Marketing Research

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Types of marketing research

• Marketing research can be defined as:
  1. Exploratory
  2. Descriptive
  3. Casual, and
  4. Predictive.
Users of marketing research:

1. Consumer:
   It goes without saying that, in any competitive environment, consumer is the King. In the final analysis, all sales proceeds flow from consumers. Therefore, knowledge of consumer behaviour of a target market is a must for every business concern. Marketing research locates the consumer requirements of goods and services and the factors upon which they depend.

2. Market Intermediaries:
   Market intermediaries are in integral link between the producers and the final buyers. Selling a product requires a channel for bringing it to the market and distributing it to the final buyers. Marketing research helps a manufacturer to select a right kind of channel.
Users of marketing research:

3. Business Firms:
Every business concern is interested in improving its position in the market by:

(i) Increasing its market share, and
(ii) Increasing its profitability. In these cases, marketing research is essential and highly useful tool that is used while taking a decision.

4. Marketing research agencies:
There are numerous specialized agencies engaged in conducting marketing research covering different segments of markets, both actual and potential. They have experts for conducting specialized research. These research agencies can be assigned the relevant projects, by the parties concerned. On the basis of their findings, they prepare research reports for their clients.

5. Government:
Research in various areas is also done by Government. For example: Price indices. Per capita income etc.
Users of marketing research:

6. Producers:

A competitive market is flooded with new products, new brands, and new substitutes almost every day. The threat of cut-throat competition is always there. He finds that the strategies that worked in the past but are no longer workable. Here, MR helps in the analysis of the situations.
The following is the procedure generally followed in handling marketing problems through marketing research:

Define Objective and Identify Problem

Determine Information Needed

Determine the Sources

Decide Research Design

Tabulating and Interpreting the Data

Preparation of Report

Follow up Recommendations

Fig. 8.1
1. Defining the Problem:

In order to carry out the research programme, the researcher should know the basic problem. He must be clear in mind as to what is exactly needed. The basic problem i.e., marketing problem is given importance and not the marketing research problem. A competent researcher will not accept a research project, until he understands the problem clearly. Thus crystalizing the marketing problem is fundamental.

After identifying the problem, the researcher formulates a plan when the problem is defined. The purpose of the project determines the nature of the problem and the ways to solve it. When the researcher gets a clear idea of the problem, he analyses the situation and understands more about the problem. He analyses the company, its markets, its competition etc. The informal investigation or preliminary exploration consists of getting background information relating to the problem.
The Marketing Research Process:

2. Determining the Information Needed:

The researcher must consider the information and decide which is relevant and which is irrelevant to the study. In determining the kind of information needed, the objectives of the research must be borne in mind. The information should be necessary and relevant. If the available data are insufficient, fresh data have to be collected.

3. Determining the Source of Information:

The Source of information may be classified into primary source and secondary source. When the information is obtained directly, specially for the problem, it is known as primary data. When the information is already collected by someone for some other purpose, and at the same time is helpful to the problem on hand, it is known as secondary data (see collection of data).
The Marketing Research Process:

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The Marketing Research Process:

4. Deciding Research Methods:

When secondary data are insufficient, the researcher has to be satisfied with the primary sources of data. The sources may be by experimental method, observation method or survey method.

5. Tabulation, Analysis and Interpretation of the Data:

After the collection of data, they are to be classified and tabulated into statistical summarization. They may be in percentage, average, ratios etc., so as to give the greatest value in the interpretation work. Interpretation is the important stage in the process of research. Correct interpretation of data makes a research meaningful.
The Marketing Research Process:

6. Preparation of the Report:

Draw conclusions from the tabulated summaries. Conclusions, recommendations and suggestions supported by detailed analysis of findings, must be in a written-form-report of the researcher.
The Marketing Research Process:

The language should be clear and properly paragraphed. Generally, a report may be in the following form:

1. Title of research.
2. The name of the organization.
3. The objectives of the research.
4. The methodology used.
5. Organization and the planning of the report.
6. A table of contents, along with charts and diagrams followed in the report.
7. The main report.
8. Conclusions drawn and recommendations suggested.
9. Appendices.
7. Follow up study:

