

A Ph. D Thesis on

Effectiveness of Television Advertisement in Promoting
Fast Moving Consumer Goods in Bangladesh – A Case
Study on Unilever Bangladesh Limited

Thesis Paper Leading to Ph. D



Title:

Effectiveness of Television Advertisement in Promoting Fast Moving
Consumer Goods in Bangladesh – A Case Study on Unilever
Bangladesh Limited

Submitted by:

Jesmin Zaman
Registration Number: 146
Registration Year: 2007-2008
Ph. D Fellow
Department of Marketing
University of Dhaka

449696

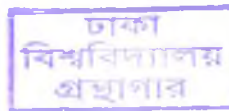
Dhaka University Library



449696

Under supervision of:

Professor Dr. Razia Begum
Department of Marketing
University of Dhaka



December 2010

Certificate

Certified that this thesis entitled "Effectiveness of Television Advertisement in Promoting Fast Moving Consumer Goods in Bangladesh – A Case Study on Unilever Bangladesh Limited" submitted by me for award of the Degree of Doctor of Philosophy in Marketing, Faculty of Business Studies at Dhaka University is based on my own work carried under the direct supervision of professor Dr. Razia Begum, Department of marketing and neither the thesis nor any part of it has been submitted earlier for any Degree or Diploma elsewhere.

Sincerely Yours,



(Jesmin Zaman)

Date: 26.12.10

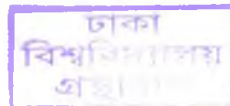
Countersigned by the Supervisor,



(Professor Dr. Razia Begum)

Date: 26.12.10

449696



26 December, 2010

To,
The Supervisor
Department of Marketing
Faculty of Business Studies
University of Dhaka

Subject: Solicitation for Acceptance of Thesis Paper

Dear Madam/Sir,

With due respect, I, Jesmin Zaman is submitting the Thesis on **Effectiveness of Television Advertisement in Promoting Fast Moving Consumer Goods in Bangladesh – A Case Study on Unilever Bangladesh Limited.**

This will be highly appreciated and acknowledged, if you kindly receive this report for evaluation.

I will be available for any clarification for presentation of thesis, whenever necessary. Thank you for your patience and anticipated support.

Sincerely Yours,



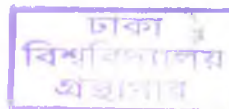
Jesmin Zaman

Registration Number: 146

Registration Year: 2007-2008

Ph. D Fellow

449696



ACKNOWLEDGEMENT

This work was carried out at the Department of Marketing, University of Dhaka between Year 2009 and year 2010.

This work had not been possible without the support from and colliaboration with a number of people and institutions to which I am forever grateful.

First of all I would like to express my gratitude towards my supervisor, Dr. Razia Begum whose encouragement, guidance and support from the initial to the concluding level enabled me to develop an understanding of the subject and prepare this thesis. She has inspired me and taught (or rather tried to teach) me the way of the evaluating the effectiveness of TV Advertisement. I would also like to acknowledge her great patience, particularly during the last part of my thesis work. I greatly appreciate the discussions we have had, the many advices and comments she has given me.

It is indeed very necessary to express my gratitude to Professor Dr. Haripada Bhattacharja, Professor Dr. Fazlul Haque Shah and other professors of Department of Marketing, University of Dhaka has widen my knowledge by their active suggestion and guidance.

I also would like to make a special reference to Mr. Sami Ashraf and Ms. Hosna Ara Loma who are Product Group Managers of Unilever Bangladesh Limited. I would also like to thank Mr. Sikdar Akhter Uz Zaman of Mindshare, Mr. Momenur Rashid Khan of Nielsen Bangladesh and Ms. Tasnuva Ahmed, SIRIUS Bangladesh. Without their cooperation I could not have gotten such relevant data.

It is mandatory for me to mention the cooperation of my friend Mr. Reajul Chowdhury, who helped me all out to plan and implement this research.

It is a pleasure to thank those who made this thesis possible such as my Mother who gave me the moral support and was the inspiration for me all through the period.

Lastly, I offer my regards and blessings to all of those who supported me in any respect during the completion of the project.

Executive Summary

Global advertising market in 2010 reached to almost \$448bn (£274bn) and expecting to have steady improvement over the next three years. The advertising market in Bangladesh is relatively small, but Tk 1,200 crore advertisement market is growing at a faster rate. Television contributes around 50% of total advertising spending in Bangladesh market. So, the dependency on TV is highly significant in Bangladesh.

We expect that TV makes people do things. In this research, we intended to check whether spending in TV is effective in Bangladesh in terms of reaching audience, message communicability, recall & recognition and increment in sales. We are taking Unilever Bangladesh Limited as a case for testing. Unilever Bangladesh Limited – largest FMCG Company in Bangladesh is spending around 50 million BDT/month only for TV advertising which is around 10% of total TV advertisement of Bangladesh market.

Television Reaches to the highest number of people:

Television reaches to the highest number of total adult in Bangladesh. Among total adult living in Bangladesh 33.5% cannot be reached through any mass media – TV, Radio, Newspaper, Cinema, Internet etc. TV reaches to total 58.8% Bangladeshi people, whereas Radio and cinema reach has been decreased. Among the only 66.5% people who are exposed to either of the mass media, the TV reach of 58.8% is truly significant in number.

As we have conducted the message communicability, recall & recognition and increment in sales test in perspective of Dhaka, so for better comparison we have checked the TV reach in Dhaka. In Dhaka, the situation is even more prominent. Television reaches to around 70% Dhaka people which is the highest.

Another important fact is 70 to 80% of TV owning adults are watching TV daily. And they are sitting down for hours. Around 20% of Dhaka population watches at least 21 hours of television a week. Not only the elders, even youths of 15–24 years are watching TV as the next man. Advertising on television can give a product or service instant validity and prominence. TV offers the greatest possibility for creative advertising. With a camera, it's possible to take audience anywhere and show them almost anything. TV audience is divided into much larger segments, which enables to reach a larger, yet, more diverse audience.

So, as a media of advertising TV is undoubtedly the highest reached media and definitely be effective in terms of cost per reach.

TV Commercial Message processing towards positive or negative persuasion:

Over the past twenty years the elaboration likelihood model of persuasion has emerged as one of the most influential theories of persuasion in the field of communication. In this research we have used the elaboration likelihood model to understand whether there is any change in attitude through the advertising of Lux and Sunsilk – our case study brands from Unilever portfolio. We have checked whether the ongoing Lux and Sunsilk TV advertisement is able to have enough exposure, motivate viewers to take action like purchase or reject the product, spread positive or negative word of mouth.

It has been found in the study that a remarkable portion of the sample has adequate level of motivation to process the message of Lux and Sunsilk TV Commercials. Motivation to process the messages was measured on the basis of their perceived importance of Lux and Sunsilk TV commercial for getting information about these. Respondents showed their positive motivation to further process the commercial information. Both Lux and Sunsilk commercial scored 5.4 out of 7.

To measure the ability to process the messages of the commercials, respondents were asked to indicate their level of agreement to the statement that the commercials were easily understandable. The agreement score of Lux and Sunsilk is 5.7 and 6.0 out of 7 which clearly depicts that TV commercial of Lux and Sunsilk are easy to understand to the respondents and the audiences have the ability to process to understand the Lux and Sunsilk TV Advertisement.

The research showed that Lux and Sunsilk TV commercials developed favorable thoughts among the respondents. The respondents perceived the messages of the commercials important, persuasive and relevant to form a favorable thought. The average mean score for all these three statements for Lux and Sunsilk is 4.46 and 4.53 out of 7 which proves that the respondents are having favorable thoughts about the Lux and Sunsilk TV advertisement.

Respondents also showed their positive purchase intention and likelihood to advocate both Lux and Sunsilk to others and negative attitude regarding negative word of mouth.

Throughout this study we have attempted to measure the effectiveness of the TV commercials of Lux beauty soap and Sunsilk shampoo using the Elaboration Likelihood Model by judging whether these two commercials are creating positive or negative persuasion.

Recall & Recognition Test:

To understand the recall and recognition of Lux and Sunsilk TV Commercials we measured the recall ability of the respondents about the TV commercials of the case study brands. Respondents were asked to name out the brands come to their minds while asking about which TV commercials they have noticed among the category. The recognition test included some questions to measure to what extent the respondents can

accurately recognize the contents of the commercials. The recall score of Lux and Sunsilk was 6.5 and 5.8 out of 7 respectively. To cross check whether they actually seen the advertisement respondents were asked to tell the contents of the commercials. The average recognition score for both Lux and Sunsilk TV Advertisement is 4.8.

While checking the Relevance, Originality and Impact (ROI) of the Lux and Sunsilk TV Advertisement, we have found that both the brand commercial is perceived relevant and impactful by the respondents. In terms of relevance both Lux and Sunsilk advertisement scored 5 out of 7 point whereas, in terms of impact the respective score of Lux and Sunsilk is 4.5 and 4.6. But the perceived originality and uniqueness of the message of both the brand TV commercial is found to be at insignificant level.

The recall - recognition and the ROI test shows that the respondents are well aware of these TV advertisements and finding these relevant and impactful.

Impact on Sales:

The most important measure to find out the effectiveness of TV advertisement is the influence on sales. To understand the influence of Lux and Sunsilk TV advertisement on sales, this research attempted to draw a co-relation between sales and TV expenditure considering all other factors constant. But both Lux and Sunsilk ad expenditure doesn't have any impact on sales and even there is no significant correlation exists between these two variables. Afterwards, the actual exposure (at least exposed 1 time to the ad) and Sales relation was checked. Interestingly it has been found that both the studied Unilever brands' TV ad viewership has impact on sales and there exists significant correlation between these two variables.

As a single most important factor TV advertisement is effective if proper exposure to the specific target audience can be ensured. Scientific TV media planning will ensure positive influence on sales. Instead of increasing TV expenditure it is very much desired to

ensure exposure of the TV advertisement specially in this age of massive media clutter and tendency to switch the TV channel during advertisement.

So, it can be concluded that the TV advertising is effective as it was ever. Current research has also proved that in Bangladesh context taking 2 leading brands of Unilever – Lux and Sunsilk into consideration.

TABLE OF CONTENTS

		Page
Executive Summary		VI
Chapter 1	INTRODUCTORY PART	1
	Background	2
Chapter 2	RESEARCH PROBLEM	4
	Problem Discussion	5
	Research Question	5
Chapter 3	OBJECTIVES	6
	Objectives	7
	Main Objective	7
	Specific Objectives	7
	Hypothesis	7
Chapter 4	LITERATURE REVIEW	9
	Literature Review	10
	TV advertisement is hugely important in stimulating brand demand	10
	Why TV is as brilliant as a media of advertisement	12
	Message Interpretation of the TV Advertisement	13
	Relevance, originality and impact of the advertisement message	17
	Co-relation with Sales	17
	Current Research	19
Chapter 5	RESEARCH DESIGN AND METHODOLOGY	20
	Research Methodology	21
	Scope of Research	21
	Research Design	22
	Sampling Design	23
	Target Population	23
	Sample Size	24
	Sampling Technique	24
Chapter 6	DATA COLLECTION & ANALYSIS	26
	Data Collection & Analysis	27
	Data Collection Method	27
	Data analysis	27
	Factor Analysis	28
	Multiple Regression Analysis	28
Chapter 7	COMPANY PROFILE & THEIR EXPECTATION	30
	Unilever Bangladesh Limited	31
	Company History	31
	Unilever in Bangladesh	31
	Brief History of Brand Launches by Year	33
	Unilever's Expectation from TV Advertising	33
Chapter 8	TELEVISION EXPOSURE AS A MEDIA OF ADVERTISEMENT	36
	Television Reaches to Highest Audience Among All Media	37
	TV is having the highest Media Reach	37
	TV Ownership is also very high	38

	Majority of Bangladeshi people watches TV	40
	Advantages of Television Advertising	42
	TV was perceived more positively than other media	42
	Perceived Strengths of Television	43
	What else is it about them that might make them more memorable apart from that	44
	Television - Some General Points	44
	Hypothesis Testing	45
	Findings and Recommendations	45
	Findings	45
	Recommendation	46
Chapter 9	TV ADVERTISEMENT MESSAGE PROCESSING	47
	TV Advertisement Message interpretation	48
	Case Study Brand # Lux	49
	Soap TV Commercials respondents noticed	49
	Motivation to process the message	49
	Ability to Process the Message	51
	Cognitive Process	51
	Attitudes	53
	Case Study Brand # Sunsilk	55
	Shampoo TV Commercials respondents noticed	55
	Motivation to process the message	55
	Ability to Process the Message	56
	Cognitive Process	56
	Attitudes	58
	Hypothesis Testing	59
	Findings and Recommendations	60
	Findings	60
	Recommendation	62
Chapter 10	RELEVANCE, ORIGINALITY AND IMPACT OF THE TV ADVERTISEMENT	63
	Recall & Recognition	64
	Case Study Brand # Lux	64
	Important determinants in making purchase decisions	64
	Judgmental inference	65
	Recall and Recognition Test	66
	Measuring the effectiveness of the advertisement's contents	67
	Relevance	67
	Originality	69
	Impact	70
	Case Study Brand # Sunsilk	73
	Important determinants in making purchase decisions	73
	Judgmental inference	74
	Recall and Recognition Test	74
	Measuring the effectiveness of the advertisement's contents	75
	Relevance	75
	Originality	77
	Impact	78
	Hypothesis Testing	80

	Findings and Recommendations	80
	Findings	80
	Recommendation	81
Chapter 11	IMPACT ON SALES	82
	Impact on Sales	83
	Case Study Brand # Lux	83
	Co-relation between Sales vs. TV Advertisement expenditure	83
	Judgmental Inference	85
	Co-relation between Sales vs. TV Advertisement exposure	86
	Case Study Brand # Sunsilk	89
	Co-relation between Sales vs. TV Advertisement expenditure	89
	Judgmental Inference	91
	Co-relation between Sales vs. TV Advertisement exposure	91
	Hypothesis Testing	93
	Findings and Recommendations	93
	Findings	93
	Recommendation	94
Chapter 12	CONCLUSION	95
	Conclusion	96
	TV Advertising is Effective	96
	The Future of Television Advertising	98
	Cross Media	98
	New TV Ad Forms	98
	Earned Media	98
	Trends which has already started globally	99
	Technological Innovation	101
	Product Integration	102
	Product Placement	102
	Program Sponsorship	104
	Advertising Clutter	104
	Findings and Recommendations	106
	Findings	106
	Recommendation	107
	Further Scope of Research	108
	APPENDICES	109

	TABLE OF TABLES	Page
Table 1	Unilever Brand Launches by Year	33
Table 2	Perceived Strengths of Television	43
Table 3	Recall of TV Commercials (Soap)	49
Table 4	Importance of TV Commercials to Respondents to Get information	50
Table 5	Whether Lux Advertisements Were Easily Understandable	51
Table 6	Perceived Importance of the Lux TV Advertisement Message	51
Table 7	The Arguments in the Lux TV Advertisement were convincing	52
Table 8	Perceived Relevance of the Lux TV Advertisement	52
Table 9	Purchase Intention of Lux	53
Table 10	Likelihood to Advocate the Lux Brand to Others	53
Table 11	Likelihood to Spread Negative Word of Mouth about Lux to Others	53
Table 12	Recall of TV Commercials exposure (Shampoo)	55
Table 13	Importance of TV Commercials to Respondents to Get information	56
Table 14	Whether Sunsilk Advertisements Were Easily Understandable	56
Table 15	Perceived Importance of the Sunsilk TV Advertisement Message	57
Table 16	The Arguments in the Sunsilk TV Advertisement were convincing	57
Table 17	Perceived Relevance of the Sunsilk TV Advertisement	57
Table 18	Purchase Intention of Sunsilk	58
Table 19	Likelihood to Advocate the Sunsilk Brand to Others	58
Table 20	Likelihood to Spread Negative Word of Mouth about Sunsilk to Others	58
Table 21	Important determinants in making purchase decision for Lux	64
Table 22	Factor Loadings to validate the items with relevant dimension of Lux TV Advertisement	68
Table 23	Perceived relevance of the TV commercial for Lux	68
Table 24	Factor Loadings to validate the items with originality dimension	69
Table 25	Perceived Originality of the TV commercial for Lux	70
Table 26	Factor Loadings to validate the items with impact dimension	70
Table 27	Perceived Impact of the TV Commercial for Lux	71
Table 28	ROI of Lux TV Advertisement	71
Table 29	Important determinants in making purchase decision for Sunsilk	73
Table 30	Factor Loadings to validate the items with relevant dimension of Sunsilk TV Advertisement	76
Table 31	Perceived relevance of the TV commercial for Sunsilk	77
Table 32	Factor Loadings to validate the items with originality dimension	78
Table 33	Perceived originality of the TV commercial for Sunsilk	78
Table 34	Factor Loadings to validate the items with impact dimension	79
Table 35	Perceived impact of the TV commercial for Sunsilk	79
Table 36	ROI of Sunsilk TV Advertisement	79

Table 37	TV expenditure and the Dhaka sales volume for Lux	83
Table 38	Regression Model: TV expenditure and Dhaka sales volume for Lux	85
Table 39	Coefficient Model: TV expenditure and Dhaka sales volume for Lux	85
Table 40	Dhaka Sales volume and TV advertisement exposure of Lux	86
Table 41	Regression Model: TV ad exposure and Dhaka sales volume for Lux	87
Table 42	Coefficient Model: TV exposure and Dhaka sales volume for Lux	88
Table 43	TV expenditure and the Dhaka sales volume for Sunsilk	89
Table 44	Regression Model: TV expenditure and Dhaka sales volume for Sunsilk	90
Table 45	Coefficient Model: TV expenditure and Dhaka sales volume for Sunsilk	91
Table 46	Dhaka Sales volume and TV advertisement exposure of Sunsilk	91
Table 47	Regression Model: TV ad exposure and Dhaka sales volume for Sunsilk	93
Table 48	Coefficient Model: TV exposure and Dhaka sales volume for Sunsilk	93

	TABLE OF FIGURES	Page
Figure 1	Globally, TV advertisement is most important factor to generate demand	11
Figure 2	Ads with an emotional based strategy are more likely to generate a sales effect if they have a high AI	18
Figure 3	Share of communication awareness relates to probability of share growth or decline	19
Figure 4	Reach of different media across the country	37
Figure 5	Reach of different media in Dhaka	38
Figure 6	TV ownership across the country	39
Figure 7	TV ownership in Dhaka	39
Figure 8	TV viewership among men, women, housewives and children	40
Figure 9	TV viewership among different age groups	41
Figure 10	TV viewership intensity among different age groups	41
Figure 11	Elaboration Likelihood Model	48
Figure 12	Lux and Sunsilk TV Advertisement interpretation on the basis of Elaboration Likelihood Model	61
Figure 13	Important determinants in making purchase decision for Lux	65
Figure 14	Average recall and recognition scores of the TV Advertisement of Lux	66
Figure 15	ROI of Lux TV Advertisement.	72
Figure 16	Important determinants in making purchase decision for Sunsilk	74
Figure 17	Average recall and recognition scores of the TV Advertisement of Sunsilk	75
Figure 18	ROI of Sunsilk TV Advertisement.	80

	Appendices	Page
Appendix A	References	110
Appendix B	IMPORTANT TABLES	112
	Nationwide Media Reach (population percentage)	112
	Media Reach in Dhaka (population percentage)	112
	TV ownership in Bangladesh (percentage of total household)	112
	TV ownership in Dhaka (percentage of total household)	112
	TV viewership (percentage)	112
	Motivation to process the TV Advertisement message	113
	Ability to process the TV Advertisement message	113
	Cognitive Process	113
	Attitude Change	114
	Volume Share of Lux	114
	Sales, TV Expenditure and Exposure of Lux	115
	Volume Share of Sunsilk	116
	Sales, TV Expenditure and Exposure of Sunsilk	116
Appendix C	QUESTIONNAIRE	118
Appendix D	CHECKLIST	125

Chapter One

INTRODUCTORY PART

1 Background

Communication plays the most significant role to define the success of a marketer. Kotler (2004) proposed that marketing communication mix comprises weapons like advertising, sales promotion, public relation etc. to enable the marketers to make the target audience informed, reminded or persuaded about the offer.

Every day we are exposed to different media that are trying to sell products. Advertising is a tool for companies from 17th century when Gillian Dyers (1982) found trace from the production of newsheets that worked as information source for the financial market (Giles 2003) who also argues that psychology and advertising have a strong connection between them since beginning. The key to success for an advertiser depends on effectively communicating the desired message, reaching the highest number of target audience.

According to Jobber (2001) advertising is any paid form of non-personal communication of ideas or products in the prime media, i.e. television, the press, posters, cinema and radio. Wells, Burnett and Moriarty (2003) say "effective ads work on two levels" - Satisfy customer's objectives & achieving advertiser's objectives.

According to Kotler and Armstrong (2001) annual advertisement spending was \$414billion. Advertising spending has increased dramatically in recent years except a sudden de-growth in the year 2009. ZenithOptimedia predicts global ad market will increase 0.9% in 2010 to almost \$448bn (£274bn) and expects ad expenditure to show steady improvement over the next three years, with growth of nearly 5% by 2012. The forecast shows that the increase in ad spending in developing markets will drive this growth.

Though the global Advertising spend in 2009 was down by 1.6 percent compared to 2008, according to Nielsen's Global AdView Pulse, unlike global trend an exceptional 6.6 percent increased ad spending found in Asia Pacific market. Highest 10.4% growth in TV spending came from Asia-Pacific region

and globally FMCG spent overall more in 2009 than they did in 2008 contributing 10.6 percent to the growth.

ZenithOptimedia also assumes that the ad spending in Asia pacific will jump by 5.9% in 2010. Forecasts also depicts that the TV expenditure will grow by 4.3% besides a massive growth in online spending, whereas press & radio expenditure will go down remarkably.

The advertising market in Bangladesh is relatively small compared to those of other Asian countries, but it is catching up fast. Tk 1,200 crore advertisement market (*Source: Bangladesh Today*) of Bangladesh is growing at a faster rate. Television contributes around 50% of total advertising spending which is around 600 crore taka per year.

Wells, Burnett and Moriarty (2003) stated that one of the opportunities to reach target market is advertising through broadcast media – either through radio, television or internet. Among these 3 media in Bangladesh, reach of Radio (15.91%) & internet (less than 1%) is low according to NMS 2008. So, the dependency on TV is highly significant in Bangladesh. TV transmits sound and images and gives the advertisement message a deeper feeling mainly because of the movement, sound and picture (*ibid*).

But the most challenging question is to measure the effectiveness of media strategy and its efficiency. According to Global Marketing Leadership Online Survey, September 2009, 86% out of 79 market leaders opined that measuring the effectiveness of media strategy and its efficiency was the most challenging media planning issue in 2009. (*Source: The Future of Media Measurement by David M. Cooperstein, 2010*)

Nielsen Bangladesh reports that in terms of media effectiveness index TV score 90.6 whereas, newspaper/magazine, billboard and radio respectively scores 10, 6.5 and 1 only.

Unilever Bangladesh Limited – largest FMCG Company in Bangladesh is spending around 50 million BDT/month only for TV advertising. Targeting TV has seen as a successful strategy as viewers spend around 15-20 hours per week in front of TV (NMS 2008).

Chapter Two

RESEARCH PROBLEM

2 Problem Discussion

According to Dotson and Hyatt (2005) the level of media exposure within households has changed dramatically in the past years and ultimately as media usage is increasing. Millward Brown claims that it is vital that advertising is effective, and able to justify the investment required. Millward Brown compared the styles, content, messages and devices associated with the most and least successful ads for each of 31 separate countries.

Except some interesting differences, they found that there is considerable consistency in what tends to work well around the world. Two factors identified with successful advertising are persuasion and impact. On the other hand, 123Brackets asked twenty people what LCD TV they considered to be the best on the market, and 80% answered the Sony Bravia LCD TV. The reason provided for recommending this particular LCD TV was positive brand awareness created by the airing of TV advertisement.

We all know or at least expect that TV makes people do things. In Bangladesh, we intend to check whether spending in TV is effective in terms of message communicability, reaching audience and on sales. We are taking Unilever Bangladesh Limited as a case.

2.1 Research Question

Based on the problem discussion above, the purpose of this study is to provide a better understanding of Television Advertising effectiveness. In order to reach this purpose, the following research questions are stated:

RQ1: How effective TV as a media for advertising?

RQ2: How the TV audience interprets the message of TV advertising?

RQ3: Is TV advertisement relevant, original and impactful to the people?

RQ4: Does the television advertising have any sort of co-relation on sales figure?

Chapter Three

OBJECTIVES

3 Objectives

3.1 Main Objective

The main objective of this study is to evaluate the effectiveness of TV advertisement of Fast Moving Consumer Goods (FMCG) sector (Unilever Bangladesh Limited has been taken as case of this study)

3.2 Specific Objectives

The specific objectives of this research are to find out –

- a. How effective TV as a media for advertising?
- b. How the TV audience interprets the message of TV advertising?
- c. Is TV advertisement relevant, original and impactful?
- d. Does the television advertising have any co-relation with sales figure?

3.3 Hypothesis

For the current study the expected hypotheses are –

H1: Television as media of advertising is reaching highest number of audience among all media for advertisement.

H2: A remarkable portion of the sample has adequate level of motivation to process the message of Lux & Sunsilk TV commercials.

H3: The audiences have ability to process the message of Lux & Sunsilk TV Commercials.

H4: The TV commercials of Lux & Sunsilk have formed favorable cognitive thoughts among the audience.

H5: The TV commercials of Lux & Sunsilk have led to favorable attitude change among the audience.

H6: The TV commercials of Lux & Sunsilk are perceived to be relevant, original and impactful to the audience.

H7: The TV commercials of Lux & Sunsilk have positive co-relation with respective Sales.

Chapter Four

LITERATURE REVIEW

4 Literature Review

John Wanamaker's famous quote, "I know that half of my advertising money is wasted... I just don't know which half," practically looks for a method to identify effective advertising way.

In 'Principles of Measuring Advertising Effectiveness', David Olson suggests that following are the primary ways of advertising effectiveness measures:

- **Recall & Recognition.** Some tests will provide a "recall score" for the commercial. This measures how many viewers were able to spontaneously recall the ad when questioned.
- **Attitudes toward the Ad.** These questions measure how people felt about the ad they saw. Some of these measures include: likeability, stimulation or entertainment, relevance, newsworthiness, uniqueness, believability.
- **Persuasion.** The real purpose of an ad is not to be remembered, but to motivate purchase.

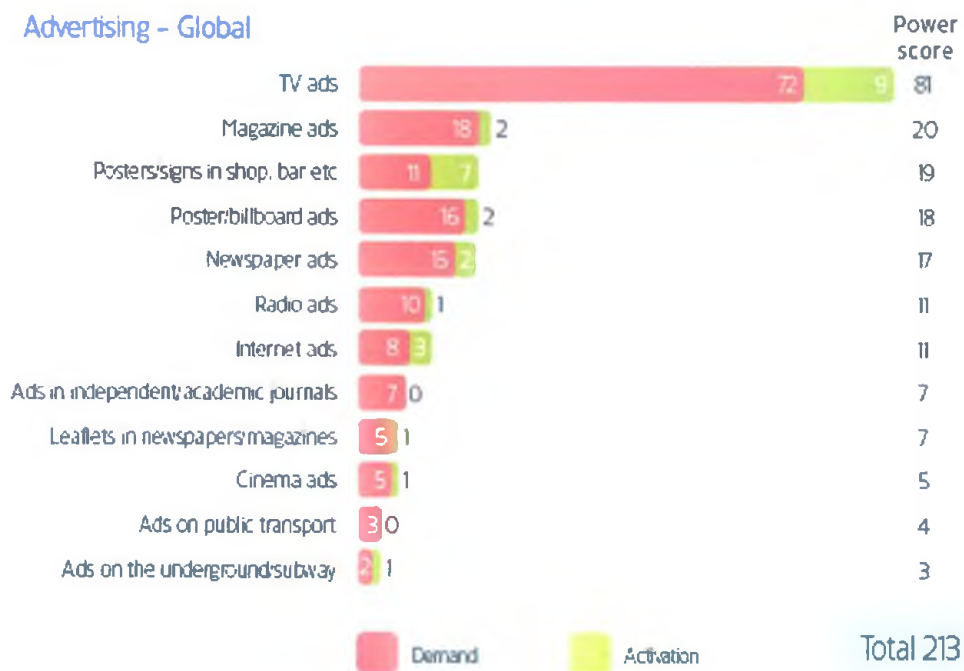
4.1 TV advertisement is hugely important in stimulating brand demand

Rubinson, the Advertising Research Foundation's (ARF) chief research officer, provided proof in Journal of Advertising Research, June 2010 that "Over the past 15 years, TV has not declined in its effectiveness at generating sales lift and appears to be more effective than either online or print at generating brand awareness and recognition."

From many literature reviews it is pretty clear that advertising remains hugely important for stimulating brand demand, and TV remains a key component of this. Across the world, when it comes to advertising, TV still is the dominant power. While this reflects the proportion of the marketing budgets which continues to be spent on this medium, it is a useful reminder that TV still plays a major role for most brands.

In 'What are the main influences on purchase decisions?' of Millward Brown it has been proved that for the overwhelming majority of brands, both pre-existing demand and in-store activity are important for generating sales; However, the balance between the two, varied considerably by country, category and brand. But in all cases the pre-existing demand is mostly generated from TV advertisement.

Figure 1: Globally, TV advertisement is most important factor to generate demand



Source: 'What are the main influences on purchase decisions?' of Millward Brown

In the UK, the milk brand Cravendale, as part of a relaunch strategy, changed its in store activity, including POS tastings, to be more consistent with its other marketing activity. On its own, the in store activity had minimal effect, but when the in store activity was tied in with the TV activity, the effect was greater than the two added together.

4.2 Why TV is as brilliant as a media of advertisement?

TV is brilliant at entertaining people and building emotional associations between a brand and its consumers. Increasing amounts of research suggest that doing this is not a vanity project. Millward Brown argues that 'feelings' (affective and emotional information) are critically important to people when they think about and choose between brands. Indeed, people who, through illness or accident, have lost the mental facility of 'feelings' are unable to make even quite simple choices. The importance of the seemingly 'irrational' in all aspects of mental processes gets ever greater.

The 2006 IPA paper for Felix is a brilliant illustration of this. When the agency suggested to consumers in research that they might change or get rid of the little black-and-white animated cat that had helped build the brand's fortunes for almost 20 years, the women got upset. They felt an emotional bond to the cat and would miss him. This may not seem entirely sane or rational as a response, but it is very real. It's an emotional reality that turns into hard currency at the supermarket.

Similar experience found at Hooper Galton. Nando's, a chain of Portuguese Peri-Peri Chicken Restaurants, developed a spoof cricket sponsorship TV campaign to accompany coverage of the 2005 Ashes series. The hapless team of Portuguese cricketers that endeared themselves to fans and the England team that Nando's was invited to be the official supplier of food at the end-of-year official dinner. As Claire Beale wrote, 'television is still the most powerful hearts-and-minds advertising medium. When was the last time a website made your spine tingle?

Over the past decade or so there has been a lot of talk about the diminishing efficacy of TV advertising. According to Nielsen the average person still consumes over four hours of TV program everyday and ad skipping still seems to be negligible.

In 2009 Sequent Partners, Ball State University's Center for Media Design, the Council for Research Excellence, and Nielsen reported findings of a ground breaking research project. The study reported "TV users were exposed to, on average, roughly an hour a day (61.1 minutes) of live

TV ads and promos.” This figure may be a bit inflated, but still stunning if we consider the average participant’s total exposure to computer and mobile screens was only 2 hours and 43 minutes a day. As a comparison, the average daily exposure to television clocked in at 6 hours and 3 minutes. For some reason participants in this study consumed two more hours of television everyday than the Nielsen panel – as reported in the Nielsen Three Screens Report.

4.3 Message Interpretation of the TV Advertisement

A recent study on Advertising Stimulation on Emotional Response by Millward Brown claims that the generation of emotion through advertising is crucial for successful marketing. Many brands benefit from an association with positive emotions. However, the fact that the most successful brands tend to have a balanced set of associations and rational strengths should not be ignored.

Millward brown showed that emotion stimulating advertisement help shaping perception. Emotion is important in marketing, as was highlighted when Dove adopted the Campaign for Real Beauty theme in 2004. The Campaign for Real Beauty aimed to build the brand at an emotional level by conveying a more democratic, celebratory and iconic vision of beauty.

In doing so, Dove struck a strong chord with women who were tired of trying to live up to the idealized and unachievable standards shown by other brands. Almost overnight, Dove changed from being subdued and passive into a highly-distinctive, opinionated and admired brand – with a resulting huge uplift in sales across its entire range.

Over the past twenty years the elaboration likelihood model of persuasion has emerged as one of the most influential theories of persuasion in the field of communication, psychology and by extension, advertising. The essence of the elaboration likelihood model (ELM) of Persuasion, born into the scholarly literature about two decades ago in an article entitled “Issue involvement can increase or decrease persuasion by enhancing message relevant cognitive responses” (Petty & Cacioppo, 1979), has survived the tribulations of theoretical childhood and adolescence and now enters a new

phase of development. The integrated but simple outline of ELM has enhanced its applications to domains other than social psychology, including advertising.

With regard to this, Petty and Cacioppo (1983) provide an example for application of the ELM to advertising as follows:

Consider an advertisement for cigarettes that depicts a man and a woman on horseback riding through majestic mountain terrain. At the bottom of the ad is the headline, "20 reasons why Calboros are best", along with a list of twenty statements. Will attitude changes induced because of this ad occur via the central or the peripheral route? Their framework suggests that in evaluating or designing an ad for a particular product, it is extremely important to know what information dimensions are important to know what information dimensions are important for people who desire to evaluate the true merits or implications of the products (in this case, cigarette).

On the one hand, to smokers over fifty, the most important information may relate to the health aspects of the brand (for example, tar content). For this group, an effective ad would likely have to present considerable information about the medical consequences of the brand if it were to be effective in inducing influence via the central route. On the other hand, for teenage smokers, who may be more concerned with impressing their peers than their health, the major reason why they smoke may relate to the image of the particular brand (for example, "tough man", "independent woman"; Chassin et al. 1981). For this group, the presentation of the rugged outdoor images might provide important products relevant information that would elicit numerous favorable thoughts and enduring attitude changes with behavioral consequences. It is interesting to note that for non smokers over fifty (an uninvolved group), the majestic scenery might serve as a peripheral cue inducing momentary liking for the brand and that for teenage non-smokers, the twenty statements might lead to momentary positive evaluations for the brand because of the simple belief that there are many arguments in favor of it (Petty & Cacioppo. 1983; 21-22).

However, this notion might not be helpful to planning advertising strategies in some cases at all because we don't know a priori which will be considered as the arguments or the peripheral cues by the individuals. Marketers and advertising practitioners control the objective cues to elicit desired effects and communication effectiveness would be greatly improved if the model could predict which cues would be processed in which way under particular sets of circumstances by whom.

Affect has for long been recognized as an important component of attitudes, along with cognition and conation (Eagly & Chaiken, 1993; Rosenberg & Hovland, 1960). However, research on attitude change has traditionally focused on cognitive processes and the role of affect has only recently started attracting research attention (Cohen & Areni, 1991).

Apart from its impact on attitude change affect also influences people's memory, judgments, categorization of old and new stimuli, decisions and choices (Cohen & Areni, 1991). Research in consumer behavior and advertising has examined the influence of affective processes in the formation of attitudes towards advertisements and brands, and consequently in the formation of preferences and purchase decisions (see Ambler & Burne, 1999; Batra & Ray, 1986; Edell & Burke, 1987; Puto & Wells, 1984; Ray & Batra, 1983).

A predominant approach in the study of attitude change in social psychology and advertising has been provided by the Elaboration Likelihood Model of attitude change (ELM; Petty & Cacioppo, 1986a; Petty & Wegener, 1998). The ELM is a theory about the processes through which attitudes can change and about the strength of these attitudes (Petty & Wegener, 1998). According to this model, there are two ways, through which attitudes can change: the central route to persuasion and the peripheral one.

The central route to persuasion is followed when people are able and/or willing to process the information contained in the persuasive

communication. In this case, the quality of the arguments contained in the persuasive message is very important, since people carefully scrutinize the information presented (Petty, Unnava, & Strathman, 1991). Additionally, attitudes changed through the central route to persuasion are strong, stable, predictive of behavior and resistant to change (Krosnich & Petty, 1995). The peripheral route to persuasion is followed when attitudes change without much processing of the content of the persuasive message. In this case attitudes may change by forming simple associations between the attitude object and certain peripheral cues of the message (e.g. source expertise, source attractiveness, number of arguments contained in the message (Petty & Cacioppo, 1986a; Petty et al., 1991). Attitudes formed through the peripheral route to persuasion are generally weak (Krosnich & Petty, 1995).

The ELM holds that a number of variables can affect elaboration and influence the route to persuasion (Petty et al., 1991). For instance, source expertise can serve as a central or as a peripheral cue, or it can just influence the amount of message scrutiny (Petty & Wegener, 1998). In general, different variables can (a) serve as persuasive arguments, (b) serve as peripheral cues or (c) influence the extent of information processing (Petty & Cacioppo, 1986a; Petty et al., 1991). Similarly, affect can serve as an argument or as a peripheral cue in persuasion (Petty, Cacioppo & Kasmer, 1988). The role of affect in attitude change is central when it is related to the central merits and, hence, the evaluation of the attitude objects (Petty et al., 1988). On the other hand, the role of affect on attitude change is peripheral when it serves as a simple peripheral cue.

Mood also plays an important role in attitude change. According to Wegener and Petty (1996), a person's mood during ad exposure can influence the degree of elaboration of the persuasive message. Specifically, findings indicate that positive mood creates less elaboration and results in heuristic processing of the message (Batra & Stayman, 1990).

Despite the strong interest in the role of affect in advertising, no research has examined the role of affect in different elaboration conditions. In particular, the effectiveness of affect as an argument and as a peripheral cue on attitude change through advertising is unclear.

For the purpose of our study we have used the elaboration likelihood model to understand whether there is any change in attitude through the advertising of Lux and Sunsilk – two high revenue generating products of Unilever portfolio. We have checked whether the ongoing Lux and Sunsilk TV advertisement is able to have enough exposure, motivate viewers to take action like purchase or reject the product, spread positive or negative word of mouth.

4.4 Relevance, originality and impact of the advertisement message

William D. Wells in his “Measuring Advertising Effectiveness” expressed that generally more relevant, original and high impact a commercial is the more likely it would be noticed. On the other hand the less relevant, original and impactful commercial will face greater barrier to watch or notice it.

A relevant advertisement helps to deliver the right message to the right person at the right time. Unless it doesn't communicate message it is not effective.

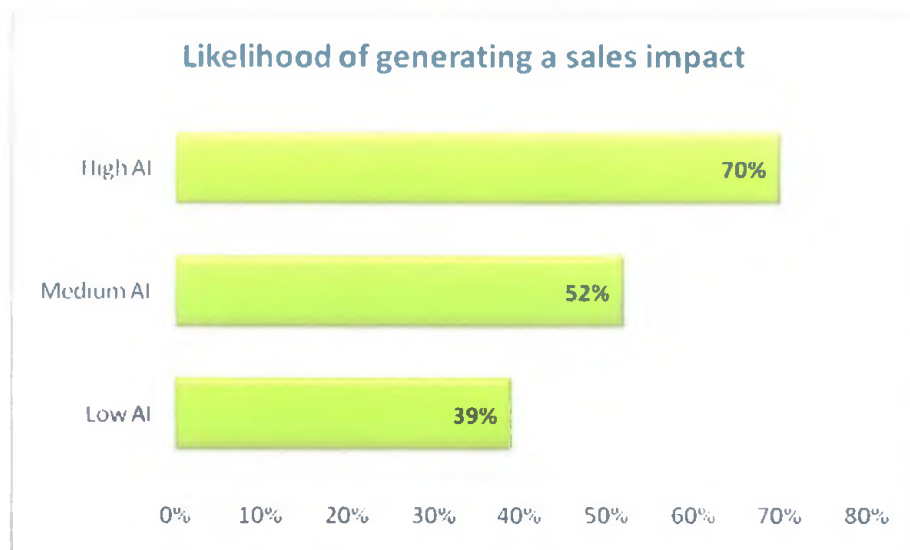
A novel, fresh, unexpected, unusual and never seen before communication will have an originality impact. An impactful advertisement must be emotionally enduring.

4.5 Co-relation with Sales

The Advertising Research Foundation (ARF) conducted a comprehensive evaluation study to assess measures of ad effectiveness by validating them against BehaviorScan split-cable test market results. Their surprising conclusion was that the single best predictor of post-advertising purchase of a brand among the measures listed above was "Likeability". If many respondents said they "liked" the ad, it had a higher probability of generating purchases.

