

EXPERIMENTAL DESIGN

It was contemplated to design the experiment in the field rather than laboratory situation . The respondents were approached in their homes rather than inviting them to an audience hall in which a captive audience would be unusual. This was likely to vitiate the probability of attention and presence would be expected to be low due to many reasons, since the respondents were drawn from different segments of the society.

The field experiment would prove to be more realistic in which the variables were manipulated by the researcher under carefully controlled conditions as the situation permitted, in this way the variables in the field experiment were expected to provide higher external validity than available in a laboratory experiment situation. The variables also were expected to be strong enough to penetrate the distribution of the experimental situation. This principle has given more realistic character to this research study.

It is recommended that field experiments are well suited both to the testing of theory and the solution of practical problems, another virtue of the field experiment is the flexibility and applicability to any research.

TESTING IN THE OPEN FIELD

Testing signifies, testing the experimental copy in the real market - testing an advertisement, or some part of

it, selling concepts or ideas, themes or headlines, graphic presentation techniques, persuasion strategies, body copy, or whole advertisement. It is possible to obtain different kinds of responses-verbal, psychological, or behavioral-and to elicit reaction either to the advertisements themselves or to the product contained in the advertisement. Test materials can be presented before individuals in their natural environment, at home, in store or laboratory settings.

Testing is usually concerned with testing the relative performance of alternative advertisement executions. Since there are few, if any, absolute measuers of message effectiveness. One important question that arises in testing concerns the situation or environment in which the respondent views and reacts to the message.

Table 3-1 shows the treatment design.

Table 3-1. The Treatment design

Test area	Time period I	Time period II
Experimental 1	level of attitude before treatment (X)	level of attitude after treatment (Y)
Experimental 2 (X) 2	level of attitude before treatment (Y) 2	level of attitude after treatment
Control group	level of attitude without treatment (A)	level of attitude without treatment (Z)
Treatment effect = (Y-X) - (Z-A)		

The most common test environments are those peculiar to auditorium tests, in-home tests, on-the-air tests, and split-cable (video-cable) tests.

According to a commercial research firm known as 1 centre for research in Marketing Inc., which has developed a method collect split-cable method of presentation which is considered by many reserachers to be the most valid method of measuring the effects of a commercial. The same method is being adopted in this study due to its convenience with the prevailing environment in the field of the study.

Within certain areas or cities, it is sometimes possible to cut in on a broadcast and simultaneously beam commercial A to one group of homes and commercial B to another matched group (and another group of homes can be "blackened out" to receive no commercial at all and thus serve as a control group to minimize the influence or effects of extraneous variables). Interviews are then conducted with a sample of respondents from all the three groups of homes.

A variation of this procedure can be found in certain areas which receive televisions broadcast only through a community cable services :

Individual cables from the surrounding homes are the ultimate means of broadcast reception, in such areas the individual cables can be alternately designated as A & B and different commercials can be broadcasted simultaneously to two groups

of homes as recommended by the centre for research in Marketing Inc., mentioned earlier.

The present study has adapted this method of split-cable in Baroda City- Gujarat state - as a sample city, and has selected two areas in the city to conduct the testing of the effectiveness of the two proposed different advertising messages namely celebrity and non-celebrity advertisements copy.

Alternatives

The study has evaluated many alternative test methods for selecting the most convenient method for its experiment application and has omitted few of them for their inconvenience to the research location and heavy financial burden. Some of the alternatives were, the Auditorium testing, Audience surveys, In-home-test, On-the-air test. They are briefly explained as under :-

In Auditorium Testing : a group of people is assembled in a theatre, classroom, or auditorium. The commercials to be tested are mixed in with other material (commercials or film scenes) to disguise as much as possible the real intent of the procedure. For example the audience may be shown a real movie or T.V programme installment with several different commercials interpassed, though only one commercial is the object of testing. Besides being used in testing different commercials, the auditorium method is used in testing different presentation techniques-for example, the placement

of commercials in programmes, length of commercial and so on
- by having different group to see each alternative.

The researcher may gather ad-rating information (enjoyment, interest, persuasiveness, believability, and so on) recall of sales points, and other verbal responses. The Schwerin Research corporation, one of the leading testers of television commercials, disguises the purpose of the assembly as much as possible, and obtains brand preference ratings before and after exposure to the test message. The change in preference is considered to be a measure of the selling power of the commercial.

Audiences Survey Inc., :- uses laboratory equipment such as programme analyzer and the galvanometer to obtain diagnostic data in auditorium tests; the responses obtained may be combined with ad-rating responses to get a comprehensive evaluation of different commercials.

The in-home test :- utilizes a portable light weight film projector that can be carried by an interviewer to consumer's homes, the test film is shown and the respondent is questioned, as in some of the other survey situation.

The on-the-air test :- involves actual broadcast of a test commercial in a regular television programme formate in one or more areas or cities . The local station cuts in on the network programme at commercial time and show the test commercial instead of the one being nationally or regionally

televised. Some time later, personal or telephone interviews are conducted in a sample of area homes.