Follow up will ensure the implementation of recommendations made by the marketing researchers. Otherwise, the report may be left unopened.
The Marketing Research Process:

Methods of Data collection:
There are two sources of data for investigation:

1. Internal sources, and
2. External sources.

The internal sources mean and include a company’s profit and loss account, balance sheet, sales figures, sales reports, inventory records, registers, documents etc. A proper analysis of these records will reveal the degree of efficiency of the business. The collection of information from internal sources is inexpensive. When information cannot be collected from the internal sources, or when available information is irrelevant and insufficient, then one will have to depend upon the external resources-facts collected from outside the company.
The Marketing Research Process:

Other sources of information are:

(1) Primary data, and
(2) Secondary data.

1. Primary Data:

Primary data are those which are collected for the first time and they are original in character. These are collected by the researcher himself to study a particular problem.

2. Secondary Data:

The secondary data are those which are already collected by someone for some purpose and are available for the present study. For instance, the data collected during census operations are primary data to the department of census and the same data, if used by a research worker for some study, are secondary data.
The Marketing Research Process:

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The Marketing Research Process:

Methods of Gathering Primary Data:

The following are the methods adopted to obtain primary data:

1. Experimental method
2. Observation method
3. Survey method
The Marketing Research Process:

1. Experimental Method:

“This method of gathering primary data involves the establishment of a scale model or a controlled experiment which stimulates the real market situation as much as possible. The theory is that the small-scale experiment will furnish valuable information in designing a large-scale marketing programme.” Under this experimental approach, the producer carries out a small-scale experiment, tries to get valuable information, which can be of great help in designing large-scale marketing programme.

This is a method intended to evaluate the effect of a proposed course of action. It seeks to find the buyer-reaction and can successfully apply it in several cases. For instance, a soap manufacturer gives different colours to the soaps-white in Kerala, green in Tamil Nadu and pink in Karnataka; except for the colour all the other factors are the same. Now the marketing manager records the sales over a period of time and decides the colour of the soap, promotion campaigns, fixing right price, products, packages, design etc.
The Marketing Research Process:

**Merits:**
1. This method is more realistic and gives best results.
2. This approach is more effective and profitable.
3. Relative efficiency can be measured.
4. It gives room to improve future research techniques.

**Demerits:**
1. This method is expensive.
2. It takes a long time to get the results.
3. Careful planning is needed.
4. The test markets selected for the experiments must possess the same characteristics, which is difficult.
The Marketing Research Process:

2. Observation Method:

In Observation method, the data are collected by observing some action of the respondent. No questions are asked in data collection. No interview is made. The actions or behaviour of the customers are watched personally or mechanically. Buyers may be observed personally by the observer while making purchases. The observer or researcher poses as a customer, and observes the marketing situations. A buyer is unaware that he is being observed and acts in his usual way. The observer, posing as a customer, knows the ability of salesmen and the brand that is being pushed through and also the motivating factors of the purchasers.

Merits:

1. It is more accurate.
2. Interviewer’s bias is reduced.
3. Inaccuracies in answering questions are eliminated.
4. Actual market behaviour is recorded.
5. It is possible to get additional data.
The Marketing Research Process:

Demerits:

1. The method is expensive.
2. The field observer’s bias may creep in.
3. It consumes more time.
4. It tells “what happened,” but fails to tell “why it happened.”
5. This method is less flexible.
The Marketing Research Process:

3. Survey Method:

A survey consists of gathering data by interviewing a limited number of people (a sample) selected from a larger group. A survey has the advantage of getting to the original source of information. In this method, the researcher obtains information from the respondents by interviewing them. This is the most common method of getting primary data. This method is more effective than the experimental and observation approach.

In the factual survey, respondents are asked to report actual facts, as exemplified by questions such as: What brand of cigar do you smoke? How many persons live in your house? Opinion survey is designed to gather expressions of personal opinions, to record evaluations of different things or to report thinking on particular matters.
The Marketing Research Process:

• For instance: How do you feel about this new cordless electric shaver? In the interpretative survey the respondent acts as an interpreter as well as a reporter. Interpretative data are gathered by using such questions as: Why do you use brand ‘A’ of the product in your house? What feature of the new pack of this product appeals to you most?