Millward Brown also proved that stronger sales effects generates from emotionally-charged advertising when it is more memorable in its “Should My Advertising Stimulate an Emotional Response?” Taking 232 ads classified as having an emotional strategy, the ads with a high Average memorability (AI) are almost twice as likely to see a sales effect, compared to the ads with a low AI.

Figure 2: Ads with an emotional based strategy are more likely to generate a sales effect if they have a high AI



Source: Should My Advertising Stimulate an Emotional Response? By, Millward Brown

Most advertising doesn't pay for itself in the short term. So, at a time when marketers are under ever increasing pressure to justify expenditure, it's important to understand the potential of advertising to deliver long term sales growth. Typically, the long term return per GRP is between two and three times greater than the short term effect on sales.

And even better long term results can be achieved, usually through a combination of weight of spend coupled with highly impactful and memorable advertising. Another study of Millward Brown showed that increasing share of communications awareness and having a share of communications awareness higher than your market share are both related to increased market share.

Figure 3: Share of communication awareness relates to probability of share growth or decline



Source: How can advertising be used to deliver long term growth? By, Millward Brown, January 2007

4.6 Current Research

The goal of the current research is to examine the role of TV advertising in terms of reaching the number of audience, changing attitude of advertising viewers to take the purchase decision and co relation with sales. The ELM of attitude change (Petty et al. 1988; Petty & Wegener, 1998) provides the theoretical framework of the present investigation on changing attitude of advertising viewers to take the purchase decision. Secondary data analysis will be carried out to check the reach and sales co-relation.

Chapter Five

RESEARCH DESIGN

&

METHODOLOGY

5 Research Methodology

5.1 Scope of Research

The scope of the research will be limited to the **Television Advertisement of Unilever Bangladesh Limited** and geographically will cover the respondents of **Dhaka city** where **Unilever** Product's (Lux and Sunsilk) has a strong hold and relatively more demanded by purchaser/consumers.

Justification:

Television advertisement

- Television advertisement is the most preferred ATL communication by FMCG companies
- FMCG products are mass and television has the highest reach among mass people

Dhaka City

- FMCG market of Bangladesh is driven by Dhaka. Around 50% (source: Nielsen Bangladesh Ltd. Feb '10) of FMCG market is still dominated by Dhaka

Unilever Bangladesh Limited

- Largest FMCG company in Bangladesh with 48% (source: Nielsen Bangladesh Ltd. Feb '10) value share.
- Lux and Sunsilk are 2 major value generating brands of Unilever.

5.2 **Research Design**

Descriptive Research – Conclusive Research Design will be used for this study.

Justification:

- Will help estimating the percentage of units in the specified population exhibiting certain behaviour – e.g. purchase decision driven by watching TV ad in this study.
- Will help determining the degree to which marketing variables (here TV advertisement) are associated with FMCG purchase.
- To make specific prediction – e.g. future of TV advertisement.
- Although Causal Research design could be another way to check effectiveness but the operational circumstance won't allow controlling other mediating variables. Experiments are also very expensive and complex way to execute.

Both primary and secondary data has been used in this study.

- **Secondary Data**

- Television Expenditure of soap and shampoo category from 2007-2009 (SOURCE: SIRIUS Bangladesh)
- Television Exposure of soap and shampoo category from 2007-2009 (SOURCE: SIRIUS Bangladesh)
- Sales trend of soap and shampoo category from 2007-2009 (SOURCE: Nielsen Bangladesh)
- National Media Survey 2002, 2005 and 2008 (SOURCE: SIRIUS Bangladesh)

- **Primary Data**

- To collect the primary data, a survey has been conducted on the end users. A structured questionnaire has been administered to collect the primary data.
- The survey has been conducted to collect primary data on following issues
 - Consumer's motivation and ability to process the TV advertisement to take purchase decision and change in attitude.
 - Recall and recognition of consumers about the advertisement.

Checklist and Questionnaire were developed considering the objectives of the study, resources and constraints. The planned background study helped reviewing the questionnaire to accommodate all objectives.

Checklist for company management was open-ended.

Questionnaire was basically based on close ended questions. Along with this, some open-ended questions were also there in the questionnaire to get the in-depth insights of consumers. Questions were very easy to understand and no confusing elements were there. Pre-testing of questionnaire has also been conducted.

5.3 Sampling Design

5.3.1 Target Population

- **Elements:** Male or Female head of the household who take the purchase decision of toiletries items.
- **Sampling Units:** Household
- **Extent:** Dhaka city
- **Time:** Year 2009 – 2010

5.3.2 Sample Size

- $n = PN(Z/e)^2$

Where,

n = minimum number of statistically significant sample size

P = proportion of the universe which is unknown, the rule of thumb is to take $P = 50\% = 0.5$

$N = 1 - P = 1 - 0.5 = 0.5$

Z = Confidence Level (the level value of 95% confidence interval is 1.46)

e = tolerable error (if $\pm .05\%$ is allowed the value of $e = 0.05$)

So,

$$n = 0.5 \times 0.5 (1.46 / 0.05)^2 = 213$$

- **213 respondents.**

Other Justification:

- The importance of this decision is high
- Sample size used in similar studies is minimum 200 (Source: Naresh K. Malhotra; Marketing Research – An Applied Orientation; 4th edition; Page-318; Table 11.2)

5.3.3 Sampling Technique

Cluster sampling method has been followed to collect the data. The Dhaka metropolitan city has been divided into 4 geographical clusters

- **North East Cluster:** comprises of Tejgaon, Mohakhali, banani, Gulshan, Badda, Uttora, etc.
- **North West Cluster:** comprises of Mirpur, Pollobi, Dhanmondi, Rayer Bazar, Lalmatia, Kalabag etc.
- **South East Cluster:** comprises of Sidhdheshori, Segunbagicha, Moghbazar, Khilgaon, Rampura etc.
- **South West Cluster:** comprises of Wari, Tikatuli, Bokshibazar, Azimpur, lalbag etc.

From each cluster, we have taken proportionate sample.

Convenience sampling from each geographical cluster has been used for selecting samples for surveying with pre-structured questionnaire.

Justification:

- A convenience sample is a sample of study subjects taken from a group which is conveniently accessible to a researcher.
- Applicable even if the sampling frame is not specific
- Applicable when the research is conclusive
- Population is heterogeneous
- Easy to execute

The respondents from company and media agency will be selected based on judgment sampling.

Chapter Six

DATA COLLECTION

&

ANALYSIS

6 Data Collection & Analysis

6.1 Data Collection Method

The planned data collection method in the research is shared below:

Information required	Source of information	Data collection method	Nature of Study
□ Knowledge about UBL market and company expectation from TV advertisement	Unilever Bangladesh Limited & their Media Agency	Qualitative research & secondary data	Exploratory Research
□ How effective TV as a media of advertisement	SIRIUS Bangladesh Limited	Qualitative research & secondary data	Exploratory Research
□ How TV audience interprets the message of TV advertising	Consumers of Unilever brands	Face to Face interview method will be most appropriate.	Survey / Quantitative Research
□ Is TV advertisement perceived as relevant, original and impactful to the audience	Consumers of Unilever brands	Face to Face interview method will be most appropriate.	Survey / Quantitative Research
□ Does TV advertisement have any co-relation with sales trend	Unilever Bangladesh Limited & their Media Agency	Qualitative research & secondary data	Conclusive Research

6.2 Data analysis

Reliability test has been conducted to check the reliability of the data through factor analysis and regression.

Multivariate analysis will be conducted on the primary data collected from the respondents. The following multivariate analysis will be conducted:

6.2.1 Factor Analysis:

This study was applied to reduce data on a large number of variables into a relatively small set of factors and to identify key constructs underlying the original set of measured variables. Factor model is given below:

$$X_i = A_{i1} F_1 + A_{i2} F_2 + \dots + A_{im} F_m + V_i U_i$$
$$F_j = W_{j1} X_1 + W_{j2} X_2 + \dots + W_{jk} X_k$$

Where,

- X_i = i th standardized variable
- A_{ij} = standardized multiple regression coefficient of variable i on common factor j
- F = common factor
- V_i = standardized regression coefficient of variable i on unique factor i
- U_i = the unique factor for variable i
- m = number of common factor
- F_j = estimate the j th factor that influences on brand image
- W_j = weight or factor score coefficient
- K = number of variables

6.2.2 Multiple Regression Analysis:

The purpose of this analysis was to measure the relative influence of each independent variable on the dependent variable. The regression model used is as follows:

Multiple Regression Analysis: Based on Secondary Data

$$Y = b_0 + b_1 P_a + b_2 E_m + b_3 T_a + e_i$$

Where,

Y = Sales

P_a = Print Ad

E_m = Event Marketing

T_a = TV Ad

E_i = Error

Multiple Regression Analysis: Based on Primary Data

$$Y = b_0 + b_1M_i + b_2C_r + b_3C_i + b_4T_a + b_5R_a + b_6F_a + b_7E_a$$

Where,

Y = Ad. Effectiveness

M_i = Message importance

C_r = Commercial relevance

C_i = Commercial influence

T_a = Typical ad

R_a = Response to ad

F_a = Feelings from ad.

E_a = Emotion from ad

Chapter Seven

COMPANY PROFILE

&

EXPECTATION FROM TV
ADVERTISEMENT

7 Unilever Bangladesh Limited



7.1 Company History

In the 1890s, William Hesketh Lever, founder of Lever Bros, wrote down his ideas for Sunlight Soap – his revolutionary new product that helped popularize cleanliness and hygiene in Victorian England. It was 'to make cleanliness commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, that life may be more enjoyable and rewarding for the people who use our products'.

7.2 Unilever in Bangladesh

The year 1964 marked a new beginning for Kalurghat in Chittagong. It was in this year that Lever Brothers Pakistan Ltd a subsidiary of Unilever, the Anglo Dutch Consumer goods Company, decided to

establish a manufacturing unit in Kalurghat. On 25th February 1964 the eastern plant of Lever Brothers Pakistan Ltd. was inaugurated at Kalurghat, Chittagong with a soap production capacity of approximately 485 metric tons. It was a private limited company with 55% share held by Unilever and the rest by the Government of Pakistan. Lever Brothers started its quest to contribute to enhance the quality of human life, not confining its mission to produce quality branded products, but also providing opportunities of employment, developing ancillary industries, protecting the environment, and propagating community development through social contributions.

In 1964, Lever Brothers started producing mechanized soaps, thus ushering industrialization in the area. Productions started off with Sunlight soap and Lifebuoy soap. Back in those days the average weekly capacity was 50 to 60 tons. After meeting the local demands, surplus was shipped to Pakistan. However, the political scenario was deteriorating and after a ravaging war in 1971, Bangladesh became an independent country. After independence the eastern plant was declared abandoned. Again on 5th July 1973 it was registered under the name of Lever Brothers Bangladesh Ltd. as a joint venture company of Unilever PLC and the Govt. of Bangladesh.

Post liberation period evidenced accelerated growth for the company. Demand started rising and the company continued its mission to meet consumer needs by producing quality soaps, introducing Lux and Wheel. Launched in 1972 Wheel entered the mechanised laundry category, traditionally dominated by cottage soaps. It appealed to the consumers with unique care benefits for hand and fabric, a generic weakness in cottage soaps. It gradually became the secret ally of Bangladeshi women by extending the caring hand to ease her daily laundry chores.

7.2.1 Brief History of Brand Launches by Year:

Table 1: Brand Launches by Year

Year	Brand
1964	Lifebuoy
1964	Lux
1972	Wheel Laundry Soap
1982	Sunsilk
1987	Close Up
1987	Vim
1989	Clear
1988	Fair & Lovely
1990	Lipton Yellow Label
1991	Ponds'
1991	Pepsodent
1992	Taaza
1993	Surf Excel
1997	Wheel Washing Powder
2002	Rexona
2006	Lakme
2007	Vaseline
2009	Dove

7.3 Unilever’s Expectation from TV Advertising

Before initiating this research we have contacted with the Unilever advertisers to know their expectation from advertising. Mainly the brand team of the company along with the third party Media planners takes the decision on advertisement of the respected brands.

As we have taken Lux & Sunsilk as our case study brand so, our discussion was limited mainly to these 2 brands. As Lux and Sunsilk are mass, operated nationwide and very fast moving so, the main challenge for these 2 brands are to maintain continuous awareness to ensure high brand recall before purchase. Unilever spend around 60-70 percent of their total

monthly budget for Lux and Sunsilk on TV as they believe TV has the highest reach among all media in Bangladesh and can ensure continuous exposure towards the target group.

The brand Managers and Product Group Managers unanimously said that the basic objective of advertising their product is to

- Increase awareness of brand to highest number of their target audience.
- Increase recall and recognition about the brand. Increase the likelihood of keeping current customers and developing their loyalty.
- Generate immediate sales or sales leads.

The Unilever Bangladesh brand team thinks that Television provides a means for reaching a great number of people in a short period of time.

They perceive that TV wins by a wide margin over other media for being influential and exciting. TV is also the Most Authoritative, Most Persuasive, and Most Exciting media. Average home has a larger colored TV now than in past years, and many homes own several. People aren't giving up the home entertainment center any time soon specially in a country like Bangladesh where traffic congestion is a high barrier to go out. So, people have to spend more time on home watching TV.

Media planners often see their role from a brand contact perspective. Instead of focusing solely on what medium is used for message dissemination, media planners also pay attention to how to create and manage brand contact. Brand contact is any planned and unplanned form of exposure to and interaction with a product or service.

For example, when we see an ad for Lux on TV, hear a Sunsilk slogan on the radio, are told by a friend that the new Sunsilk is technologically superior, or sample a new variant soap at the departmental store, we are having a brand contact. Television commercials are planned forms of brand

contact. So, Media planners often attempts to increase brand contact for Lux or Sunsilk instead of increasing expenditure on TV.

Unilever says that media planners are making more use of product placements now. Product placement (also called branded entertainment) blends product information with the content itself. Product placement puts the brand message into the entertainment content.

Chapter Eight

TELEVISION EXPOSURE AS A MEDIA OF ADVERTISEMENT

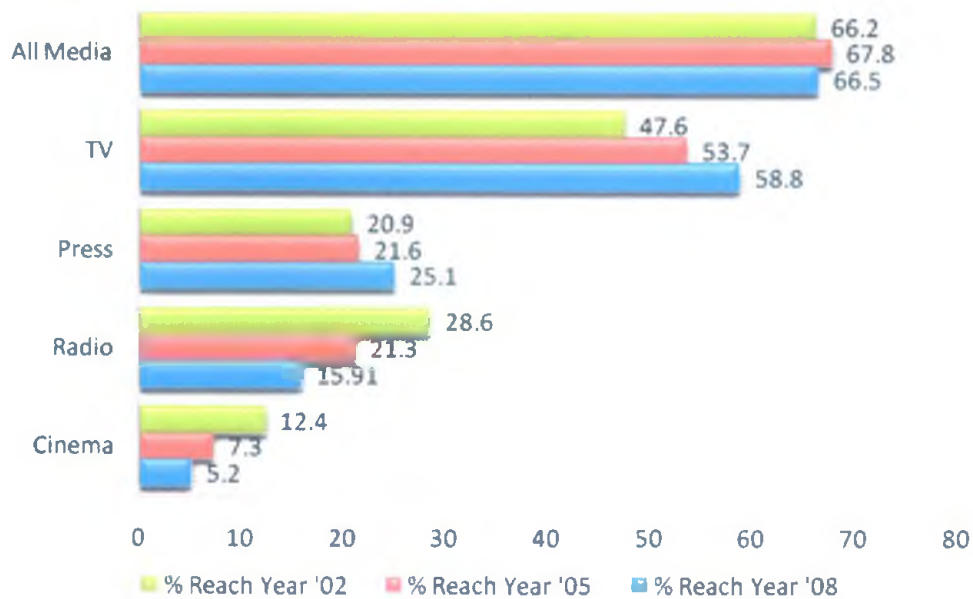
8 Television Reaches to Highest Audience Among All Media

Television is often called 'King' of the advertising media, since a majority of people spend more hours watching TV per day than paying attention to any other mediums. It combines the use of sight, color, sound and motion and it works. TV has proven its persuasive power in influencing human behavior time and time again. There was a general consensus that TV out-performs all other types of advertising. TV is multi-sensorial and social. TV and newspaper can work well together as an effective advertising vehicle.

8.1 TV is having the highest Media Reach:

Television reaches to the highest number of total adult in Bangladesh which is **58.8%** in number, whereas all ATL media reach has been decreased. **33.5%** cannot be reached through any mass media.

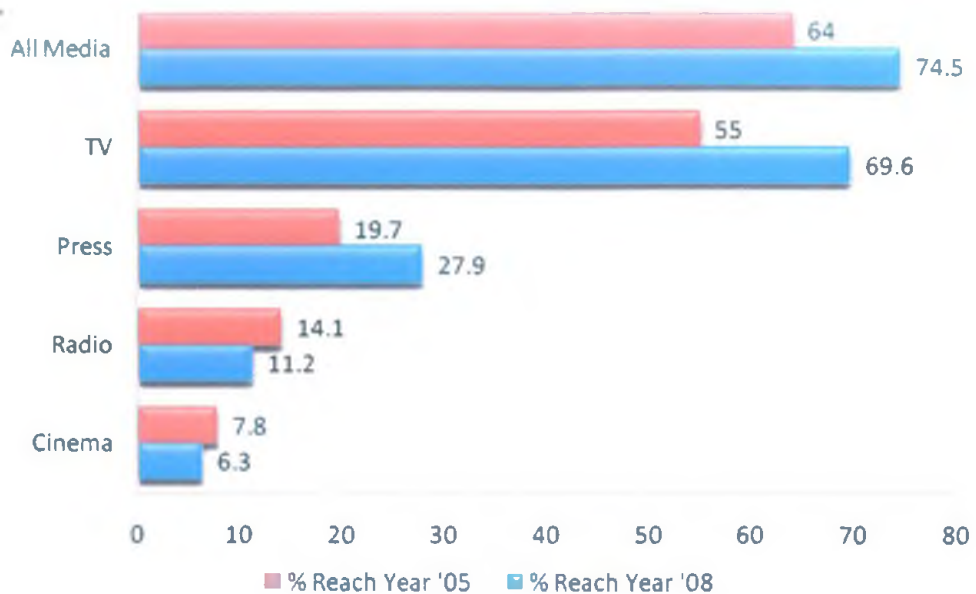
Figure 4: Reach of different media across the country



Source: National Media Survey 2002, 2005 & 2008 by SIRIUS Bangladesh Ltd.

In Dhaka, the situation is even more prominent. Television reaches to around **70%** Dhaka people which is highest in number, whereas incorporating all ATL media only additional **5%** people can be reached in Dhaka.

Figure 5: Reach of different media in Dhaka

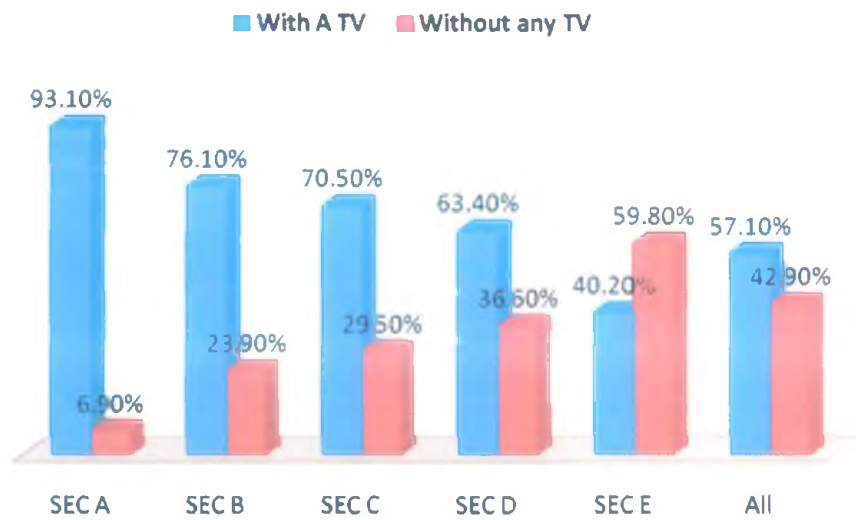


Source: National Media Survey 2005 & 2008 by SIRIUS Bangladesh Ltd.

8.2 TV Ownership is also very high

Due to availability of non-brand Chinese TV and electronic equipments, the ownership of TV is becoming highest ever. Though 42.9% still do not possess TV, still... TV is the strongest media vehicle for Household entertainment purpose.

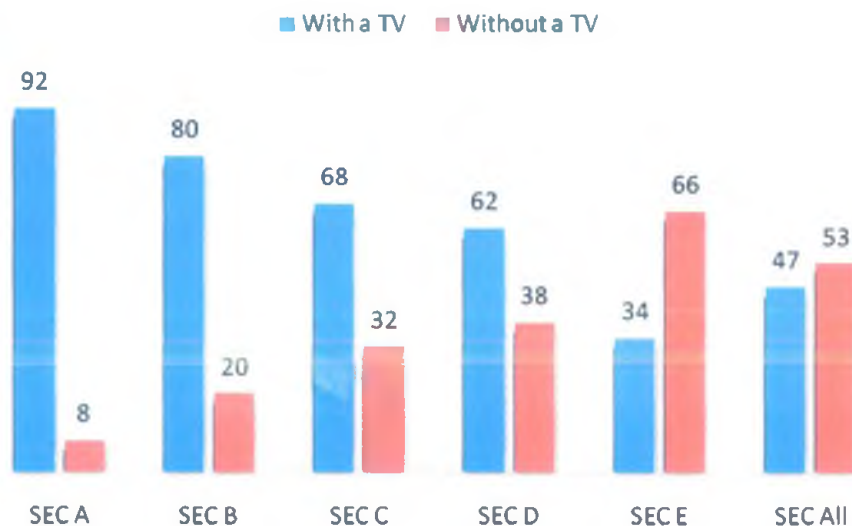
Figure 6: TV ownership across the country



Source: National Media Survey 2008 by SIRIUS Bangladesh Ltd.

In Dhaka the ownership of TV is slightly lower than that of national figure. But the TV ownership is significantly increasing across the SECs, even in Lower segment SEC E. In 2005, only 20% of Dhaka based SEC E household had own television, within 3 years of time period, in 2008, the figure increased by 14% and total 34% SEC E household residing in Dhaka possess their own television. Across SEC, 47% household in Dhaka has the possession of TV.

Figure 7: TV ownership in Dhaka

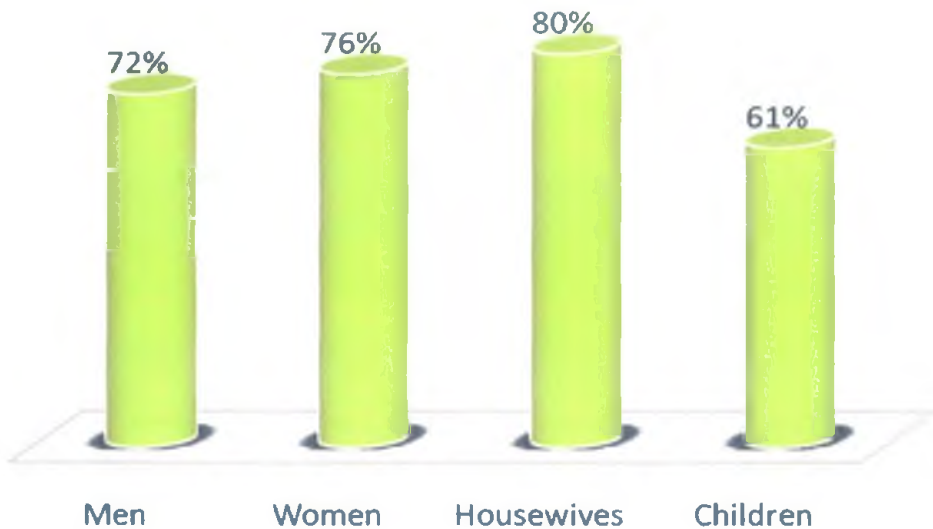


Source: National Media Survey 2008 by SIRIUS Bangladesh Ltd.

8.3 Majority of Bangladeshi people watches TV

Lots of people are watching television. 70 to 80% of TV owning adults are watching TV daily. Every day, millions of people in Bangladesh sit down in front of the box (see Figure 8). And it is the most effective advertising media considering the reach.

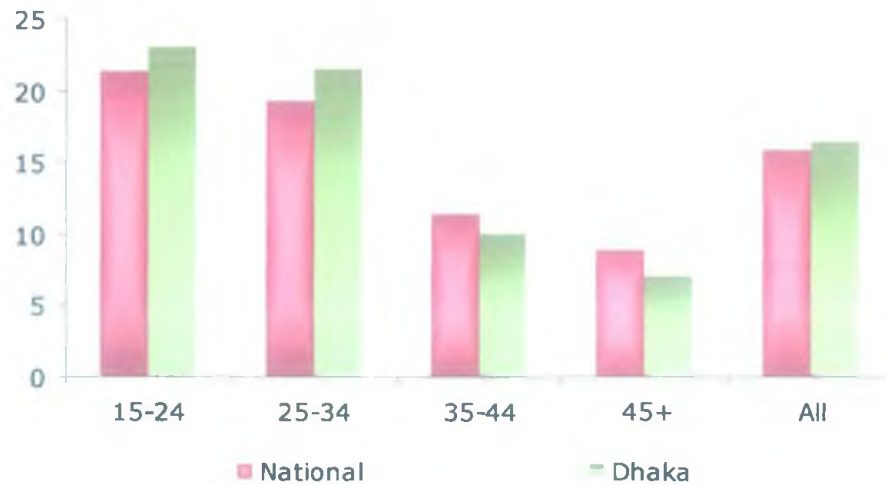
Figure 8: TV viewership among men, women, housewives and children



Source: National Media Survey 2008 by SIRIUS Bangladesh Ltd.

And they are sitting down for hours. Around 20% of Dhaka population watches at least 21 hours of television a week. That is three hours a day. It is not just the old who are sitting in front of the box. Even 15–24 year olds who have grown up with the internet, who are often described as 'digital natives', are as partial to an evening watching TV as the next man. (See Figure 9).

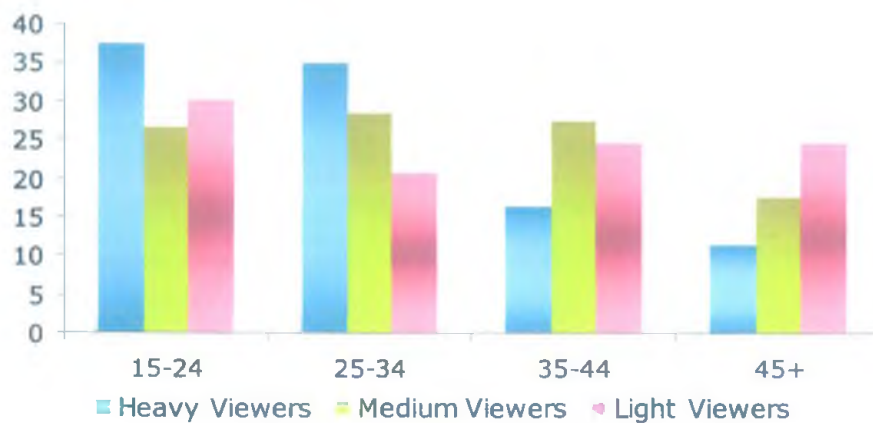
Figure 9: TV viewership among different age groups



Source: National Media Survey 2008 by SIRIUS Bangladesh Ltd.

In Dhaka, Less than 45 years of people - who actually take the purchase decision spend more time in front TV in comparison to 45+ years of people. Heavy viewers spend at least 21+ hours a week in front of TV; Medium viewers spend 14-21 hours a week and the light viewers spend less than 14 hours a week, which is on an average 2 hours per day. Please see the figure (10) below:

Figure 10: TV viewership intensity among different age groups



Source: National Media Survey 2008 by SIRIUS Bangladesh Ltd.

8.4 Advantages of Television Advertising

Television reaches very large audiences - audiences that are usually larger than the audience any other individual media reaches in Bangladesh. The area that a television station's broadcast signal covers is called ADI, which stands for "Area of Dominant Influence."

Some advantages of television advertising include the following:

- Advertising on television can give a product or service instant validity and prominence.
- Easily reaches the audiences targeted by advertising on TV. Children can be reached during cartoon programming, farmers during the morning agricultural reports and housewives during the soap operas.
- TV offers the greatest possibility for creative advertising. With a camera, it's possible to take audience anywhere and show them almost anything.
- TV audience is divided into much larger segments, which enables to reach a larger, yet, more diverse audience.

8.5 TV was perceived more positively than other media:

In terms of the following characteristics, Television advertising, in general, was perceived to be more positive than other media for the following reasons:

1. Salience / Impact
2. Appeal / Enjoyment
3. Production / Content Values
4. Engagement / Involvement Levels
5. Range of products / Categories featured

8.6 Perceived Strengths of Television:

Table 2: Perceived Strengths of Television

<p><u>Engagement</u></p>	<ul style="list-style-type: none"> • <u>Multi-sensational experience-visual, sound and movement. These three together make it highly engaging with the least amount of effort.</u> • <u>While watching, TV requires some effort as the viewers need to engage with it. But it is least demanding of all media. To be more specific, minimum amount of analysis or interpretation is required in decoding a TV advertisement as all the work is done for the audience.</u>
<p><u>Unique Social Interaction</u></p>	<ul style="list-style-type: none"> • <u>TV advertisement is unique in so-far-as it is the only medium typically consumed within a group or social setting. This induces discussion and social word of mouth about the advertisement.</u>
<p><u>Repetition</u></p>	<ul style="list-style-type: none"> • <u>Considering the amount of TV consumption, advertising messages are bound to be registered by the audience.</u> • <u>TV advertisement is noticeable for lot many times.</u>
<p><u>Perceived synchronization of ad breaks</u></p>	<ul style="list-style-type: none"> • <u>Ad break flicking counteracted in practice (at least to some extent) by the synchronization of ad breaks across channels.</u>
<p><u>Continuous throughout the day attracting all the audience</u></p>	<ul style="list-style-type: none"> • <u>TV is a unique medium which attracts audiences throughout the</u>

Source of entertainment

- day – morning, afternoon, evening and night time.
 - And this medium has the opportunity to place advertisement for specific target audience at the most appropriate time of the day.
 - Some of the TV ads are better than some of the TV programs and these are great topic of conversation.
 - It stimulates the want to know more about it.
-

8.7 What else is it about them that might make them more memorable apart from that?

- *'Music'*
- *'Repetition'*
- *'The television has advertising standards as well'*
- *'The images can be really good'*
- *'A lot of them are funny'*

Overall, the general consensus across all groupings was that TV advertising out-performs all other types of advertising, across all key dimensions (i.e. from engagement / involvement to production value to appeal / enjoyment levels). Other media are acknowledged but pigeonholed into doing certain jobs well. TV is seen as having a role across all target audiences and across all times of the day.

8.8 Television - Some General Points:

The vast majority of respondents believed they were watching 'at least' as much TV as they always had done, due to some factors like:

- TV is still the most engaging / involving / multi-sensorial medium, available to mass

- There's a lot more choice / variety nowadays so 'you'll always find something on'
- People are spending more time in their own homes... comfort; less expensive; high-tech home entertainment systems
- The in-home viewing experience is so much more enjoyable nowadays

8.9 Hypothesis Testing

So, this confirms that our first hypothesis 'H1: Television as media of advertising is reaching highest number of audience among all media for advertisement' is valid. TV advertisement is effective considering the exposure level.

Our first Hypothesis is valid.

8.10 Findings and Recommendations

8.10.1 Findings

- Considering the percentage of Target group - a single media can reach and expected to ensure exposure through it TV is undoubtedly the best selection.
- People love to spend time in front of TV
- The rise is partly due to the fact that households have more TV sets in their households and there are more channels to watch.
- We have the rise in digital TV availability, and then of course there is unemployment. People have less cash available, and more time on their hands to sit around watching news, drama serials and talk shows.
- This confirms what we already assumed, is that most people are still looking at their shiny TV as a main form of entertainment.

8.10.2 Recommendation

Television has the properties of sight, sound and motion that traditionally set it apart from other media such as radio (sound only) or print (sight only). With its three-pronged assault on its viewer's senses, TV is able to create broad awareness for a product. Television is considered a mass medium because of the numbers of people it reaches.

Television reaches more than 58% of the country's population, a huge potential audience for a television commercial though TV's mass audience gets segmented as viewers fragment along age, gender and racial groups to watch particular channels and programs.

To reach a large chunk of target people at a time, advertisers should thoroughly consider TV as a media for advertising.

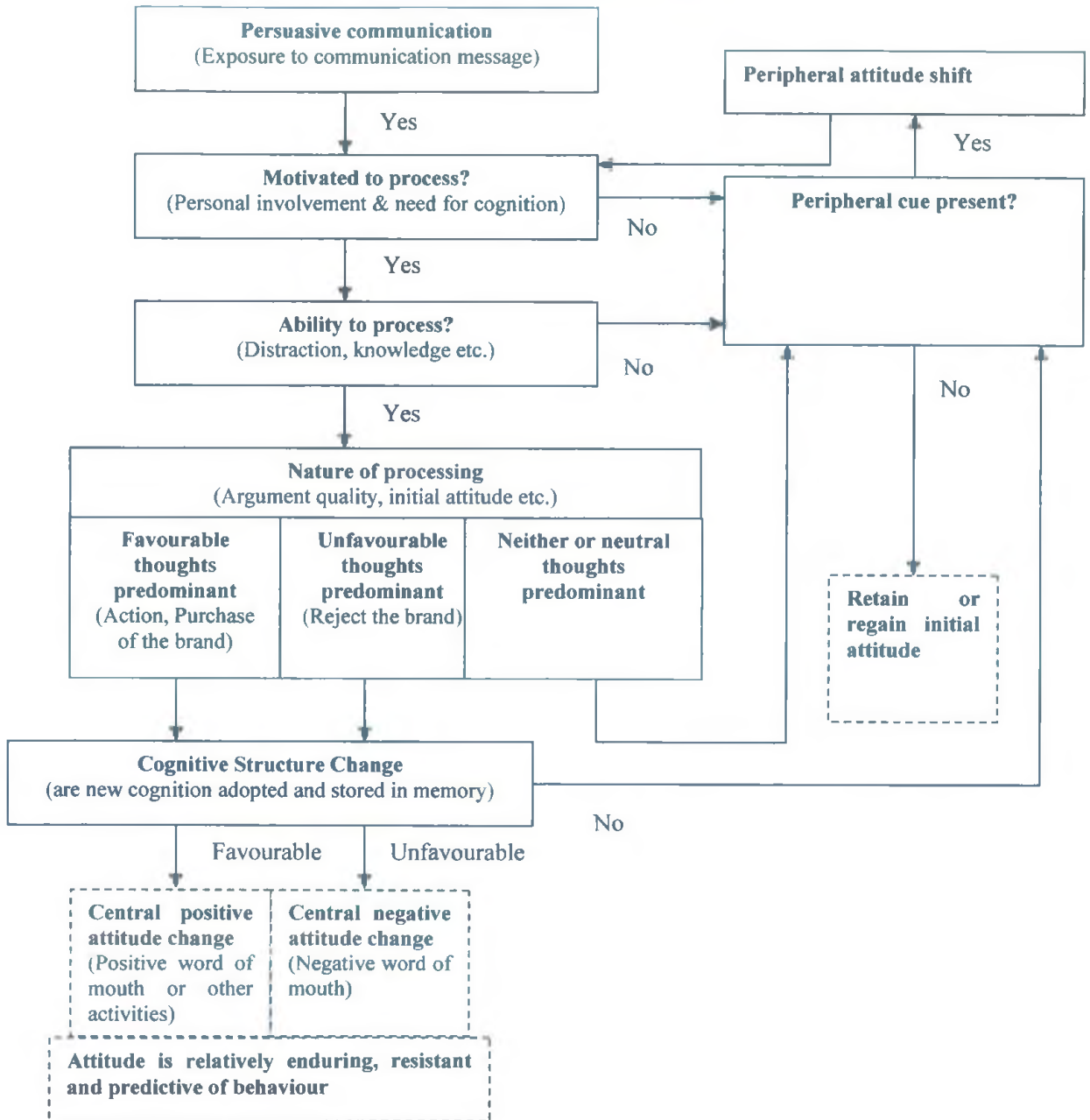
Chapter Nine

TV ADVERTISEMENT MESSAGE PROCESSING

9 TV Advertisement Message interpretation

As an audio-visual media TV advertisement should be effective enough to process the message to make purchase call or word of mouth. As discussed in the literature review, we will use the following Elaboration Likelihood Model to evaluate this message transfer process of Lux and Sunsilk TV Advertisement.

Figure 11: Elaboration Likelihood Model



Case Study Brand # Lux**9.1 Soap TV Commercials which respondents noticed**

In response to the question as to which soap brands' TV commercials they have noticed, commercial of Lux was recalled by 100% respondents followed by Keya (54%), Meril (50%), Lifebuoy (43%), and Dove (36%). Thus the TV commercial of Lux has been found to be very effective in terms of creating brand awareness among the audience.

Table 3: Recall of TV Commercials (Soap)

Brands	Frequency	Percentage
Lux	213	100%
Keya	115	54%
Meril	107	50%
Lifebuoy	92	43%
Dove	77	36%

Implication:

The TV commercials of Lux beauty soap was recalled by all the respondents indicating the effectiveness of the commercials in creating brand awareness among the targeted audience. As all the respondents were found to get exposed to the commercials, they were further asked the remaining questions.

9.2 Motivation to process the message:

The elaboration likelihood model devised by Richard Petty assumes that the elaboration likelihood is a function of two elements: **Motivation** and **Ability** to process the message.

Audiences' motivation to process a message depends on a number of factors such as involvement, personal relevance, and individuals' needs and arousal levels. Beauty soap is usually regarded as fast moving consumer goods. Fast moving consumer goods are "low-involvement" in nature where customers are not willing to spend much efforts, time and money in making purchase decisions.

However, though Soap is fast moving consumer goods these also belong to toiletries and cosmetic products. Customers/users usually tend to spend considerable time in making purchase decisions (choosing brand) for cosmetic goods. Thus the level of customers' involvement in making purchase decision for soap is assumed not to be as low as that for other fast moving goods like candy or chocolate.

Customers' motivation to process a message is also largely affected by the media vehicle through which the message is delivered. As in this study, the TV commercials of Lux and Sunsilk have been taken as cases; audiences' motivation to process the messages was measured through measuring the importance that they attach to TV commercial for getting information about these products.

Respondents were asked to rate their level of agreement on a 7 point scale (where 1 indicates "strong disagreement" and 7 represents "strong agreement") to the statement that TV commercials are important source for information about soap and shampoo. As shown in Table 4, the means score of the responses for Lux is 5.4 with standard deviation of 1.8.

Table 4: Importance of TV Commercials to Respondents to Get Information

	Mean Score	Standard Deviation
Lux	5.4	1.8

Implications:

The means scores of 5.4 to the statement imply that TV commercials are moderately important source for information to the respondents for Lux. Thus, the level of motivation of the respondents to further process the message is expected to be moderate.

9.3 Ability to Process the Message:

To investigate whether the respondents had the ability to process and understand the messages of the commercials, they were asked to indicate their level of agreement to the statement that the commercials were easily understandable. From the responses, it can be shown that the TV commercial of Lux is moderately easier to understand to the respondents. However, the mean scores of 5.7 (on 7 point scale) for Lux indicate that the commercial were easily understood by the respondents.

Table 5: Whether Lux Advertisements Were Easily Understandable

	Mean Score	Standard Deviation
Lux	5.7	1.5

9.4 Cognitive Process:

Some questions were designed to determine the result of cognitive processing of the respondents: whether favourable / unfavourable / neutral thoughts of the respondents are predominant about the messages of the commercials.

Respondents were asked to show their level of agreement to the statement that the messages of the commercials of the brands were important to them. In Table 6 the mean scores of 4.4 (Lux) indicates that the messages of the commercials are not perceived to be very significant to the respondents. Considering the numerical mean score, it can be concluded that message of Lux advertisement is somewhat important to the respondents.

Table 6: Perceived Importance of the Message

	Mean Score	Standard Deviation
Lux	4.4	1.9

In case of their agreement as to whether the arguments claimed or used in the commercials were convincing or not, respondents are found to be neutral on this statement. The mean scores of 4.6 (**Table 7**) for the commercials of Lux indicates that respondents' perception regarding Lux Commercial is skewed towards slightly persuasive.

Table 7: The Arguments in the Advertisements were convincing

	Mean Score	Standard Deviation
Lux	4.6	1.6

Again, the means scores of 4.4 of the response on the perceived relevance of the messages used in the commercials indicate that respondents found the messages somewhat relevant.

