) Hardcover by Authors Rajeev Batra, David A. Aker and John G. Myres, Publisher: Prentice Hall; December 12, 1995
16. Advertising and Promotion: An Integrated Marketing Communications Perspective Hardcover by Authors – George Belch and Michael Belch / Publisher : McGraw-Hill/Irwin; 9 th Edition – 2011
17. Positioning: The Battle for your Mind, 20th Anniversary edition hardcover - authors Al Ries and Jack Trout / Publisher: McGraw-Hill, 3rd Edition (January 2001)
18. Ogilvy on Advertising Paperback –by David Ogilvy / Publisher: Vintage; 1 st Vintage Books edition (March 12, 1985)
19. Integrated Brand Promotion Management: Text, Cases and Exercises Paperback by Authors MURPHY JOHN H, CUNNINGHAM ISABELLA C and DELEWIS LIZA S / Publisher: Kendall Hunt Publishing; 1 st edition (January 9, 2012)
20. Advertising Management Paperback by authors – Professor Indian Institute of Mass Communications, New Delhi Jaishree Jaithwani and Shruti Jain from (Dentsu Advertising agency) / Publisher: OUP India (29 June 2006)
21. ADVERTISING MANAGEMENT ; Concepts and Cases Paperback by Author Manendra Mohan / Publisher: McGraw-Hill Education (India) Private Limited (March 16, 1989)
22. Foundations Of Advertising - Theory & Practice - Paperback by Authors K.C. Sethia and S.A. Chunawala / Publisher: Himalaya Publishing House (2011)