• The survey can also be conducted in two ways: sampling survey and census survey. Under census survey, the marketer conducts surveys covering the entire market. The data are collected from each and every person in the market. But under sampling survey, only a part of the whole group will be studied. We may study a sample drawn from the large group and if the sample is adequately representative of the group, we should be able to arrive at valid conclusions. As such, sampling survey is widely accepted.
The Marketing Research Process:

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The Marketing Research Process:

Data collection under the survey method is of three types:

(A) Personal interview,
(B) Mail questionnaire, and
(C) Telephone interview.

(A) Personal Interview Method:
Under this method, the enumerator makes personal contacts with the informant and obtains more information than under any other method. The researcher can clarify the questions, if they are not understood by the informant. This is of two types:

(i) Direct Personal Observation:
Under this method, the data are collected by the investigator personally. The investigator must be a keen observer, tactful and courteous in behaviour. He asks or cross-examines the informant and collects necessary information, which is original in character.
The Marketing Research Process:

This method is adopted in the following cases:
1. Where greater accuracy is needed.
2. Where the field of enquiry is not large.
3. Where confidential data are to be collected.
4. Where the field is a complex one.
5. Where intensive study is needed.
6. Where sufficient time is available.

Merits:
1. Original (first hand information) data are collected.
2. True and reliable data can be had.
3. Response will be more encouraging, because of personal approach.
4. A high degree of accuracy can be aimed.
5. The investigator can extract current information.
6. Misinterpretations, if any, on the part of the informant can be avoided.
7. Uniformity and homogeneity can be maintained.
The Marketing Research Process:

Demerits:

1. It is unsuitable where the area is large.
2. It is expensive and time-consuming.
3. The chances of bias are more.
4. An untrained investigator will not bring good result.
5. One has to collect information according to the convenience of the informant.
The Marketing Research Process:

(ii) Indirect Oral Interview:

When the informant is reluctant to supply information, the method of indirect oral investigation can be followed. Under this method the investigator approaches witnesses or third parties, who are in touch with the informant. The enumerator interviews the people, who are directly or indirectly connected with the problem under study.

For instance, we are asked to collect information relating to the gambling or drinking habits of people. In such cases, the informants will be reluctant to supply information relating to their own socially, evil habits. On such occasions, we may approach the dealer of liquor shops, friends, neighbours etc., to get the needed information.

Generally this method is employed by different enquiry committees and commissions. The police department generally adopts this method to get clues of thefts, riots, murders etc. The police interrogate third parties who possess knowledge about the happenings under study.
The Marketing Research Process:

Suitability:
This system is more suitable, where the area to be studied is large. It is adopted when
direct information cannot be obtained. This system is generally adopted by governments.

Merits:
1. It is simple and convenient.
2. It saves time, money and labour.
3. It can be followed in the investigation of a large area.
4. The information is unbiased.
5. Adequate information can be had.
6. As the information is collected from different parties, a true account can be expected
and all aspects of the problem can be ascertained.
The Marketing Research Process:

Demerits:

1. Absence of direct contact is there; the information cannot be fully relied upon.
2. Interview with an improper man will spoil the results.
3. In order to get the real position, a sufficient number of persons are to be interviewed.
4. The careless attitude of the informant will affect the degree of accuracy.
5. Informants may colour the information according to their interests.

The researcher prepares a list of questions in the form of a questionnaire and either hand over the questionnaire to the informant, who fills the questionnaire or asks questions from the questionnaire and notes down the replies himself.
The Marketing Research Process:

(B) The Mail Questionnaire Method:

In this method, a questionnaire consisting of a list of questions pertaining to the survey is prepared. There are blank spaces for answers. This questionnaire is sent to the respondents, who are expected to write the answers in the blank spaces. A covering letter is also sent along with the questionnaire, requesting the respondents to extend their full cooperation by giving the correct replies and returning the questionnaire duly filled in time.