Table 8: Perceived Relevance of the Commercials

	Mean Score	Standard Deviation
Lux	4.4	1.5

Implications:

The mean scores of the responses to the above three statements vary within 4.4 to 4.6 and the average mean scores of the three statements for Lux is 4.46. The associated label with point four and five are respectively "neither agree nor disagree" and "somewhat agree". It can be concluded that the respondents have somewhat favourable thoughts about the Lux advertisement messages.

In other words, the respondents perceive the messages of the commercials important, persuasive and relevant to form a favourable thought. And the respondents have not been found to have unfavourable thoughts about the messages.

9.5 Attitudes:

Table 9 shows that the purchase intention of the respondents for Lux is 5.8 (out of 7) respectively. Thus the attitudes of customers towards the brand in terms of purchase intention are at satisfactory level.

Table 9: Purchase Intention

	Mean Score	Standard Deviation
Lux	5.8	1.8

Besides the purchase intention, respondents' likelihood to spread positive word of mouth about the brands or advocate the brands to others was measured to grasp the positive attitude of the respondents. Table 10 reveals that respondents' likelihood to advocate Lux is marginally positive 5.1 out of 7.

Table 10: Likelihood to Advocate the Brands to Others

	Mean Score	Standard Deviation
Lux	5.1	2.0

Table 11 reveals low scores on respondents' likelihood to discourage others in purchasing the brand Lux is 2.7. It implies that the attitudes of the respondents do not have negative attitudes toward the brands.

Table 11: Likelihood to Spread Negative Word of Mouth to Others

	Mean Score	Standard Deviation
Lux	2.7	2.2

Implications:

The attitude of the respondents toward the brands is found favourable. The purchase intention of the respondents for Lux is high at 5.8. The likelihood of the respondents to advocate the brand to others was also found to be at satisfactory level. On the other hand the low mean scores of the responses to indicate their likelihood to discourage others to buy those brands indicate their favourable attitudes toward the brands.

Case Study Brand # Sunsilk**9.6 Shampoo TV advertisements respondents noticed:**

In response to the question as to which shampoo brands' TV commercials they have noticed, all the respondents could recall their exposure to TV commercials of Sunsilk (100%) followed by Pantene (42%), Dove (36%) and Head & Shoulders (33%).

Table 12: Exposure of TV Commercials

Brands	Frequency	Percentage
Sunsilk	213	100%
Pantene	89	42%
Dove	77	36%
Head & Shoulders	70	33%

Implication:

Sunsilk shampoo commercial were recalled by all the respondents indicating the effectiveness of the commercials in creating brand awareness among the targeted audience.

9.7 Motivation to process the message:

As in this study, the TV commercials of Lux and Sunsilk have been taken as cases; audiences' motivation to process the messages was measured through measuring the importance that they attach to TV commercial for getting information about these products.

Respondents were asked to rate their level of agreement on a 7 point scale (where 1 indicates "strong disagreement" and 7 represents "strong agreement") to the statement that TV commercials are important source for information before buying shampoo. As shown in **Table 13**, the mean scores of the responses for Sunsilk is 5.4 with standard deviation of 1.7.

Table 13: Importance of TV Commercials to Respondents to Get Information

Brands	Mean Score	Standard Deviation
Sunsilk	5.4	1.7

Implications:

The means scores of 5.4 to the statement imply that TV commercials are moderately important source for information to the respondents for shampoo. Thus, the level of motivation of the respondents to further process the message is expected to be moderate.

9.8 Ability to Process the Message:

To investigate whether the respondents had the ability to process and understand the messages of the commercials, they were asked to indicate their level of agreement to the statement that the commercials were easily understandable. From the responses, it can be shown that the TV commercial of Sunsilk was easy to understand to the respondents. However, the mean scores of 6.0 (on 7 point scale) indicate that Sunsilk commercials were easily understood by the respondents.

Table 14: Whether the Advertisements Were Easily Understandable

Brands	Mean Score	Standard Deviation
Sunsilk	6.0	4.9

9.9 Cognitive Process:

To determine the result of cognitive processing of the respondents: whether respondents are possessing favourable / unfavourable / neutral thoughts, respondents were asked to show their level of agreement to the statement that the messages of the commercials of the brands were important to them. In Table 15 the mean scores of 4.6 (Sunsilk) indicates that the messages of the Sunsilk commercials are perceived to be slightly significant to the respondents.

Table 15: Perceived Importance of the Message

Brands	Mean Score	Standard Deviation
Sunsilk	4.6	1.8

In case of their agreement as to whether the arguments claimed or used in the commercials were convincing or not, respondents were again found to have favourable attitude on this statement. The mean score of 4.6 (Table 16) for the commercials of Sunsilk indicates that the arguments in the commercials are perceived to some extent persuasive or convincing.

Table 16: The Arguments in the Advertisements were convincing

Brands	Mean Score	Standard Deviation
Sunsilk	4.6	1.7

Again, the means scores of 4.4 of the response on the perceived relevance of the messages used in the commercials indicate that respondents found the messages are relevant.

Table 17: Perceived Relevance of the Commercials

Brands	Mean Score	Standard Deviation
Sunsilk	4.4	1.7

Implications:

The mean scores of the responses to the above three statements vary within 4.4 to 4.6 and the average mean scores of the three statements for Sunsilk is 4.53. It can be concluded that the respondents have positive thoughts about the messages that is the messages are favourable.

In other words, the respondents perceived the messages of the commercials important, persuasive and relevant to form a favourable

thought. And the respondents have not been found to have unfavourable thoughts about the messages.

9.10 Attitudes:

Table 18 shows that the purchase intention of the respondents for Sunsilk is 5.2 (out of 7). Thus the attitudes of customers toward the brand in terms of purchase intention are at satisfactory level.

Table 18: Purchase Intention

Brands	Mean Score	Standard Deviation
Sunsilk	5.2	4.4

Besides the purchase intention, respondents' likelihood to spread positive word of mouth about the brands or advocate the brands to others was measured to grasp the positive attitude of the respondents. Table 19 reveals that respondents' likelihood to advocate is 4.6 out of 7.

Table 19: Likelihood to Advocate the Brands to Others

Brands	Mean Score	Standard Deviation
Sunsilk	4.6	2.0

Table 20 reveals low scores on respondents' likelihood to discourage others in purchasing Sunsilk is 3.0. It implies that the attitudes of the respondents do not have negative attitudes toward the brands.

Table 20: Likelihood to Spread Negative Word of Mouth to Others

Brands	Mean Score	Standard Deviation
Sunsilk	3.0	2.3

Implications:

The attitude of the respondents toward the brand is found favourable. The purchase intention of the respondents for Sunsilk is high. The likelihood of the respondents to advocate the brands to others was also found to be at satisfactory level. On the other hand the low mean scores of the responses to indicate their likelihood to discourage others to buy those brands indicate their favourable attitudes toward the brands.

9.11 Hypothesis Testing

Our Second hypothesis was 'H2: A remarkable portion of the sample has adequate level of motivation to process the message of Lux & Sunsilk TV commercials'. It has been found in the study that a remarkable portion of the sample has adequate level of motivation to process the message of Lux and Sunsilk TV Commercials. Motivation to process the messages was measured on the basis of their perceived importance of Lux and Sunsilk TV commercial for getting information about these. Respondents showed their positive motivation to further process the commercial information. Both Lux and Sunsilk commercial scored 5.4 out of 7. So, we can conclude that a remarkable portion of the sample has adequate level of motivation to process the message of Lux & Sunsilk TV commercials.

So, the second hypothesis is valid.

Our Third hypothesis was 'H3: The audiences have ability to process the message of Lux & Sunsilk TV Commercials'. To measure the ability to process the messages of the commercials, respondents were asked to indicate their level of agreement to the statement that the commercials were easily understandable. The agreement score of Lux and Sunsilk is 5.7 and 6.0 out of 7 which clearly depicts that TV commercial of Lux and Sunsilk are easy to understand to the respondents and the audience have the ability to process to understand the Lux and Sunsilk TV Advertisement.

So, the Third hypothesis is valid.

Our Fourth hypothesis was 'H4: The TV commercials of Lux & Sunsilk have formed favourable cognitive thoughts among the audience'. The analysis shows that the commercials developed favourable thoughts among the respondents. The respondents perceived the messages of the commercials important, persuasive and relevant to form a favourable thought. The average mean score for all these three statements for Lux and Sunsilk is 4.46 and 4.53 which proves that the respondents are having favourable thoughts about the Lux and Sunsilk TV advertisement.

We can conclude that the Fourth hypothesis is valid.

The Fifth hypothesis was 'H5: The TV commercials of Lux & Sunsilk have led to favorable attitude change among the audience'. Respondents showed their positive purchase intention and likelihood to advocate the brands to others and negative attitude regarding negative word of mouth. So, we can conclude that the TV commercials of Lux & Sunsilk have led to favorable attitude change among the audience.

We can conclude that the Fifth hypothesis is valid.

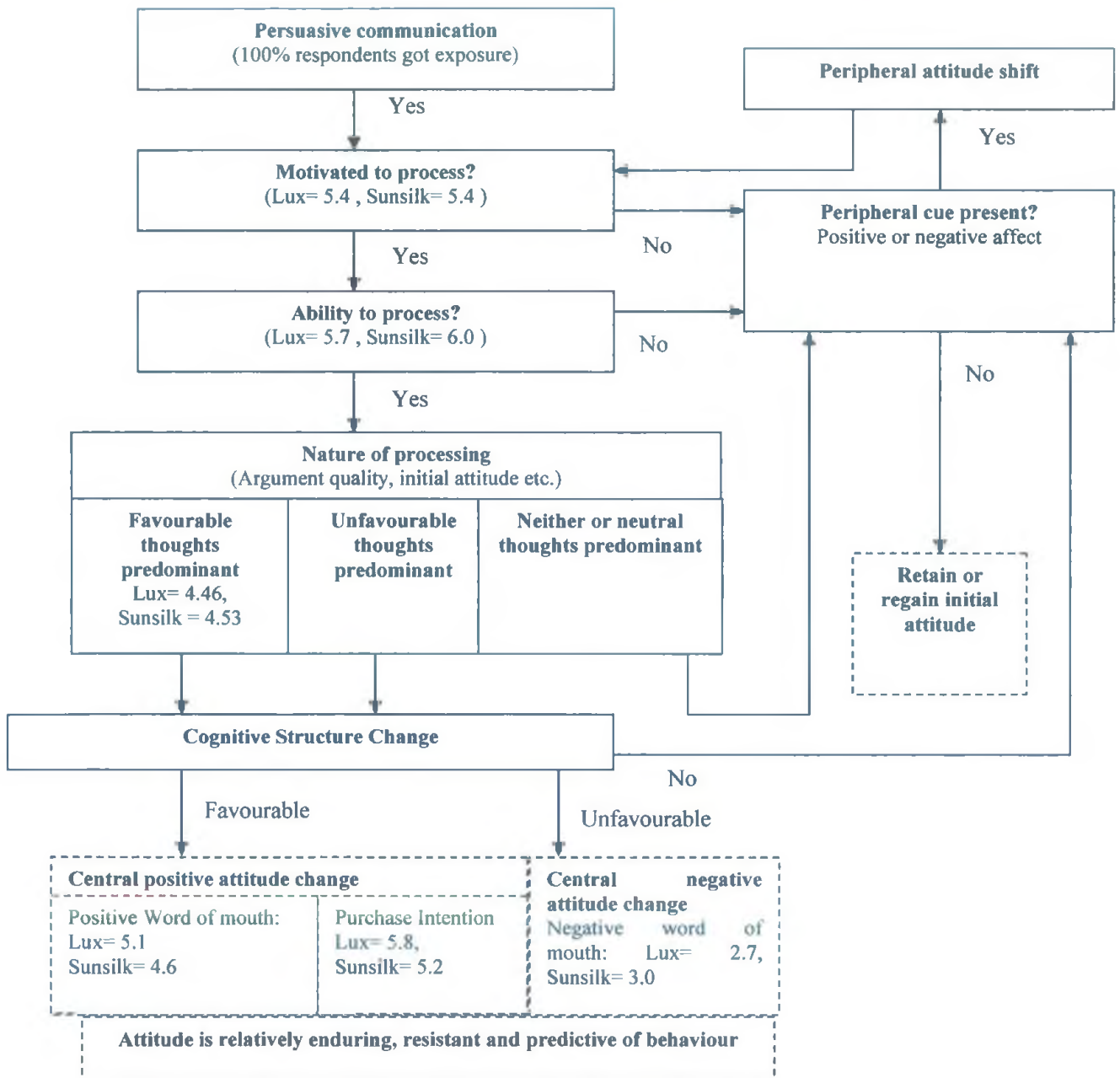
9.12 Findings and Recommendation:

9.12.1 Findings:

- Throughout this study attempt has been made to measure the effectiveness of the TV commercials of Lux beauty soap and Sunsilk shampoo using the Elaboration Likelihood Model. This study focuses on the constructs of "central route to persuasion" of the model. From the primary data, it is observed that the respondents had an adequate level of motivation and ability level to process the message. The analysis shows that the commercials developed favourable thoughts among the respondents.
- Inspired by favourable thoughts of TV Advertisement respondents were found to have favourable attitudes towards the brands which results in purchase decision and positive word of mouth about the brand.

- According to the ELM model of Petty & Cacioppo, we can conclude that TV advertisement is effectively working for Lux and Sunsilk – two high revenue generating and high TV exposed products of Unilever Bangladesh portfolio. The figure 12 will define the effectiveness of Lux and Sunsilk TV advertisement in terms of ELM model.

Figure 12: Lux and Sunsilk TV Advertisement interpretation on the basis of Elaboration Likelihood Model



9.12.2 Recommendation:

The actual impact of an individual television ad depends on the kind of product being advertised. Important is the motivation and ability to process the message of the advertisement.

The elaboration likelihood model (ELM) of persuasion is a widely used model to check how attitudes are formed and changed. For the TV advertisers it is recommended to use the ELM model check the persuasiveness of the proposed TV advertisement.

Chapter Ten

RELEVANCE, ORIGINALITY AND IMPACT OF THE TV ADVERTISEMENT

10 Recall & Recognition

As TV allows detailing out a story about a brand or a product and more creativity can be shown in the TV ad, the brand advertisement should be more relevant and impactful. As seen in literature review, we have attempted to understand the relevance, originality and impact fullness of Lux and Sunsilk TV Advertisement. To be more specific, this part of the study was to:

1. Identify recall and recognition of the TV advertisements of the case study brands (Lux and Sunsilk).
2. To measure the Relevance, Originality, and Impact criteria of the advertisements.
3. To identify the important factors affecting consumers' purchase decision for toilet soap and shampoo brands.

The data, collected from the respondents, have been processed using multiple regression analysis, factor analysis and profile index.

Case Study Brand # Lux

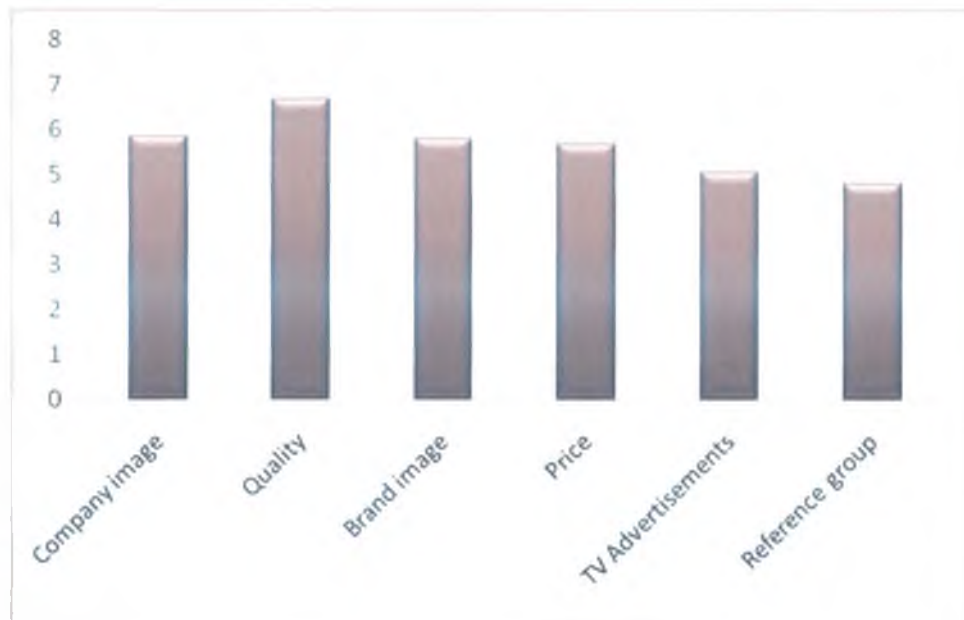
10.1 Important determinants in making purchase decisions:

To measure the importance of several factors considered in making purchase decisions for beauty soap, respondents were asked to rate *Company image, Quality, Brand image, Price, Advertisements, and Reference group* according to their relative importance in selecting soap. Responses were collected on 7 point scale ranging from *extremely important (7) to extremely unimportant (1)*.

Table 21: Important determinants in making purchase decision for Lux

Factors	Score
Company image	5.85
Quality	6.7
Brand image	5.8
Price	5.7
TV Advertisements	5.05
Reference group	4.8

Figure 13: Important determinants in making purchase decision for Lux



The Table 21 shows that Product Quality is the most important factor (having an average score of 6.7 out of 7) that consumers consider in purchasing beauty soap. However, other important factors include company image, brand image, price and advertisements respectively. It is noteworthy here that the company image and brand image is derived from the advertisement. Influence of Reference group has not been found to be an important factor.

10.2 Judgmental inference:

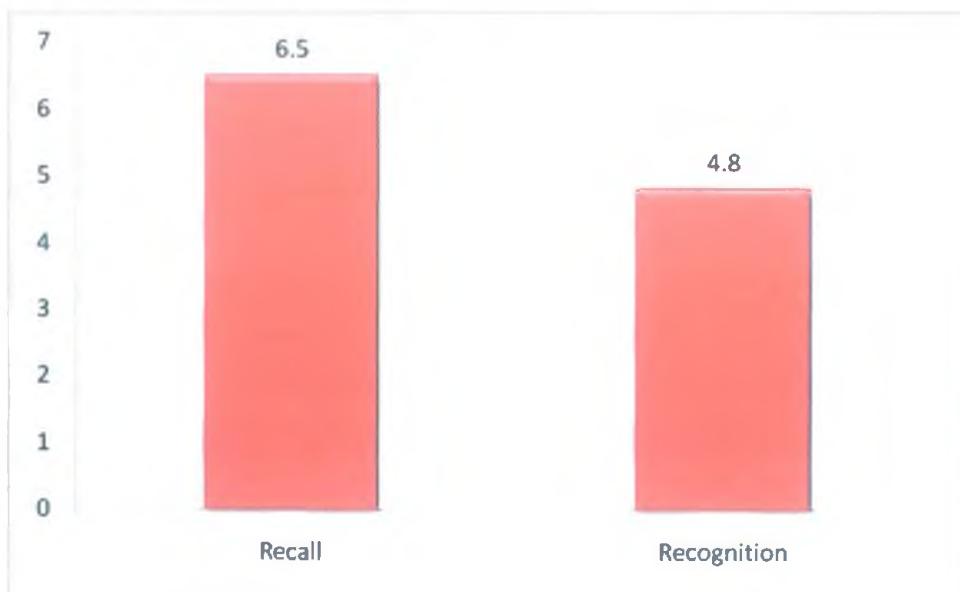
From the Table 21 and figure 13 we have found that quality, company image and brand image are highly important in making purchase decisions for Lux beauty soap. Though advertisement has not been found substantially important, but advertisement cannot be ignored in any way. It is advertisement that actually creates the company image and brand image. As company image and brand image have been found to be important, advertisements are crucial in marketing cosmetic products.

10.3 Recall and Recognition Test:

It is a wide accepted view that an advertisement is believed to be effective if it can be easily recalled and the contents of the message can correctly and easily be recognized by the audience. To measure the recall ability of the respondents about the TV commercials of the case study brands, respondents were asked to name out the brands come to their minds which TV commercials they have noticed. The brands that come first to their minds have been labelled with 7 points and the subsequent brands have been labelled with points 6, 5 and so on.

However, the recognition test included some questions to measure to what extent the respondents can accurately recognize the contents of the commercials. The advertisement recognition of the respondents has been measured through six questions. The average recall and recognition scores of the commercial of Lux brand is shown below in figure 14.

Figure14: Average recall and recognition scores of the TV Advertisement of Lux



10.4 Measuring the effectiveness of the advertisement's contents:

To measure the effectiveness of the TV advertisement of the case study brand, Relevance, Originality, and Impact of the advertisements have been tested.

10.4.1 Relevance:

The Relevance dimension was measured by following measurement items that have been adopted from existing literatures:

1. The message in the commercial said something important to you.
2. The commercial gave you a good reason to buy the brand.
3. It was meaningful for you.
4. The commercial did not show you anything that would make you want to use the product.
5. The ad did not have anything to do with you or your needs.
6. The commercial made you think about buying the brand that was advertised.
7. The commercial made you want the brand that was advertised.
8. The ad talks about something that concerns you, personally.
9. During the commercial I thought the product might be useful to me.

Confirmatory Factor Analysis has been administered with these items to validate the items with the Relevance dimension. Items with factor loadings equal or greater than 0.70 will be retained in the dimension or otherwise will be excluded from the dimension. The table 22 shows the factor loadings of the nine measurements items and indicates which items are excluded and which ones are retained.

Table 22: Factor Loadings to validate the items with relevant dimension

Measurement Items	Factor Loadings	Retained	Excluded
Message was Important	.341		x
Gave me a good reason	.456		x
Meaningful	-.385		x
Didn't show any stimulus	-.450		x
Nothing to do with needs	-.119		x
Made me thinking about buying	.878	✓	
Made me want the brand	.276		x
Talks about personal concern	.789	✓	
Made thinking about the usefulness of the product	.804	✓	

Note: Extraction Method: Principal Component Analysis. 1 component extracted.

The mean scores of the retained variables have been computed and then again the mean score of the means of the three variables has been calculated to get the score of perceived Relevance of the TV commercial for Lux. The score of the Relevance is 5.

Table 23: perceived Relevance of the TV commercial for Lux**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
made thinking about buying	213	1.00	7.00	5.0500	1.44641
Talks about personal concern	213	2.00	7.00	5.1000	1.18210
made thinking about the usefulness of the product	213	2.00	7.00	4.9000	1.29371
Valid N (list wise)	213				

10.4.2 Originality:

The Originality dimension was measured using 4 measurement items:

1. It was just like most other commercials.
2. It was typical of most ads you see today.
3. You see ads like that all the time – the same old thing.
4. You have seen a lot of Ads like this before.

These four measurement items have negative meanings and thus the responses to these statements were inversed correspondingly to get the accurate measurement.

The Confirmatory Factor Analysis (Table 23) for these items shows that all of the items have factor loadings above 0.70 and thus all are retained in the dimension.

Table 24: Factor Loadings to validate the items with originality dimension

Measurement Items	Factor Loadings	Retained	Excluded
It was just like most other commercials.	.766	✓	
It was typical of most ads you see today.	.736	✓	
You see ads like that all the time – the same old thing.	.792	✓	
You have seen a lot of Ads like this before.	.811	✓	

Note: Extraction Method: Principal Component Analysis. 1 component extracted.

The mean values of the four variables are shown in table 25

Table 25: Perceived Originality of the TV commercial for Lux

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Just like other commercial	213	1.00	6.00	3.71	1.39454
Typical of most ad	213	1.00	6.00	3.65	1.56945
the same old thing	213	1.00	6.00	4.28	1.75544
seen this ad before	213	1.00	6.00	3.53	1.59852
Valid N (list wise)	213				

The value of originality is calculated by computing the mean of the means of the four variables. The mean score is found to be 3.8.

10.4.3 Impact:

The Impact dimension of the commercials was measured by the following items:

1. You found yourself strongly responding to this ad.
2. You got involved with this ad.
3. You got emotionally involved with this ad.
4. You experienced emotion while watching the ad.

Table 26: Factor Loadings to validate the items with impact dimension

Measurement Items	Factor Loadings	Retained	Excluded
You found yourself strongly responding to this ad.	.404		×
You got involved with this ad.	.888	✓	
You got emotionally involved with this ad.	.945	✓	
You experienced emotion while watching the ad.	.928	✓	

Note: Extraction Method: Principal Component Analysis. 1 component extracted.

Out of these four items, three have been found valid to be included in the dimension based on their factor loadings greater than 0.70.

Table 27: Perceived Impact of the TV commercial for Lux

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
involved feeling with the ad	213	1.00	5.00	4.45	1.39454
emotionally involved	213	1.00	6.00	3.86	1.41049
Experienced emotion	213	1.00	7.00	5.05	1.50350
Valid N (list wise)					

The average scores of the three dimensions have been calculated using the values of the retained measurement items. The Table 25 shows that the message contents of the TV commercial for Lux brand is perceived as relevant to the target audience with a mean value of 5 out of 7.

However, the Originality of the message content has been found to be slightly lower than the Impact dimension of the advertisement with a mean value 3.8 out of 7.

In terms of purchasing the advertised product, the Impact dimension of the TV commercial for Lux is found at the satisfactory level with a mean value of 4.5 out of 7 points.

Table 28: ROI of Lux TV Advertisement

	Mean Score
Relevance	5
Originality	3.8
Impact	4.5

Figure 15: ROI of Lux TV Advertisement



Case Study Brand # Sunsilk**10.5 Important determinants in making purchase decisions:**

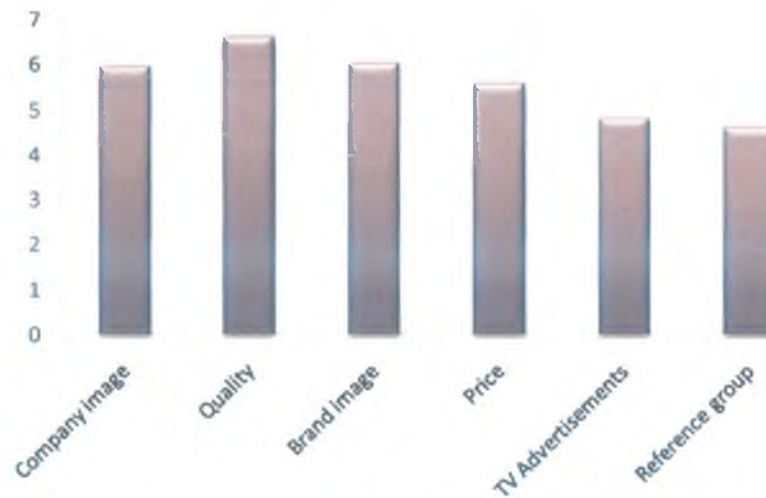
Like we have seen in case of Lux, to measure the importance of several factors in making purchase decisions for shampoo, respondents were asked to rate *Company image, Quality, Brand image, Price, TV Advertisements, and Reference group* according to their relative importance in selecting a shampoo brand. Responses were collected on 7 point scale ranging from *extremely important (7) to extremely unimportant (1)*.

Table 29: Important determinants in making purchase decision for Sunsiik

Factors	Score
Company Image	5.95
Quality	6.6
Brand Image	6
Price	5.55
TV Advertisements	4.8
Reference Group	4.6

The Table 26 shows that Product Quality, Brand Image & Company image are the 3 most important factors (having an average score of 6.2 out of 7) that consumers consider in selecting Sunsilk shampoo before purchase. Factors like price and TV advertisements are also found to be noted as two more important points with 5.55 and 4.8 score respectively (out of 7). Interestingly Reference Group has not been found to be an important factor while purchasing shampoo.

Figure 16: Important determinants in making purchase decision for Sunsilk



10.6 Judgmental inference:

Similar to Lux we have found that quality, company image, brand image are highly important in making purchase decisions for Sunsilk shampoo. But the brand image and company image which are two highly important factors are formed with the aid of TV advertisement. And initial trial of shampoo for understanding quality is also induced by advertisement or brand image. So, there is no way to underestimate the positive impact of TV advertisement.

10.7 Recall and Recognition Test:

The recall and recognition test of the TV commercial of Sunsilk shampoo have been measured following the same procedures that applied in Lux soap case.

The average recall and recognition scores of the TV Advertisement of Sunsilk brand is shown in figure 17.

Figure 17: Average recall and recognition scores of the TV Advertisement of Sunsilk



10.8 Measuring the effectiveness of the Sunsilk advertisement's contents:

10.8.1 Relevance:

Like Lux, the Relevance dimension was measured by following measurement items that have been adopted from existing literatures:

1. The message in the commercial said something important to you.
2. The commercial gave you a good reason to buy the brand.
3. It was meaningful for you.
4. The commercial did not show you anything that would make you want to use the product.
5. The ad did not have anything to do with you or your needs.
6. The commercial made you think about buying the brand that was advertised.
7. The commercial made you want the brand that was advertised.
8. The ad talks about something that concerns you, personally.
9. During the commercial I thought the product might be useful to me.

Again, factor Analysis has been administered with these items to validate the items with the Relevance dimension. Items with factor loadings equal or greater than 0.70 will be retained in the dimension or otherwise will be excluded from the dimension. The table 27 shows the factor loadings of the nine measurements items and indicates which items are excluded and which ones are retained.

Table 30: Factor loadings of the nine measurement items for testing the relevance of Sunsilk TV Advertisement

Measurement Items	Factor Loadings	Retained	Excluded
Message was Important	0.817	✓	
Gave me a good reason	0.817	✓	
Meaningful	0.655		×
Didn't show any stimulus	0.280		×
Nothing to do with needs	0.335		×
Made me thinking about buying	0.852	✓	
Made me want the brand	0.397		×
Talks about personal concern	0.838	✓	
Made thinking about the usefulness of the product	0.755	✓	

Note: Extraction Method: Principal Component Analysis. 1 component extracted.

The mean scores of the retained variables have been computed and then again the mean score of the means of the five variables has been calculated to get the score of perceived Relevance of the TV commercial for Sunsilk shampoo. The score of the Relevance is 5.

Table 31: perceived Relevance of the TV commercial for Sunsilk shampoo

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Message was Important	213	1.00	7.00	4.8500	1.38697
Gave a good reason	213	1.00	7.00	4.8000	1.57614
made thinking about buying	213	1.00	7.00	5.2500	1.44641
Talks about personal concern	213	2.00	7.00	5.1500	1.18210
made thinking about the usefulness of the product	213	2.00	7.00	5.1000	1.29371
Valid N (list wise)	213				

10.8.2 Originality:

The Originality dimension was measured using 4 measurement items:

1. It was just like most other commercials.
2. It was typical of most ads you see today.
3. You see ads like that all the time – the same old thing.
4. You have seen a lot of Ads like this before.

These four measurement items have negative meanings and thus the responses to these statements were inversed correspondingly to get the accurate measurement.

The Factor Analysis (Table 28) for these items shows that all of the items have factor loadings above 0.70 and thus all are retained in the dimension.

Table 32: Factor Loadings to validate the items with originality dimension

Measurement Items	Factor Loadings	Retained	Excluded
It was just like most other commercials.	.702	✓	
It was typical of most ads you see today.	.730	✓	
You see ads like that all the time – the same old thing.	.777	✓	
You have seen a lot of Ads like this before.	.711	✓	

Note: Extraction Method: Principal Component Analysis. 1 component extracted.

The mean values of the four variables are shown below

Table 33: Perceived Originality of the TV commercial for Sunsilk shampoo

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Just like other commercial	213	1.00	6.00	3.0500	1.39454
Typical of most ad	213	1.00	6.00	3.6000	1.56945
the same old thing	213	1.00	6.00	3.6500	1.75544
seen this ad before	213	1.00	6.00	3.1500	1.59852
Valid N (list wise)	213				

The value of originality is calculated by computing the mean of the means of the four variables. The mean score is found to be 3.3625.

10.8.3 Impact

The Impact dimension of the commercials was measured by the following items:

1. You found yourself strongly responding to this ad.
2. You got involved with this ad.
3. You got emotionally involved with this ad.
4. You experienced emotion while watching the ad.

Table 34: Factor Loadings to validate the items with impact dimension

Measurement Items	Factor Loadings	Retained	Excluded
You found yourself strongly responding to this ad.	.209		x
You got involved with this ad.	.919	✓	
You got emotionally involved with this ad.	.946	✓	
You experienced emotion while watching the ad.	.912	✓	

Note: Extraction Method: Principal Component Analysis. 1 component extracted.

Out of these four items, three have been found valid to be included in the dimension based on their factor loadings greater than 0.70.

The Impact score is found to be 1 which is the mean value of the means of the three retained variables.

Table 35: Perceived Impact of the TV commercial for Sunsilk shampoo

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
involved feeling with the ad	213	1.00	5.00	4.19	1.39454
emotionally involved	213	1.00	7.00	5.74	1.41049
Experienced emotion	213	1.00	6.00	3.95	1.50350
Valid N (list wise)					

The mean scores of the Relevance, Originality and Impact have been shown below in Table 30

Table 36: ROI of Sunsilk TV Advertisement.

	Mean Score
Relevance	5
Originality	3
Impact	4.6

The table reveals that TV commercial of Sunsilk is perceived as significantly relevant to the audience. The perceived originality and uniqueness of the message of the TV commercial is found to be at insignificant level whereas the Impact of the TV commercials is found to be marginally significant.

Figure 18: ROI of Sunsilk TV Advertisement.



10.9 Hypothesis Testing:

Our sixth hypothesis was 'H6: The TV commercials of Lux & Sunsilk are perceived to be relevant, original and impactful to the audience. Though both Lux and Sunsilk commercials are found relevant and impactful but it not original.

10.10 Findings and Recommendation:

10.10.1 Findings:

- In case of both Lux and Sunsilk TV advertisement, we have found that TV advertisement is perceived relevant and impactful by the respondents. In terms of relevance both Lux and Sunsilk advertisement scored 5 out of 7 point whereas, in terms of impact the respective score of Lux and Sunsilk is 4.5 and 4.6
- This score is very much complementary with the previously shared ELM model score.

- However, the advertisement is not perceived as significantly original. This can be justified by the viewers' high exposure to the foreign brand TV advertisement through foreign satellite channels which is directly influencing the respondent's perception to identify the Lux and Sunsilk TV advertisement as 'not original'.

10.10.2 Recommendations:

Relevance, Originality and Impactfulness of the TV advertisement should be checked to cross check the probability of the TV advertisement effectiveness.

Chapter Eleven

IMPACT ON SALES

11 Impact on Sales

Effectiveness of TV commercial can be measured in terms of its impact on sales. But assuming TV commercial as the single predictor of the sales would not be that much rational as many other factors including the other IMC tools are believed to largely affect the sales. Thus, a regression analysis has been conducted to show the impact of TV advertisement on sales.

Regression analysis is a procedure for analyzing the associative relationships between a metric dependent variable and one or more independent variables. Through regression analysis we can determine whether the independent variables explain a significant variation in the dependent variable. We can predict the values of the dependent variable from the independent variable. For conducting regression analysis the dependent and independent variables are required to be metric.

Case Study Brand # Lux

11.1 Co-relation between Sales vs. TV Advertisement expenditure

The TV expenditure of Lux and the corresponding sales volume (for Dhaka) for 36 months starting from January 2007 has been used to conduct the regression analysis.

Table 37: TV expenditure and the Dhaka sales volume for Lux

Month	Sale Volume in KG (Dhaka)	TV Ad expenditure (Taka)
Jan '07	418,035	10,104,375
Feb '07	436,421	8,800,875
Mar '07	509,909	6,973,875
Apr '07	494,525	7,131,750
May '07	513,145	16,331,750
Jun '07	460,212	12,249,625
Jul '07	469,010	11,572,125
Aug '07	428,423	9,193,500

Sep '07	433,988	7,037,500
Oct '07	551,264	6,364,375
Nov '07	593,326	6,352,250
Dec '07	632,639	9,333,500
Jan '08	601,740	10,120,875
Feb '08	589,520	7,551,750
Mar '08	646,829	17,066,250
Apr '08	613,169	13,776,875
May '08	615,443	14,553,625
Jun '08	660,153	15,519,500
Jul '08	608,673	14,899,000
Aug '08	543,324	15,655,625
Sep '08	506,649	13,493,750
Oct '08	582,379	7,483,000
Nov '08	642,047	7,559,500
Dec '08	676,561	7,712,500
Jan '09	663,316	13,317,250
Feb '09	686,788	8,738,250
Mar '09	670,801	10,943,125
Apr '09	704,776	15,664,500
May '09	653,301	14,607,063
Jun '09	666,951	15,386,813
Jul '09	671,383	13,107,500
Aug '09	681,227	16,345,125
Sep '09	731,118	14,685,750
Oct '09	782,059	18,685,000
Nov '09	766,234	12,799,875
Dec '09	685,315	10,038,500

The value of *regressions* (R) is 0.420, which measures the strength of association between the dependent variable and independent variables.

The coefficient of determination (R square) of the model is 0.176 which means that the 17.6% of the variation in dependent variable (Sales) is accounted by the variation in the independent variables (TV ad expenditure). In other words, our regression model has been able to explain 17.6% of the total variance in customers' perception.

Table 38: Regression Model: TV expenditure and Dhaka sales volume for Lux

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.420(a)	.176	.152	91017.12158

a Predictors: (Constant), LuxTVExp

From the regression coefficient table, we can see that TV expenditure has the standardized coefficient (2.697) and which is not at all significant (significance level is 0.000). The coefficient represents the impact of one unit change in a predictor on the dependent metric variable. Thus we can say that 1 unit change in factor 1 will be responsible for 89.1% change in the dependent variable.

Table 39: Coefficient Model: TV expenditure and Dhaka sales volume for Lux

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	465418.378	52065.474		8.939	.000
	LuxTVExp	.011	.004	.420	2.697	.011

a Dependent Variable: LuxSales

However, the above regression analysis has been conducted on the data collected from the marketers of toilet soap. From the regression analysis, expenditure on TV advertisements has not been found to have substantial impact on sales volume.

11.1.1 Judgemental Inference

This can happen as the expenditure data has been taken on the TV rate card. Media planning and negotiation efficiency can give a different dimension.

11.2 Co-relation between Sales vs. TV Advertisement exposure

To dig deep further exposure data on TV Advertisement (at least 1 plus frequency) for Lux can be regressed to see their impact on the sales volume of Lux. In this case, following data set has been considered:

Table 40: Dhaka Sales volume and TV advertisement exposure of Lux

Month	Sale Volume in KG (Dhaka)	TV Ad exposure (%)
Jan '07	418,035	38
Feb '07	436,421	49
Mar '07	509,909	45
Apr '07	494,525	51
May '07	513,145	49
Jun '07	460,212	75
Jul '07	469,010	45
Aug '07	428,423	51
Sep '07	433,988	65
Oct '07	551,264	68
Nov '07	593,326	79
Dec '07	632,639	63
Jan '08	601,740	63
Feb '08	589,520	51
Mar '08	646,829	71
Apr '08	613,169	64
May '08	615,443	70
Jun '08	660,153	75
Jul '08	608,673	75
Aug '08	543,324	70
Sep '08	506,649	65
Oct '08	582,379	68
Nov '08	642,047	59
Dec '08	676,561	63
Jan '09	663,316	80
Feb '09	686,788	61
Mar '09	670,801	71
Apr '09	704,776	64

May '09	653,301	70
Jun '09	666,951	75
Jul '09	671,383	89
Aug '09	681,227	70
Sep '09	731,118	79
Oct '09	782,059	68
Nov '09	766,234	85
Dec '09	685,315	69

The SPSS output of the regression analysis based on the above data are shown below. From the model summary it is seen that the value of r is 0.635 which means that the model has successfully explained 63.5% of the total variance in the data. The coefficient of determination R square value of 0.403 indicates that 40.3% variance in the sales has been accounted by the independent variable TV Advertisement exposure.

Table 41: Regression Model: TV ad exposure and Dhaka sales volume for Lux

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635(a)	.403	.386	77478.72916

a Predictors: (Constant), LuxViewership

From the table of coefficients (bellow), it can be clearly claimed that the TV ad exposure for Lux brand has considerable impact on the sales volume as the coefficients of the dependent variables are 4.791 which is very high and statistically significant as predicted by the significant scores.

**Table 42: Coefficient Model: TV ad exposure and Dhaka sales volume
for Lux**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1						
	(Constant)	253052.890	73499.974		3.443	.002
LuxViewership	5304.186	1107.030	.635	4.791	.000	

a Dependent Variable: LuxSales

Case Study Brand # Sunsilk

11.3 Co-relation between Sales vs. TV Advertisement expenditure

It is generally expected that more expenditure in TV ad have a significant impact on sales of a particular product. To examine this sense, Sunsilk brand in shampoo category was considered. Sunsilk TV ad expenditure and Sunsilk sales volume (Ltr) of 36 month was taken as independent and dependent variable respectively and regression analysis was considered to test the concept.