Test Environment :- Each of these different T.V test environment has advantages and disadvantages. In auditorium testing the primary advantage is in the tester's computer control over all details of commercial transmission and reception, and in the feasibility of laboratory-type response equipment, primary disadvantages are the unnatural "Forced Exposure" to the commercial, and the untypical sample of respondents (people who will appear for such a test are different in many respects from people who refuse). The in-home test can come up with a representative sample of respondents, but the viewing situation is quite artificial. The on-the-air test shows a commercial under natural viewing conditions but the lack of an adequate control group makes it impossible to isolate the effects of the test commercial from the many other influences in operation.

The split-cable method comes closest to attaining representative samples, natural viewing situation, and control over outside influences. However, the areas in which it can be used are probably not typical.

Many major advertisers have conducted exhaustive investigations into the various methods of testing television commercials. All have reluctantly decided that the perfect method is yet to be found.

The Choice Of Advertisement Copy :-

The advertisement copy required to fulfill the objectives of this study is that advertisement which features a celebrity endorsing a particular brand of a particular product on one hand, and another identical advertisement copy of a non-celebrity model endorsing the same brand of the same product having a unified theme and message content.

The alternatives available for selecting the most appropriate method of generating an advertisement were many, but for some difficult reasons very few have been taken into consideration.

The production of a T.V commercial can be very time consuming and expensive. Since financial sponsorship was not available from any institution or commercial firm.

The other alternative was to simulate a real commercial by showing a number of scenes which convey the principal images and words in a planned commercial, the scenes are some of the artistic readitions, or photographs. A projector may be used to flash a rapid sequence, as in film-strip showings.

Another alternative was to create a rough commercial similar to the real commercial actually seen on television of a newly introduced (launched) product, but instead of highly paid announcers and actors, the researcher may use duplicate personalities to do the work, and instead of expensive filmings, studio scenery or a stock film background may be

substituted, and the script need not be so finely polished as in the real commercial. In this way the essential elements of an advertisement can be tested.

One more alternative was that sometimes the advertising agencies produce their own rough commercials and discard them due to rejection by clients or change in advertising policy of the agency. The idea was to request for these copies of this type of commercials and use them for this research work.

The last alternative was to use a real commercial which has no history in the Indian market since the study was conducted in India, which probably does provide a somewhat more valid measure of effectiveness than unfinished versions, but pertinent question arise here : "How to acquire a newly produced real commercial with little finance available in hand ?" After an extensive search and contacts, there was a chance to acquire a television commercial from abroad, made for the advertising of a brand of soft drink in Europe and U.S.A, which at the same time was not displayed in India by D.D or any other T.V station broadcasting to the Indian Market. That means, the ad copy will function as a new campaign for the soft drink which already exists in the Indian market.

Six advertisement copies were obtained in a video cassette from abroad and were consisting of celebrity and non-celebrity endorsement of an internationally known brand of soft drinks - PEPSI COLA -. These advertisements were

featuring the American Pop Singer Michael Jackson and Madonna in a 30 second T.V commercial. Besides, the unknown models of non-celebrity advertisement that did not have any history in the Indian market, which was useful to avoid prior attitude formation towards the new advertising campaign.

Experiment Organisation And Time Schedule :-

After an intensive search and planning the experiment was to be conducted in Baroda city, using the local television cables as the media of advertising, taking the sample of two localities that constitute the sample respondents of the study. The advertisements were shown to the audiences of these localities during the regular movie showing times in the day and night time . A 30 seconds television commercial was inserted (Recorded) many times in Hindi and English feature films that the audience normally view in their houses.

The English movie contained 6 repetitions of the same commercial recorded in regular time intervals between each ad, and the total of 4 English movies were displayed at day and night time. On the other hand the Hindi movie contained 9 advertisements, three repetitions (frequencies) more than those of an English movie, due to the longer period of the Hindi movie. These ads were also inserted on a regular time interval basis between each advertisement, and a total of 4 movies were displayed at the day and night time according to the time table of display in each locality.

The time span of the Experiment was 40 days in which the movies were distributed equally on the days of the experiment i.e. 40 days. The Experiment schedule for each Experimental group is shown in the following tables. Table .2 shows the programme made for the celebrity assigned group. Table .3 shows the same number and type of movies that were projected to the non-celebrity assigned group.

Table 3 -2.

Projection Schedule of the celebrity advertisement
Assigned group

Advertising Media	Commercial duration	Commercial type	Movie type	No. of re-peatition	date of display	Time
T.V. cable	30 seconds	Celebrity	English	6	05/10/93	10 p.m.
"	"	"	Hindi	9	09/10/93	1 p.m.
"	"	"	English	6	12/10/93	10 p.m.
"	"	"	Hindi	9	16/10/93	1 p.m.
"	"	"	English	6	19/10/93	10 p.m.
"	"	"	Hindi	9	23/10/93	1 p.m.
"	"	"	English	6	26/10/93	10 p.m.
"	"	"	Hindi	9	30/10/93	1 p.m.

Table 3 -3.

Projection Schedule of the non-celebrity advertisement
assigned group.