To get quick and better response, the return postage expense is borne by the investigator, by sending a self-addressed and stamped envelope. This method is adopted by research workers, private individuals, non-official agencies and State and Central Governments.
The Marketing Research Process:

Merits:
1. Of all the methods, the mailed questionnaire method is the most economical.
2. It can be widely used, when the area of investigation is large.
3. It saves money, labour and time.
4. Error in the investigation is small because information is obtained directly from respondents.
5. It eliminates the danger of the bias by the interviewer.

Demerits:
1. In this method, there is no direct contact between the investigator and the respondent. Therefore we cannot be sure about the accuracy and reliability of the data.
2. This method is suitable only for literate people. In many countries, there are illiterates who cannot understand and reply the questionnaire.
3. Generally there is long delay in receiving questionnaires duly filled in.
4. People may not give the correct answer and this leads to false conclusion.
5. The questionnaire is inelastic. Asking supplementary question is not possible.
6. Sometimes the informant may not be willing to give written answers, apart from causing delay.
The Marketing Research Process:

Framing a Questionnaire:

The questionnaire is the medium of communication between the investigator and the respondent. The success of an investigation depends on the framing of the questionnaire. As such, utmost care and caution are essential for designing or drafting the questionnaire. In addition, it requires skill, wisdom, efficiency and experience. 

There are no hard and fast rules to be followed but the following general points may be borne in mind:

1. The Questionnaire should be brief.
2. The questions should be simple to understand.
3. The questions should be arranged logically.
4. There must be choice (simple alternative, multiple choice etc.)
5. Ask only what we want to know.
The Marketing Research Process:

6. All questions should be numbered serially.
7. Proper words should be used in the questionnaire.
8. Necessary instructions should be given to the informant.
9. The questions should be capable of an objective answer.
10. A questionnaire should look attractive.
11. Avoid ambiguous questions.
12. The accuracy of the questionnaire must be judged.
The Marketing Research Process:

(C) Telephone Survey:

This type of survey is conducted over the telephone and resembles personal interview. Where the respondents are scattered in distant areas and where the telephone communication is advanced, the researcher can contact the informant to obtain information.

Merits:

1. The cost is less.
2. It is quick in getting data.
3. This is most simple in collecting data.
4. It is flexible.
5. It gives accurate answer.
6. It saves time and travel of the researcher.
The Marketing Research Process:

Demerits:

1. Persons who have no phone connection are omitted.
2. Personal bias may creep in.
3. Lower income group respondents are not covered.
4. The interview will be of short duration.
The Marketing Research Process:

Sampling:

Only a part of the whole group population will be studied in the case of sample enquiry. According to Croxton and Cowdon, “It may be too expensive or too time-consuming to attempt either a complete or a nearly complete coverage in a statistical study. Further to arrive at valid conclusions, it may not be necessary to enumerate all or nearly all of a population.

We may study a sample drawn from the large population and, if that sample is adequately representative of the population, we should be able to arrive at valid conclusions.” The results obtained from sample study can be applied to the whole universe or population. We can study the characteristics of the population or universe from the sampling. A study of a sample will give a correct idea of the universe or population.
The Marketing Research Process:

A truck load of product is accepted or rejected on the evidence gained from testing only a few items. A physician makes inferences about a patient’s blood through the examination of a single drop. Samples are devices for learning about large masses by observing a few individuals.

Merits:

1. It saves time because fewer items are studied.
2. It reduces cost also.
3. Where the population is infinite, only sampling method is possible.
4. Degree of accuracy is higher than that in census method.
5. It is more scientific.
The Marketing Research Process:

Methods of Sampling:

There are many methods of sampling. The choice of method will be determined on the purpose of sampling.

The various methods can be grouped under two heads:

1. Random Sampling method (Probability samples).
   (a) Simple or unrestricted random sampling.
   (b) Restricted random sampling
      (i) Stratified sampling
      (ii) Systematic sampling
      (iii) Cluster sampling
The Marketing Research Process:

Methods of Sampling:

2. Non-random sampling method (Non-probability samples).

(a) Judgement or purposive sampling
(b) Quota sampling
(c) Convenience sampling

Probability samples result from a process of random selection, whereby each member of a universe has a known chance of being selected for the sample. Non-probability samples result from a process in which judgement of bias enters into the selection of members of a universe included in the sample.
The Marketing Research Process:

1. Random Sampling Method (Probability Samples):

A random sample is one where each item in the universe has an equal chance of known opportunity of being selected. “Every member of the parent population has equal chances of being included.”