Table 43: TV expenditure and the Dhaka sales volume

Month	Sale Volume in Litre (Dhaka)	TV Ad expenditure (Taka)
Jan '07	107,224	15,439,250
Feb '07	105,848	16,012,500
Mar '07	115,116	9,690,750
Apr '07	122,171	10,636,125
May '07	128,762	7,560,000
Jun '07	129,120	9,363,875
Jul '07	127,634	9,994,500
Aug '07	126,929	11,532,500
Sep '07	128,970	9,098,000
Oct '07	149,567	11,259,125
Nov '07	156,378	12,054,875
Dec '07	166,278	9,934,000
Jan '08	154,910	5,592,750
Feb '08	152,811	5,966,500
Mar '08	156,504	9,844,250
Apr '08	146,789	20,576,000
May '08	148,919	11,064,875
Jun '08	160,839	17,868,625
Jul '08	159,051	12,333,750
Aug '08	171,552	13,847,375
Sep '08	165,290	7,125,125
Oct '08	182,502	7,948,250
Nov '08	163,694	4,791,125

Dec '08	161,571	7,519,250
Jan '09	148,978	10,795,500
Feb '09	146,169	7,175,500
Mar '09	145,991	8,439,250
Apr '09	151,512	6,486,500
May '09	156,307	11,732,750
Jun '09	157,409	8,726,000
Jul '09	161,353	18,207,500
Aug '09	174,458	19,149,500
Sep '09	185,953	14,069,750
Oct '09	186,571	14,229,375
Nov '09	174,887	12,452,250
Dec '09	160,202	12,343,000

Regressing Sunsilk TV ad expenditure on Sunsilk sales, it is found that correlation coefficient R is only 5% and coefficient of determination R square is .2%. Whereas adjusted R square is -3%. This value tell us that Sunsilk TV ad expenditure doesn't have any impact on Sunsilk sales and even there is no significant correlation exists between this two variables.

Table 44: Regression Model: TV expenditure and Dhaka sales volume

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.048(a)	.002	-.027	20957.52233

a Predictors: (Constant), SunsilkTVad

Table 45: Coefficient Model: TV expenditure and Dhaka sales volume

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	148224.858	10660.067		13.905	.000
	SunsilkTVad	.000	.001	.048	.282	.780

a Dependent Variable: Sunsilksale

11.3.1 Judgemental Inference:

This can happen as the expenditure data has been taken on the TV rate card. Media planning and negotiation efficiency can give a different dimension.

11.4 Co-relation between Sales vs. TV Advertisement exposure

As it was found that Sunsilks TV ad Exp. has insignificant impact on Sunsilks sales, another independent variable - 'Sunsilk TV ad viewership' - was considered to find out whether Sunsilks sales can be explained by this independent variable. Now Sunsilks ad viewership has been regressed on Sunsilks sales. Exposure data of TV Advertisement (at least 1 plus frequency) for Sunsilks has been regressed to see their impact on the sales volume of Sunsilks. In this case, following data set has been considered:

Table 46: Dhaka Sales volume and TV advertisement exposure

Month	Sale Volume in Litre (Dhaka)	TV Ad exposure (%)
Jan '07	107,224	54
Feb '07	105,848	48
Mar '07	115,116	47
Apr '07	122,171	49
May '07	128,762	31
Jun '07	129,120	29
Jul '07	127,634	59

Aug '07	126,929	50
Sep '07	128,970	51
Oct '07	149,567	66
Nov '07	156,378	55
Dec '07	166,278	59
Jan '08	154,910	54
Feb '08	152,811	56
Mar '08	156,504	47
Apr '08	146,789	67
May '08	148,919	50
Jun '08	160,839	78
Jul '08	159,051	76
Aug '08	171,552	70
Sep '08	165,290	50
Oct '08	182,502	66
Nov '08	163,694	65
Dec '08	161,571	71
Jan '09	148,978	72
Feb '09	146,169	50
Mar '09	145,991	66
Apr '09	151,512	74
May '09	156,307	51
Jun '09	157,409	72
Jul '09	161,353	76
Aug '09	174,458	73
Sep '09	185,953	72
Oct '09	186,571	82
Nov '09	174,887	87
Dec '09	160,202	71

Regressing SunsilK TV ad viewership on SunsilK sales, it is found that correlation coefficient R is 65% which is significant at 0.000 level and coefficient of determination R square is 42%. Whereas adjusted R square is 40%. These values tell us that SunsilK TV ad viewership has impact on SunsilK sales and there exists significant correlation between these two variables. SunsilK sales can be explained 42% by independent variable SunsilK TV ad expenditure.

Table 47: Regression Model: TV ad exposure and Dhaka sales volume

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652(a)	.426	.409	15900.06857

a Predictors: (Constant), SunViewership

Table 48: Coefficient Model: TV ad exposure and Dhaka sales volume

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	90341.871	12380.912		7.297	.000
	SunViewership	996.313	198.443	.652	5.021	.000

a Dependent Variable: Sunsilksale

11.5 Hypothesis Testing:

Our seventh and final hypothesis was 'H7: The TV commercials of Lux & Sunsilks have positive co-relation with respective Sales'. TV Advertisement exposure of Lux and Sunsilks has been proved to have a positive co-relation and impact over respective sales.

So, our final hypothesis is valid.

449696

11.6 Findings and Recommendations:

11.6.1 Findings:

- As a single most important factor TV advertisement is effective if proper exposure to specific target audience can be ensured.
- Increasing expenditure for TV advertisement is not the way of effectiveness.

- Instead it is very much desired to ensure exposure of the TV advertisement especially in this age of massive media clutter and tendency to switch the TV channel during advertisement.
- Considering that Lux and Sunsilk – two leading brands of Unilever portfolio are ensuring exposure of their TV advertisement, both these brands are utilizing their advertisement as an effective means of Sales increment. For these 2 brands 40.3% - 42% sales can be defined by their TV ad expenditure level.
- Continuous effective presence in TV gives a carry over effect on sales.

11.6.2 Recommendation:

It is very important for the TV advertisers to make proper media plan to ensure exposure to make the TV advertisement expenditure effective. Spending millions of Taka everyday in TV without plan can make the total investment wastage.

- The most important thing before putting a TV advertisement is to select the target audience. The people whom the TV Advertisement attempts to influence through it.
- The next step is to identify the TV media consumption habit of the desired target audience –when they spend time sitting in front of TV, which channel or program they watch, does they spend more time with TV in weekend afternoon?
- It is important to catch the target audience at their preferred channel, day and time.
- With the increased media clutter it is very difficult to induce TV viewers to stick to the channel even when Advertisement is ongoing. So, newer way of TV exposure like pop-up or in-built entertainment has to be identified and implemented.

Chapter Twelve

CONCLUSION

12 Conclusion

12.1 TV Advertising is Effective

Perhaps the biggest myth of now a days is all—that TV ads are losing effectiveness over time. Falling TV ratings and the rise of social media and mobile are hurting TV ad effectiveness. Absolutely wrong. The research on this topic, across time and geographies, strongly suggests this is not true. Advertising demand elasticity has fluctuated over the past 15 years, but is not declining (Rubinson, Journal of Advertising Research). So, TV advertising is as effective as it was ever.

Our current research has also proved that in Bangladesh context taking 2 leading brands of Unilever – Lux and Sunsilk into consideration.

Digital and social media are having a transformational effect on Marketing content. This being said, what’s often ignored is what we know about TV advertising effectiveness in the here and now.

As a media of advertising for a mass FMCG there is no other lucrative option in Bangladesh other than TV. Most importantly people love to spend time in front of TV. The rise is partly due to the fact that households have more TV sets in their households and there are more channels to watch. This confirms what we already assumed, is that most people are still looking at their shiny TV as a main form of entertainment. Television advertising provides an exciting, audio - video experience that tells the best things about the brand/product in an exciting, dynamic, persuasive way - and gets people to search for it.

Television advertising has earned an excellent, consistent, successful track record of promoting products and services for over half a century. Considering the percentage of Target group - a single media can reach and expected to ensure exposure through it TV is undoubtedly the best effective media for a mass FMCG product advertisement in Bangladesh.

Depending upon the content and presentation of the advertisement, TV advertisement has the highest possibility to process the advertisement

message to an action. As an audio-visual media TV advertisement possess the ability to process the message – starting from motivation to process up to a call of action. In this study, it has been proven that for both Lux and Sunsilk, respondents could able to process the message to a purchase intention or a positive word of mouth.

Quality, company image and brand image are highly important in making purchase decisions for FMCG goods. It is the advertisement that actually creates the company image and brand image. As company image and brand image have been found to be important, TV advertisements are crucial in marketing cosmetic products. The higher recall and recognized ad is the result of a TV placement. As TV can helps detailing out a story about a brand or a product and more creativity can be shown in the TV ad, the brand advertisement seems to be more relevant and impactful.

People assume that because the web is a “lean-forward” medium, ad in this environment are naturally more engaging and well liked. Research shows that this is not the case. On average, TV ads are liked more than digital ads (Moult & Smith, Journal of Advertising Research). Here in this research it has been proven that more recall necessarily translate to effectiveness.

The question “What sales impact is my TV ad having?” has been studied rigorously in this research. The more matured media planning can ensure more sales in the FMCG basket.

12.2 The Future of Television Advertising

So, if TV advertising is still effective, what's the future of TV advertising?

It will be in three areas:

12.2.1 Cross Media

The rise of digital and social media has created numerous new means and forms to advertise and engage consumers. The impact of a TV ad is even higher when a consumer has been exposed to the brands ad on the print media, radio, web, and vice versa along with TV.

12.2.2 New TV Ad Forms

As TV evolves from network to networked TV, new advertising form factors are cropping up. New ad forms such as speed bumps, telescoping ads, etc. which are being enabled by TV. Marketers need to keep an eye on these new ad forms and be ready to experiment, learn and adjust.

12.2.3 Earned Media

There is vast opportunity for brands to understand how to use paid media to drive earned media. However, this is a promising and poorly understood area that deserves much greater experimentation. Nonetheless, understanding how paid media drives earned, earned drives paid, and how they influence one another is fertile ground for future advertising model innovation.

The future of television advertising is an environment in which the lines between entertainment and promotion have not just been blurred, but have been almost completely removed. With so many technological innovations emerging that challenge the traditional method of delivering entertainment, many question the viability of television commercials as we know them. This is true not only in the trade press, but also in academe (cf. Baker 2003; Rust and Oliver 1994). Advertisers are experimenting with a wide array of solutions, many of which have been around since the advent of television broadcasting, to address their concerns over the dwindling commercial audience. However, there are also industry voices claiming that many are exaggerating the picture.

To approach the task of commenting on the future of television advertising, the task is daunting if for no other reason than its ambiguity. What do we mean by 'the future' by 'television' and by 'advertising'? With respect to the future, we have greatly restricted the time horizon, and have focused primarily on the very near future, roughly comprising the next five to ten years.

Although it is possible to imagine what the far future holds (e.g. personalized ads sent directly to brain-embedded chips, bypassing conscious processing), the unpredictability of technology, advertisers, and consumers themselves makes accurate forecasting a low-probability endeavour.

With respect to television, we consider the medium as it is currently used, but also consider a future that includes interactive television. With respect to advertising, we liberally include any type of paid promotion that appears within or between programming. Thus, this definition not only includes traditional commercials, but also promotional practices such as product placement, product immersion, sponsorships, or any combination of these.

Given our near-term focus, the objective is to outline the current major trends, examine them in-depth to assess their likelihood of contribution to significant future change in the industry, and to offer observations about what is likely to occur over the next decade to commercial television. One important limitation that should be acknowledged is that our assessment and critique emphasizes Bangladeshi television advertising.

12.3 Trends which has already started globally

There are several trends causing both excitement and consternation in the industry. A recent review of selected trade publications (including Advertising Age, Mediaweek, TelevisionWeek, and The New York Times) offers a wide array of concerns. Despite different terminologies for related concepts, these can be loosely categorized into three major areas, the first and foremost of which are technological innovation and its implications.

Of particular concern are the consequences of deep penetration of personal video recorders (PVRs) and video-on-demand (VOD). These devices allow viewers to avoid ads within and between recorded non-commercial programs with remarkable ease, and much of the concern in the industry pertains to how to deal with this presumably inevitable loss of ad viewership. In Bangladesh this loss of ad viewership is increasing with the increasing number of remote controlled TV.

The second issue is in many ways a response to these technologies: the trend toward product placement, or, more broadly, product integration. Product integration involves weaving the product into the 'fabric' of the program, usually through a combination of such techniques as product placement and immersion, blurring the lines between entertainment and promotion (Shrum 2004). Given that many industry analysts believe that technology that allows viewers to avoid ads surely means that viewers will do so, these alternative tactics are an outcome of strategies to reach viewers through the programs themselves.

The third area of concern revolves around the issue of ad clutter. Over the years, two trends have clearly emerged, particularly in Bangladesh:

- More television time devoted to ads and
- Shorter ads.

These two trends translate into a huge leap in the number of ads shown in any given time period. Industry professionals worry about two consequences of clutter:

- Less ad effectiveness due to cognitive overload and
- Loss of viewers due to their annoyance with the barrage of ads.

In the following sections, we address in more detail each of these issues and attempt to provide a balanced perspective on the current state of practice. As previously noted, the continued success and viability of television advertising has been questioned time and again, particularly when the discussion focuses on the effects of new technologies.

Of course, this is to be expected: new technologies often spawn apocalyptic visions regardless of the domain, and provide substantial material for science fiction writers. Yet two points are often overlooked. With respect to the end-user (i.e. the viewer), old habits are often difficult to break, so the diffusion of technologies and their correspondent effects usually take much longer than is predicted. With respect to the producer (i.e. the advertiser), it again is the case that old habits are hard to break, so the 'tried-and-true' methods typically have remarkable staying power in spite of predicted revolutions in business practice. Nevertheless, when faced with real and imminent threats, businesses often prove eager to adopt new methods for dealing with change. For these reasons, it is important to assess the proper weight to be assigned to particular threats.

12.4 Technological Innovation

The greatest area of concern for the industry involves technologies that allow for greater viewer control over ad exposure. Whether they take the form of VOD, PVRs, their threat to traditional viewing habits is fairly clear. VOD refers to the ability of networks to provide programming to individuals at any time, rather than at a specific scheduled time for a mass audience. PVRs are devices that allow individuals to easily record programming and avoid undesirable elements (such as ads). Interactive television will allow viewers to interact directly with producers to influence specific aspects of programs. VOD's threat pertains to its ability to provide easy access to alternative programming such as movies. Industry worries that such greatly expanded program choice, and particularly commercial-free program choice, will siphon away viewers from their own advertising-supported programming.

The threat of the PVR is in its ability to easily avoid traditional ads. PVRs allow users to record a program in digital format, store the information on a hard drive, and play back the program at the users' convenience. Moreover, this playback can occur in real time such that the user can pause a 'live' event and start playing it again without missing any programming. Most important from the advertiser perspective, PVRs allow for very quick and efficient skipping through recorded segments such as ads. It is estimated that the household penetration of PVRs will be over 20 percent in the USA, France, Germany, and Great Britain by 2007 ([Robyn](#)

[Greenspan](#), ClickZ, Sep 22, 2003) and that worldwide shipments of PVRs will be over 30 million units by 2007 (In-Stat/MDR 2004).

It seems clear that these new technologies will have the very real potential to change the way we view television. Research indicates that 70 percent of PVR users report skipping ads (Baron 2003). Additionally, a viewer can give a program (such as a sporting match) an hour head start, and then tune in and fast-forward through uninteresting parts (e.g. lulls in the match). However, the new technologies will also allow advertisers to adapt to their advantage.

For example, interactive television, which will allow viewers to interact with the show, request information, and even change endings, will also allow advertisers to provide very targeted, customized ads to individual viewers. This type of technology will greatly enhance the efficiency of ads and media buys.

12.5 Product Integration

Product integration is the tactic that advertisers have adopted to combat the ad-zapping possibilities of new technologies. It essentially involves weaving the brand into the programming. The logic of many advertisers is that they want to become 'zap-proof,' and one of the ways of accomplishing this is to get out of stand-alone ad insertions and into the program itself. It should be noted that the extent of the practices discussed in this section vary dramatically across countries. In Bangladesh the practice has already been started. Many of the Unilever brands are found in the bathroom rack or dressing table of the soap operas.

12.6 Product Placement

One of the well-known forms of integration is product placement, which involves having the brand visible in a scene, such as a Sunsilk container in the bathroom or a character taking Lux from her bathroom shelf. In particular, complex barter arrangements may be used in which actual cash does not change hands, but the advertiser supplies a free location for filming (e.g. a department store), free products for the production crew, joint promotions of the film or program, and so forth (McCarty 2004). Although the amounts 'paid' by the advertiser may seem minimal

compared to the cost of advertising, they are often crucial for program production. In many cases, it may mean the difference in being able to produce a particular program.

Recent content analyses provide a glimpse of current practice and future potential. For example, in a study that assessed the top three American networks (ABC, NBC, and CBS), fifteen branded products appeared in the average 30-minute program, of which approximately 40 percent were negotiated product placements (Avery and Ferraro 2003). Although the presence of product placements revealed in this study was insignificant, there is clearly potential for additional placements. Generally, a product is allowed to be in a scene only to the extent that it is essential to the story. However, the restrictions are difficult to enforce, and the practice appears to be evident in numerous countries in Europe (Freys 1993). Over the last decade, there have been suggestions made by many to legalize the practice (Cowen 2003), motivated to some extent by the presumed diminishing impact of traditional advertising. In Bangladesh except the government channel "Bangladesh Television" there is no such rules against this product placement.

The possibilities for an expanded presence for product placements have spawned a cottage industry of firms that specialize in brokering such placements. Placement brokers' contract with companies interested in having their products placed in television programs, arrange for a channel to supply them with scripts in progress, read through the scripts to determine points in which it would be reasonable to show their client's product, and then negotiate for placement. The negotiation may involve varying levels of influence on the nature of the script. At the simplest level, it may involve something as innocuous as a mention in a script of a soap or shampoo being used, and the placement broker merely asking whether it could specifically be Lux /Sunsilk.

The extent to which the product placement process intrudes on the creative vision of writer and producer can vary substantially. Although many placement brokers are adamant that they do not want to inhibit creativity in an effort to promote their clients' products, and in fact suggest that to do so would actually hurt the industry, it is also clear that it is in

the client's best interest (and therefore the broker's) to do whatever is possible to secure the placement, and it may be difficult for a producer running over budget to turn down some sort of financial incentive. Indeed, some placement brokers are becoming so sophisticated that they get input from producers, writers, and advertisers as to how their client's product could be integrated into a script in a creative way.

12.7 Program Sponsorship

Also increasingly popular as a promotional strategy are sponsorships, which refer to situations where the advertiser pays all or some of the production costs of the program, such as a televised reality Show. In Bangladesh, the sponsors receive frequent mention (e.g. 'Brought to you by. . . '), often purchase a significant portion of the advertising for that program, and now receive product placements in the package. Lux-Channel I Super Star is one such example.

In exchange for sponsorship, Lux contributed significantly to the production costs, is mentioned prominently throughout the broadcast, and receives numerous brand placements. It is interesting to note that the concept of sponsorship is not at all new.

In fact, earlier many programs were sponsored by single advertisers. These shows were controlled by a single sponsor and the ad agencies acted as producers and fought for control of programming. There was a tendency for commercial messages to be blended into the programming of the shows.

12.8 Advertising Clutter

Advertising clutter refers to the proliferation of advertising that produces excessive competition for viewer attention, to the point that individual messages lose impact and viewers abandon the ads (via fast-forwarding, changing channels, quitting viewing, etc.). Two particular trends in television advertising practice in Bangladesh contribute to this clutter:

- The increase in the number of ad minutes per program hour and
- The use of shorter commercials.

These two trends have produced an environment in which the viewer is bombarded with a constant stream of rapid-fire ads, and industry analysts rightly worry that viewers will become alienated.

12.9 Findings and Recommendations

12.9.1 Findings:

- Television as media of advertising is reaching highest number of audience among all media for advertisement.
- A remarkable portion of the sample has adequate level of motivation to process the message of Lux & SunsilK TV commercials.
- The respondents have the ability to process the message of Lux & SunsilK TV Commercials.
- The TV commercials of Lux & SunsilK have formed favorable cognitive thoughts among the audience.
- The TV commercials of Lux & SunsilK have led to favorable attitude change among the audience.
- The TV commercials of Lux & SunsilK are perceived to be relevant, original and impactful to the audience.
- The TV commercials of Lux & SunsilK have positive co-relation with respective Sales.

In brief, TV advertisements are effective in promoting Fast Moving Consumer Goods in Bangladesh. This is proven in consideration of the case study brands. With the increasing advertisement cluster in the Television, advertisers need to find out newer ways of advertisement so that the target audience does not miss it.

12.9.2 Recommendations:

- FMCG marketers need to thoroughly consider TV as a priority media for advertising to reach a large chunk of target people at a time.
- Branded entertainment is a growing medium and can be an essential tool in driving awareness and sales.
- Branded entertainment should be part of a fully-integrated effort that includes advertising, public relations and other marketing activities.
- Defining the business objectives before spending the money is highly important. Once goals are defined, it is easy to validate the investment.
- ROI is still difficult to measure using the advertising metrics that are in place today.
- As a growing potential media internet should be intelligently used to complement the TV advertisement to make it best effective.

12.10 Further Scope of Research

The research presented in this thesis, together with the previous work by other authors, represent a foundation for the future work within this field. It is a recommendation that measurement of the media advertisement effectiveness should be part of the standard campaign media planning.

- The similar study should be conducted for other advertising media and content for example press advertisement, Radio advertisement, Billboard advertisement or Internet advertisement to understand the effectiveness of that advertisement and thereby justify the spending.
- Different demographic segment can be compared for understanding the best influenced segment of an advertisement campaign.
- Further study can be conducted to compare the effectiveness of advertisement in different media.

Appendices

Appendix - A

References

1. Children's Perception of TV advertising – A case study of 3rd Graders in Sweden by Maria Ersson & Ulrika Kobin, (2006): Department of Business Administration and Social Sciences, Division of Industrial marketing and E-Commerce.
2. Coca-Cola or Pepsi; that is the Question - A study about different factors affecting consumer preferences (2006): Eva-Lena Andersson, Evelina Arvidsson and Cecilie Lindström
3. Russell H. Colley (1961): Defining Advertising Goals for Measured Advertising Results.
4. Beard, Fred K. "Hard-Sell 'Killers' and Soft-Sell 'Poets': Modern Advertising's Enduring Message Strategy Debate." (2004): *Journalism History* 30:3, P: 141-149.
5. Jones, John P. *Fables, Fashions, and Facts About Advertising: A Study of 28 Enduring Myths*. (2004): Thousand Oaks, Cal.: Sage.
6. McDonough, John, and Karen Egolf, eds. *The Advertising Age Encyclopaedia of Advertising*. (2003): 3 vols. New York: Fitzroy Dearborn.
7. Pollay, Richard W. *Information Sources in Advertising History*. (1979): Westport, Conn.: Greenwood Press.
8. Advertising and Promotion: An Integrated Marketing Communications Perspective (Paperback - 1 Aug 2008): George E Belch and Michael A Belch.

9. Advertising Effectiveness: Findings from Empirical Research, (Hardcover - Jan 1994): Giep Franzen.
10. Measuring Advertising Effectiveness (Advertising & Consumer Psychology) (Hardcover - 12 Jun 1997): William Wells.
11. Measuring Magazine Effectiveness - Quantifying the sales Impact of Magazine Advertising (1994-2000): Magazine Publishers of America and Media Marketing, Assessment Release Ground.
12. Marketing Management (2004): Kotler, Philip
13. A Generic Concept of Marketing (1972): Kotler, Philip
14. Global Marketing (2007): Keegan J. Warren,
15. Marketing Research: An Applied Orientation (2006): Malhotra, K. Naresh.
16. Research Methodology; Methods and Technique (2003): Kothari C R
17. Statistical Techniques in Business and Economics (2001); Lind, Douglas A.; Mason, Robert Deward; Marchal, William G.
18. Issue involvement can increase or decrease persuasion by enhancing message relevant cognitive responses (1979) Petty & Cacioppo.
19. *Principles of Measuring Advertising Effectiveness*, American Marketing Association, <http://www.marketingpower.com> (accessed October 14, 2004): *David Olson*.
20. Journal of Advertising Research, June 2010
21. ZenithOptimedia
22. Nielsen's Global AdView Pulse
23. Millward Brown
24. Bangladesh Today, 4th December 2008

Appendix – B

IMPORTANT TABLES

Appendix Table 1: Nationwide Media Reach (population percentage)

	Year 2002	Year 2005	Year 2008
TV	47.6	53.7	58.8
Press	20.9	21.6	25.1
Radio	28.6	21.3	15.9
Cinema	12.4	7.3	5.2
All Media	66.2	67.8	66.5

Appendix Table 2: Media Reach in Dhaka (population percentage)

	Year 2005	Year 2008
TV	55	69.6
Press	19.7	27.9
Radio	14.1	11.2
Cinema	7.8	6.3
All Media	64	74.5

Appendix Table 3: TV ownership in Bangiadesh (percentage of total household)

	With a TV	Without a TV
SEC A	93.1	6.9
SEC B	76.1	23.9
SEC C	70.5	29.5
SEC D	63.4	36.6
SEC E	40.2	59.8
SEC All	57.1	42.9

Appendix Table 4: TV ownership in Dhaka (percentage of total household)

	With a TV	Without a TV
SEC A	92	8
SEC B	80	20
SEC C	68	32
SEC D	62	38
SEC E	34	66
SEC All	47	53

Appendix Table 5: TV viewership (percentage)

Men	72
Women	76
Housewives	80
Children	61

Appendix Table 6: Motivation to process the TV Advertisement message

One-Sample Test						
	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
For Getting Information about Lux Tv Ad Is Important	40.927	213	.000	5.37778	5.1185	5.6371
For Getting Information about Sunsilk Tv Ad Is Important	41.814	213	.000	5.41111	5.1557	5.6665

Appendix Table 7: Ability to process the TV Advertisement message

One-Sample Test						
	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Lux Ad Is Easily Understandable	52.043	213	.000	5.66667	5.4518	5.8815
Sunsilk Ad Is Easily Understandable	16.495	213	.000	6.02778	5.3067	6.7489

Appendix Table 8: Cognitive Process

One-Sample Test						
	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Message of Lux Ad Is Important For me	31.815	213	.000	4.42778	4.1531	4.7024
Message of Sunsilk Ad Is Important For me	15.103	213	.000	4.90556	4.2646	5.5465
Find the Cause for Purchasing Lux In Ad	34.883	213	.000	4.58889	4.3293	4.8485
Find the Cause for Purchasing Sunsilk In Ad	35.848	213	.000	4.63889	4.3835	4.8942
Lux Ad Is Meaningful for Me	32.761	213	.000	4.40000	4.1350	4.6650
Sunsilk Ad Is Meaningful for Me	35.950	213	.000	4.44444	4.2005	4.6884

Appendix Table 9: Attitude Change

One-Sample Test						
	Test Value = 0					
					95% Confidence Interval of the Difference	
	T	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Message of Lux Ad Is Important For me	31.815	213	.000	4.42778	4.1531	4.7024
Message of Sunsilk Ad Is Important For me	15.103	213	.000	4.90556	4.2646	5.5465
Find the Cause for Purchasing Lux In Ad	34.883	213	.000	4.58889	4.3293	4.8485
Find the Cause for Purchasing Sunsilk In Ad	35.848	213	.000	4.63889	4.3835	4.8942
Lux Ad Is Meaningful for Me	32.761	213	.000	4.40000	4.1350	4.6650
Sunsilk Ad Is Meaningful for Me	35.950	213	.000	4.44444	4.2005	4.6884

Appendix Table 10: Volume Share of Lux

Month	Bangladesh	Dhaka
Jan '07	27%	29%
Feb '07	27%	30%
Mar '07	29%	32%
Apr '07	28%	32%
May '07	28%	33%
Jun '07	28%	31%
Jul '07	30%	32%
Aug '07	30%	33%
Sep '07	31%	34%
Oct '07	35%	37%
Nov '07	34%	38%
Dec '07	34%	37%
Jan '08	34%	37%
Feb '08	35%	38%
Mar '08	37%	42%
Apr '08	37%	42%
May '08	37%	41%
Jun '08	37%	42%
Jul '08	37%	41%
Aug '08	35%	37%
Sep '08	35%	36%
Oct '08	36%	39%
Nov '08	39%	44%
Dec '08	41%	45%
Jan '09	42%	46%
Feb '09	43%	47%

Mar '09	43%	46%
Apr '09	42%	45%
May '09	41%	43%
Jun '09	42%	44%
Jul '09	42%	44%
Aug '09	42%	44%
Sep '09	43%	44%
Oct '09	43%	44%
Nov '09	44%	46%
Dec '09	45%	45%

Appendix Table 11: Sales, TV Expenditure and Exposure of Lux

Month	Volume in KG (Bangladesh)	Volume in KG (Dhaka)	Viewership Percentage	TV Ad expenditure (Taka)
			1 + Frequency	
Jan '07	989,471	418,035	38	10,104,375
Feb '07	973,733	436,421	49	8,800,875
Mar '07	1,101,544	509,909	45	6,973,875
Apr '07	1,050,780	494,525	51	7,131,750
May '07	1,078,683	513,145	49	16,331,750
Jun '07	1,038,217	460,212	75	12,249,625
Jul '07	1,105,833	469,010	45	11,572,125
Aug '07	1,016,971	428,423	51	9,193,500
Sep '07	1,045,748	433,988	65	7,037,500
Oct '07	1,331,486	551,264	68	6,364,375
Nov '07	1,313,993	593,326	79	6,352,250
Dec '07	1,399,121	632,639	63	9,333,500
Jan '08	1,357,881	601,740	63	10,120,875
Feb '08	1,353,228	589,520	51	7,551,750
Mar '08	1,420,307	646,829	71	17,066,250
Apr '08	1,353,023	613,169	64	13,776,875
May '08	1,335,922	615,443	70	14,553,625
Jun '08	1,346,637	660,153	75	15,519,500
Jul '08	1,282,700	608,673	75	14,899,000
Aug '08	1,211,840	543,324	70	15,655,625
Sep '08	1,204,008	506,649	65	13,493,750
Oct '08	1,330,758	582,379	68	7,483,000
Nov '08	1,378,999	642,047	59	7,559,500
Dec '08	1,461,312	676,561	63	7,712,500
Jan '09	1,378,620	663,316	80	13,317,250
Feb '09	1,403,707	686,788	61	8,738,250
Mar '09	1,415,039	670,801	71	10,943,125
Apr '09	1,465,362	704,776	64	15,664,500
May '09	1,432,556	653,301	70	14,607,063
Jun '09	1,464,188	666,951	75	15,386,813
Jul '09	1,498,426	671,383	89	13,107,500
Aug '09	1,487,651	681,227	70	16,345,125
Sep '09	1,692,372	731,118	79	14,685,750
Oct '09	1,831,731	782,059	68	18,685,000
Nov '09	1,851,206	766,234	85	12,799,875
Dec '09	1,784,608	685,315	69	10,038,500

Appendix Table 12: Volume Share of Sunsilk

Month	Bangladesh	Dhaka
Jan '07	57%	55%
Feb '07	56%	52%
Mar '07	55%	52%
Apr '07	57%	53%
May '07	56%	51%
Jun '07	56%	51%
Jul '07	55%	50%
Aug '07	56%	52%
Sep '07	56%	52%
Oct '07	55%	50%
Nov '07	58%	53%
Dec '07	56%	51%
Jan '08	55%	50%
Feb '08	55%	50%
Mar '08	56%	52%
Apr '08	55%	52%
May '08	55%	51%
Jun '08	56%	53%
Jul '08	56%	53%
Aug '08	59%	58%
Sep '08	57%	55%
Oct '08	58%	55%
Nov '08	57%	54%
Dec '08	56%	54%
Jan '09	55%	51%
Feb '09	55%	51%
Mar '09	54%	49%
Apr '09	54%	49%
May '09	55%	50%
Jun '09	54%	50%
Jul '09	55%	50%
Aug '09	57%	52%
Sep '09	55%	51%
Oct '09	55%	51%
Nov '09	54%	49%
Dec '09	52%	47%

Appendix Table 13: Sales, TV Expenditure and Exposure of Sunsilk

Month	Volume in Litre (Bangladesh)	Volume in Litre (Dhaka)	Viewership Percentage	TV Ad expenditure (Taka)
			1 + Frequency	
Jan '07	228,071	107,224	54	15,439,250
Feb '07	227,921	105,848	48	16,012,500
Mar '07	237,833	115,116	47	9,690,750
Apr '07	254,044	122,171	49	10,636,125
May '07	266,668	128,762	31	7,560,000
Jun '07	263,821	129,120	29	9,363,875
Jul '07	262,446	127,634	59	9,994,500

Aug '07	259,089	126,929	50	11,532,500
Sep '07	263,912	128,970	51	9,098,000
Oct '07	304,581	149,567	66	11,259,125
Nov '07	315,681	156,378	55	12,054,875
Dec '07	322,714	166,278	59	9,934,000
Jan '08	309,217	154,910	54	5,592,750
Feb '08	305,147	152,811	56	5,966,500
Mar '08	308,692	156,504	47	9,844,250
Apr '08	287,272	146,789	67	20,576,000
May '08	293,345	148,919	50	11,064,875
Jun '08	306,751	160,839	78	17,868,625
Jul '08	302,514	159,051	76	12,333,750
Aug '08	316,108	171,552	70	13,847,375
Sep '08	310,368	165,290	50	7,125,125
Oct '08	349,447	182,502	66	7,948,250
Nov '08	313,580	163,694	65	4,791,125
Dec '08	309,361	161,571	71	7,519,250
Jan '09	292,924	148,978	72	10,795,500
Feb '09	292,749	146,169	50	7,175,500
Mar '09	299,241	145,991	66	8,439,250
Apr '09	308,979	151,512	74	6,486,500
May '09	319,139	156,307	51	11,732,750
Jun '09	312,025	157,409	72	8,726,000
Jul '09	334,400	161,353	76	18,207,500
Aug '09	356,862	174,458	73	19,149,500
Sep '09	382,858	185,953	72	14,069,750
Oct '09	399,751	186,571	82	14,229,375
Nov '09	386,343	174,887	87	12,452,250
Dec '09	347,749	160,202	71	12,343,000

Appendix C

QUESTIONNAIRE

Dear Respondent,

Thank you for participating in this Study. Your opinions are highly valuable to us! This survey is about the influence of Television advertisement in brand and product choices. This is an opportunity for you to give feedback to Media selection for Fast moving consumer goods. Your information will be kept highly confidential and will be used for academic purpose only.

Brand Exposure

Q.1. Please write down, TV commercial of which toilet soap and shampoo brands you have noticed:	
Toilet soap	Shampoo
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Action (Purchase)

Q.2. Please indicate how likely is that you will buy the following brands for you or your household: (Dependent variable: Customer preference)									
LUX	Definitely will buy								Definitely will not buy
	9	8	7	6	5	4	3	2	1
SUNSILK	9	8	7	6	5	4	3	2	1

Action (Positive Word of Mouth)

Q.3. Please indicate how likely you would refer / recommend these brands to others: (Dependent variable: Customer preference)									
LUX	Definitely will recommend								Definitely will not recommend
	9	8	7	6	5	4	3	2	1
SUNSILK	9	8	7	6	5	4	3	2	1

Action (Negative Word of Mouth)

Q.4. Please indicate how likely you would recommend not to use these brands to others:
(Dependent variable: Customer preference)

LUX	Definitely will recommend not to use								Definitely will not recommend such
		9	8	7	6	5	4	3	2
SUNSILK	9	8	7	6	5	4	3	2	1

Measuring the Originality of the advertisements (Motivation)

Q.5. It was just like most other commercials

LUX	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
		7	6	5	4	3	2
SUNSILK	7	6	5	4	3	2	1

Q. 6. It was typical of most ads you see today

LUX	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
		7	6	5	4	3	2
SUNSILK	7	6	5	4	3	2	1

Q.7. You see ads like that all the time- the same old thing

LUX	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
		7	6	5	4	3	2
SUNSILK	7	6	5	4	3	2	1

Q.8. I have seen a lot of ads like this before

LUX	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
		7	6	5	4	3	2
SUNSILK	7	6	5	4	3	2	1

Ability to process the message

Q.9. The ad was easy to interpret / understand

LUX	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
		7	6	5	4	3	2
SUNSILK	7	6	5	4	3	2	1

Q.10. Please indicate your level of agreement with the following statements								
		Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	LUX kills germs	7	6	5	4	3	2	1
	LUX enhances your beauty	7	6	5	4	3	2	1
	LUX is a refreshing soap	7	6	5	4	3	2	1
	LUX is made of natural stuffs	7	6	5	4	3	2	1
	LUX makes you a superstar	7	6	5	4	3	2	1
SUNSILK	SUNSILK gives you stylish hair	7	6	5	4	3	2	1
	SUNSILK reduces hair fall	7	6	5	4	3	2	1
	SUNSILK fight with dandruff	7	6	5	4	3	2	1
	SUNSILK makes hair silky	7	6	5	4	3	2	1
	SUNSILK makes hair shiny	7	6	5	4	3	2	1
	SUNSILK makes hair long	7	6	5	4	3	2	1

Measuring Relevance of the Advertisements (Judgment about communication)

Q.11. The message in the commercial said something important to me							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.12. The commercial gave me a good reason to buy the brand							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.13. It was meaningful for me							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.14. The commercial did not show you anything that would make you wants to use the product							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.15. The ad did not have anything to do with you or your needs							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.16. The commercial made you think about buying the brand that was advertised							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.17. The commercial made you want the brand that was advertised							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.18. The ad talks about something that concerns you, personally							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.19. During the commercial I thought how the product might be useful to you							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Measuring the Impact of the advertisements (Feelings about message)

Q.20. You found yourself responding strongly to this ad							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.21. I got involved with the feeling of this ad							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.22. I got emotionally involved with this ad							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.23. I experienced emotion while watching this ad.							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.24. In purchasing the following brands, how important would each of the followings be to you:

		Extremely important	Important	Somewhat Important	Neither important nor unimportant	Somewhat unimportant	Unimportant	Extremely Unimportant
LUX	Price of the soap	7	6	5	4	3	2	1
	Brand image of the product	7	6	5	4	3	2	1
	Reference group influence	7	6	5	4	3	2	1
	Company brand image	7	6	5	4	3	2	1
	Quality of the soap	7	6	5	4	3	2	1
	Advertisement	7	6	5	4	3	2	1
SUNSILK	Price of the shampoo	7	6	5	4	3	2	1
	Brand image of the product	7	6	5	4	3	2	1
	Reference group influence	7	6	5	4	3	2	1
	Company brand image	7	6	5	4	3	2	1
	Quality of the shampoo	7	6	5	4	3	2	1
	Advertisement	7	6	5	4	3	2	1

The following questions are for classification purposes only, and will help us understand different groups of people.

Q25: What is your profession? Are you...?

- Student
- Housewife / Househusband
- Service holder
- Businessman/woman

Q26: Including yourself, how many people are currently living in your household?

Q27: Which of the following categories best represents the last grade of school you completed?

- SSC or less
- HSC
- Graduate
- Post graduate

Q28: Which of the following categories best represents the average income for your household?

- Less than BDT 10,000
- BDT 10,000 but less than BDT 20,000
- BDT 20,000 but less than BDT 30,000
- BDT 30,000 or more
- Prefer not to answer

Q29: What is your age?

- Under 25
- 26-35
- 36-45
- Over 45

Q30: Are you...

- Male
- Female

Q31: What is your postal code? _____

THANK YOU FOR PARTICIPATING IN THIS SURVEY.

Appendix D

CHECKLIST FOR THE DISCUSSION WITH THE ADVERTISER

Dear Respondent,

Thank you for participating in this Study. This survey is about the influence of Television advertisement in brand and product choices. Your information will be kept highly confidential and will be used for academic purpose only.

- Unilever's thought on advertising
- Priority Media for their brands
- Why they spend so much on TV
- What are their objectives while doing an advertising campaign on TV
- Thoughts of media planners while placing the advertisement on TV
- Newer challenges faced in TV advertisements

Name:

Designation:

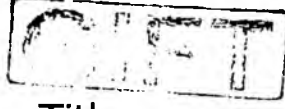
Company:

THANK YOU FOR YOUR COOPERATION.

