

ADVERTISING EFFECTIVENESS MEASUREMENT: INTERMEDIATE CONSTRUCTS AND MEASURES

Lars Bergkvist

C

Table of Contents

1	INTR	CODUCTION;	1
	1.1 Bac	kground and problem area ;	1
	1.2 Res	earch problems	5
	1.3 Pur	pose of the thesis'	.10
		pe of the thesis	
		acture of the thesis.	
_			
2		ORETICAL BACKGROUND AND LITERATURE REVIEW	
	2.1 Intr	oduction'	
	2.1.1	What is advertising effectiveness?	
	2.1.2	Why should advertising effectiveness be measured?	16
	2.1.3	What are intermediate measures of advertising effectiveness?	18
	2.1.4 .	What.is.the.role of theory in advertising effectiveness measurement?:.	19
	2.2 The	ories of how advertising works	20
	2.2.1	Processing and communication effects ;:	23
	2.3 Pre	testing and posttesting;	24
	2.3.1	Methodological issues in pretesting::	26
	2.3.2	Predictive validity of pretests	30
	2.3.3	Tracking studies	32
	2.4 Ho	w many items does it take to make a ¹ measure?	33
	2.5 Me	asures in the empirical studies	35
	2.6 Ad	awareness: Ad recognition and ad recall	37
	2.6.1	Ad recognition	39
	2.6.2	Ad recall'	40
	2.6.3	Concluding comments on ad recognition and ad recall	42
	2.7 Tw	o measures of acceptance	44
	2.7.1	Adjective Checklist (ACL)	45
	2.7.2	Cognitive response.measurement	55
	2.7.3	ACL or CRM, or both?,	63
	2.8 Ad	credibility,	65

	2.9 Att	tude toward the ad and liking the ad	66		
	2.9.1	One theoretical construct - two measures.	70		
	2.10 B	rand awareness: Brand recognition and brand recall '	71		
	2.10.1	Concluding remarks on measures of brand awareness	73		
	2.11 E	Brand benefit beliefs			
	2.11.1	A forgotten measure?	77		
	2.12 B	rand attitude'	77		
	2.12.1	Concluding comment on brand attitude	81		
	2.13 B	rand purchase intention	81		
	2.14 S	ummary and measure interrelationships	86		
		esearch questions for the empirical studies			
_					
3		EARCH APPROACH			
	3.1 Intr	oduction	96		
	3.2 Stu	dy 1	100		
	3.2.1	Subjects	101		
	3.2.2	Ads	104		
	3.2.3	Pre-measure ,,,,;	106		
	3.2.4	Pretest	I11		
	3.2.5	Exposure 1 and2.	120		
	3.2.6	Posttest	121		
	3.3 Stu	dy 2	125		
	3.3.1	Subjects•	126		
	3.3.2	Ads	128		
	3.3.3	Pre-measure	128		
	3.3.4	Pretest	130		
4	RES	ULTS	134		
	4.1 Introduction				
	4.1.1	A note on notation			
	4.2 De	scriptive results			
	4.2.1	Study 1: Pretest			

Study 2: Pretest.... -.....446

4.2.2

4.2.3 Study 1: Posttest	154	
4.3 Comparison of single-item and multiple-item measures		
4.4 Comparison of adjective checklists and cognitive response i	neasurement	
168		
4.4.1 Do ACLs overdiagnose ads?	169	
4.4.2 Principal components analysis of the two ACLs	170	
' 4.4.3 Explanatory power of the ACL and CRM in Study 1	175	
4.4.4 Explanatory power of the ACL and CRM in Study 2	184	
4.4.5 Concluding comment on ACLs and CRM	190	
4.5 Relationships between the measures in the pretest	194	
4.6 Relationships between the measures in the posttest	202	
4.7 Predictive ability of pretest measures	206	
5 CONCLUSIONS	211	
5.1 Summary of the results!	211	
5.2 Discussion	217	
5.2.1 Limitations of the empirical studies	221	
5.3 Managerial implications	224	
5.4 Further research	225	
6 REFERENCES	228	