(a) Simple Random Sampling:

This is a technique in which sample is so drawn that each and every unit in the population has an equal and independent chance of being included in the sample. Several methods have been adopted for random selection of the sample.
The Marketing Research Process:

1. Random Sampling Method (Probability Samples):

(i) Lottery Method:
This is the most popular and simplest method. In this method, all the items of the universe are numbered on separate slips of paper of the same size, shape and colour. They are folded and mixed up in a drum or container. A blindfold selection is made. The required number of slips are selected for the desired sample size. The selection of items thus depends on chance.

(ii) Table or Random Number:
As the lottery method cannot be used, when the population is infinite, the alternative is that of using the table of random numbers.
The Marketing Research Process:

1. Random Sampling Method (Probability Samples):

Merits:
1. It is a scientific method.
2. Personal bias is absent.
3. Samples are more representative.
4. Sampling error can be measured.
5. This method is economical

Demerits:
1. This method requires a complete list of the population.
2. If the size of the sample is small, then it will not be a representative of the population.
The Marketing Research Process:

(b) Restricted Random Sampling:

(i) Stratified Sampling:

When the population is heterogeneous or of different segments or strata with respect to the variable or characteristic under study, then it is stratified. First the population is divided into a number of sub-groups or strata. Each stratum is homogeneous. A sample is drawn from each stratum at random.

There are two types of stratified random sampling. They are proportional and non-proportional. In the proportional sampling, equal and proportionate representation is given to sub-groups or strata. If the number of items is large in the population, the same will have a higher size and vice versa.

In disproportionate or non-proportionate sample, equal representation is given to all sub-strata, regardless of their existence in the population.
The Marketing Research Process:

Merits:
1. It is more representative.
2. It ensures greater accuracy.
3. It is easy to administer as the universe is sub-divided.
4. Greater geographical concentration reduces the time and cost.
5. When the original population is badly skewed, this method is an appropriate one.
6. For non-homogeneous population, it may yield more reliable results.

Demerits:
1. To divide the population into homogeneous strata, it requires more money, time and statistical experience which is a difficult one.
2. If proper stratification is not done, the sample will have an effect of bias. If different strata of population overlap, such sample will not be representative one.
(ii) Systematic Sampling:

It is also known as quasi-random sampling. A systematic sample is selected at random sampling. When a complete list of the population is available, this method is used. We arrange the items in numerical, alphabetical, geographical or any other order. If we want to select a sample of 15 students from 150 students, under this method Kth item is picked up from the sample frame and k is the sample interval.

\[ k = \frac{N}{n} \]

k = Sampling interval

N = Size of universe

n = Sample size

In the above example \( k = \frac{150}{15} = 10.10 \) is the sampling interval. Every 10th student will be taken as sample i.e., 10th, 20th, 30th and so on (OR) 1st, 11th, 21st and so on. (OR) 6th, 16th, 26th and so on.
The Marketing Research Process:

**Merits:**

1. This is simple and convenient.
2. The time and work are much reduced.
3. If we take care, the result will be satisfactory one.
4. It can also be used in infinite population.

**Demerits:**

1. It may not represent the whole population.
2. There is the element of personal bias of the investigators.
The Marketing Research Process:

(iii) Cluster sampling (multistage sampling):
It is also called as sampling stages. It refers to a sampling procedure, which is carried out in several stages. The whole population is divided into sampling units, and these units are again divided into sub-units. This process will continue till we reach the last number. For instance, we want to take 5,000 students from Madhya Pradesh. We must take universities at the first stage, then the number of colleges at the second stage, selection of students from the colleges at the third stage etc.

Merits:
1. It introduces flexibility in the sampling method.
2. It is helpful in large-scale survey where the preparation of list is difficult, time-consuming or expensive.
3. It is valuable in under-developed countries, where no detailed and accurate framework is available.