A Ph. D Thesis on

Effectiveness of Television Advertisement in Promoting
Fast Moving Consumer Goods in Bangladesh – A Case
Study on Unilever Bangladesh Limited

Thesis Paper Leading to Ph. D



Title:

Effectiveness of Television Advertisement in Promoting Fast Moving Consumer Goods in Bangladesh – A Case Study on Unilever Bangladesh Limited

Submitted by:

Jesmin Zaman

Registration Number: 146

Registration Year: 2007-2008

Ph. D Fellow

Department of Marketing
University of Dhaka

449696

Dhaka University Library

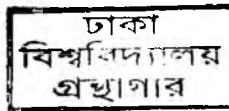


449696

Under supervision of:

Professor Dr. Razia Begum

Department of Marketing
University of Dhaka

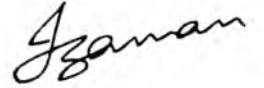


December 2010

Certificate

Certified that this thesis entitled "Effectiveness of Television Advertisement in Promoting Fast Moving Consumer Goods in Bangladesh – A Case Study on Unilever Bangladesh Limited" submitted by me for award of the Degree of Doctor of Philosophy in Marketing, Faculty of Business Studies at Dhaka University is based on my own work carried under the direct supervision of professor Dr. Razia Begum, Department of marketing and neither the thesis nor any part of it has been submitted earlier for any Degree or Diploma elsewhere.

Sincerely Yours,



(Jesmin Zaman)

Date: 26.12.10

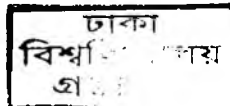
Countersigned by the Supervisor,



(Professor Dr. Razia Begum)

Date: 26.12.10

449696



26 December, 2010

To,
The Supervisor
Department of Marketing
Faculty of Business Studies
University of Dhaka

Subject: Solicitation for Acceptance of Thesis Paper

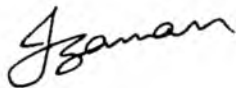
Dear Madam/Sir,

With due respect, I, Jesmin Zaman is submitting the Thesis on **Effectiveness of Television Advertisement in Promoting Fast Moving Consumer Goods in Bangladesh – A Case Study on Unilever Bangladesh Limited.**

This will be highly appreciated and acknowledged, if you kindly receive this report for evaluation.

I will be available for any clarification for presentation of thesis, whenever necessary. Thank you for your patience and anticipated support.

Sincerely Yours,



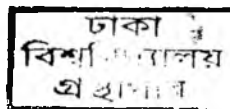
Jesmin Zaman

Registration Number: 146

Registration Year: 2007-2008

Ph. D Fellow

449696



ACKNOWLEDGEMENT

This work was carried out at the Department of Marketing, University of Dhaka between Year 2009 and year 2010.

This work had not been possible without the support from and colliaboration with a number of people and institutions to which I am forever grateful.

First of all I would like to express my gratitude towards my supervisor, Dr. Razia Begum whose encouragement, guidance and support from the initial to the concluding level enabled me to develop an understanding of the subject and prepare this thesis. She has inspired me and taught (or rather tried to teach) me the way of the evaluating the effectiveness of TV Advertisement. I would also like to acknowledge her great patience, particularly during the last part of my thesis work. I greatly appreciate the discussions we have had, the many advices and comments she has given me.

It is indeed very necessary to express my gratitude to Professor Dr. Haripada Bhattacharja, Professor Dr. Fazlul Haque Shah and other professors of Department of Marketing, University of Dhaka has widen my knowledge by their active suggestion and guidance.

I also would like to make a special reference to Mr. Sami Ashraf and Ms. Hosna Ara Loma who are Product Group Managers of Unilever Bangladesh Limited. I would also like to thank Mr. Sikdar Akhter Uz Zaman of Mindshare, Mr. Momenur Rashid Khan of Nielsen Bangladesh and Ms. Tasnuva Ahmed, SIRIUS Bangladesh. Without their cooperation I could not have gotten such relevant data.

It is mandatory for me to mention the cooperation of my friend Mr. Reajul Chowdhury, who helped me all out to plan and implement this research.

It is a pleasure to thank those who made this thesis possible such as my Mother who gave me the moral support and was the inspiration for me all through the period.

Lastly, I offer my regards and blessings to all of those who supported me in any respect during the completion of the project.

Executive Summary

Global advertising market in 2010 reached to almost \$448bn (£274bn) and expecting to have steady improvement over the next three years. The advertising market in Bangladesh is relatively small, but Tk 1,200 crore advertisement market is growing at a faster rate. Television contributes around 50% of total advertising spending in Bangladesh market. So, the dependency on TV is highly significant in Bangladesh.

We expect that TV makes people do things. In this research, we intended to check whether spending in TV is effective in Bangladesh in terms of reaching audience, message communicability, recall & recognition and increment in sales. We are taking Unilever Bangladesh Limited as a case for testing. Unilever Bangladesh Limited – largest FMCG Company in Bangladesh is spending around 50 million BDT/month only for TV advertising which is around 10% of total TV advertisement of Bangladesh market.

Television Reaches to the highest number of people:

Television reaches to the highest number of total adult in Bangladesh. Among total adult living in Bangladesh 33.5% cannot be reached through any mass media – TV, Radio, Newspaper, Cinema, Internet etc. TV reaches to total 58.8% Bangladeshi people, whereas Radio and cinema reach has been decreased. Among the only 66.5% people who are exposed to either of the mass media, the TV reach of 58.8% is truly significant in number.

As we have conducted the message communicability, recall & recognition and increment in sales test in perspective of Dhaka, so for better comparison we have checked the TV reach in Dhaka. In Dhaka, the situation is even more prominent. Television reaches to around 70% Dhaka people which is the highest.

Another important fact is 70 to 80% of TV owning adults are watching TV daily. And they are sitting down for hours. Around 20% of Dhaka population watches at least 21 hours of television a week. Not only the elders, even youths of 15–24 years are watching TV as the next man. Advertising on television can give a product or service instant validity and prominence. TV offers the greatest possibility for creative advertising. With a camera, it's possible to take audience anywhere and show them almost anything. TV audience is divided into much larger segments, which enables to reach a larger, yet, more diverse audience.

So, as a media of advertising TV is undoubtedly the highest reached media and definitely be effective in terms of cost per reach.

TV Commercial Message processing towards positive or negative persuasion:

Over the past twenty years the elaboration likelihood model of persuasion has emerged as one of the most influential theories of persuasion in the field of communication. In this research we have used the elaboration likelihood model to understand whether there is any change in attitude through the advertising of Lux and Sunsilk – our case study brands from Unilever portfolio. We have checked whether the ongoing Lux and Sunsilk TV advertisement is able to have enough exposure, motivate viewers to take action like purchase or reject the product, spread positive or negative word of mouth.

It has been found in the study that a remarkable portion of the sample has adequate level of motivation to process the message of Lux and Sunsilk TV Commercials. Motivation to process the messages was measured on the basis of their perceived importance of Lux and Sunsilk TV commercial for getting information about these. Respondents showed their positive motivation to further process the commercial information. Both Lux and Sunsilk commercial scored 5.4 out of 7.

To measure the ability to process the messages of the commercials, respondents were asked to indicate their level of agreement to the statement that the commercials were easily understandable. The agreement score of Lux and Sunsilk is 5.7 and 6.0 out of 7 which clearly depicts that TV commercial of Lux and Sunsilk are easy to understand to the respondents and the audiences have the ability to process to understand the Lux and Sunsilk TV Advertisement.

The research showed that Lux and Sunsilk TV commercials developed favorable thoughts among the respondents. The respondents perceived the messages of the commercials important, persuasive and relevant to form a favorable thought. The average mean score for all these three statements for Lux and Sunsilk is 4.46 and 4.53 out of 7 which proves that the respondents are having favorable thoughts about the Lux and Sunsilk TV advertisement.

Respondents also showed their positive purchase intention and likelihood to advocate both Lux and Sunsilk to others and negative attitude regarding negative word of mouth.

Throughout this study we have attempted to measure the effectiveness of the TV commercials of Lux beauty soap and Sunsilk shampoo using the Elaboration Likelihood Model by judging whether these two commercials are creating positive or negative persuasion.

Recall & Recognition Test:

To understand the recall and recognition of Lux and Sunsilk TV Commercials we measured the recall ability of the respondents about the TV commercials of the case study brands. Respondents were asked to name out the brands come to their minds while asking about which TV commercials they have noticed among the category. The recognition test included some questions to measure to what extent the respondents can

accurately recognize the contents of the commercials. The recall score of Lux and Sunsilk was 6.5 and 5.8 out of 7 respectively. To cross check whether they actually seen the advertisement respondents were asked to tell the contents of the commercials. The average recognition score for both Lux and Sunsilk TV Advertisement is 4.8.

While checking the Relevance, Originality and Impact (ROI) of the Lux and Sunsilk TV Advertisement, we have found that both the brand commercial is perceived relevant and impactful by the respondents. In terms of relevance both Lux and Sunsilk advertisement scored 5 out of 7 point whereas, in terms of impact the respective score of Lux and Sunsilk is 4.5 and 4.6. But the perceived originality and uniqueness of the message of both the brand TV commercial is found to be at insignificant level.

The recall - recognition and the ROI test shows that the respondents are well aware of these TV advertisements and finding these relevant and impactful.

Impact on Sales:

The most important measure to find out the effectiveness of TV advertisement is the influence on sales. To understand the influence of Lux and Sunsilk TV advertisement on sales, this research attempted to draw a co-relation between sales and TV expenditure considering all other factors constant. But both Lux and Sunsilk ad expenditure doesn't have any impact on sales and even there is no significant correlation exists between these two variables. Afterwards, the actual exposure (at least exposed 1 time to the ad) and Sales relation was checked. Interestingly it has been found that both the studied Unilever brands' TV ad viewership has impact on sales and there exists significant correlation between these two variables.

As a single most important factor TV advertisement is effective if proper exposure to the specific target audience can be ensured. Scientific TV media planning will ensure positive influence on sales. Instead of increasing TV expenditure it is very much desired to

ensure exposure of the TV advertisement specially in this age of massive media clutter and tendency to switch the TV channel during advertisement.

So, it can be concluded that the TV advertising is effective as it was ever. Current research has also proved that in Bangladesh context taking 2 leading brands of Unilever – Lux and Sunsilk into consideration.

TABLE OF CONTENTS

		Page
Executive Summary		VI
Chapter 1	INTRODUCTORY PART	1
	Background	2
Chapter 2	RESEARCH PROBLEM	4
	Problem Discussion	5
	Research Question	5
Chapter 3	OBJECTIVES	6
	Objectives	7
	Main Objective	7
	Specific Objectives	7
	Hypothesis	7
Chapter 4	LITERATURE REVIEW	9
	Literature Review	10
	TV advertisement is hugely important in stimulating brand demand	10
	Why TV is as brilliant as a media of advertisement	12
	Message Interpretation of the TV Advertisement	13
	Relevance, originality and impact of the advertisement message	17
	Co-relation with Sales	17
	Current Research	19
Chapter 5	RESEARCH DESIGN AND METHODOLOGY	20
	Research Methodology	21
	Scope of Research	21
	Research Design	22
	Sampling Design	23
	Target Population	23
	Sample Size	24
	Sampling Technique	24
Chapter 6	DATA COLLECTION & ANALYSIS	26
	Data Collection & Analysis	27
	Data Collection Method	27
	Data analysis	27
	Factor Analysis	28
	Multiple Regression Analysis	28
Chapter 7	COMPANY PROFILE & THEIR EXPECTATION	30
	Unilever Bangladesh Limited	31
	Company History	31
	Unilever in Bangladesh	31
	Brief History of Brand Launches by Year	33
	Unilever's Expectation from TV Advertising	33
Chapter 8	TELEVISION EXPOSURE AS A MEDIA OF ADVERTISEMENT	36
	Television Reaches to Highest Audience Among All Media	37
	TV is having the highest Media Reach	37
	TV Ownership is also very high	38

	Majority of Bangladeshi people watches TV	40
	Advantages of Television Advertising	42
	TV was perceived more positively than other media	42
	Perceived Strengths of Television	43
	What else is it about them that might make them more memorable apart from that	44
	Television - Some General Points	44
	Hypothesis Testing	45
	Findings and Recommendations	45
	Findings	45
	Recommendation	46
Chapter 9	TV ADVERTISEMENT MESSAGE PROCESSING	47
	TV Advertisement Message interpretation	48
	Case Study Brand # Lux	49
	Soap TV Commercials respondents noticed	49
	Motivation to process the message	49
	Ability to Process the Message	51
	Cognitive Process	51
	Attitudes	53
	Case Study Brand # Sunsilk	55
	Shampoo TV Commercials respondents noticed	55
	Motivation to process the message	55
	Ability to Process the Message	56
	Cognitive Process	56
	Attitudes	58
	Hypothesis Testing	59
	Findings and Recommendations	60
	Findings	60
	Recommendation	62
Chapter 10	RELEVANCE, ORIGINALITY AND IMPACT OF THE TV ADVERTISEMENT	63
	Recall & Recognition	64
	Case Study Brand # Lux	64
	Important determinants in making purchase decisions	64
	Judgmental inference	65
	Recall and Recognition Test	66
	Measuring the effectiveness of the advertisement's contents	67
	Relevance	67
	Originality	69
	Impact	70
	Case Study Brand # Sunsilk	73
	Important determinants in making purchase decisions	73
	Judgmental inference	74
	Recall and Recognition Test	74
	Measuring the effectiveness of the advertisement's contents	75
	Relevance	75
	Originality	77
	Impact	78
	Hypothesis Testing	80

	Findings and Recommendations	80
	Findings	80
	Recommendation	81
Chapter 11	IMPACT ON SALES	82
	Impact on Sales	83
	Case Study Brand # Lux	83
	Co-relation between Sales vs. TV Advertisement expenditure	83
	Judgmental Inference	85
	Co-relation between Sales vs. TV Advertisement exposure	86
	Case Study Brand # Sunsilk	89
	Co-relation between Sales vs. TV Advertisement expenditure	89
	Judgmental Inference	91
	Co-relation between Sales vs. TV Advertisement exposure	91
	Hypothesis Testing	93
	Findings and Recommendations	93
	Findings	93
	Recommendation	94
Chapter 12	CONCLUSION	95
	Conclusion	96
	TV Advertising is Effective	96
	The Future of Television Advertising	98
	Cross Media	98
	New TV Ad Forms	98
	Earned Media	98
	Trends which has already started globally	99
	Technological Innovation	101
	Product Integration	102
	Product Placement	102
	Program Sponsorship	104
	Advertising Clutter	104
	Findings and Recommendations	106
	Findings	106
	Recommendation	107
	Further Scope of Research	108
	APPENDICES	109

TABLE OF TABLES		Page
Table 1	Unilever Brand Launches by Year	33
Table 2	Perceived Strengths of Television	43
Table 3	Recall of TV Commercials (Soap)	49
Table 4	Importance of TV Commercials to Respondents to Get information	50
Table 5	Whether Lux Advertisements Were Easily Understandable	51
Table 6	Perceived Importance of the Lux TV Advertisement Message	51
Table 7	The Arguments in the Lux TV Advertisement were convincing	52
Table 8	Perceived Relevance of the Lux TV Advertisement	52
Table 9	Purchase Intention of Lux	53
Table 10	Likelihood to Advocate the Lux Brand to Others	53
Table 11	Likelihood to Spread Negative Word of Mouth about Lux to Others	53
Table 12	Recall of TV Commercials exposure (Shampoo)	55
Table 13	Importance of TV Commercials to Respondents to Get information	56
Table 14	Whether Sunsilk Advertisements Were Easily Understandable	56
Table 15	Perceived Importance of the Sunsilk TV Advertisement Message	57
Table 16	The Arguments in the Sunsilk TV Advertisement were convincing	57
Table 17	Perceived Relevance of the Sunsilk TV Advertisement	57
Table 18	Purchase Intention of Sunsilk	58
Table 19	Likelihood to Advocate the Sunsilk Brand to Others	58
Table 20	Likelihood to Spread Negative Word of Mouth about Sunsilk to Others	58
Table 21	Important determinants in making purchase decision for Lux	64
Table 22	Factor Loadings to validate the items with relevant dimension of Lux TV Advertisement	68
Table 23	Perceived relevance of the TV commercial for Lux	68
Table 24	Factor Loadings to validate the items with originality dimension	69
Table 25	Perceived Originality of the TV commercial for Lux	70
Table 26	Factor Loadings to validate the items with impact dimension	70
Table 27	Perceived Impact of the TV Commercial for Lux	71
Table 28	ROI of Lux TV Advertisement	71
Table 29	Important determinants in making purchase decision for Sunsilk	73
Table 30	Factor Loadings to validate the items with relevant dimension of Sunsilk TV Advertisement	76
Table 31	Perceived relevance of the TV commercial for Sunsilk	77
Table 32	Factor Loadings to validate the items with originality dimension	78
Table 33	Perceived originality of the TV commercial for Sunsilk	78
Table 34	Factor Loadings to validate the items with impact dimension	79
Table 35	Perceived impact of the TV commercial for Sunsilk	79
Table 36	ROI of Sunsilk TV Advertisement	79

Table 37	TV expenditure and the Dhaka sales volume for Lux	83
Table 38	Regression Model: TV expenditure and Dhaka sales volume for Lux	85
Table 39	Coefficient Model: TV expenditure and Dhaka sales volume for Lux	85
Table 40	Dhaka Sales volume and TV advertisement exposure of Lux	86
Table 41	Regression Model: TV ad exposure and Dhaka sales volume for Lux	87
Table 42	Coefficient Model: TV exposure and Dhaka sales volume for Lux	88
Table 43	TV expenditure and the Dhaka sales volume for Sunsilk	89
Table 44	Regression Model: TV expenditure and Dhaka sales volume for Sunsilk	90
Table 45	Coefficient Model: TV expenditure and Dhaka sales volume for Sunsilk	91
Table 46	Dhaka Sales volume and TV advertisement exposure of Sunsilk	91
Table 47	Regression Model: TV ad exposure and Dhaka sales volume for Sunsilk	93
Table 48	Coefficient Model: TV exposure and Dhaka sales volume for Sunsilk	93

TABLE OF FIGURES		Page
Figure 1	Globally, TV advertisement is most important factor to generate demand	11
Figure 2	Ads with an emotional based strategy are more likely to generate a sales effect if they have a high AI	18
Figure 3	Share of communication awareness relates to probability of share growth or decline	19
Figure 4	Reach of different media across the country	37
Figure 5	Reach of different media in Dhaka	38
Figure 6	TV ownership across the country	39
Figure 7	TV ownership in Dhaka	39
Figure 8	TV viewership among men, women, housewives and children	40
Figure 9	TV viewership among different age groups	41
Figure 10	TV viewership intensity among different age groups	41
Figure 11	Elaboration Likelihood Model	48
Figure 12	Lux and Sunsilk TV Advertisement interpretation on the basis of Elaboration Likelihood Model	61
Figure 13	Important determinants in making purchase decision for Lux	65
Figure 14	Average recall and recognition scores of the TV Advertisement of Lux	66
Figure 15	ROI of Lux TV Advertisement.	72
Figure 16	Important determinants in making purchase decision for Sunsilk	74
Figure 17	Average recall and recognition scores of the TV Advertisement of Sunsilk	75
Figure 18	ROI of Sunsilk TV Advertisement.	80

	Appendices	Page
Appendix A	References	110
Appendix B	IMPORTANT TABLES	112
	Nationwide Media Reach (population percentage)	112
	Media Reach in Dhaka (population percentage)	112
	TV ownership in Bangladesh (percentage of total household)	112
	TV ownership in Dhaka (percentage of total household)	112
	TV viewership (percentage)	112
	Motivation to process the TV Advertisement message	113
	Ability to process the TV Advertisement message	113
	Cognitive Process	113
	Attitude Change	114
	Volume Share of Lux	114
	Sales, TV Expenditure and Exposure of Lux	115
	Volume Share of Sunsilk	116
	Sales, TV Expenditure and Exposure of Sunsilk	116
Appendix C	QUESTIONNAIRE	118
Appendix D	CHECKLIST	125

Chapter One

INTRODUCTORY PART

1 Background

Communication plays the most significant role to define the success of a marketer. Kotler (2004) proposed that marketing communication mix comprises weapons like advertising, sales promotion, public relation etc. to enable the marketers to make the target audience informed, reminded or persuaded about the offer.

Every day we are exposed to different media that are trying to sell products. Advertising is a tool for companies from 17th century when Gillian Dyers (1982) found trace from the production of newsheets that worked as information source for the financial market (Giles 2003) who also argues that psychology and advertising have a strong connection between them since beginning. The key to success for an advertiser depends on effectively communicating the desired message, reaching the highest number of target audience.

According to Jobber (2001) advertising is any paid form of non-personal communication of ideas or products in the prime media, i.e. television, the press, posters, cinema and radio. Wells, Burnett and Moriarty (2003) say "effective ads work on two levels" – Satisfy customer's objectives & achieving advertiser's objectives.

According to Kotler and Armstrong (2001) annual advertisement spending was \$414billion. Advertising spending has increased dramatically in recent years except a sudden de-growth in the year 2009. ZenithOptimedia predicts global ad market will increase 0.9% in 2010 to almost \$448bn (£274bn) and expects ad expenditure to show steady improvement over the next three years, with growth of nearly 5% by 2012. The forecast shows that the increase in ad spending in developing markets will drive this growth.

Though the global Advertising spend in 2009 was down by 1.6 percent compared to 2008, according to Nielsen's Global AdView Pulse, unlike global trend an exceptional 6.6 percent increased ad spending found in Asia Pacific market. Highest 10.4% growth in TV spending came from Asia-Pacific region

and globally FMCG spent overall more in 2009 than they did in 2008 contributing 10.6 percent to the growth.

ZenithOptimedia also assumes that the ad spending in Asia pacific will jump by 5.9% in 2010. Forecasts also depicts that the TV expenditure will grow by 4.3% besides a massive growth in online spending, whereas press & radio expenditure will go down remarkably.

The advertising market in Bangladesh is relatively small compared to those of other Asian countries, but it is catching up fast. Tk 1,200 crore advertisement market (*Source: Bangladesh Today*) of Bangladesh is growing at a faster rate. Television contributes around 50% of total advertising spending which is around 600 crore taka per year.

Wells, Burnett and Moriarty (2003) stated that one of the opportunities to reach target market is advertising through broadcast media – either through radio, television or internet. Among these 3 media in Bangladesh, reach of Radio (15.91%) & internet (less than 1%) is low according to NMS 2008. So, the dependency on TV is highly significant in Bangladesh. TV transmits sound and images and gives the advertisement message a deeper feeling mainly because of the movement, sound and picture (ibid).

But the most challenging question is to measure the effectiveness of media strategy and its efficiency. According to Global Marketing Leadership Online Survey, September 2009, 86% out of 79 market leaders opined that measuring the effectiveness of media strategy and its efficiency was the most challenging media planning issue in 2009. (Source: The Future of Media Measurement by David M. Cooperstein, 2010)

Nielsen Bangladesh reports that in terms of media effectiveness index TV score 90.6 whereas, newspaper/magazine, billboard and radio respectively scores 10, 6.5 and 1 only.

Unilever Bangladesh Limited – largest FMCG Company in Bangladesh is spending around 50 million BDT/month only for TV advertising. Targeting TV has seen as a successful strategy as viewers spend around 15-20 hours per week in front of TV (NMS 2008).

Chapter Two

RESEARCH PROBLEM

2 Problem Discussion

According to Dotson and Hyatt (2005) the level of media exposure within households has changed dramatically in the past years and ultimately as media usage is increasing. Millward Brown claims that it is vital that advertising is effective, and able to justify the investment required. Millward Brown compared the styles, content, messages and devices associated with the most and least successful ads for each of 31 separate countries.

Except some interesting differences, they found that there is considerable consistency in what tends to work well around the world. Two factors identified with successful advertising are persuasion and impact. On the other hand, 123Brackets asked twenty people what LCD TV they considered to be the best on the market, and 80% answered the Sony Bravia LCD TV. The reason provided for recommending this particular LCD TV was positive brand awareness created by the airing of TV advertisement.

We all know or at least expect that TV makes people do things. In Bangladesh, we intend to check whether spending in TV is effective in terms of message communicability, reaching audience and on sales. We are taking Unilever Bangladesh Limited as a case.

2.1 Research Question

Based on the problem discussion above, the purpose of this study is to provide a better understanding of Television Advertising effectiveness. In order to reach this purpose, the following research questions are stated:

RQ1: How effective TV as a media for advertising?

RQ2: How the TV audience interprets the message of TV advertising?

RQ3: Is TV advertisement relevant, original and impactful to the people?

RQ4: Does the television advertising have any sort of co-relation on sales figure?

Chapter Three

OBJECTIVES

3 Objectives

3.1 Main Objective

The main objective of this study is to evaluate the effectiveness of TV advertisement of Fast Moving Consumer Goods (FMCG) sector (Unilever Bangladesh Limited has been taken as case of this study)

3.2 Specific Objectives

The specific objectives of this research are to find out –

- a. How effective TV as a media for advertising?
- b. How the TV audience interprets the message of TV advertising?
- c. Is TV advertisement relevant, original and impactful?
- d. Does the television advertising have any co-relation with sales figure?

3.3 Hypothesis

For the current study the expected hypotheses are –

H1: Television as media of advertising is reaching highest number of audience among all media for advertisement.

H2: A remarkable portion of the sample has adequate level of motivation to process the message of Lux & Sunsilk TV commercials.

H3: The audiences have ability to process the message of Lux & Sunsilk TV Commercials.

H4: The TV commercials of Lux & Sunsilk have formed favorable cognitive thoughts among the audience.

H5: The TV commercials of Lux & Sunsilk have led to favorable attitude change among the audience.

H6: The TV commercials of Lux & Sunsilk are perceived to be relevant, original and impactful to the audience.

H7: The TV commercials of Lux & Sunsilk have positive co-relation with respective Sales.

Chapter Four

LITERATURE REVIEW

4 Literature Review

John Wanamaker's famous quote, "I know that half of my advertising money is wasted... I just don't know which half," practically looks for a method to identify effective advertising way.

In 'Principles of Measuring Advertising Effectiveness', David Olson suggests that following are the primary ways of advertising effectiveness measures:

- **Recall & Recognition.** Some tests will provide a "recall score" for the commercial. This measures how many viewers were able to spontaneously recall the ad when questioned.
- **Attitudes toward the Ad.** These questions measure how people felt about the ad they saw. Some of these measures include: likeability, stimulation or entertainment, relevance, newsworthiness, uniqueness, believability.
- **Persuasion.** The real purpose of an ad is not to be remembered, but to motivate purchase.

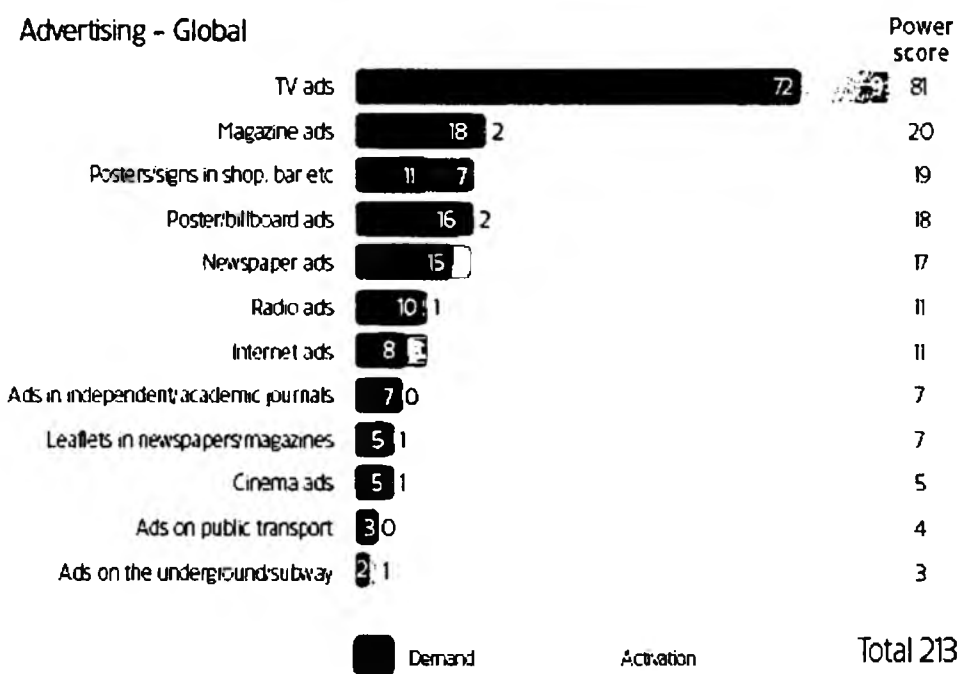
4.1 TV advertisement is hugely important in stimulating brand demand

Rubinson, the Advertising Research Foundation's (ARF) chief research officer, provided proof in Journal of Advertising Research, June 2010 that "Over the past 15 years, TV has not declined in its effectiveness at generating sales lift and appears to be more effective than either online or print at generating brand awareness and recognition."

From many literature reviews it is pretty clear that advertising remains hugely important for stimulating brand demand, and TV remains a key component of this. Across the world, when it comes to advertising, TV still is the dominant power. While this reflects the proportion of the marketing budgets which continues to be spent on this medium, it is a useful reminder that TV still plays a major role for most brands.

In 'What are the main influences on purchase decisions?' of Millward Brown it has been proved that for the overwhelming majority of brands, both pre-existing demand and in-store activity are important for generating sales; However, the balance between the two, varied considerably by country, category and brand. But in all cases the pre-existing demand is mostly generated from TV advertisement.

Figure 1: Globally, TV advertisement is most important factor to generate demand



Source: 'What are the main influences on purchase decisions?' of Millward Brown

In the UK, the milk brand Cravendale, as part of a relaunch strategy, changed its in store activity, including POS tastings, to be more consistent with its other marketing activity. On its own, the in store activity had minimal effect, but when the in store activity was tied in with the TV activity, the effect was greater than the two added together.

4.2 Why TV is as brilliant as a media of advertisement?

TV is brilliant at entertaining people and building emotional associations between a brand and its consumers. Increasing amounts of research suggest that doing this is not a vanity project. Millward Brown argues that 'feelings' (affective and emotional information) are critically important to people when they think about and choose between brands. Indeed, people who, through illness or accident, have lost the mental facility of 'feelings' are unable to make even quite simple choices. The importance of the seemingly 'irrational' in all aspects of mental processes gets ever greater.

The 2006 IPA paper for Felix is a brilliant illustration of this. When the agency suggested to consumers in research that they might change or get rid of the little black-and-white animated cat that had helped build the brand's fortunes for almost 20 years, the women got upset. They felt an emotional bond to the cat and would miss him. This may not seem entirely sane or rational as a response, but it is very real. It's an emotional reality that turns into hard currency at the supermarket.

Similar experience found at Hooper Galton. Nando's, a chain of Portuguese Peri-Peri Chicken Restaurants, developed a spoof cricket sponsorship TV campaign to accompany coverage of the 2005 Ashes series. The hapless team of Portuguese cricketers that endeared themselves to fans and the England team that Nando's was invited to be the official supplier of food at the end-of-year official dinner. As Claire Beale wrote, 'television is still the most powerful hearts-and-minds advertising medium. When was the last time a website made your spine tingle?

Over the past decade or so there has been a lot of talk about the diminishing efficacy of TV advertising. According to Nielsen the average people still consumes over four hours of TV program everyday and ad skipping still seems to be negligible.

In 2009 Sequent Partners, Ball State University's Center for Media Design, the Council for Research Excellence, and Nielsen reported findings of a ground breaking research project. The study reported "TV users were exposed to, on average, roughly an hour a day (61.1 minutes) of live

TV ads and promos.” This figure may be a bit inflated, but still stunning if we consider the average participant’s total exposure to computer and mobile screens was only 2 hours and 43 minutes a day. As a comparison, the average daily exposure to television clocked in at 6 hours and 3 minutes. For some reason participants in this study consumed two more hours of television everyday than the Nielsen panel – as reported in the Nielsen Three Screens Report.

4.3 Message Interpretation of the TV Advertisement

A recent study on Advertising Stimulation on Emotional Response by Millward Brown claims that the generation of emotion through advertising is crucial for successful marketing. Many brands benefit from an association with positive emotions. However, the fact that the most successful brands tend to have a balanced set of associations and rational strengths should not be ignored.

Millward brown showed that emotion stimulating advertisement help shaping perception. Emotion is important in marketing, as was highlighted when Dove adopted the Campaign for Real Beauty theme in 2004. The Campaign for Real Beauty aimed to build the brand at an emotional level by conveying a more democratic, celebratory and iconic vision of beauty.

In doing so, Dove struck a strong chord with women who were tired of trying to live up to the idealized and unachievable standards shown by other brands. Almost overnight, Dove changed from being subdued and passive into a highly-distinctive, opinionated and admired brand – with a resulting huge uplift in sales across its entire range.

Over the past twenty years the elaboration likelihood model of persuasion has emerged as one of the most influential theories of persuasion in the field of communication, psychology and by extension, advertising. The essence of the elaboration likelihood model (ELM) of Persuasion, born into the scholarly literature about two decades ago in an article entitled “Issue involvement can increase or decrease persuasion by enhancing message relevant cognitive responses” (Petty & Cacioppo, 1979), has survived the tribulations of theoretical childhood and adolescence and now enters a new

phase of development. The integrated but simple outline of ELM has enhanced its applications to domains other than social psychology, including advertising.

With regard to this, Petty and Cacioppo (1983) provide an example for application of the ELM to advertising as follows:

Consider an advertisement for cigarettes that depicts a man and a woman on horseback riding through majestic mountain terrain. At the bottom of the ad is the headline, "20 reasons why Calboros are best", along with a list of twenty statements. Will attitude changes induced because of this ad occur via the central or the peripheral route? Their framework suggests that in evaluating or designing an ad for a particular product, it is extremely important to know what information dimensions are important to know what information dimensions are important for people who desire to evaluate the true merits or implications of the products (in this case, cigarette).

On the one hand, to smokers over fifty, the most important information may relate to the health aspects of the brand (for example, tar content). For this group, an effective ad would likely to have to present considerable information about the medical consequences of the brand is it were to be effective in inducing influence via the central route. On the other hand, for teenage smokers, who may be more concerned with impressing their peers than their health, the major reason why they smoke may relate to the image of the particular brand (for example, "tough man", "independent woman"; Chassin et al. 1981). For this group, the presentation of the rugged outdoor images might provide important products relevant information that would elicit numerous favorable thoughts and enduring attitude changes with behavioral consequences. It is interesting to note that for non smokers over fifty (an uninvolved group), the majestic scenery might serve as a peripheral cue inducing momentary liking for the brand and that for teenage non-smokers, the twenty statements might lead to momentary positive evaluations for the brand because of the simple belief that there are many arguments in favor of it (Petty & Cacioppo. 1983; 21-22).

However, this notion might not be helpful to planning advertising strategies in some cases at all because we don't know a priori which will be considered as the arguments or the peripheral cues by the individuals. Marketers and advertising practitioners control the objective cues to elicit desired effects and communication effectiveness would be greatly improved if the model could predict which cues would be processed in which way under particular sets of circumstances by whom.

Affect has for long been recognized as an important component of attitudes, along with cognition and conation (Eagly & Chaiken, 1993; Rosenberg & Hovland, 1960). However, research on attitude change has traditionally focused on cognitive processes and the role of affect has only recently started attracting research attention (Cohen & Areni, 1991).

Apart from its impact on attitude change affect also influences people's memory, judgments, categorization of old and new stimuli, decisions and choices (Cohen & Areni, 1991). Research in consumer behavior and advertising has examined the influence of affective processes in the formation of attitudes towards advertisements and brands, and consequently in the formation of preferences and purchase decisions (see Ambler & Burne, 1999; Batra & Ray, 1986; Edell & Burke, 1987; Puto & Wells, 1984; Ray & Batra, 1983).

A predominant approach in the study of attitude change in social psychology and advertising has been provided by the Elaboration Likelihood Model of attitude change (ELM; Petty & Cacioppo, 1986a; Petty & Wegener, 1998). The ELM is a theory about the processes through which attitudes can change and about the strength of these attitudes (Petty & Wegener, 1998). According to this model, there are two ways, through which attitudes can change: the central route to persuasion and the peripheral one.

The central route to persuasion is followed when people are able and/or willing to process the information contained in the persuasive

communication. In this case, the quality of the arguments contained in the persuasive message is very important, since people carefully scrutinize the information presented (Petty, Unnava, & Strathman, 1991). Additionally, attitudes changed through the central route to persuasion are strong, stable, predictive of behavior and resistant to change (Krosnich & Petty, 1995). The peripheral route to persuasion is followed when attitudes change without much processing of the content of the persuasive message. In this case attitudes may change by forming simple associations between the attitude object and certain peripheral cues of the message (e.g. source expertise, source attractiveness, number of arguments contained in the message (Petty & Cacioppo, 1986a; Petty et al., 1991). Attitudes formed through the peripheral route to persuasion are generally weak (Krosnich & Petty, 1995).

The ELM holds that a number of variables can affect elaboration and influence the route to persuasion (Petty et al., 1991). For instance, source expertise can serve as a central or as a peripheral cue, or it can just influence the amount of message scrutiny (Petty & Wegener, 1998). In general, different variables can (a) serve as persuasive arguments, (b) serve as peripheral cues or (c) influence the extent of information processing (Petty & Cacioppo, 1986a; Petty et al., 1991). Similarly, affect can serve as an argument or as a peripheral cue in persuasion (Petty, Cacioppo & Kasmer, 1988). The role of affect in attitude change is central when it is related to the central merits and, hence, the evaluation of the attitude objects (Petty et al., 1988). On the other hand, the role of affect on attitude change is peripheral when it serves as a simple peripheral cue.

Mood also plays an important role in attitude change. According to Wegener and Petty (1996), a person's mood during ad exposure can influence the degree of elaboration of the persuasive message. Specifically, findings indicate that positive mood creates less elaboration and results in heuristic processing of the message (Batra & Stayman, 1990).

Despite the strong interest in the role of affect in advertising, no research has examined the role of affect in different elaboration conditions. In particular, the effectiveness of affect as an argument and as a peripheral cue on attitude change through advertising is unclear.

For the purpose of our study we have used the elaboration likelihood model to understand whether there is any change in attitude through the advertising of Lux and Sunsilk - two high revenue generating products of Unilever portfolio. We have checked whether the ongoing Lux and Sunsilk TV advertisement is able to have enough exposure, motivate viewers to take action like purchase or reject the product, spread positive or negative word of mouth.

4.4 Relevance, originality and impact of the advertisement message

William D. Wells in his "Measuring Advertising Effectiveness" expressed that generally more relevant, original and high impact a commercial is the more likely it would be noticed. On the other hand the less relevant, original and impactful commercial will face greater barrier to watch or notice it.

A relevant advertisement helps to deliver the right message to the right person at the right time. Unless it doesn't communicate message it is not effective.

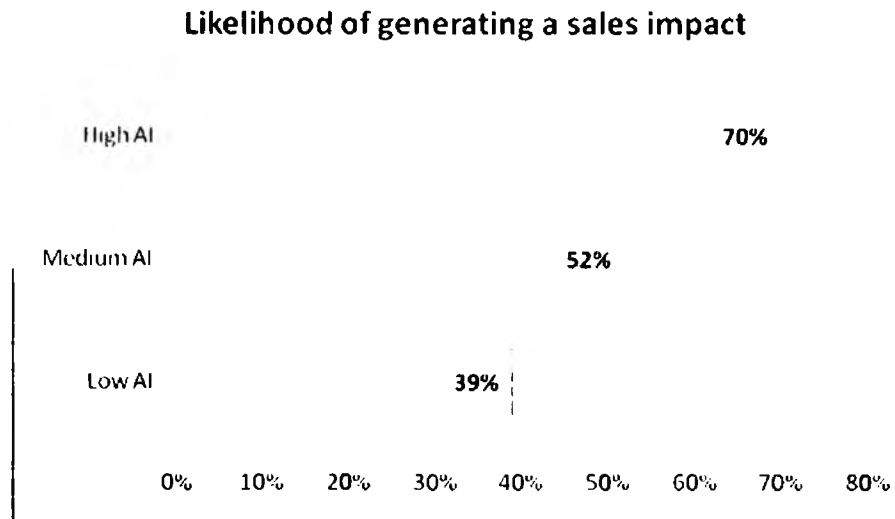
A novel, fresh, unexpected, unusual and never seen before communication will have an originality impact. An impactful advertisement must be emotionally enduring.

4.5 Co-relation with Sales

The Advertising Research Foundation (ARF) conducted a comprehensive evaluation study to assess measures of ad effectiveness by validating them against BehaviorScan split-cable test market results. Their surprising conclusion was that the single best predictor of post-advertising purchase of a brand among the measures listed above was "Likeability". If many respondents said they "liked" the ad, it had a higher probability of generating purchases.