Advertising Media	Commercial duration	Commercial type	Movie type	No. of repeatition	date of display	Time
T.V. cable	30 seconds	Non- celebrity	English	6	05/10/93	7:00 p.m.
"	"	"	Hindi	9	08/10/93	10:30 a.m.
"	"	"	English	6	12/10/93	7:00 p.m.
"	"	"	Hindi	9	15/10/93	10:30 a.m.
"	"	"	English	6	19/10/93	7:00 p.m.
"	"	"	Hindi	9	22/10/93	10:30 a.m.
"	"	"	English	6	26/10/93	7:00 p.m.
"	"	"	Hindi	9	29/10/93	10:30 a.m.

The planning of the experiment was based on considering the period of the experiment which was crucial in its timing because of the then proposed visit by the pop singer Michael Jackson to India under the sponsorship of PEPSI FOODS LTD. to perform shows in Delhi and Bombay, which could have polluted the atmosphere for the proposed experimentation distracted and vitiated some of the study's findings by making more publicity to the product on one side and by the chance of launching a new campaign which could have included the acquired advertisement copies for the research purpose. Therefore, the experiment plan was implemented in a period of 40 days, starting from 5 October 1993 upto 15 November 1993, which means that the experiment was completed 12 days before the proposed visit, which was later declared to be cancelled.

GUIDELINES TO THE EXPERIMENT

Repetition of the Commercial :-

The benefit of Repetition is a fundamental tenet of learning theory. There is ample evidence, spanning many decades, that the repetition can have positive effects on learning, belief and attitude change and behaviour³. Repeated exposure leads to positive affect (attitude) toward the issue or object.

Information processing becomes more active as involvement increases, and repetition can serve as an aid. Upto a point each additional exposure provides opportunity to

process the message more deeply, comprehend it and respond to it through either elaboration or counterargumentation.

No message, no matter how strong, can be repeated ad-infinitum without reaching a point of wearout. One reason why this occurs, especially when involvement is low, is semantic satiation. This means that people cease drawing the same meaning from a stimulus when it is seen or heard too often. Different information-processing mechanisms may be at work when involvement is higher. Belch⁴ tested the effects of one, three, and five exposures for a fictitious new brand of toothpaste, although the number of positive cognitive responses remained constant throughout a very favourable finding, negative thoughts sharply increase after five responses. Other have found that this wearout point is reached with only several exposures.

Some general guidelines recommended by Belch and Belch

1. One exposure will have little effect. For this reason a goal of advertising media strategy is to enhance frequency through repetition rather than extensive audience reach.
2. The optimal exposure frequency appears to be at least three within a purchase cycle. Beyond three, increased frequency build response at a decreasing rate .
3. Repetition is especially helpful to establish new products and brands.

4. Wearout is greater when commercials have only a single point or when there are no significant variations from one to the next.
5. When budgets are limited, the greatest impacts may come from a single commercial spread out over a period of time, although it also can be argued that concentration of messages in shorter bursts also proves effective⁵.



SAMPLE DESIGN

The data needed for the study has been collected through a survey conducted in Baroda. In which two separate sample respondents each was drawn from one locality in the city. The size of the sample for each locality was 100 respondents.

While selecting the respondents, the research sampling method was guided by the principle of representativeness, that is, the sample chosen must adequately represent the diverse character of the population.

Table 3.4 indicates the selected localities and number of respondents in each locality.

Table 3.4 The Selected Localities And The No. Of Respondents.

City	Locality Area	No. of Respondents	Total no. of Respondents
Baroda	Gujarat Ref.	100	81
Baroda	Makarpura ONGC	100	81
Baroda	Makarpura GIDC	35	35

The Sample Unit was any person in the selected houses, who is above the age of sixteen and below the age of sixty and has been exposed to the targeted advertising media. i.e. Television.

The questionnaire was distributed to all the members of the Sample groups and the above ratio was taken as the real respondents.

Since the experiment calls for two segments of Samples (Those who will receive the celebrity treatment and those who will receive the non-celebrity treatment), it was necessary to decide the number of respondents in each segment. The consultation with academic experts and sources was in favour of a Sample between 30 to 50 respondents, but the considerations of incomplete responses and such other errors that would be found during the editing stages, it was decided to take a Sample of 100 for each of the two segments for the final Sample.

The size was 81 in each segment by randomly eliminating the larger number from the access side.

Ideally the two samples are supposed to be comparable by the criterion of equality of mean scores of pre measures as measured by Likert Scale.

Considering the constraints of the methodology available for administering the treatment we had to remain content with the profile similarity, it was necessary to select the sample audiences from geographical clusters attached to certain cable projection centres, because the cable network was used to project the movie films along with ad messages and the same audience was to be beamed with at

least 15 repetition of the ad message over a seven days period.

With this constraint it was endeavoured to ensure the comparability of the two sample groups by matching the demographic variables like, income, education, age, language spoken, number of the household, living style, etc.

It was also necessary to ensure that both the groups had some measure of awareness about the product in respect of which the ad messages were to be projected. Therefore an additional dimension for the choice of sample was added by applying the Criterion profile of the target Consumers of soft drinks.

References

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