Demerit:
It is less accurate than other methods.
The Marketing Research Process:

2. Non-random Sampling Method (Non-Probability Samples):

(a) Judgement sampling (purposive or deliberate sampling):

The investigator has the power to select or reject any item in an investigation. The choice of sample items depends on the judgement of the investigator. He has the vital role to play in collecting the information. For example, if a sample of 5 students is to be selected from a B.Com. Class of 50 students for analyzing the habit of picture seeing, the investigator would select 5 students, who according to his opinion are the representative of the class.

Merits:

1. It is a simple method.

2. It is used to obtain a more representative sample.

3. It is very helpful to make public policies, decisions etc. The executives and public officials use this method for their urgent problem.
The Marketing Research Process:

**Demerit:**

1. Due to individual bias the sample may not be representative one.
2. It is difficult to get correct sampling decisions.
3. The estimates are not accurate.
4. Its results cannot be compared with other sampling studies.
The Marketing Research Process:

(b) Quota Sampling:

This sampling is similar to stratified sampling. It is used in U.S.A. for investigating public opinion and consumer research. To collect data, the universe is divided into quota according to some characteristics. Each enumerator is then told to interview a certain number of persons who are his quota. The selection of sample items depends on personal judgement.

It is stratified-cum-purposive sampling and thus has the advantages of both the methods. There is saving of time and money. If there are trained investigators, the sampling will give quite reliable results. Personal prejudice and individual bias are there. It is not based on random sampling, and so sampling error cannot be estimated.
The Marketing Research Process:

(c) Convenience or Chunk Sampling:

Chunk is a convenient slice of a population which is commonly referred to as a sample. It is obtained by selecting convenient population units.

Merits and Demerits:

1. It is suitable when the universe is not clearly defined.
2. Sample unit is not clear.
3. Complete source list is not available.

A sample obtained from automobile registration, telephone directories etc., is a convenience sample. The results of this sampling cannot be representative. They are unsatisfactory. They are biased. But they are used for pilot studies.
The Marketing Research Process:

Qualities of a good sample:

A sample selected should have the following essentials:

1. It must be true representative.
2. It must have homogeneity.
3. It must be random.
4. It must be adequate.
5. It must be proportional.
6. Items of the sample must be selected independently.
7. Selection of sample must be based on “the law of statistical regularity” and “the law of inertia of large numbers.”
Advertising Research
Advertising Research

- The advertising research is an application of marketing research aimed at the measurement of advertising effectiveness and advertising efficiency. The primary aim of advertising is to sell an idea, a good or a service whereas the ultimate goal in advertising research is to measure advertising impact or influence on sales of that idea, good or service.
(a) Classification of Advertising Research:
(a) Classification of Advertising Research:

(i) Setting of Advertising Objectives: The advertising objectives can be framed in terms of awareness, changing attitudes, changing predisposition to buy or some combination of the three.

(ii) Choice of Message to be Advertised: Information regarding attitudes, awareness and perception of consumers regarding the product characteristics can be useful guide for providing effective message formulation.
(a) Classification of Advertising Research:

(iii) Search for Advertising Media: Reaching the right people at the least cost is the aim of every advertising agent. Newspapers, radio, magazines, TV, posters are various media. Media research is concerned with measuring the size and composition of individual media vehicle.

(iv) Evaluation of Advertising Effectiveness: This research is concerned with analysing different media or their combinations and evaluating the degree of success with which the advertising objectives have been achieved.
(b) Objectives of Advertising Research

(i) How will an advertisement accomplish its objectives?

(ii) Optimum utilisation of advertising budget and media-mix in implementing an advertising campaign.

(iii) Measurement of advertising impact on audience.

(iv) To bring cost effectiveness in advertising.
Testing Various Types of Advertisements

There are primarily two broad types of advertising research viz. Pre-testing and Post-testing. Pretesting is testing the advertisement before running it so that the likelihood of preparing most effective ads, by allowing an opportunity to detect and eliminate weaknesses or flaws increases. Post-testing is done after the advertisement is run on the media. This is more expensive and elaborate but most realistic as well because the advertisements are tested in real life setting.
Testing Various Types of Advertisements

In another way of advertisement research can be classified into two types of research, customised and syndicated. Customised research is conducted for a specific client to address that client’s needs. Only that client has access to the results of the research. Syndicated research is a single research study conducted by a research company with its results available, for sale, to multiple companies.
Pre-testing:

Pre-testing, also known as copy testing is a form of customised research that predicts in-market performance of an ad, before it airs, by analysing audience levels of attention, brand linkage, motivation, entertainment, and communication, as well as breaking down the ad’s Flow of Attention and Flow of Emotion.