Millward Brown also proved that stronger sales effects generates from emotionally-charged advertising when it is more memorable in its "Should My Advertising Stimulate an Emotional Response?" Taking 232 ads classified as having an emotional strategy, the ads with a high Average memorability (AI) are almost twice as likely to see a sales effect, compared to the ads with a low AI.

Figure 2: Ads with an emotional based strategy are more likely to generate a sales effect if they have a high AI

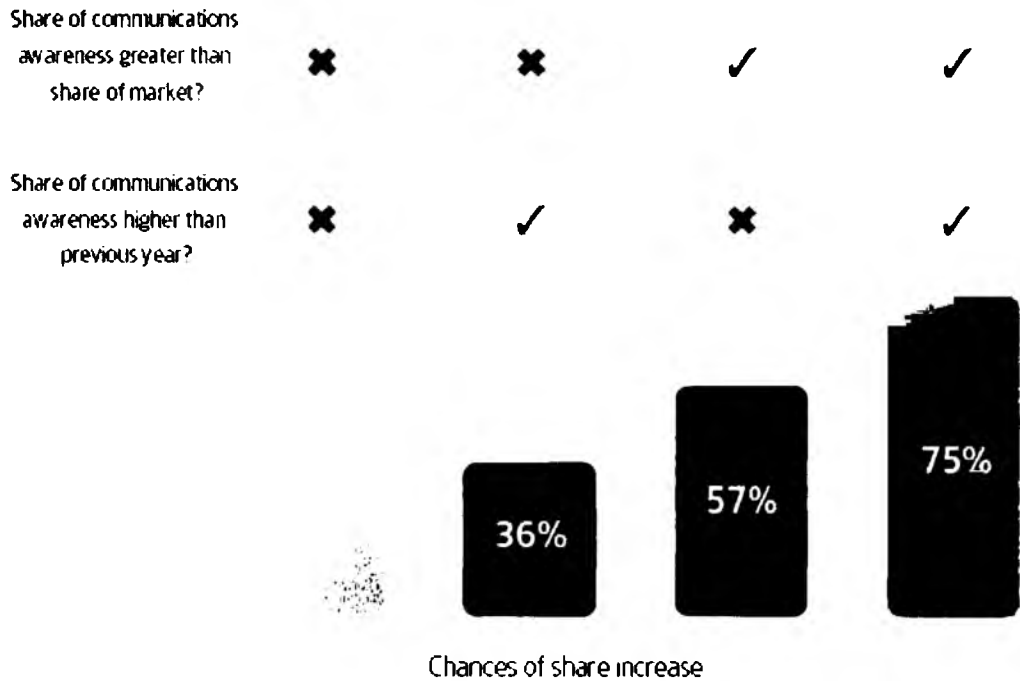


Source: *Should My Advertising Stimulate an Emotional Response? By, Millward Brown*

Most advertising doesn't pay for itself in the short term. So, at a time when marketers are under ever increasing pressure to justify expenditure, it's important to understand the potential of advertising to deliver long term sales growth. Typically, the long term return per GRP is between two and three times greater than the short term effect on sales.

And even better long term results can be achieved, usually through a combination of weight of spend coupled with highly impactful and memorable advertising. Another study of Millward Brown showed that increasing share of communications awareness and having a share of communications awareness higher than your market share are both related to increased market share.

Figure 3: Share of communication awareness relates to probability of share growth or decline



Source: How can advertising be used to deliver long term growth? By, Millward Brown, January 2007

4.6 Current Research

The goal of the current research is to examine the role of TV advertising in terms of reaching the number of audience, changing attitude of advertising viewers to take the purchase decision and co relation with sales. The ELM of attitude change (Petty et al. 1988; Petty & Wegener, 1998) provides the theoretical framework of the present investigation on changing attitude of advertising viewers to take the purchase decision. Secondary data analysis will be carried out to check the reach and sales co-relation.

Chapter Five

RESEARCH DESIGN

&

METHODOLOGY

5 Research Methodology

5.1 Scope of Research

The scope of the research will be limited to the **Television Advertisement of Unilever Bangladesh Limited** and geographically will cover the respondents of **Dhaka city** where **Unilever** Product's (Lux and Sunsilk) has a strong hold and relatively more demanded by purchaser/consumers.

Justification:

Television advertisement

- Television advertisement is the most preferred ATL communication by FMCG companies
- FMCG products are mass and television has the highest reach among mass people

Dhaka City

- FMCG market of Bangladesh is driven by Dhaka. Around 50% (source: Nielsen Bangladesh Ltd. Feb '10) of FMCG market is still dominated by Dhaka

Unilever Bangladesh Limited

- Largest FMCG company in Bangladesh with 48% (source: Nielsen Bangladesh Ltd. Feb '10) value share.
- Lux and Sunsilk are 2 major value generating brands of Unilever.

5.2 Research Design

Descriptive Research – Conclusive Research Design will be used for this study.

Justification:

- Will help estimating the percentage of units in the specified population exhibiting certain behaviour – e.g. purchase decision driven by watching TV ad in this study.
- Will help determining the degree to which marketing variables (here TV advertisement) are associated with FMCG purchase.
- To make specific prediction – e.g. future of TV advertisement.
- Although Causal Research design could be another way to check effectiveness but the operational circumstance won't allow controlling other mediating variables. Experiments are also very expensive and complex way to execute.

Both primary and secondary data has been used in this study.

- **Secondary Data**

- Television Expenditure of soap and shampoo category from 2007-2009 (SOURCE: SIRIUS Bangladesh)
- Television Exposure of soap and shampoo category from 2007-2009 (SOURCE: SIRIUS Bangladesh)
- Sales trend of soap and shampoo category from 2007-2009 (SOURCE: Nielsen Bangladesh)
- National Media Survey 2002, 2005 and 2008 (SOURCE: SIRIUS Bangladesh)

- **Primary Data**

- To collect the primary data, a survey has been conducted on the end users. A structured questionnaire has been administered to collect the primary data.
- The survey has been conducted to collect primary data on following issues
 - Consumer's motivation and ability to process the TV advertisement to take purchase decision and change in attitude.
 - Recall and recognition of consumers about the advertisement.

Checklist and Questionnaire were developed considering the objectives of the study, resources and constraints. The planned background study helped reviewing the questionnaire to accommodate all objectives.

Checklist for company management was open-ended.

Questionnaire was basically based on close ended questions. Along with this, some open-ended questions were also there in the questionnaire to get the in-depth insights of consumers. Questions were very easy to understand and no confusing elements were there. Pre-testing of questionnaire has also been conducted.

5.3 Sampling Design

5.3.1 Target Population

- **Elements:** Male or Female head of the household who take the purchase decision of toiletries items.
- **Sampling Units:** Household
- **Extent:** Dhaka city
- **Time:** Year 2009 – 2010

5.3.2 Sample Size

- $n = PN(Z/e)^2$

Where,

n = minimum number of statistically significant sample size

P = proportion of the universe which is unknown, the rule of thumb is to take $P = 50\% = 0.5$

$N = 1 - P = 1 - 0.5 = 0.5$

Z = Confidence Level (the level value of 95% confidence interval is 1.46)

e = tolerable error (if $\pm .05\%$ is allowed the value of $e = 0.05$)

So,

$$n = 0.5 \times 0.5 (1.46 / 0.05)^2 = 213$$

- **213 respondents.**

Other Justification:

- The importance of this decision is high
- Sample size used in similar studies is minimum 200 (Source: Naresh K. Malhotra; Marketing Research – An Applied Orientation; 4th edition; Page-318; Table 11.2)

5.3.3 Sampling Technique

Cluster sampling method has been followed to collect the data. The Dhaka metropolitan city has been divided into 4 geographical clusters

- **North East Cluster:** comprises of Tejgaon, Mohakhali, banani, Gulshan, Badda, Uttora, etc.
- **North West Cluster:** comprises of Mirpur, Pollobi, Dhanmondi, Rayer Bazar, Lalmatia, Kalabag etc.
- **South East Cluster:** comprises of Sidhdheshori, Segunbagicha, Moghbazar, Khilgaon, Rampura etc.
- **South West Cluster:** comprises of Wari, Tikatuli, Bokshibazar, Azimpur, lalbag etc.

From each cluster, we have taken proportionate sample.

Convenience sampling from each geographical cluster has been used for selecting samples for surveying with pre-structured questionnaire.

Justification:

- A convenience sample is a sample of study subjects taken from a group which is conveniently accessible to a researcher.
- Applicable even if the sampling frame is not specific
- Applicable when the research is conclusive
- Population is heterogeneous
- Easy to execute

The respondents from company and media agency will be selected based on judgment sampling.

Chapter Six

DATA COLLECTION & ANALYSIS

6 Data Collection & Analysis

6.1 Data Collection Method

The planned data collection method in the research is shared below:

Information required	Source of information	Data collection method	Nature of Study
□ Knowledge about UBL market and company expectation from TV advertisement	Unilever Bangladesh Limited & their Media Agency	Qualitative research & secondary data	Exploratory Research
□ How effective TV as a media of advertisement	SIRIUS Bangladesh Limited	Qualitative research & secondary data	Exploratory Research
□ How TV audience interprets the message of TV advertising	Consumers of Unilever brands	Face to Face interview method will be most appropriate.	Survey / Quantitative Research
□ Is TV advertisement perceived as relevant, original and impactful to the audience	Consumers of Unilever brands	Face to Face interview method will be most appropriate.	Survey / Quantitative Research
□ Does TV advertisement have any co-relation with sales trend	Unilever Bangladesh Limited & their Media Agency	Qualitative research & secondary data	Conclusive Research

6.2 Data analysis

Reliability test has been conducted to check the reliability of the data through factor analysis and regression.

Multivariate analysis will be conducted on the primary data collected from the respondents. The following multivariate analysis will be conducted:

6.2.1 Factor Analysis:

This study was applied to reduce data on a large number of variables into a relatively small set of factors and to identify key constructs underlying the original set of measured variables. Factor model is given below:

$$X_i = A_{i1} F_1 + A_{i2} F_2 + \dots + A_{im} F_m + V_i U_i$$

$$F_j = W_{j1} X_1 + W_{j2} X_2 + \dots + W_{jk} X_k$$

Where,

- X_i**= ith standardized variable
- A_{ij}**= standardized multiple regression coefficient of variable i on common factor j
- F**= common factor
- V_i**= standardized regression coefficient of variable I on unique factor i
- U_i**= the unique factor for variable i
- m**= number of common factor
- F_i** = estimate the *i*th factor that influences on brand image
- W_i** = weight or factor score coefficient
- K**= number of variables

6.2.2 Multiple Regression Analysis:

The purpose of this analysis was to measure the relative influence of each independent variable on the dependent variable. The regression model used is as follows:

Multiple Regression Analysis: Based on Secondary Data

$$Y = b_0 + b_1 P_a + b_2 E_m + b_3 T_a + e_j$$

Where,

Y = Sales

P_a = Print Ad

E_m = Event Marketing

T_a = TV Ad

E_i = Error

Multiple Regression Analysis: Based on Primary Data

$$Y = b_0 + b_1M_i + b_2C_r + b_3C_i + b_4T_a + b_5R_a + b_6F_a + b_7E_a$$

Where,

Y = Ad. Effectiveness

M_i = Message importance

C_r = Commercial relevance

C_i = Commercial influence

T_a = Typical ad

R_a = Response to ad

F_a = Feelings from ad.

E_a = Emotion from ad

Chapter Seven

COMPANY PROFILE

&

EXPECTATION FROM TV
ADVERTISEMENT

7 Unilever Bangladesh Limited



Unilever

7.1 Company History

In the 1890s, William Hesketh Lever, founder of Lever Bros, wrote down his ideas for Sunlight Soap – his revolutionary new product that helped popularize cleanliness and hygiene in Victorian England. It was 'to make cleanliness commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, that life may be more enjoyable and rewarding for the people who use our products'.

7.2 Unilever in Bangladesh

The year 1964 marked a new beginning for Kalurghat in Chittagong. It was in this year that Lever Brothers Pakistan Ltd a subsidiary of Unilever, the Anglo Dutch Consumer goods Company, decided to

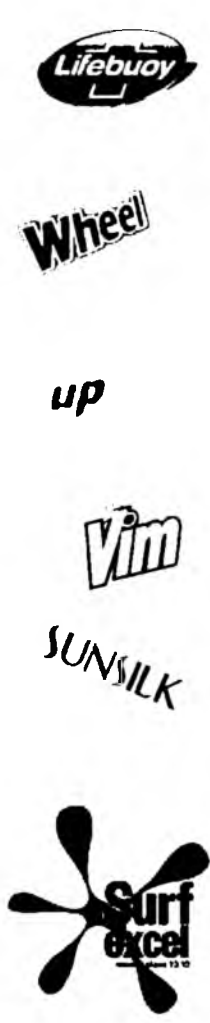
establish a manufacturing unit in Kalurghat. On 25th February 1964 the eastern plant of Lever Brothers Pakistan Ltd. was inaugurated at Kalurghat, Chittagong with a soap production capacity of approximately 485 metric tons. It was a private limited company with 55% share held by Unilever and the rest by the Government of Pakistan. Lever Brothers started its quest to contribute to enhance the quality of human life, not confining its mission to produce quality branded products, but also providing opportunities of employment, developing ancillary industries, protecting the environment, and propagating community development through social contributions.

In 1964, Lever Brothers started producing mechanized soaps, thus ushering industrialization in the area. Productions started off with Sunlight soap and Lifebuoy soap. Back in those days the average weekly capacity was 50 to 60 tons. After meeting the local demands, surplus was shipped to Pakistan. However, the political scenario was deteriorating and after a ravaging war in 1971, Bangladesh became an independent country. After independence the eastern plant was declared abandoned. Again on 5th July 1973 it was registered under the name of Lever Brothers Bangladesh Ltd. as a joint venture company of Unilever PLC and the Govt. of Bangladesh.

Post liberation period evidenced accelerated growth for the company. Demand started rising and the company continued its mission to meet consumer needs by producing quality soaps, introducing Lux and Wheel. Launched in 1972 Wheel entered the mechanised laundry category, traditionally dominated by cottage soaps. It appealed to the consumers with unique care benefits for hand and fabric, a generic weakness in cottage soaps. It gradually became the secret ally of Bangladeshi women by extending the caring hand to ease her daily laundry chores.

7.2.1 Brief History of Brand Launches by Year:

Table 1: Brand Launches by Year



Year	Brand
1964	Lifebuoy
1964	Lux
1972	Wheel Laundry Soap
1982	Sunsilk
1987	Close Up
1987	Vim
1989	Clear
1988	Fair & Lovely
1990	Lipton Yellow Label
1991	Ponds'
1991	Pepsodent
1992	Taaza
1993	Surf Excel
1997	Wheel Washing Powder
2002	Rexona
2006	Lakme
2007	Vaseline
2009	Dove



7.3 Unilever's Expectation from TV Advertising

Before initiating this research we have contacted with the Unilever advertisers to know their expectation from advertising. Mainly the brand team of the company along with the third party Media planners takes the decision on advertisement of the respected brands.

As we have taken Lux & Sunsilk as our case study brand so, our discussion was limited mainly to these 2 brands. As Lux and Sunsilk are mass, operated nationwide and very fast moving so, the main challenge for these 2 brands are to maintain continuous awareness to ensure high brand recall before purchase. Unilever spend around 60-70 percent of their total

monthly budget for Lux and Sunsilk on TV as they believe TV has the highest reach among all media in Bangladesh and can ensure continuous exposure towards the target group.

The brand Managers and Product Group Managers unanimously said that the basic objective of advertising their product is to

- Increase awareness of brand to highest number of their target audience.
- Increase recall and recognition about the brand. Increase the likelihood of keeping current customers and developing their loyalty.
- Generate immediate sales or sales leads.

The Unilever Bangladesh brand team thinks that Television provides a means for reaching a great number of people in a short period of time.

They perceive that TV wins by a wide margin over other media for being influential and exciting. TV is also the Most Authoritative, Most Persuasive, and Most Exciting media. Average home has a larger colored TV now than in past years, and many homes own several. People aren't giving up the home entertainment center any time soon specially in a country like Bangladesh where traffic congestion is a high barrier to go out. So, people have to spend more time on home watching TV.

Media planners often see their role from a brand contact perspective. Instead of focusing solely on what medium is used for message dissemination, media planners also pay attention to how to create and manage brand contact. Brand contact is any planned and unplanned form of exposure to and interaction with a product or service.

For example, when we see an ad for Lux on TV, hear a Sunsilk slogan on the radio, are told by a friend that the new Sunsilk is technologically superior, or sample a new variant soap at the departmental store, we are having a brand contact. Television commercials are planned forms of brand

contact. So, Media planners often attempts to increase brand contact for Lux or Sunsilk instead of increasing expenditure on TV.

Unilever says that media planners are making more use of product placements now. Product placement (also called branded entertainment) blends product information with the content itself. Product placement puts the brand message into the entertainment content.

Chapter Eight

TELEVISION EXPOSURE AS A MEDIA OF ADVERTISEMENT

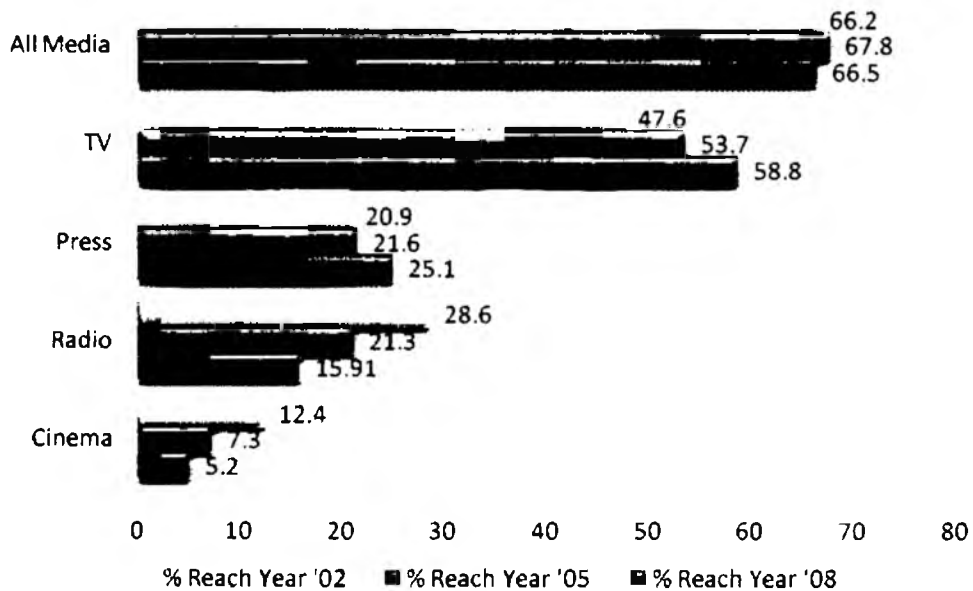
8 Television Reaches to Highest Audience Among All Media

Television is often called 'King' of the advertising media, since a majority of people spend more hours watching TV per day than paying attention to any other mediums. It combines the use of sight, color, sound and motion and it works. TV has proven its persuasive power in influencing human behavior time and time again. There was a general consensus that TV out-performs all other types of advertising. TV is multi-sensorial and social. TV and newspaper can work well together as an effective advertising vehicle.

8.1 TV is having the highest Media Reach:

Television reaches to the highest number of total adult in Bangladesh which is **58.8%** in number, whereas all ATL media reach has been decreased. **33.5%** cannot be reached through any mass media.

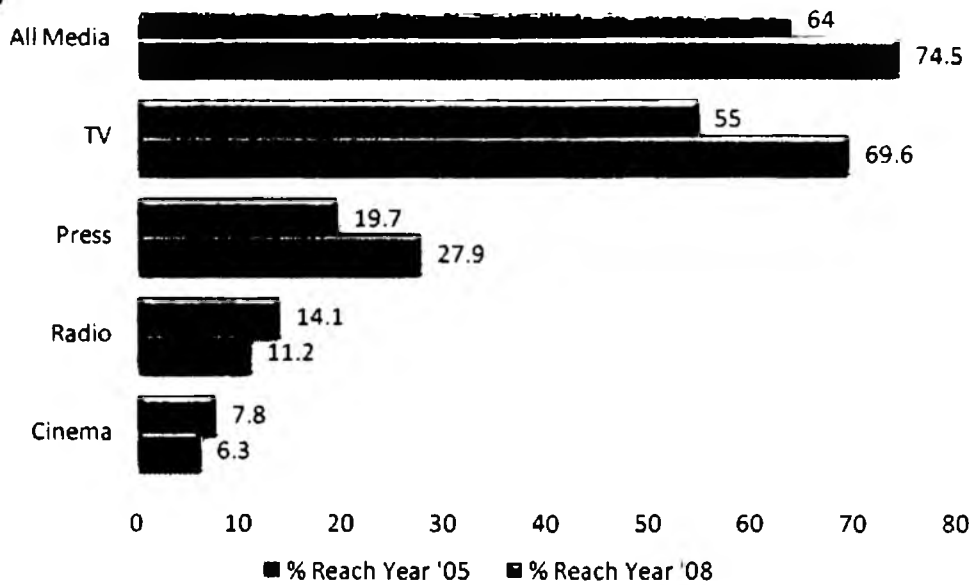
Figure 4: Reach of different media across the country



Source: National Media Survey 2002, 2005 & 2008 by SIRIUS Bangladesh Ltd.

In Dhaka, the situation is even more prominent. Television reaches to around **70%** Dhaka people which is highest in number, whereas incorporating all ATL media only additional **5%** people can be reached in Dhaka.

Figure 5: Reach of different media in Dhaka

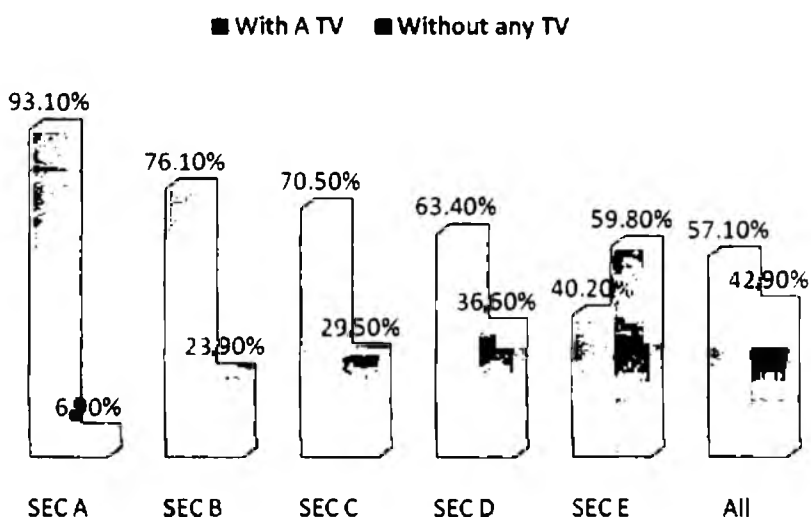


Source: National Media Survey 2005 & 2008 by SIRIUS Bangladesh Ltd.

8.2 TV Ownership is also very high

Due to availability of non-brand Chinese TV and electronic equipments, the ownership of TV is becoming highest ever. Though 42.9% still do not possess TV, still... TV is the strongest media vehicle for Household entertainment purpose.

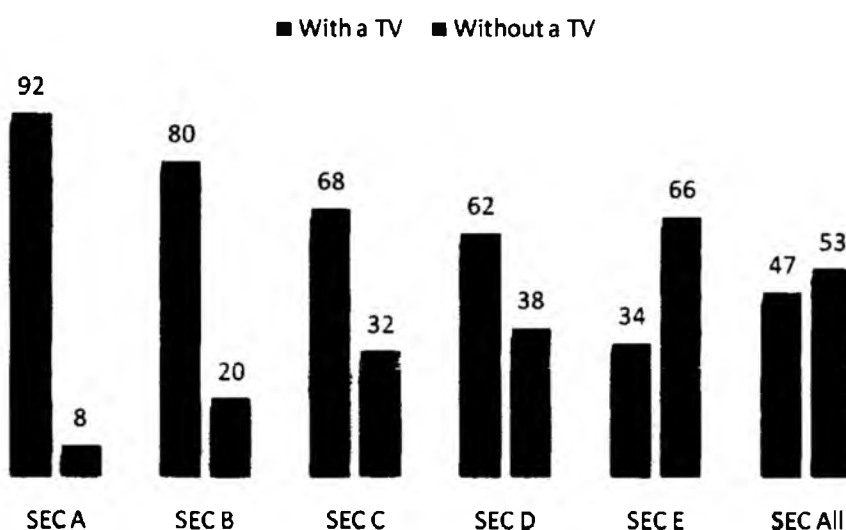
Figure 6: TV ownership across the country



Source: National Media Survey 2008 by SIRIUS Bangladesh Ltd.

In Dhaka the ownership of TV is slightly lower than that of national figure. But the TV ownership is significantly increasing across the SECs, even in Lower segment SEC E. In 2005, only 20% of Dhaka based SEC E household had own television, within 3 years of time period, in 2008, the figure increased by 14% and total 34% SEC E household residing in Dhaka possess their own television. Across SEC, 47% household in Dhaka has the possession of TV.

Figure 7: TV ownership in Dhaka

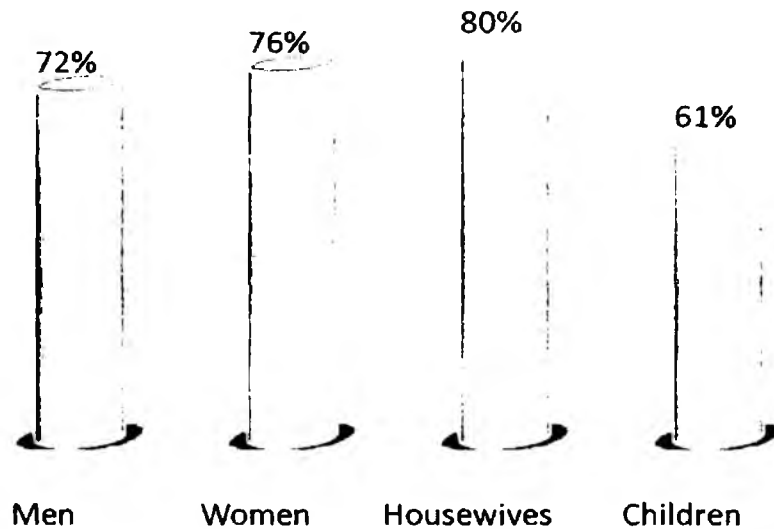


Source: National Media Survey 2008 by SIRIUS Bangladesh Ltd.

8.3 Majority of Bangladeshi people watches TV

Lots of people are watching television. 70 to 80% of TV owning adults are watching TV daily. Every day, millions of people in Bangladesh sit down in front of the box (see Figure 8). And it is the most effective advertising media considering the reach.

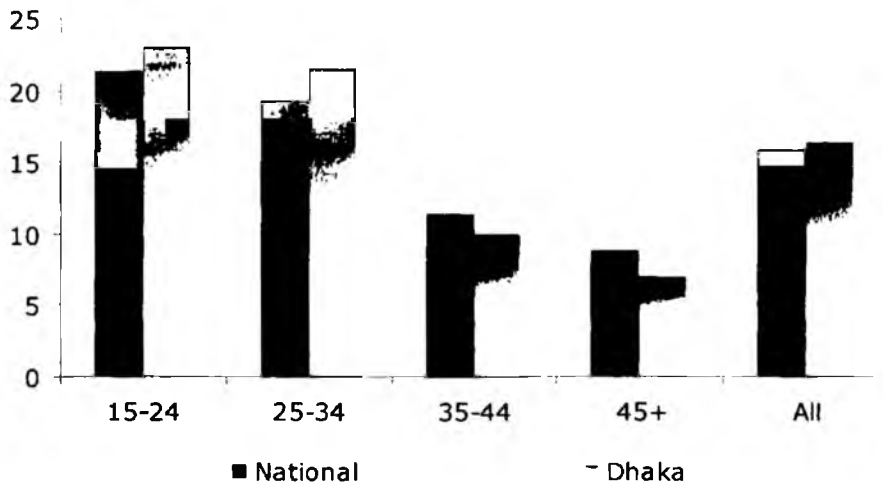
Figure 8: TV viewership among men, women, housewives and children



Source: National Media Survey 2008 by SIRIUS Bangladesh Ltd.

And they are sitting down for hours. Around 20% of Dhaka population watches at least 21 hours of television a week. That is three hours a day. It is not just the old who are sitting in front of the box. Even 15–24 year olds who have grown up with the internet, who are often described as 'digital natives', are as partial to an evening watching TV as the next man. (See Figure 9).

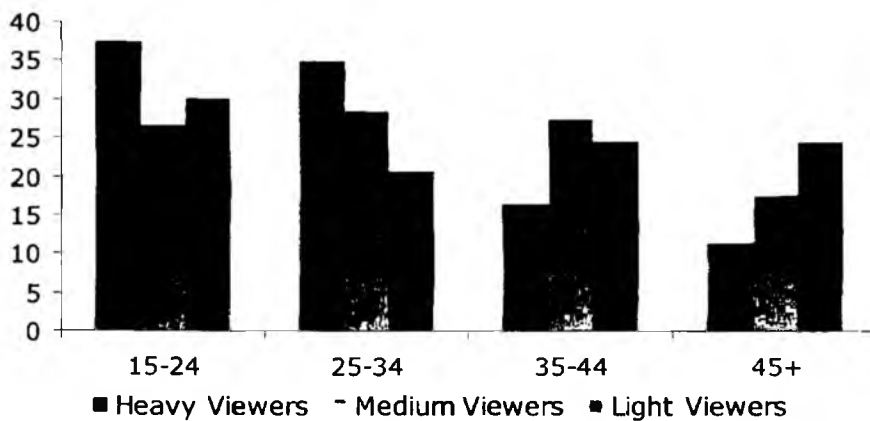
Figure 9: TV viewership among different age groups



Source: National Media Survey 2008 by SIRIUS Bangladesh Ltd.

In Dhaka, Less than 45 years of people - who actually take the purchase decision spend more time in front TV in comparison to 45+ years of people. Heavy viewers spend at least 21+ hours a week in front of TV; Medium viewers spend 14-21 hours a week and the light viewers spend less than 14 hours a week, which is on an average 2 hours per day. Please see the figure (10) below:

Figure 10: TV viewership intensity among different age groups



Source: National Media Survey 2008 by SIRIUS Bangladesh Ltd.

8.4 Advantages of Television Advertising

Television reaches very large audiences - audiences that are usually larger than the audience any other individual media reaches in Bangladesh. The area that a television station's broadcast signal covers is called ADI, which stands for "Area of Dominant Influence."

Some advantages of television advertising include the following:

- Advertising on television can give a product or service instant validity and prominence.
- Easily reaches the audiences targeted by advertising on TV. Children can be reached during cartoon programming, farmers during the morning agricultural reports and housewives during the soap operas.
- TV offers the greatest possibility for creative advertising. With a camera, it's possible to take audience anywhere and show them almost anything.
- TV audience is divided into much larger segments, which enables to reach a larger, yet, more diverse audience.

8.5 TV was perceived more positively than other media:

In terms of the following characteristics, Television advertising, in general, was perceived to be more positive than other media for the following reasons:

1. Salience / Impact
2. Appeal / Enjoyment
3. Production / Content Values
4. Engagement / Involvement Levels
5. Range of products / Categories featured

8.6 Perceived Strengths of Television:

Table 2: Perceived Strengths of Television

<u>Engagement</u>	<ul style="list-style-type: none"> • <u>Multi-sensational experience-visual, sound and movement. These three together make it highly engaging with the least amount of effort.</u> • <u>While watching, TV requires some effort as the viewers need to engage with it. But it is least demanding of all media. To be more specific, minimum amount of analysis or interpretation is required in decoding a TV advertisement as all the work is done for the audience.</u>
<u>Unique Social Interaction</u>	<ul style="list-style-type: none"> • <u>TV advertisement is unique in so-far-as it is the only medium typically consumed within a group or social setting. This induces discussion and social word of mouth about the advertisement.</u>
<u>Repetition</u>	<ul style="list-style-type: none"> • <u>Considering the amount of TV consumption, advertising messages are bound to be registered by the audience.</u> • <u>TV advertisement is noticeable for lot many times.</u>
<u>Perceived synchronization of ad breaks</u>	<ul style="list-style-type: none"> • <u>Ad break flicking counteracted in practice (at least to some extent) by the synchronization of ad breaks across channels.</u>
<u>Continuous throughout the day attracting all the audience</u>	<ul style="list-style-type: none"> • <u>TV is a unique medium which attracts audiences throughout the</u>

day – morning, afternoon, evening and night time.

Source of entertainment

- And this medium has the opportunity to place advertisement for specific target audience at the most appropriate time of the day.
 - Some of the TV ads are better than some of the TV programs and these are great topic of conversation.
 - It stimulates the want to know more about it.
-

8.7 What else is it about them that might make them more memorable apart from that?

- *'Music'*
- *'Repetition'*
- *'The television has advertising standards as well'*
- *'The images can be really good'*
- *'A lot of them are funny'*

Overall, the general consensus across all groupings was that TV advertising out-performs all other types of advertising, across all key dimensions (i.e. from engagement / involvement to production value to appeal / enjoyment levels). Other media are acknowledged but pigeonholed into doing certain jobs well. TV is seen as having a role across all target audiences and across all times of the day.

8.8 Television - Some General Points:

The vast majority of respondents believed they were watching 'at least' as much TV as they always had done, due to some factors like:

- TV is still the most engaging / involving / multi-sensorial medium, available to mass

- There's a lot more choice / variety nowadays so 'you'll always find something on'
- People are spending more time in their own homes... comfort; less expensive; high-tech home entertainment systems
- The in-home viewing experience is so much more enjoyable nowadays

8.9 Hypothesis Testing

So, this confirms that our first hypothesis 'H1: Television as media of advertising is reaching highest number of audience among all media for advertisement' is valid. TV advertisement is effective considering the exposure level.

Our first Hypothesis is valid.

8.10 Findings and Recommendations

8.10.1 Findings

- Considering the percentage of Target group - a single media can reach and expected to ensure exposure through it TV is undoubtedly the best selection.
- People love to spend time in front of TV
- The rise is partly due to the fact that households have more TV sets in their households and there are more channels to watch.
- We have the rise in digital TV availability, and then of course there is unemployment. People have less cash available, and more time on their hands to sit around watching news, drama serials and talk shows.
- This confirms what we already assumed, is that most people are still looking at their shiny TV as a main form of entertainment.

8.10.2 Recommendation

Television has the properties of sight, sound and motion that traditionally set it apart from other media such as radio (sound only) or print (sight only). With its three-pronged assault on its viewer's senses, TV is able to create broad awareness for a product. Television is considered a mass medium because of the numbers of people it reaches.

Television reaches more than 58% of the country's population, a huge potential audience for a television commercial though TV's mass audience gets segmented as viewers fragment along age, gender and racial groups to watch particular channels and programs.

To reach a large chunk of target people at a time, advertisers should thoroughly consider TV as a media for advertising.

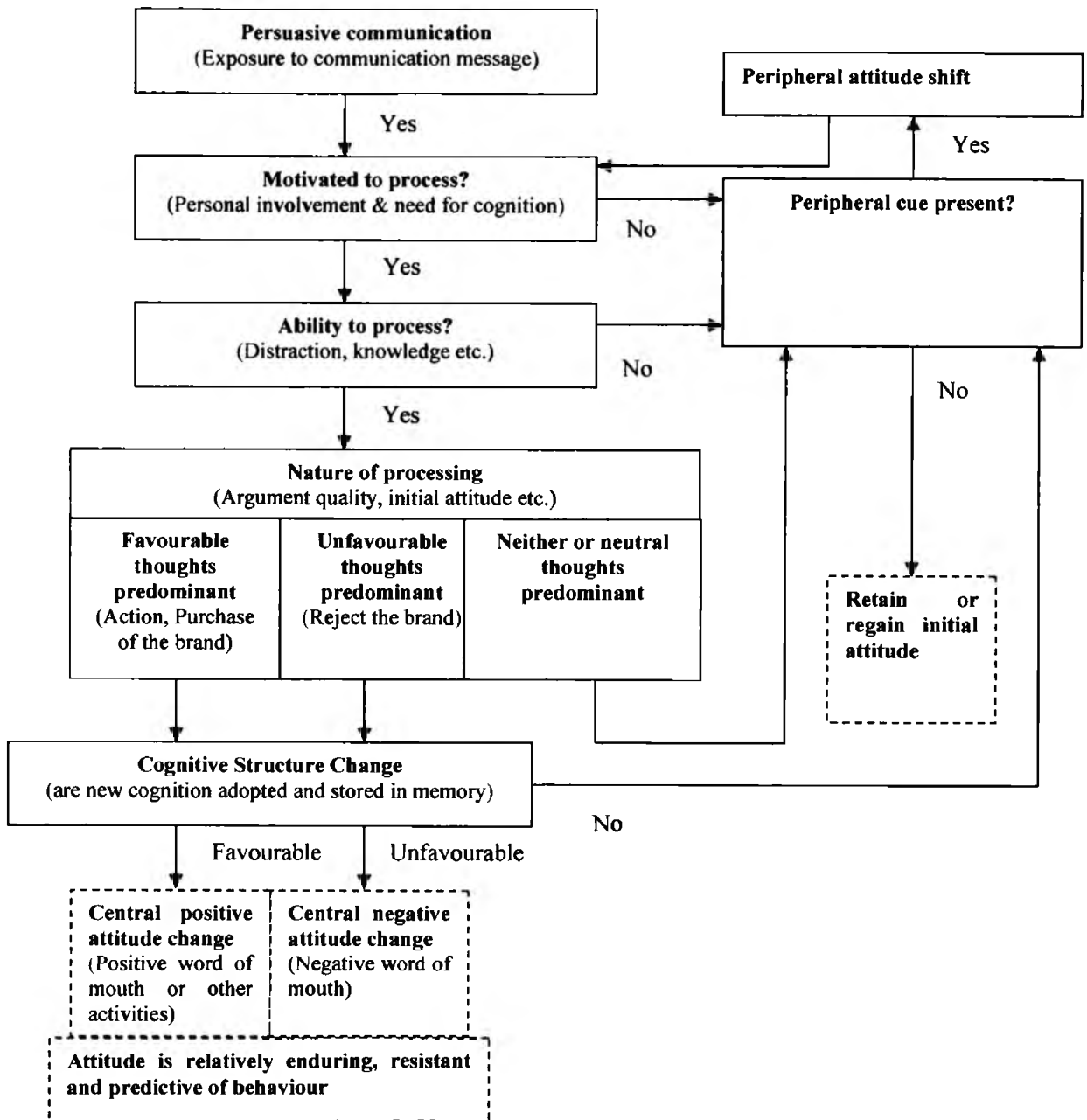
Chapter Nine

TV ADVERTISEMENT MESSAGE PROCESSING

9 TV Advertisement Message interpretation

As an audio-visual media TV advertisement should be effective enough to process the message to make purchase call or word of mouth. As discussed in the literature review, we will use the following Elaboration Likelihood Model to evaluate this message transfer process of Lux and Sunsilk TV Advertisement.

Figure 11: Elaboration Likelihood Model



Case Study Brand # Lux

9.1 Soap TV Commercials which respondents noticed

In response to the question as to which soap brands' TV commercials they have noticed, commercial of Lux was recalled by 100% respondents followed by Keya (54%), Meril (50%), Lifebuoy (43%), and Dove (36%). Thus the TV commercial of Lux has been found to be very effective in terms of creating brand awareness among the audience.

Table 3: Recall of TV Commercials (Soap)

Brands	Frequency	Percentage
Lux	213	100%
Keya	115	54%
Meril	107	50%
Lifebuoy	92	43%
Dove	77	36%

Implication:

The TV commercials of Lux beauty soap was recalled by all the respondents indicating the effectiveness of the commercials in creating brand awareness among the targeted audience. As all the respondents were found to get exposed to the commercials, they were further asked the remaining questions.

9.2 Motivation to process the message:

The elaboration likelihood model devised by Richard Petty assumes that the elaboration likelihood is a function of two elements: **Motivation** and **Ability** to process the message.

Audiences' motivation to process a message depends on a number of factors such as involvement, personal relevance, and individuals' needs and arousal levels. Beauty soap is usually regarded as fast moving consumer goods. Fast moving consumer goods are "low-involvement" in nature where customers are not willing to spend much efforts, time and money in making purchase decisions.