(Young) Pre-testing is also used on ads still in rough form – e.g., animatics or rip-o-matic. Pretesting is also used to identify weak spots within an ad to improve performance, to more effectively edit 60’s to 30’s or 30’s to 15’s, to select images from the spot to use in an integrated campaign’s print ad, to pull out the key moments for use in ad tracking, and to identify branding moments.
Pre-testing: Pre-testing thus is undertaken to:

i. Establish whether the advert ‘says’ what it was intended to

ii. Assess the likelihood of getting a response from the reader
**Pre-testing:** Pre-testing thus is undertaken to:

**Consumer Jury Test:**

- A consumer jury test is a method of testing advertisements that involves asking consumers to compare, rank and evaluate your advertisements.

- It is the most traditional and simplest amongst all the copy testing methods. A personal interview may be conducted, or a group of about 50 to 100 people may be assembled and requested voting based on their preferences, interests or even influences to purchase the product.

- It then presents a rating given by a group of audiences who mostly represent the potential buyers of the product. A consumer jury method is controlled and cost-effective.
Pre-testing: Pre-testing thus is undertaken to:

Consumer Jury Test:

This method has a few disadvantages like

- The consumer may become a self-appointed expert.
- Possibilities of a halo effect
- Numbers of evaluated ads are limited.
- Preferences may overpower objectivity.

Example: Analyzing Television programs and commercials using a Program Analyzer.
**Pre-testing:** Pre-testing thus is undertaken to:

**Portfolio Tests**

- Portfolio testing is a copy testing technique in which some dummy copies are kept in a folio along with the regular advertisement.
- A group of ads mostly test ads and control ads, or a combination of both are placed in a portfolio.
- After going through a portfolio of a different variety of a particular advertisement, respondents nominated from the target market are asked to remember in detail those ads that they remember.
- The ad giving a minimum playback is considered to be the best one.
- It is important to observe whether the choice of advertisement is a dummy advertisement or the regular one.
- If found dummy, the actual advertisement is improvised accordingly.
Pre-testing: Pre-testing thus is undertaken to:

Portfolio Tests

Disadvantages of portfolio tests

- Various factors other than creativity and presentation may affect recall.
- Recalling may not prove to be the best way.

Direct Mail Tests:

- A group of prospects are selected from the mailing list randomly and are sent different test ads. Then to measure the response, the orders against each lot are noted.
Pre-testing: Pre-testing thus is undertaken to:

- Perceptual Meaning Studies (PMS):

In this method the respondent is exposed to test the ads for a limited time period. Tachistoscope is an instrument that may be used in this test. After the respondent sees the advertisement, he is subjected to a recall test for the product, brand illustration and the main copy.

Measured by Tachistoscope

A **tachistoscope** is a device that displays an image for a specific amount of time. It can be used to increase recognition speed, to show something too fast to be consciously recognized, or to test which elements of an image are memorable. Before computers became common, tachistoscopes were used extensively in psychological research to present visual stimuli for controlled durations.
Pre-testing: Pre-testing thus is undertaken to:

In Home Projection Tests:

A movie projector screen is installed at consumer’s home to show him the test commercials. He is questioned before and after the exposure to the advertisements. The questions are related to the ad and the change it causes after exposure. The strong and weak points of the ads can be assessed.

Trailer Tests:

Two groups of customers are considered. Both are given discount coupons to purchase the brand under consideration and are invited to shop in a real life shopping environment, a departmental store, a shopping centre etc. The prospects are invited to the display their products. Now one group is shown the test ads whereas the other group is not. The redemption rate of coupons is measured for both groups which may give an idea about the effectiveness of test ads.
Pre-testing: Pre-testing thus is undertaken to:

Theatre Test:
A group of people who could be a captive audience for an entertainment programme is considered and a questionnaire is sent to them. The free tickets are later sent to them for the programme where the test ads are run. On viewing these, they are asked to fill up another questionnaire. It assesses product, brand and its theme.

Live Telecast Test:
The advertisements are put on air either by narrow casting or live telecasting. These ads are test ads, and not the regular ads. Later, viewers are interviewed to know their reactions.
**Pre-testing:** Pre-testing thus is undertaken to:

**Sales Experiment:**

- Before a product advertisement is launched nationally, a small ad campaign of one or more advertisements is run. Two or more test centres are selected to do so. The ads are run for a fixed period say one to four months and then the sales responses are noted. It is a very useful and effective measure for FMCG items and those ads who aim to motivate buyers to take an immediate sales action.
Pre-testing: Pre-testing thus is undertaken to:

Psychological Tests

- Psychological Copy testing is a technique in which various methods including word association, sentence completion, depth, interview and storytelling are welcome.
- A catalogue of reactions namely self-pity, security, fear, nostalgia, and so on are set.
- Alternative ads are then rated based on how readers respond.
- The psychological technique is difficult to implement since skilled interviewers are required.
- Copy testing is psychological in nature; hence some psychological tests are administered.
**Pre-testing:** Pre-testing thus is undertaken to:

- **READABILITY AND COMPREHENSION पठनीयता और समझ**
  
  In this test, the ease of readability is ascertained by a series of questions and techniques developed by psychologists before the ad is relayed. This technique ascertains the depth of understanding of the reader through the advertisement.

- **TESTS OF BELIEVABILITY**
  
  The effectiveness of an advertisement can be gauged by the degree of credibility the consumers have in the product. Scale technique is used to measure the credibility by putting forward certain statements of product claims. The statement that gets the maximum votes is declared as the most effective statement.

- **ATTITUDE TESTS**
  
  Psychologists have come up with various attitude tests that can be applied to copy testing. In this, the prospective consumers are exposed to sample messages. The psychologist or the interviewer asks a series of questions to ascertain the attitudes evolved from the messages.
Pre-testing: Pre-testing thus is undertaken to:

- **TRIPLE HOSTILITY TESTS**
- This advertising technique seeks consumer association with the product and its brand name. This test is helpful when an advertisement relays a specific theme or slogan, which the reader may recall. This is also known as a theme presentation technique.
Pre-testing: Pre-testing thus is undertaken to:

Physiological Testing

In physiological copy testing, tests are conducted using special laboratory equipment’s which records individual physiological responses to the ads.

Here the physiological reaction of the respondents is considered more crucial than what he says.

There are three elementary instruments that are used in these kinds of tests- the Eye Moment Camera, Galvanometer and the Pupilometric device.

**EYE MOMENT CAMERA**

Eye moment camera measures the eye moments of consumers across the layout of test ads. The direction of the eyes and the pauses made are taken note of so that the areas of interest are gauged.
Pre-testing: Pre-testing thus is undertaken to:

Physiological Testing

GALVANOMETER

A galvanometer measures skin responses to ad stimuli like the perspiration through the palms. Increase in the perspiration decreases resistance and faster the current passes, hence tension is generated. The greater the tension, more effective the ad is considered to be. This technique cannot be used for ads that are very sensitive.
Pre-testing: Pre-testing thus is undertaken to:

Physiological Testing

PUPILOMETER OR PERCEPTOSCOPE DEVICES

Pupilometer was designed by Eckhard Hess and James Polk. A pupilometer records changes in pupil dilation. Dilation demonstrates reading and attention. Contraction depicts dislike of the respondents to what is being read. It evaluates interesting visual stimuli. The left eye is photographed to record dilation.
Pre-testing: Pre-testing thus is undertaken to:

Sales Copy Testing

In this technique, advertising campaigns are conducted in the markets chosen for testing.

- The effectiveness is ascertained by the actual sales in these markets.
- The market with the highest sales is considered as the best market for an effective sales campaign.
- Certain suitable changes are made in the other markets for the campaign.
- Sales tests are very practical measures to evaluate advertising effectiveness when advertising is the dominant element and the only variable in a company’s marketing plan.
- Sales tests cannot be conducted instantly.
- These forms of tests, especially the field studies prove to be very expensive and time-consuming.