However, though Soap is fast moving consumer goods these also belong to toiletries and cosmetic products. Customers/users usually tend to spend considerable time in making purchase decisions (choosing brand) for cosmetic goods. Thus the level of customers' involvement in making purchase decision for soap is assumed not to be as low as that for other fast moving goods like candy or chocolate.

Customers' motivation to process a message is also largely affected by the media vehicle through which the message is delivered. As in this study, the TV commercials of Lux and Sunsilk have been taken as cases; audiences' motivation to process the messages was measured through measuring the importance that they attach to TV commercial for getting information about these products.

Respondents were asked to rate their level of agreement on a 7 point scale (where 1 indicates "strong disagreement" and 7 represents "strong agreement") to the statement that TV commercials are important source for information about soap and shampoo. As shown in Table 4, the means score of the responses for Lux is 5.4 with standard deviation of 1.8.

Table 4: Importance of TV Commercials to Respondents to Get Information

	Mean Score	Standard Deviation
Lux	5.4	1.8

Implications:

The means scores of 5.4 to the statement imply that TV commercials are moderately important source for information to the respondents for Lux. Thus, the level of motivation of the respondents to further process the message is expected to be moderate.

9.3 Ability to Process the Message:

To investigate whether the respondents had the ability to process and understand the messages of the commercials, they were asked to indicate their level of agreement to the statement that the commercials were easily understandable. From the responses, it can be shown that the TV commercial of Lux is moderately easier to understand to the respondents. However, the mean scores of 5.7 (on 7 point scale) for Lux indicate that the commercial were easily understood by the respondents.

Table 5: Whether Lux Advertisements Were Easily Understandable

	Mean Score	Standard Deviation
Lux	5.7	1.5

9.4 Cognitive Process:

Some questions were designed to determine the result of cognitive processing of the respondents: whether favourable / unfavourable / neutral thoughts of the respondents are predominant about the messages of the commercials.

Respondents were asked to show their level of agreement to the statement that the messages of the commercials of the brands were important to them. In Table 6 the mean scores of 4.4 (Lux) indicates that the messages of the commercials are not perceived to be very significant to the respondents. Considering the numerical mean score, it can be concluded that message of Lux advertisement is somewhat important to the respondents.

Table 6: Perceived Importance of the Message

	Mean Score	Standard Deviation
Lux	4.4	1.9

In case of their agreement as to whether the arguments claimed or used in the commercials were convincing or not, respondents are found to be neutral on this statement. The mean scores of 4.6 (**Table 7**) for the commercials of Lux indicates that respondents' perception regarding Lux Commercial is skewed towards slightly persuasive.

Table 7: The Arguments in the Advertisements were convincing

	Mean Score	Standard Deviation
Lux	4.6	1.6

Again, the means scores of 4.4 of the response on the perceived relevance of the messages used in the commercials indicate that respondents found the messages somewhat relevant.

Table 8: Perceived Relevance of the Commercials

	Mean Score	Standard Deviation
Lux	4.4	1.5

Implications:

The mean scores of the responses to the above three statements vary within 4.4 to 4.6 and the average mean scores of the three statements for Lux is 4.46. The associated label with point four and five are respectively "neither agree nor disagree" and "somewhat agree". It can be concluded that the respondents have somewhat favourable thoughts about the Lux advertisement messages.

In other words, the respondents perceive the messages of the commercials important, persuasive and relevant to form a favourable thought. And the respondents have not been found to have unfavourable thoughts about the messages.

9.5 Attitudes:

Table 9 shows that the purchase intention of the respondents for Lux is 5.8 (out of 7) respectively. Thus the attitudes of customers towards the brand in terms of purchase intention are at satisfactory level.

Table 9: Purchase Intention

	Mean Score	Standard Deviation
Lux	5.8	1.8

Besides the purchase intention, respondents' likelihood to spread positive word of mouth about the brands or advocate the brands to others was measured to grasp the positive attitude of the respondents. Table 10 reveals that respondents' likelihood to advocate Lux is marginally positive 5.1 out of 7.

Table 10: Likelihood to Advocate the Brands to Others

	Mean Score	Standard Deviation
Lux	5.1	2.0

Table 11 reveals low scores on respondents' likelihood to discourage others in purchasing the brand Lux is 2.7. It implies that the attitudes of the respondents do not have negative attitudes toward the brands.

Table 11: Likelihood to Spread Negative Word of Mouth to Others

	Mean Score	Standard Deviation
Lux	2.7	2.2

Implications:

The attitude of the respondents toward the brands is found favourable. The purchase intention of the respondents for Lux is high at 5.8. The likelihood of the respondents to advocate the brand to others was also found to be at satisfactory level. On the other hand the low mean scores of the responses to indicate their likelihood to discourage others to buy those brands indicate their favourable attitudes toward the brands.

Case Study Brand # Sunsilk**9.6 Shampoo TV advertisements respondents noticed:**

In response to the question as to which shampoo brands' TV commercials they have noticed, all the respondents could recall their exposure to TV commercials of Sunsilk (100%) followed by Pantene (42%), Dove (36%) and Head & Shoulders (33%).

Table 12: Exposure of TV Commercials

Brands	Frequency	Percentage
Sunsilk	213	100%
Pantene	89	42%
Dove	77	36%
<u>Head & Shoulders</u>	70	33%

Implication:

Sunsilk shampoo commercial were recalled by all the respondents indicating the effectiveness of the commercials in creating brand awareness among the targeted audience.

9.7 Motivation to process the message:

As in this study, the TV commercials of Lux and Sunsilk have been taken as cases; audiences' motivation to process the messages was measured through measuring the importance that they attach to TV commercial for getting information about these products.

Respondents were asked to rate their level of agreement on a 7 point scale (where 1 indicates "strong disagreement" and 7 represents "strong agreement") to the statement that TV commercials are important source for information before buying shampoo. As shown in **Table 13**, the mean scores of the responses for Sunsilk is 5.4 with standard deviation of 1.7.

Table 13: Importance of TV Commercials to Respondents to Get Information

Brands	Mean Score	Standard Deviation
Sunsilk	5.4	1.7

Implications:

The means scores of 5.4 to the statement imply that TV commercials are moderately important source for information to the respondents for shampoo. Thus, the level of motivation of the respondents to further process the message is expected to be moderate.

9.8 Ability to Process the Message:

To investigate whether the respondents had the ability to process and understand the messages of the commercials, they were asked to indicate their level of agreement to the statement that the commercials were easily understandable. From the responses, it can be shown that the TV commercial of Sunsilk was easy to understand to the respondents. However, the mean scores of 6.0 (on 7 point scale) indicate that Sunsilk commercials were easily understood by the respondents.

Table 14: Whether the Advertisements Were Easily Understandable

Brands	Mean Score	Standard Deviation
Sunsilk	6.0	4.9

9.9 Cognitive Process:

To determine the result of cognitive processing of the respondents: whether respondents are possessing favourable / unfavourable / neutral thoughts, respondents were asked to show their level of agreement to the statement that the messages of the commercials of the brands were important to them. In Table 15 the mean scores of 4.6 (Sunsilk) indicates that the messages of the Sunsilk commercials are perceived to be slightly significant to the respondents.

Table 15: Perceived Importance of the Message

Brands	Mean Score	Standard Deviation
Sunsilk	4.6	1.8

In case of their agreement as to whether the arguments claimed or used in the commercials were convincing or not, respondents were again found to have favourable attitude on this statement. The mean score of 4.6 (Table 16) for the commercials of Sunsilk indicates that the arguments in the commercials are perceived to some extent persuasive or convincing.

Table 16: The Arguments in the Advertisements were convincing

Brands	Mean Score	Standard Deviation
Sunsilk	4.6	1.7

Again, the means scores of 4.4 of the response on the perceived relevance of the messages used in the commercials indicate that respondents found the messages are relevant.

Table 17: Perceived Relevance of the Commercials

Brands	Mean Score	Standard Deviation
Sunsilk	4.4	1.7

Implications:

The mean scores of the responses to the above three statements vary within 4.4 to 4.6 and the average mean scores of the three statements for Sunsilk is 4.53. It can be concluded that the respondents have positive thoughts about the messages that is the messages are favourable.

In other words, the respondents perceived the messages of the commercials important, persuasive and relevant to form a favourable

thought. And the respondents have not been found to have unfavourable thoughts about the messages.

9.10 Attitudes:

Table 18 shows that the purchase intention of the respondents for Sunsilk is 5.2 (out of 7). Thus the attitudes of customers toward the brand in terms of purchase intention are at satisfactory level.

Table 18: Purchase Intention

Brands	Mean Score	Standard Deviation
Sunsilk	5.2	4.4

Besides the purchase intention, respondents' likelihood to spread positive word of mouth about the brands or advocate the brands to others was measured to grasp the positive attitude of the respondents. Table 19 reveals that respondents' likelihood to advocate is 4.6 out of 7.

Table 19: Likelihood to Advocate the Brands to Others

Brands	Mean Score	Standard Deviation
Sunsilk	4.6	2.0

Table 20 reveals low scores on respondents' likelihood to discourage others in purchasing Sunsilk is 3.0. It implies that the attitudes of the respondents do not have negative attitudes toward the brands.

Table 20: Likelihood to Spread Negative Word of Mouth to Others

Brands	Mean Score	Standard Deviation
Sunsilk	3.0	2.3

Implications:

The attitude of the respondents toward the brand is found favourable. The purchase intention of the respondents for Sunsilk is high. The likelihood of the respondents to advocate the brands to others was also found to be at satisfactory level. On the other hand the low mean scores of the responses to indicate their likelihood to discourage others to buy those brands indicate their favourable attitudes toward the brands.

9.11 Hypothesis Testing

Our Second hypothesis was 'H2: A remarkable portion of the sample has adequate level of motivation to process the message of Lux & Sunsilk TV commercials'. It has been found in the study that a remarkable portion of the sample has adequate level of motivation to process the message of Lux and Sunsilk TV Commercials. Motivation to process the messages was measured on the basis of their perceived importance of Lux and Sunsilk TV commercial for getting information about these. Respondents showed their positive motivation to further process the commercial information. Both Lux and Sunsilk commercial scored 5.4 out of 7. So, we can conclude that a remarkable portion of the sample has adequate level of motivation to process the message of Lux & Sunsilk TV commercials.

So, the second hypothesis is valid.

Our Third hypothesis was 'H3: The audiences have ability to process the message of Lux & Sunsilk TV Commercials'. To measure the ability to process the messages of the commercials, respondents were asked to indicate their level of agreement to the statement that the commercials were easily understandable. The agreement score of Lux and Sunsilk is 5.7 and 6.0 out of 7 which clearly depicts that TV commercial of Lux and Sunsilk are easy to understand to the respondents and the audience have the ability to process to understand the Lux and Sunsilk TV Advertisement.

So, the Third hypothesis is valid.

Our Fourth hypothesis was 'H4: The TV commercials of Lux & Sunsilk have formed favourable cognitive thoughts among the audience'. The analysis shows that the commercials developed favourable thoughts among the respondents. The respondents perceived the messages of the commercials important, persuasive and relevant to form a favourable thought. The average mean score for all these three statements for Lux and Sunsilk is 4.46 and 4.53 which proves that the respondents are having favourable thoughts about the Lux and Sunsilk TV advertisement.

We can conclude that the Fourth hypothesis is valid.

The Fifth hypothesis was 'H5: The TV commercials of Lux & Sunsilk have led to favorable attitude change among the audience'. Respondents showed their positive purchase intention and likelihood to advocate the brands to others and negative attitude regarding negative word of mouth. So, we can conclude that the TV commercials of Lux & Sunsilk have led to favorable attitude change among the audience.

We can conclude that the Fifth hypothesis is valid.

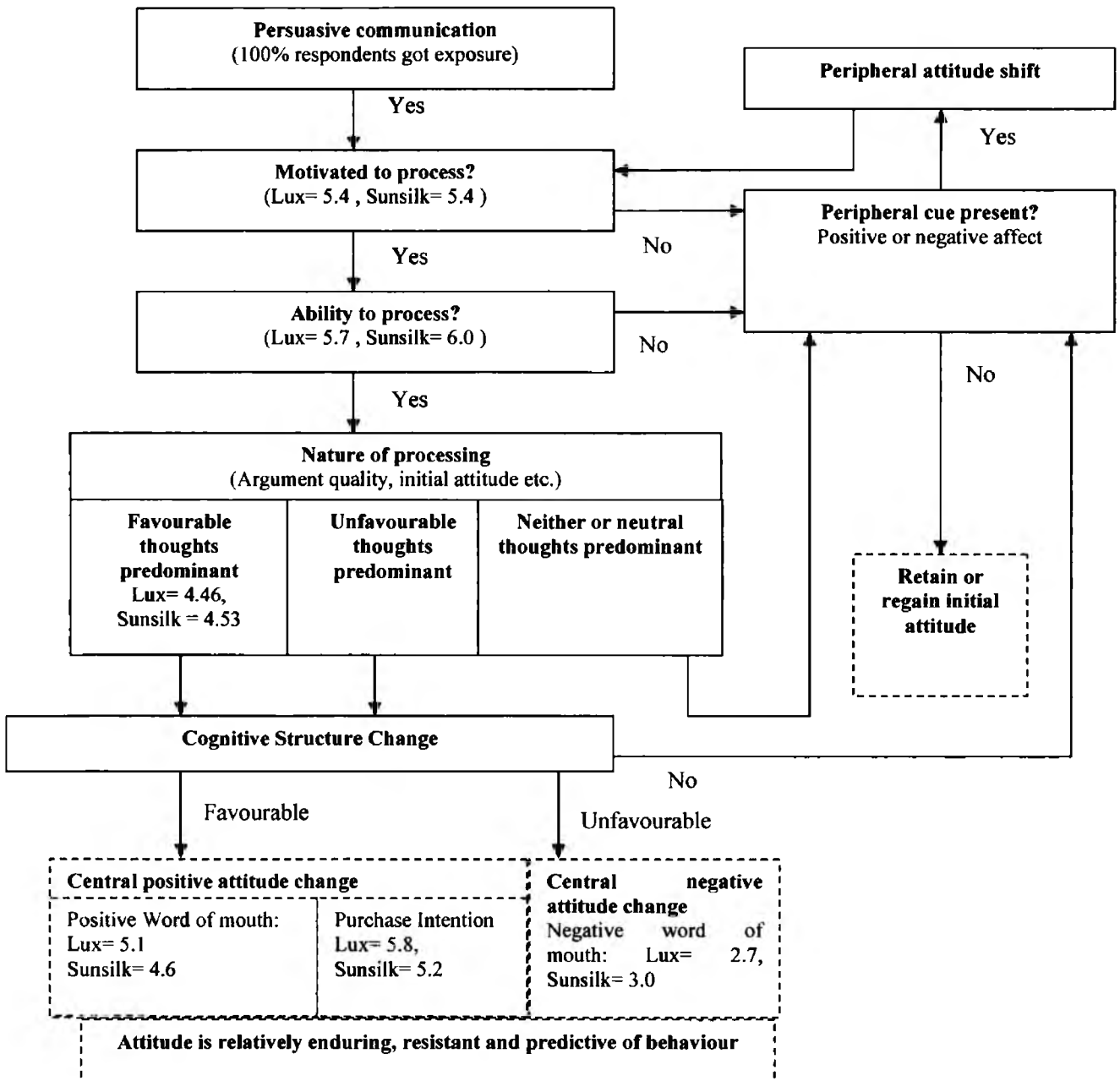
9.12 Findings and Recommendation:

9.12.1 Findings:

- Throughout this study attempt has been made to measure the effectiveness of the TV commercials of Lux beauty soap and Sunsilk shampoo using the Elaboration Likelihood Model. This study focuses on the constructs of "central route to persuasion" of the model. From the primary data, it is observed that the respondents had an adequate level of motivation and ability level to process the message. The analysis shows that the commercials developed favourable thoughts among the respondents.
- Inspired by favourable thoughts of TV Advertisement respondents were found to have favourable attitudes towards the brands which results in purchase decision and positive word of mouth about the brand.

- According to the ELM model of Petty & Cacioppo, we can conclude that TV advertisement is effectively working for Lux and Sunsilk – two high revenue generating and high TV exposed products of Unilever Bangladesh portfolio. The figure 12 will define the effectiveness of Lux and Sunsilk TV advertisement in terms of ELM model.

Figure 12: Lux and Sunsilk TV Advertisement interpretation on the basis of Elaboration Likelihood Model



9.12.2 Recommendation:

The actual impact of an individual television ad depends on the kind of product being advertised. Important is the motivation and ability to process the message of the advertisement.

The elaboration likelihood model (ELM) of persuasion is a widely used model to check how attitudes are formed and changed. For the TV advertisers it is recommended to use the ELM model check the persuasiveness of the proposed TV advertisement.

Chapter Ten

RELEVANCE, ORIGINALITY AND IMPACT OF THE TV ADVERTISEMENT

10 Recall & Recognition

As TV allows detailing out a story about a brand or a product and more creativity can be shown in the TV ad, the brand advertisement should be more relevant and impactful. As seen in literature review, we have attempted to understand the relevance, originality and impact fullness of Lux and Sunsilk TV Advertisement. To be more specific, this part of the study was to:

1. Identify recall and recognition of the TV advertisements of the case study brands (Lux and Sunsilk).
2. To measure the Relevance, Originality, and Impact criteria of the advertisements.
3. To identify the important factors affecting consumers' purchase decision for toilet soap and shampoo brands.

The data, collected from the respondents, have been processed using multiple regression analysis, factor analysis and profile index.

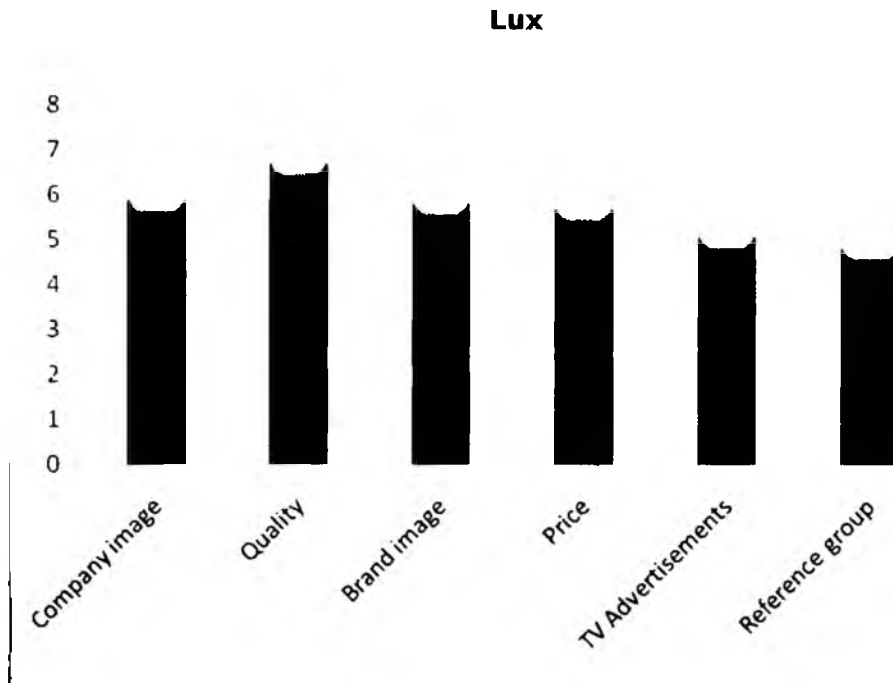
Case Study Brand # Lux

10.1 Important determinants in making purchase decisions:

To measure the importance of several factors considered in making purchase decisions for beauty soap, respondents were asked to rate *Company image, Quality, Brand image, Price, Advertisements, and Reference group* according to their relative importance in selecting soap. Responses were collected on 7 point scale ranging from *extremely important (7) to extremely unimportant (1)*.

Table 21: Important determinants in making purchase decision for Lux

Company image	5.85
Quality	6.7
Brand image	5.8
Price	5.7
TV Advertisements	5.05
Reference group	4.8

Figure 13: Important determinants in making purchase decision for

The Table 21 shows that Product Quality is the most important factor (having an average score of 6.7 out of 7) that consumers consider in purchasing beauty soap. However, other important factors include company image, brand image, price and advertisements respectively. It is noteworthy here that the company image and brand image is derived from the advertisement. Influence of Reference group has not been found to be an important factor.

10.2 Judgmental inference:

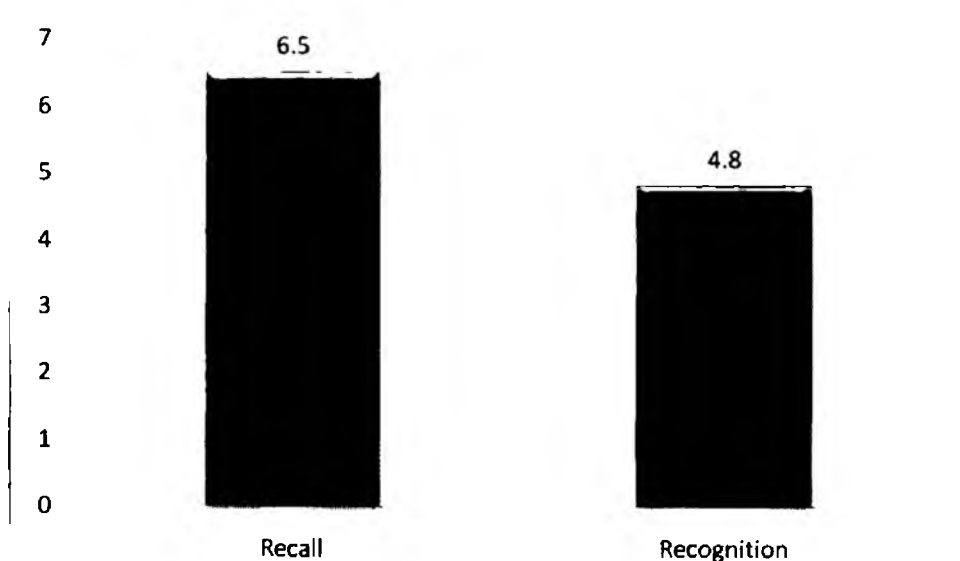
From the Table 21 and figure 13 we have found that quality, company image and brand image are highly important in making purchase decisions for Lux beauty soap. Though advertisement has not been found substantially important, but advertisement cannot be ignored in any way. It is advertisement that actually creates the company image and brand image. As company image and brand image have been found to be important, advertisements are crucial in marketing cosmetic products.

10.3 Recall and Recognition Test:

It is a wide accepted view that an advertisement is believed to be effective if it can be easily recalled and the contents of the message can correctly and easily be recognized by the audience. To measure the recall ability of the respondents about the TV commercials of the case study brands, respondents were asked to name out the brands come to their minds which TV commercials they have noticed. The brands that come first to their minds have been labelled with 7 points and the subsequent brands have been labelled with points 6, 5 and so on.

However, the recognition test included some questions to measure to what extent the respondents can accurately recognize the contents of the commercials. The advertisement recognition of the respondents has been measured through six questions. The average recall and recognition scores of the commercial of Lux brand is shown below in figure 14.

Figure14: Average recall and recognition scores of the TV Advertisement of Lux



10.4 Measuring the effectiveness of the advertisement's contents:

To measure the effectiveness of the TV advertisement of the case study brand, Relevance, Originality, and Impact of the advertisements have been tested.

10.4.1 Relevance:

The Relevance dimension was measured by following measurement items that have been adopted from existing literatures:

1. The message in the commercial said something important to you.
2. The commercial gave you a good reason to buy the brand.
3. It was meaningful for you.
4. The commercial did not show you anything that would make you want to use the product.
5. The ad did not have anything to do with you or your needs.
6. The commercial made you think about buying the brand that was advertised.
7. The commercial made you want the brand that was advertised.
8. The ad talks about something that concerns you, personally.
9. During the commercial I thought the product might be useful to me.

Confirmatory Factor Analysis has been administered with these items to validate the items with the Relevance dimension. Items with factor loadings equal or greater than 0.70 will be retained in the dimension or otherwise will be excluded from the dimension. The table 22 shows the factor loadings of the nine measurements items and indicates which items are excluded and which ones are retained.

Table 22: Factor Loadings to validate the items with relevant dimension

Measurement Items	Factor Loadings	Retained	Excluded
Message was Important	.341		x
Gave me a good reason	.456		x
Meaningful	-.385		x
Didn't show any stimulus	-.450		x
Nothing to do with needs	-.119		x
Made me thinking about buying	.878	√	
Made me want the brand	.276		x
Talks about personal concern	.789	√	
Made thinking about the usefulness of the product	.804	√	

Note: Extraction Method: Principal Component Analysis. 1 component extracted.

The mean scores of the retained variables have been computed and then again the mean score of the means of the three variables has been calculated to get the score of perceived Relevance of the TV commercial for Lux. The score of the Relevance is 5.

Table 23: perceived Relevance of the TV commercial for Lux**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
made thinking about buying	213	1.00	7.00	5.0500	1.44641
Talks about personal concern	213	2.00	7.00	5.1000	1.18210
made thinking about the usefulness of the product	213	2.00	7.00	4.9000	1.29371
Valid N (list wise)	213				

10.4.2 Originality:

The Originality dimension was measured using 4 measurement items:

1. It was just like most other commercials.
2. It was typical of most ads you see today.
3. You see ads like that all the time – the same old thing.
4. You have seen a lot of Ads like this before.

These four measurement items have negative meanings and thus the responses to these statements were inversed correspondingly to get the accurate measurement.

The Confirmatory Factor Analysis (Table 23) for these items shows that all of the items have factor loadings above 0.70 and thus all are retained in the dimension.

Table 24: Factor Loadings to validate the items with originality dimension

Measurement Items	Factor Loadings	Retained	Excluded
It was just like most other commercials.	.766	√	
It was typical of most ads you see today.	.736	√	
You see ads like that all the time – the same old thing.	.792	√	
You have seen a lot of Ads like this before.	.811	√	

Note: Extraction Method: Principal Component Analysis. 1 component extracted.

The mean values of the four variables are shown in table 25

Table 25: Perceived Originality of the TV commercial for Lux**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Just like other commercial	213	1.00	6.00	3.71	1.39454
Typical of most ad	213	1.00	6.00	3.65	1.56945
the same old thing	213	1.00	6.00	4.28	1.75544
seen this ad before	213	1.00	6.00	3.53	1.59852
Valid N (list wise)	213				

The value of originality is calculated by computing the mean of the means of the four variables. The mean score is found to be 3.8.

10.4.3 Impact:

The Impact dimension of the commercials was measured by the following items:

1. You found yourself strongly responding to this ad.
2. You got involved with this ad.
3. You got emotionally involved with this ad.
4. You experienced emotion while watching the ad.

Table 26: Factor Loadings to validate the items with impact dimension

Measurement Items	Factor Loadings	Retained	Excluded
You found yourself strongly responding to this ad.	.404		×
You got involved with this ad.	.888	✓	
You got emotionally involved with this ad.	.945	✓	
You experienced emotion while watching the ad.	.928	✓	

Note: Extraction Method: Principal Component Analysis. 1 component extracted.

Out of these four items, three have been found valid to be included in the dimension based on their factor loadings greater than 0.70.

Table 27: Perceived Impact of the TV commercial for Lux

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
involved feeling with the ad	213	1.00	5.00	4.45	1.39454
emotionally involved	213	1.00	6.00	3.86	1.41049
Experienced emotion	213	1.00	7.00	5.05	1.50350
Valid N (list wise)					

The average scores of the three dimensions have been calculated using the values of the retained measurement items. The Table 25 shows that the message contents of the TV commercial for Lux brand is perceived as relevant to the target audience with a mean value of 5 out of 7.

However, the Originality of the message content has been found to be slightly lower than the Impact dimension of the advertisement with a mean value 3.8 out of 7.

In terms of purchasing the advertised product, the Impact dimension of the TV commercial for Lux is found at the satisfactory level with a mean value of 4.5 out of 7 points.

Table 28: ROI of Lux TV Advertisement

	Mean Score
Relevance	5
Originality	3.8
Impact	4.5

Figure 15: ROI of Lux TV Advertisement



Case Study Brand # Sunsilk**10.5 Important determinants in making purchase decisions:**

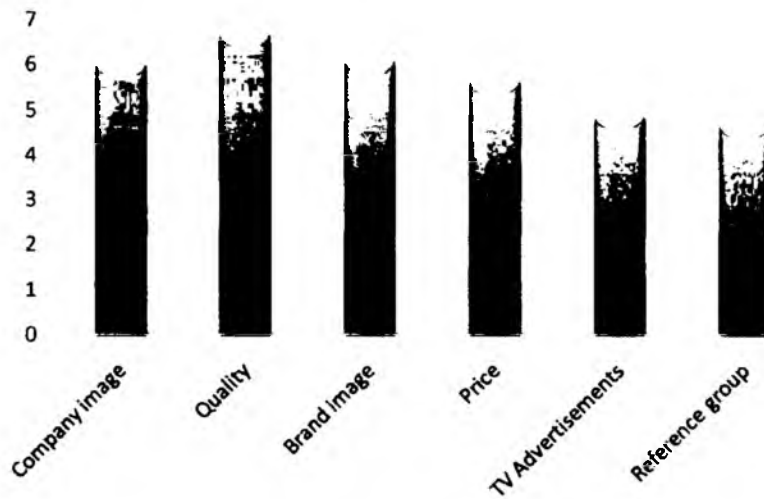
Like we have seen in case of Lux, to measure the importance of several factors in making purchase decisions for shampoo, respondents were asked to rate *Company image, Quality, Brand image, Price, TV Advertisements, and Reference group* according to their relative importance in selecting a shampoo brand. Responses were collected on 7 point scale ranging from *extremely important (7)* to *extremely unimportant (1)*.

Table 29: Important determinants in making purchase decision for Sunsiik

Company Image	5.95
Quality	6.6
Brand Image	6
Price	5.55
TV Advertisements	4.8
Reference Group	4.6

The Table 26 shows that Product Quality, Brand Image & Company image are the 3 most important factors (having an average score of 6.2 out of 7) that consumers consider in selecting Sunsilk shampoo before purchase. Factors like price and TV advertisements are also found to be noted as two more important points with 5.55 and 4.8 score respectively (out of 7). Interestingly Reference Group has not been found to be an important factor while purchasing shampoo.

Figure 16: Important determinants in making purchase decision for Sunsilk



10.6 Judgmental inference:

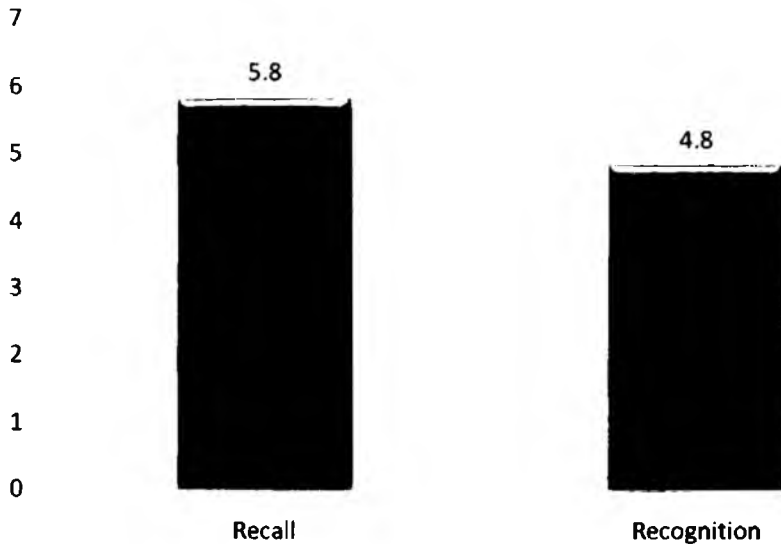
Similar to Lux we have found that quality, company image, brand image are highly important in making purchase decisions for Sunsilk shampoo. But the brand image and company image which are two highly important factors are formed with the aid of TV advertisement. And initial trial of shampoo for understanding quality is also induced by advertisement or brand image. So, there is no way to underestimate the positive impact of TV advertisement.

10.7 Recall and Recognition Test:

The recall and recognition test of the TV commercial of Sunsilk shampoo have been measured following the same procedures that applied in Lux soap case.

The average recall and recognition scores of the TV Advertisement of Sunsilk brand is shown in figure 17.

Figure 17: Average recall and recognition scores of the TV Advertisement of Sunsilk



10.8 Measuring the effectiveness of the Sunsilk advertisement's contents:

10.8.1 Relevance:

Like Lux, the Relevance dimension was measured by following measurement items that have been adopted from existing literatures:

1. The message in the commercial said something important to you.
2. The commercial gave you a good reason to buy the brand.
3. It was meaningful for you.
4. The commercial did not show you anything that would make you want to use the product.
5. The ad did not have anything to do with you or your needs.
6. The commercial made you think about buying the brand that was advertised.
7. The commercial made you want the brand that was advertised.
8. The ad talks about something that concerns you, personally.
9. During the commercial I thought the product might be useful to me.

Again, factor Analysis has been administered with these items to validate the items with the Relevance dimension. Items with factor loadings equal or greater than 0.70 will be retained in the dimension or otherwise will be excluded from the dimension. The table 27 shows the factor loadings of the nine measurements items and indicates which items are excluded and which ones are retained.

Table 30: Factor loadings of the nine measurement items for testing the relevance of Sunsilk TV Advertisement

Measurement Items	Factor Loadings	Retained	Excluded
Message was Important	0.817	✓	
Gave me a good reason	0.817	✓	
Meaningful	0.655		x
Didn't show any stimulus	0.280		x
Nothing to do with needs	0.335		x
Made me thinking about buying	0.852	✓	
Made me want the brand	0.397		x
Talks about personal concern	0.838	✓	
Made thinking about the usefulness of the product	0.755	✓	

Note: Extraction Method: Principal Component Analysis. 1 component extracted.

The mean scores of the retained variables have been computed and then again the mean score of the means of the five variables has been calculated to get the score of perceived Relevance of the TV commercial for Sunsilk shampoo. The score of the Relevance is 5.

Table 31: perceived Relevance of the TV commercial for Sunsilk shampoo

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Message was Important	213	1.00	7.00	4.8500	1.38697
Gave a good reason	213	1.00	7.00	4.8000	1.57614
made thinking about buying	213	1.00	7.00	5.2500	1.44641
Talks about personal concern	213	2.00	7.00	5.1500	1.18210
made thinking about the usefulness of the product	213	2.00	7.00	5.1000	1.29371
Valid N (list wise)	213				

10.8.2 Originality:

The Originality dimension was measured using 4 measurement items:

1. It was just like most other commercials.
2. It was typical of most ads you see today.
3. You see ads like that all the time – the same old thing.
4. You have seen a lot of Ads like this before.

These four measurement items have negative meanings and thus the responses to these statements were inversed correspondingly to get the accurate measurement.

The Factor Analysis (Table 28) for these items shows that all of the items have factor loadings above 0.70 and thus all are retained in the dimension.

Table 32: Factor Loadings to validate the items with originality dimension

Measurement Items	Factor Loadings	Retained	Excluded
It was just like most other commercials.	.702	✓	
It was typical of most ads you see today.	.730	✓	
You see ads like that all the time – the same old thing.	.777	✓	
You have seen a lot of Ads like this before.	.711	✓	

Note: Extraction Method: Principal Component Analysis. 1 component extracted.

The mean values of the four variables are shown below

Table 33: Perceived Originality of the TV commercial for Sunsilk shampoo

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Just like other commercial	213	1.00	6.00	3.0500	1.39454
Typical of most ad	213	1.00	6.00	3.6000	1.56945
the same old thing	213	1.00	6.00	3.6500	1.75544
seen this ad before	213	1.00	6.00	3.1500	1.59852
Valid N (list wise)	213				

The value of originality is calculated by computing the mean of the means of the four variables. The mean score is found to be 3.3625.

10.8.3 Impact

The Impact dimension of the commercials was measured by the following items:

1. You found yourself strongly responding to this ad.
2. You got involved with this ad.
3. You got emotionally involved with this ad.
4. You experienced emotion while watching the ad.

Table 34: Factor Loadings to validate the items with impact dimension

Measurement Items	Factor Loadings	Retained	Excluded
You found yourself strongly responding to this ad.	.209		x
You got involved with this ad.	.919	✓	
You got emotionally involved with this ad.	.946	✓	
You experienced emotion while watching the ad.	.912	✓	

Note: Extraction Method: Principal Component Analysis. 1 component extracted.

Out of these four items, three have been found valid to be included in the dimension based on their factor loadings greater than 0.70.

The Impact score is found to be 1 which is the mean value of the means of the three retained variables.

Table 35: Perceived Impact of the TV commercial for Sunsilk shampoo

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
involved feeling with the ad	213	1.00	5.00	4.19	1.39454
emotionally involved	213	1.00	7.00	5.74	1.41049
Experienced emotion	213	1.00	6.00	3.95	1.50350
Valid N (list wise)					

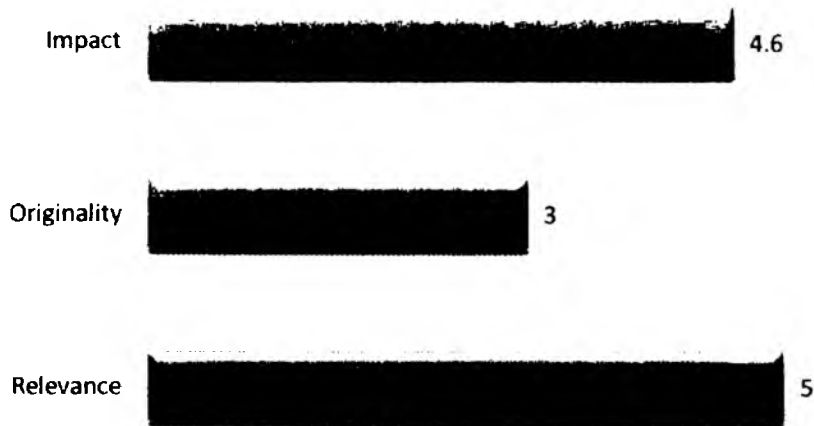
The mean scores of the Relevance, Originality and Impact have been shown below in Table 30

Table 36: ROI of Sunsilk TV Advertisement.

	Mean Score
Relevance	5
Originality	3
Impact	4.6

The table reveals that TV commercial of Sunsilk is perceived as significantly relevant to the audience. The perceived originality and uniqueness of the message of the TV commercial is found to be at insignificant level whereas the Impact of the TV commercials is found to be marginally significant.

Figure 18: ROI of Sunsilk TV Advertisement.



10.9 Hypothesis Testing:

Our sixth hypothesis was 'H6: The TV commercials of Lux & Sunsilk are perceived to be relevant, original and impactful to the audience. Though both Lux and Sunsilk commercials are found relevant and impactful but it not original.

10.10 Findings and Recommendation:

10.10.1 Findings:

- In case of both Lux and Sunsilk TV advertisement, we have found that TV advertisement is perceived relevant and impactful by the respondents. In terms of relevance both Lux and Sunsilk advertisement scored 5 out of 7 point whereas, in terms of impact the respective score of Lux and Sunsilk is 4.5 and 4.6
- This score is very much complementary with the previously shared ELM model score.

- However, the advertisement is not perceived as significantly original. This can be justified by the viewers' high exposure to the foreign brand TV advertisement through foreign satellite channels which is directly influencing the respondent's perception to identify the Lux and Sunsilk TV advertisement as 'not original'.

10.10.2 Recommendations:

Relevance, Originality and Impactfulness of the TV advertisement should be checked to cross check the probability of the TV advertisement effectiveness.

Chapter Eleven

IMPACT ON SALES

11 Impact on Sales

Effectiveness of TV commercial can be measured in terms of its impact on sales. But assuming TV commercial as the single predictor of the sales would not be that much rational as many other factors including the other IMC tools are believed to largely affect the sales. Thus, a regression analysis has been conducted to show the impact of TV advertisement on sales.

Regression analysis is a procedure for analyzing the associative relationships between a metric dependent variable and one or more independent variables. Through regression analysis we can determine whether the independent variables explain a significant variation in the dependent variable. We can predict the values of the dependent variable from the independent variable. For conducting regression analysis the dependent and independent variables are required to be metric.

Case Study Brand # Lux

11.1 Co-relation between Sales vs. TV Advertisement expenditure

The TV expenditure of Lux and the corresponding sales volume (for Dhaka) for 36 months starting from January 2007 has been used to conduct the regression analysis.

Table 37: TV expenditure and the Dhaka sales volume for Lux

Month	Sale Volume in KG (Dhaka)	TV Ad expenditure (Taka)
Jan '07	418,035	10,104,375
Feb '07	436,421	8,800,875
Mar '07	509,909	6,973,875
Apr '07	494,525	7,131,750
May '07	513,145	16,331,750
Jun '07	460,212	12,249,625
Jul '07	469,010	11,572,125
Aug '07	428,423	9,193,500

Sep '07	433,988	7,037,500
Oct '07	551,264	6,364,375
Nov '07	593,326	6,352,250
Dec '07	632,639	9,333,500
Jan '08	601,740	10,120,875
Feb '08	589,520	7,551,750
Mar '08	646,829	17,066,250
Apr '08	613,169	13,776,875
May '08	615,443	14,553,625
Jun '08	660,153	15,519,500
Jul '08	608,673	14,899,000
Aug '08	543,324	15,655,625
Sep '08	506,649	13,493,750
Oct '08	582,379	7,483,000
Nov '08	642,047	7,559,500
Dec '08	676,561	7,712,500
Jan '09	663,316	13,317,250
Feb '09	686,788	8,738,250
Mar '09	670,801	10,943,125
Apr '09	704,776	15,664,500
May '09	653,301	14,607,063
Jun '09	666,951	15,386,813
Jul '09	671,383	13,107,500
Aug '09	681,227	16,345,125
Sep '09	731,118	14,685,750
Oct '09	782,059	18,685,000
Nov '09	766,234	12,799,875
Dec '09	685,315	10,038,500

The value of *regressions* (R) is 0.420, which measures the strength of association between the dependent variable and independent variables.

The coefficient of determination (R square) of the model is 0.176 which means that the 17.6% of the variation in dependent variable (Sales) is accounted by the variation in the independent variables (TV ad expenditure). In other words, our regression model has been able to explain 17.6% of the total variance in customers' perception.

Table 38: Regression Model: TV expenditure and Dhaka sales volume for Lux

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.420(a)	.176	.152	91017.12158

a Predictors: (Constant), LuxTVExp

From the regression coefficient table, we can see that TV expenditure has the standardized coefficient (2.697) and which is not at all significant (significance level is 0.000). The coefficient represents the impact of one unit change in a predictor on the dependent metric variable. Thus we can say that 1 unit change in factor 1 will be responsible for 89.1% change in the dependent variable.

Table 39: Coefficient Model: TV expenditure and Dhaka sales volume for Lux

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	465418.378	52065.474		8.939	.000
	LuxTVExp	.011	.004	.420	2.697	.011

a Dependent Variable: LuxSales

However, the above regression analysis has been conducted on the data collected from the marketers of toilet soap. From the regression analysis, expenditure on TV advertisements has not been found to have substantial impact on sales volume.

11.1.1 Judgemental Inference

This can happen as the expenditure data has been taken on the TV rate card. Media planning and negotiation efficiency can give a different dimension.

11.2 Co-relation between Sales vs. TV Advertisement exposure

To dig deep further exposure data on TV Advertisement (at least 1 plus frequency) for Lux can be regressed to see their impact on the sales volume of Lux. In this case, following data set has been considered:

Table 40: Dhaka Sales volume and TV advertisement exposure of Lux

Month	Sale Volume in KG (Dhaka)	TV Ad exposure (%)
Jan '07	418,035	38
Feb '07	436,421	49
Mar '07	509,909	45
Apr '07	494,525	51
May '07	513,145	49
Jun '07	460,212	75
Jul '07	469,010	45
Aug '07	428,423	51
Sep '07	433,988	65
Oct '07	551,264	68
Nov '07	593,326	79
Dec '07	632,639	63
Jan '08	601,740	63
Feb '08	589,520	51
Mar '08	646,829	71
Apr '08	613,169	64
May '08	615,443	70
Jun '08	660,153	75
Jul '08	608,673	75
Aug '08	543,324	70
Sep '08	506,649	65
Oct '08	582,379	68
Nov '08	642,047	59
Dec '08	676,561	63
Jan '09	663,316	80
Feb '09	686,788	61
Mar '09	670,801	71
Apr '09	704,776	64

May '09	653,301	70
Jun '09	666,951	75
Jul '09	671,383	89
Aug '09	681,227	70
Sep '09	731,118	79
Oct '09	782,059	68
Nov '09	766,234	85
Dec '09	685,315	69

The SPSS output of the regression analysis based on the above data are shown below. From the model summary it is seen that the value of r is 0.635 which means that the model has successfully explained 63.5% of the total variance in the data. The coefficient of determination R square value of 0.403 indicates that 40.3% variance in the sales has been accounted by the independent variable TV Advertisement exposure.

Table 41: Regression Model: TV ad exposure and Dhaka sales volume for Lux

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635(a)	.403	.386	77478.72916

a Predictors: (Constant), LuxViewership

From the table of coefficients (bellow), it can be clearly claimed that the TV ad exposure for Lux brand has considerable impact on the sales volume as the coefficients of the dependent variables are 4.791 which is very high and statistically significant as predicted by the significant scores.

Table 42: Coefficient Model: TV ad exposure and Dhaka sales volume for Lux

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1						
	(Constant)	253052.890	73499.974		3.443	.002
LuxViewership	5304.186	1107.030	.635	4.791	.000	

a Dependent Variable: LuxSales

Case Study Brand # Sunsilk**11.3 Co-relation between Sales vs. TV Advertisement expenditure**

It is generally expected that more expenditure in TV ad have a significant impact on sales of a particular product. To examine this sense, Sunsilk brand in shampoo category was considered. Sunsilk TV ad expenditure and Sunsilk sales volume (Ltr) of 36 month was taken as independent and dependent variable respectively and regression analysis was considered to test the concept.

Table 43: TV expenditure and the Dhaka sales volume

Month	Sale Volume in Litre (Dhaka)	TV Ad expenditure (Taka)
Jan '07	107,224	15,439,250
Feb '07	105,848	16,012,500
Mar '07	115,116	9,690,750
Apr '07	122,171	10,636,125
May '07	128,762	7,560,000
Jun '07	129,120	9,363,875
Jul '07	127,634	9,994,500
Aug '07	126,929	11,532,500
Sep '07	128,970	9,098,000
Oct '07	149,567	11,259,125
Nov '07	156,378	12,054,875
Dec '07	166,278	9,934,000
Jan '08	154,910	5,592,750
Feb '08	152,811	5,966,500
Mar '08	156,504	9,844,250
Apr '08	146,789	20,576,000
May '08	148,919	11,064,875
Jun '08	160,839	17,868,625
Jul '08	159,051	12,333,750
Aug '08	171,552	13,847,375
Sep '08	165,290	7,125,125
Oct '08	182,502	7,948,250
Nov '08	163,694	4,791,125

Dec '08	161,571	7,519,250
Jan '09	148,978	10,795,500
Feb '09	146,169	7,175,500
Mar '09	145,991	8,439,250
Apr '09	151,512	6,486,500
May '09	156,307	11,732,750
Jun '09	157,409	8,726,000
Jul '09	161,353	18,207,500
Aug '09	174,458	19,149,500
Sep '09	185,953	14,069,750
Oct '09	186,571	14,229,375
Nov '09	174,887	12,452,250
Dec '09	160,202	12,343,000

Regressing Sunsilk TV ad expenditure on Sunsilk sales, it is found that correlation coefficient R is only 5% and coefficient of determination R square is .2%. Whereas adjusted R square is -3%. This value tell us that Sunsilk TV ad expenditure doesn't have any impact on Sunsilk sales and even there is no significant correlation exists between this two variables.

Table 44: Regression Model: TV expenditure and Dhaka sales volume

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.048(a)	.002	-.027	20957.52233

a Predictors: (Constant), SunsilkTVad

Table 45: Coefficient Model: TV expenditure and Dhaka sales volume

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	148224.858	10660.067		13.905	.000
	SunsilkTVad	.000	.001	.048	.282	.780

a Dependent Variable: Sunsilksale

11.3.1 Judgemental Inference:

This can happen as the expenditure data has been taken on the TV rate card. Media planning and negotiation efficiency can give a different dimension.

11.4 Co-relation between Sales vs. TV Advertisement exposure

As it was found that Sunsilks TV ad Exp. has insignificant impact on Sunsilks sales, another independent variable - 'Sunsilk TV ad viewership' - was considered to find out whether Sunsilks sales can be explained by this independent variable. Now Sunsilks ad viewership has been regressed on Sunsilks sales. Exposure data of TV Advertisement (at least 1 plus frequency) for Sunsilks has been regressed to see their impact on the sales volume of Sunsilks. In this case, following data set has been considered:

Table 46: Dhaka Sales volume and TV advertisement exposure

Month	Sale Volume in Litre (Dhaka)	TV Ad exposure (%)
Jan '07	107,224	54
Feb '07	105,848	48
Mar '07	115,116	47
Apr '07	122,171	49
May '07	128,762	31
Jun '07	129,120	29
Jul '07	127,634	59

Aug '07	126,929	50
Sep '07	128,970	51
Oct '07	149,567	66
Nov '07	156,378	55
Dec '07	166,278	59
Jan '08	154,910	54
Feb '08	152,811	56
Mar '08	156,504	47
Apr '08	146,789	67
May '08	148,919	50
Jun '08	160,839	78
Jul '08	159,051	76
Aug '08	171,552	70
Sep '08	165,290	50
Oct '08	182,502	66
Nov '08	163,694	65
Dec '08	161,571	71
Jan '09	148,978	72
Feb '09	146,169	50
Mar '09	145,991	66
Apr '09	151,512	74
May '09	156,307	51
Jun '09	157,409	72
Jul '09	161,353	76
Aug '09	174,458	73
Sep '09	185,953	72
Oct '09	186,571	82
Nov '09	174,887	87
Dec '09	160,202	71

Regressing Sunsilk TV ad viewership on Sunsilk sales, it is found that correlation coefficient R is 65% which is significant at 0.000 level and coefficient of determination R square is 42%. Whereas adjusted R square is 40%. These values tell us that Sunsilk TV ad viewership has impact on Sunsilk sales and there exists significant correlation between these two variables. Sunsilk sales can be explained 42% by independent variable Sunsilk TV ad expenditure.

Table 47: Regression Model: TV ad exposure and Dhaka sales volume

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652(a)	.426	.409	15900.06857

a Predictors: (Constant), SunViewership

Table 48: Coefficient Model: TV ad exposure and Dhaka sales volume

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	90341.871	12380.912		7.297	.000
	SunViewership	996.313	198.443	.652	5.021	.000

a Dependent Variable: Sunsilksale

11.5 Hypothesis Testing:

Our seventh and final hypothesis was 'H7: The TV commercials of Lux & Sunsilks have positive co-relation with respective Sales'. TV Advertisement exposure of Lux and Sunsilks has been proved to have a positive co-relation and impact over respective sales.

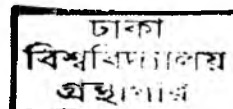
So, our final hypothesis is valid.

449696

11.6 Findings and Recommendations:

11.6.1 Findings:

- As a single most important factor TV advertisement is effective if proper exposure to specific target audience can be ensured.
- Increasing expenditure for TV advertisement is not the way of effectiveness.



- Instead it is very much desired to ensure exposure of the TV advertisement especially in this age of massive media clutter and tendency to switch the TV channel during advertisement.
- Considering that Lux and Sunsilk – two leading brands of Unilever portfolio are ensuring exposure of their TV advertisement, both these brands are utilizing their advertisement as an effective means of Sales increment. For these 2 brands 40.3% - 42% sales can be defined by their TV ad expenditure level.
- Continuous effective presence in TV gives a carry over effect on sales.

11.6.2 Recommendation:

It is very important for the TV advertisers to make proper media plan to ensure exposure to make the TV advertisement expenditure effective. Spending millions of Taka everyday in TV without plan can make the total investment wastage.

- The most important thing before putting a TV advertisement is to select the target audience. The people whom the TV Advertisement attempts to influence through it.
- The next step is to identify the TV media consumption habit of the desired target audience –when they spend time sitting in front of TV, which channel or program they watch, does they spend more time with TV in weekend afternoon?
- It is important to catch the target audience at their preferred channel, day and time.
- With the increased media clutter it is very difficult to induce TV viewers to stick to the channel even when Advertisement is ongoing. So, newer way of TV exposure like pop-up or in-built entertainment has to be identified and implemented.

Chapter Twelve

CONCLUSION

12 Conclusion

12.1 TV Advertising is Effective

Perhaps the biggest myth of now a days is all—that TV ads are losing effectiveness over time. Falling TV ratings and the rise of social media and mobile are hurting TV ad effectiveness. Absolutely wrong. The research on this topic, across time and geographies, strongly suggests this is not true. Advertising demand elasticity has fluctuated over the past 15 years, but is not declining (Rubinson, Journal of Advertising Research). So, TV advertising is as effective as it was ever.

Our current research has also proved that in Bangladesh context taking 2 leading brands of Unilever – Lux and Sunsilk into consideration.

Digital and social media are having a transformational effect on Marketing content. This being said, what's often ignored is what we know about TV advertising effectiveness in the here and now.

As a media of advertising for a mass FMCG there is no other lucrative option in Bangladesh other than TV. Most importantly people love to spend time in front of TV. The rise is partly due to the fact that households have more TV sets in their households and there are more channels to watch. This confirms what we already assumed, is that most people are still looking at their shiny TV as a main form of entertainment. Television advertising provides an exciting, audio - video experience that tells the best things about the brand/product in an exciting, dynamic, persuasive way - and gets people to search for it.

Television advertising has earned an excellent, consistent, successful track record of promoting products and services for over half a century. Considering the percentage of Target group - a single media can reach and expected to ensure exposure through it TV is undoubtedly the best effective media for a mass FMCG product advertisement in Bangladesh.

Depending upon the content and presentation of the advertisement, TV advertisement has the highest possibility to process the advertisement

message to an action. As an audio-visual media TV advertisement possess the ability to process the message – starting from motivation to process up to a call of action. In this study, it has been proven that for both Lux and Sunsilk, respondents could able to process the message to a purchase intention or a positive word of mouth.

Quality, company image and brand image are highly important in making purchase decisions for FMCG goods. It is the advertisement that actually creates the company image and brand image. As company image and brand image have been found to be important, TV advertisements are crucial in marketing cosmetic products. The higher recall and recognized ad is the result of a TV placement. As TV can helps detailing out a story about a brand or a product and more creativity can be shown in the TV ad, the brand advertisement seems to be more relevant and impactful.

People assume that because the web is a “lean-forward” medium, ad in this environment are naturally more engaging and well liked. Research shows that this is not the case. On average, TV ads are liked more than digital ads (Moult & Smith, *Journal of Advertising Research*). Here in this research it has been proven that more recall necessarily translate to effectiveness.

The question “What sales impact is my TV ad having?” has been studied rigorously in this research. The more matured media planning can ensure more sales in the FMCG basket.

12.2 The Future of Television Advertising

So, if TV advertising is still effective, what's the future of TV advertising?

It will be in three areas:

12.2.1 Cross Media

The rise of digital and social media has created numerous new means and forms to advertise and engage consumers. The impact of a TV ad is even higher when a consumer has been exposed to the brands ad on the print media, radio, web, and vice versa along with TV.

12.2.2 New TV Ad Forms

As TV evolves from network to networked TV, new advertising form factors are cropping up. New ad forms such as speed bumps, telescoping ads, etc. which are being enabled by TV. Marketers need to keep an eye on these new ad forms and be ready to experiment, learn and adjust.

12.2.3 Earned Media

There is vast opportunity for brands to understand how to use paid media to drive earned media. However, this is a promising and poorly understood area that deserves much greater experimentation. Nonetheless, understanding how paid media drives earned, earned drives paid, and how they influence one another is fertile ground for future advertising model innovation.

The future of television advertising is an environment in which the lines between entertainment and promotion have not just been blurred, but have been almost completely removed. With so many technological innovations emerging that challenge the traditional method of delivering entertainment, many question the viability of television commercials as we know them. This is true not only in the trade press, but also in academe (cf. Baker 2003; Rust and Oliver 1994). Advertisers are experimenting with a wide array of solutions, many of which have been around since the advent of television broadcasting, to address their concerns over the dwindling commercial audience. However, there are also industry voices claiming that many are exaggerating the picture.

To approach the task of commenting on the future of television advertising, the task is daunting if for no other reason than its ambiguity. What do we mean by 'the future' by 'television' and by 'advertising'? With respect to the future, we have greatly restricted the time horizon, and have focused primarily on the very near future, roughly comprising the next five to ten years.

Although it is possible to imagine what the far future holds (e.g. personalized ads sent directly to brain-embedded chips, bypassing conscious processing), the unpredictability of technology, advertisers, and consumers themselves makes accurate forecasting a low-probability endeavour.

With respect to television, we consider the medium as it is currently used, but also consider a future that includes interactive television. With respect to advertising, we liberally include any type of paid promotion that appears within or between programming. Thus, this definition not only includes traditional commercials, but also promotional practices such as product placement, product immersion, sponsorships, or any combination of these.

Given our near-term focus, the objective is to outline the current major trends, examine them in-depth to assess their likelihood of contribution to significant future change in the industry, and to offer observations about what is likely to occur over the next decade to commercial television. One important limitation that should be acknowledged is that our assessment and critique emphasizes Bangladeshi television advertising.

12.3 Trends which has already started globally

There are several trends causing both excitement and consternation in the industry. A recent review of selected trade publications (including Advertising Age, Mediaweek, TelevisionWeek, and The New York Times) offers a wide array of concerns. Despite different terminologies for related concepts, these can be loosely categorized into three major areas, the first and foremost of which are technological innovation and its implications.

Of particular concern are the consequences of deep penetration of personal video recorders (PVRs) and video-on-demand (VOD). These devices allow viewers to avoid ads within and between recorded non-commercial programs with remarkable ease, and much of the concern in the industry pertains to how to deal with this presumably inevitable loss of ad viewership. In Bangladesh this loss of ad viewership is increasing with the increasing number of remote controlled TV.

The second issue is in many ways a response to these technologies: the trend toward product placement, or, more broadly, product integration. Product integration involves weaving the product into the 'fabric' of the program, usually through a combination of such techniques as product placement and immersion, blurring the lines between entertainment and promotion (Shrum 2004). Given that many industry analysts believe that technology that allows viewers to avoid ads surely means that viewers will do so, these alternative tactics are an outcome of strategies to reach viewers through the programs themselves.

The third area of concern revolves around the issue of ad clutter. Over the years, two trends have clearly emerged, particularly in Bangladesh:

- More television time devoted to ads and
- Shorter ads.

These two trends translate into a huge leap in the number of ads shown in any given time period. Industry professionals worry about two consequences of clutter:

- Less ad effectiveness due to cognitive overload and
- Loss of viewers due to their annoyance with the barrage of ads.

In the following sections, we address in more detail each of these issues and attempt to provide a balanced perspective on the current state of practice. As previously noted, the continued success and viability of television advertising has been questioned time and again, particularly when the discussion focuses on the effects of new technologies.

Of course, this is to be expected: new technologies often spawn apocalyptic visions regardless of the domain, and provide substantial material for science fiction writers. Yet two points are often overlooked. With respect to the end-user (i.e. the viewer), old habits are often difficult to break, so the diffusion of technologies and their correspondent effects usually take much longer than is predicted. With respect to the producer (i.e. the advertiser), it again is the case that old habits are hard to break, so the 'tried-and-true' methods typically have remarkable staying power in spite of predicted revolutions in business practice. Nevertheless, when faced with real and imminent threats, businesses often prove eager to adopt new methods for dealing with change. For these reasons, it is important to assess the proper weight to be assigned to particular threats.

12.4 Technological Innovation

The greatest area of concern for the industry involves technologies that allow for greater viewer control over ad exposure. Whether they take the form of VOD, PVRs, their threat to traditional viewing habits is fairly clear. VOD refers to the ability of networks to provide programming to individuals at any time, rather than at a specific scheduled time for a mass audience. PVRs are devices that allow individuals to easily record programming and avoid undesirable elements (such as ads). Interactive television will allow viewers to interact directly with producers to influence specific aspects of programs. VOD's threat pertains to its ability to provide easy access to alternative programming such as movies. Industry worries that such greatly expanded program choice, and particularly commercial-free program choice, will siphon away viewers from their own advertising-supported programming.

The threat of the PVR is in its ability to easily avoid traditional ads. PVRs allow users to record a program in digital format, store the information on a hard drive, and play back the program at the users' convenience. Moreover, this playback can occur in real time such that the user can pause a 'live' event and start playing it again without missing any programming. Most important from the advertiser perspective, PVRs allow for very quick and efficient skipping through recorded segments such as ads. It is estimated that the household penetration of PVRs will be over 20 percent in the USA, France, Germany, and Great Britain by 2007 (Robyn

Greenspan, ClickZ, Sep 22, 2003) and that worldwide shipments of PVRs will be over 30 million units by 2007 (In-Stat/MDR 2004).

It seems clear that these new technologies will have the very real potential to change the way we view television. Research indicates that 70 percent of PVR users report skipping ads (Baron 2003). Additionally, a viewer can give a program (such as a sporting match) an hour head start, and then tune in and fast-forward through uninteresting parts (e.g. lulls in the match). However, the new technologies will also allow advertisers to adapt to their advantage.

For example, interactive television, which will allow viewers to interact with the show, request information, and even change endings, will also allow advertisers to provide very targeted, customized ads to individual viewers. This type of technology will greatly enhance the efficiency of ads and media buys.

12.5 Product Integration

Product integration is the tactic that advertisers have adopted to combat the ad-zapping possibilities of new technologies. It essentially involves weaving the brand into the programming. The logic of many advertisers is that they want to become 'zap-proof,' and one of the ways of accomplishing this is to get out of stand-alone ad insertions and into the program itself. It should be noted that the extent of the practices discussed in this section vary dramatically across countries. In Bangladesh the practice has already been started. Many of the Unilever brands are found in the bathroom rack or dressing table of the soap operas.

12.6 Product Placement

One of the well-known forms of integration is product placement, which involves having the brand visible in a scene, such as a Sunsilk container in the bathroom or a character taking Lux from her bathroom shelf. In particular, complex barter arrangements may be used in which actual cash does not change hands, but the advertiser supplies a free location for filming (e.g. a department store), free products for the production crew, joint promotions of the film or program, and so forth (McCarty 2004). Although the amounts 'paid' by the advertiser may seem minimal

compared to the cost of advertising, they are often crucial for program production. In many cases, it may mean the difference in being able to produce a particular program.

Recent content analyses provide a glimpse of current practice and future potential. For example, in a study that assessed the top three American networks (ABC, NBC, and CBS), fifteen branded products appeared in the average 30-minute program, of which approximately 40 percent were negotiated product placements (Avery and Ferraro 2003). Although the presence of product placements revealed in this study was insignificant, there is clearly potential for additional placements. Generally, a product is allowed to be in a scene only to the extent that it is essential to the story. However, the restrictions are difficult to enforce, and the practice appears to be evident in numerous countries in Europe (Freys 1993). Over the last decade, there have been suggestions made by many to legalize the practice (Cowen2003), motivated to some extent by the presumed diminishing impact of traditional advertising. In Bangladesh except the government channel "Bangladesh Television" there is no such rules against this product placement.

The possibilities for an expanded presence for product placements have spawned a cottage industry of firms that specialize in brokering such placements. Placement brokers' contract with companies interested in having their products placed in television programs, arrange for a channel to supply them with scripts in progress, read through the scripts to determine points in which it would be reasonable to show their client's product, and then negotiate for placement. The negotiation may involve varying levels of influence on the nature of the script. At the simplest level, it may involve something as innocuous as a mention in a script of a soap or shampoo being used, and the placement broker merely asking whether it could specifically be Lux /Sunsilk.

The extent to which the product placement process intrudes on the creative vision of writer and producer can vary substantially. Although many placement brokers are adamant that they do not want to inhibit creativity in an effort to promote their clients' products, and in fact suggest that to do so would actually hurt the industry, it is also clear that it is in

the client's best interest (and therefore the broker's) to do whatever is possible to secure the placement, and it may be difficult for a producer running over budget to turn down some sort of financial incentive. Indeed, some placement brokers are becoming so sophisticated that they get input from producers, writers, and advertisers as to how their client's product could be integrated into a script in a creative way.

12.7 Program Sponsorship

Also increasingly popular as a promotional strategy are sponsorships, which refer to situations where the advertiser pays all or some of the production costs of the program, such as a televised reality Show. In Bangladesh, the sponsors receive frequent mention (e.g. 'Brought to you by. . . '), often purchase a significant portion of the advertising for that program, and now receive product placements in the package. Lux-Channel I Super Star is one such example.

In exchange for sponsorship, Lux contributed significantly to the production costs, is mentioned prominently throughout the broadcast, and receives numerous brand placements. It is interesting to note that the concept of sponsorship is not at all new.

In fact, earlier many programs were sponsored by single advertisers. These shows were controlled by a single sponsor and the ad agencies acted as producers and fought for control of programming. There was a tendency for commercial messages to be blended into the programming of the shows.

12.8 Advertising Clutter

Advertising clutter refers to the proliferation of advertising that produces excessive competition for viewer attention, to the point that individual messages lose impact and viewers abandon the ads (via fast-forwarding, changing channels, quitting viewing, etc.). Two particular trends in television advertising practice in Bangladesh contribute to this clutter:

- The increase in the number of ad minutes per program hour and
- The use of shorter commercials.

These two trends have produced an environment in which the viewer is bombarded with a constant stream of rapid-fire ads, and industry analysts rightly worry that viewers will become alienated.

12.9 Findings and Recommendations

12.9.1 Findings:

- Television as media of advertising is reaching highest number of audience among all media for advertisement.
- A remarkable portion of the sample has adequate level of motivation to process the message of Lux & Sunsilk TV commercials.
- The respondents have the ability to process the message of Lux & Sunsilk TV Commercials.
- The TV commercials of Lux & Sunsilk have formed favorable cognitive thoughts among the audience.
- The TV commercials of Lux & Sunsilk have led to favorable attitude change among the audience.
- The TV commercials of Lux & Sunsilk are perceived to be relevant, original and impactful to the audience.
- The TV commercials of Lux & Sunsilk have positive co-relation with respective Sales.

In brief, TV advertisements are effective in promoting Fast Moving Consumer Goods in Bangladesh. This is proven in consideration of the case study brands. With the increasing advertisement cluster in the Television, advertisers need to find out newer ways of advertisement so that the target audience does not miss it.

12.9.2 Recommendations:

- FMCG marketers need to thoroughly consider TV as a priority media for advertising to reach a large chunk of target people at a time.
- Branded entertainment is a growing medium and can be an essential tool in driving awareness and sales.
- Branded entertainment should be part of a fully-integrated effort that includes advertising, public relations and other marketing activities.
- Defining the business objectives before spending the money is highly important. Once goals are defined, it is easy to validate the investment.
- ROI is still difficult to measure using the advertising metrics that are in place today.
- As a growing potential media internet should be intelligently used to complement the TV advertisement to make it best effective.

12.10 Further Scope of Research

The research presented in this thesis, together with the previous work by other authors, represent a foundation for the future work within this field. It is a recommendation that measurement of the media advertisement effectiveness should be part of the standard campaign media planning.

- The similar study should be conducted for other advertising media and content for example press advertisement, Radio advertisement, Billboard advertisement or Internet advertisement to understand the effectiveness of that advertisement and thereby justify the spending.
- Different demographic segment can be compared for understanding the best influenced segment of an advertisement campaign.
- Further study can be conducted to compare the effectiveness of advertisement in different media.

Appendices

Appendix - A

References

1. Children's Perception of TV advertising – A case study of 3rd Graders in Sweden by Maria Ersson & Ulrika Kobin, (2006): Department of Business Administration and Social Sciences, Division of Industrial marketing and E-Commerce.
2. Coca-Cola or Pepsi; that is the Question - A study about different factors affecting consumer preferences (2006): Eva-Lena Andersson, Evelina Arvidsson and Cecilie Lindström
3. Russell H. Colley (1961): Defining Advertising Goals for Measured Advertising Results.
4. Beard, Fred K. "Hard-Sell 'Killers' and Soft-Sell 'Poets': Modern Advertising's Enduring Message Strategy Debate." (2004): *Journalism History* 30:3, P: 141-149.
5. Jones, John P. *Fables, Fashions, and Facts About Advertising: A Study of 28 Enduring Myths*. (2004): Thousand Oaks, Cal.: Sage.
6. McDonough, John, and Karen Egolf, eds. *The Advertising Age Encyclopaedia of Advertising*. (2003): 3 vols. New York: Fitzroy Dearborn.
7. Pollay, Richard W. *Information Sources in Advertising History*. (1979): Westport, Conn.: Greenwood Press.
8. Advertising and Promotion: An Integrated Marketing Communications Perspective (Paperback - 1 Aug 2008): George E Belch and Michael A Belch.

9. Advertising Effectiveness: Findings from Empirical Research, (Hardcover - Jan 1994): Giep Franzen.
10. Measuring Advertising Effectiveness (Advertising & Consumer Psychology) (Hardcover - 12 Jun 1997): William Wells.
11. Measuring Magazine Effectiveness - Quantifying the sales Impact of Magazine Advertising (1994-2000): Magazine Publishers of America and Media Marketing, Assessment Release Ground.
12. Marketing Management (2004): Kotler, Philip
13. A Generic Concept of Marketing (1972): Kotler, Philip
14. Global Marketing (2007): Keegan J. Warren,
15. Marketing Research: An Applied Orientation (2006): Malhotra, K. Naresh.
16. Research Methodology; Methods and Technique (2003): Kothari C R
17. Statistical Techniques in Business and Economics (2001); Lind, Douglas A.; Mason, Robert Deward; Marchal, William G.
18. Issue involvement can increase or decrease persuasion by enhancing message relevant cognitive responses (1979) Petty & Cacioppo.
19. *Principles of Measuring Advertising Effectiveness*, American Marketing Association, <http://www.marketingpower.com> (accessed October 14, 2004): *David Olson*.
20. Journal of Advertising Research, June 2010
21. ZenithOptimedia
22. Nielsen's Global AdView Pulse
23. Millward Brown
24. Bangladesh Today, 4th December 2008

Appendix – B

IMPORTANT TABLES

Appendix Table 1: Nationwide Media Reach (population percentage)

	Year 2002	Year 2005	Year 2008
TV	47.6	53.7	58.8
Press	20.9	21.6	25.1
Radio	28.6	21.3	15.9
Cinema	12.4	7.3	5.2
All Media	66.2	67.8	66.5

Appendix Table 2: Media Reach in Dhaka (population percentage)

	Year 2005	Year 2008
TV	55	69.6
Press	19.7	27.9
Radio	14.1	11.2
Cinema	7.8	6.3
All Media	64	74.5

Appendix Table 3: TV ownership in Bangladesh (percentage of total household)

	With a TV	Without a TV
SEC A	93.1	6.9
SEC B	76.1	23.9
SEC C	70.5	29.5
SEC D	63.4	36.6
SEC E	40.2	59.8
SEC All	57.1	42.9

Appendix Table 4: TV ownership in Dhaka (percentage of total household)

	With a TV	Without a TV
SEC A	92	8
SEC B	80	20
SEC C	68	32
SEC D	62	38
SEC E	34	66
SEC All	47	53

Appendix Table 5: TV viewership (percentage)

Men	72
Women	76
Housewives	80
Children	61

Appendix Table 6: Motivation to process the TV Advertisement message

One-Sample Test						
	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
For Getting Information about Lux Tv Ad Is Important	40.927	213	.000	5.37778	5.1185	5.6371
For Getting Information about SunsilK Tv Ad Is Important	41.814	213	.000	5.41111	5.1557	5.6665

Appendix Table 7: Ability to process the TV Advertisement message

One-Sample Test						
	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Lux Ad Is Easily Understandable	52.043	213	.000	5.66667	5.4518	5.8815
Sunsilk Ad Is Easily Understandable	16.495	213	.000	6.02778	5.3067	6.7489

Appendix Table 8: Cognitive Process

One-Sample Test						
	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Message of Lux Ad Is Important For me	31.815	213	.000	4.42778	4.1531	4.7024
Message of SunsilK Ad Is Important For me	15.103	213	.000	4.90556	4.2646	5.5465
Find the Cause for Purchasing Lux In Ad	34.883	213	.000	4.58889	4.3293	4.8485
Find the Cause for Purchasing SunsilK In Ad	35.848	213	.000	4.63889	4.3835	4.8942
Lux Ad Is Meaningful for Me	32.761	213	.000	4.40000	4.1350	4.6650
Sunsilk Ad Is Meaningful for Me	35.950	213	.000	4.44444	4.2005	4.6884

Appendix Table 9: Attitude Change

One-Sample Test						
	Test Value = 0					
					95% Confidence Interval of the Difference	
	T	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Message of Lux Ad Is Important For me	31.815	213	.000	4.42778	4.1531	4.7024
Message of Sunsilk Ad Is Important For me	15.103	213	.000	4.90556	4.2646	5.5465
Find the Cause for Purchasing Lux In Ad	34.883	213	.000	4.58889	4.3293	4.8485
Find the Cause for Purchasing Sunsilk In Ad	35.848	213	.000	4.63889	4.3835	4.8942
Lux Ad Is Meaningful for Me	32.761	213	.000	4.40000	4.1350	4.6650
Sunsilk Ad Is Meaningful for Me	35.950	213	.000	4.44444	4.2005	4.6884

Appendix Table 10: Volume Share of Lux

Month	Bangladesh	Dhaka
Jan '07	27%	29%
Feb '07	27%	30%
Mar '07	29%	32%
Apr '07	28%	32%
May '07	28%	33%
Jun '07	28%	31%
Jul '07	30%	32%
Aug '07	30%	33%
Sep '07	31%	34%
Oct '07	35%	37%
Nov '07	34%	38%
Dec '07	34%	37%
Jan '08	34%	37%
Feb '08	35%	38%
Mar '08	37%	42%
Apr '08	37%	42%
May '08	37%	41%
Jun '08	37%	42%
Jul '08	37%	41%
Aug '08	35%	37%
Sep '08	35%	36%
Oct '08	36%	39%
Nov '08	39%	44%
Dec '08	41%	45%
Jan '09	42%	46%
Feb '09	43%	47%

Mar '09	43%	46%
Apr '09	42%	45%
May '09	41%	43%
Jun '09	42%	44%
Jul '09	42%	44%
Aug '09	42%	44%
Sep '09	43%	44%
Oct '09	43%	44%
Nov '09	44%	46%
Dec '09	45%	45%

Appendix Table 11: Sales, TV Expenditure and Exposure of Lux

Month	Volume in KG (Bangladesh)	Volume in KG (Dhaka)	Viewership Percentage	TV Ad expenditure (Taka)
			1 + Frequency	
Jan '07	989,471	418,035	38	10,104,375
Feb '07	973,733	436,421	49	8,800,875
Mar '07	1,101,544	509,909	45	6,973,875
Apr '07	1,050,780	494,525	51	7,131,750
May '07	1,078,683	513,145	49	16,331,750
Jun '07	1,038,217	460,212	75	12,249,625
Jul '07	1,105,833	469,010	45	11,572,125
Aug '07	1,016,971	428,423	51	9,193,500
Sep '07	1,045,748	433,988	65	7,037,500
Oct '07	1,331,486	551,264	68	6,364,375
Nov '07	1,313,993	593,326	79	6,352,250
Dec '07	1,399,121	632,639	63	9,333,500
Jan '08	1,357,881	601,740	63	10,120,875
Feb '08	1,353,228	589,520	51	7,551,750
Mar '08	1,420,307	646,829	71	17,066,250
Apr '08	1,353,023	613,169	64	13,776,875
May '08	1,335,922	615,443	70	14,553,625
Jun '08	1,346,637	660,153	75	15,519,500
Jul '08	1,282,700	608,673	75	14,899,000
Aug '08	1,211,840	543,324	70	15,655,625
Sep '08	1,204,008	506,649	65	13,493,750
Oct '08	1,330,758	582,379	68	7,483,000
Nov '08	1,378,999	642,047	59	7,559,500
Dec '08	1,461,312	676,561	63	7,712,500
Jan '09	1,378,620	663,316	80	13,317,250
Feb '09	1,403,707	686,788	61	8,738,250
Mar '09	1,415,039	670,801	71	10,943,125
Apr '09	1,465,362	704,776	64	15,664,500
May '09	1,432,556	653,301	70	14,607,063
Jun '09	1,464,188	666,951	75	15,386,813
Jul '09	1,498,426	671,383	89	13,107,500
Aug '09	1,487,651	681,227	70	16,345,125
Sep '09	1,692,372	731,118	79	14,685,750
Oct '09	1,831,731	782,059	68	18,685,000
Nov '09	1,851,206	766,234	85	12,799,875
Dec '09	1,784,608	685,315	69	10,038,500

Appendix Table 12: Volume Share of Sunsilk

Month	Bangladesh	Dhaka
Jan '07	57%	55%
Feb '07	56%	52%
Mar '07	55%	52%
Apr '07	57%	53%
May '07	56%	51%
Jun '07	56%	51%
Jul '07	55%	50%
Aug '07	56%	52%
Sep '07	56%	52%
Oct '07	55%	50%
Nov '07	58%	53%
Dec '07	56%	51%
Jan '08	55%	50%
Feb '08	55%	50%
Mar '08	56%	52%
Apr '08	55%	52%
May '08	55%	51%
Jun '08	56%	53%
Jul '08	56%	53%
Aug '08	59%	58%
Sep '08	57%	55%
Oct '08	58%	55%
Nov '08	57%	54%
Dec '08	56%	54%
Jan '09	55%	51%
Feb '09	55%	51%
Mar '09	54%	49%
Apr '09	54%	49%
May '09	55%	50%
Jun '09	54%	50%
Jul '09	55%	50%
Aug '09	57%	52%
Sep '09	55%	51%
Oct '09	55%	51%
Nov '09	54%	49%
Dec '09	52%	47%

Appendix Table 13: Sales, TV Expenditure and Exposure of Sunsilk

Month	Volume in	Volume in	Viewership	TV Ad expenditure (Taka)
	Litre (Bangladesh)	Litre (Dhaka)	Percentage 1 + Frequency	
Jan '07	228,071	107,224	54	15,439,250
Feb '07	227,921	105,848	48	16,012,500
Mar '07	237,833	115,116	47	9,690,750
Apr '07	254,044	122,171	49	10,636,125
May '07	266,668	128,762	31	7,560,000
Jun '07	263,821	129,120	29	9,363,875
Jul '07	262,446	127,634	59	9,994,500

Aug '07	259,089	126,929	50	11,532,500
Sep '07	263,912	128,970	51	9,098,000
Oct '07	304,581	149,567	66	11,259,125
Nov '07	315,681	156,378	55	12,054,875
Dec '07	322,714	166,278	59	9,934,000
Jan '08	309,217	154,910	54	5,592,750
Feb '08	305,147	152,811	56	5,966,500
Mar '08	308,692	156,504	47	9,844,250
Apr '08	287,272	146,789	67	20,576,000
May '08	293,345	148,919	50	11,064,875
Jun '08	306,751	160,839	78	17,868,625
Jul '08	302,514	159,051	76	12,333,750
Aug '08	316,108	171,552	70	13,847,375
Sep '08	310,368	165,290	50	7,125,125
Oct '08	349,447	182,502	66	7,948,250
Nov '08	313,580	163,694	65	4,791,125
Dec '08	309,361	161,571	71	7,519,250
Jan '09	292,924	148,978	72	10,795,500
Feb '09	292,749	146,169	50	7,175,500
Mar '09	299,241	145,991	66	8,439,250
Apr '09	308,979	151,512	74	6,486,500
May '09	319,139	156,307	51	11,732,750
Jun '09	312,025	157,409	72	8,726,000
Jul '09	334,400	161,353	76	18,207,500
Aug '09	356,862	174,458	73	19,149,500
Sep '09	382,858	185,953	72	14,069,750
Oct '09	399,751	186,571	82	14,229,375
Nov '09	386,343	174,887	87	12,452,250
Dec '09	347,749	160,202	71	12,343,000

Appendix C

QUESTIONNAIRE

Dear Respondent,

Thank you for participating in this Study. Your opinions are highly valuable to us! This survey is about the influence of Television advertisement in brand and product choices. This is an opportunity for you to give feedback to Media selection for Fast moving consumer goods. Your information will be kept highly confidential and will be used for academic purpose only.

Brand Exposure

Q.1. Please write down, TV commercial of which toilet soap and shampoo brands you have noticed:	
Toilet soap 1. 2. 3. 4. 5.	Shampoo 1. 2. 3. 4. 5.

Action (Purchase)

Q.2. Please indicate how likely is that you will buy the following brands for you or your household: (Dependent variable: Customer preference)										
	Definitely will buy									Definitely will not buy
LUX	9	8	7	6	5	4	3	2		1
SUNSILK	9	8	7	6	5	4	3	2		1

Action (Positive Word of Mouth)

Q.3. Please indicate how likely you would refer / recommend these brands to others: (Dependent variable: Customer preference)										
	Definitely will recommend									Definitely will not recommend
LUX	9	8	7	6	5	4	3	2		1
SUNSILK	9	8	7	6	5	4	3	2		1

Action (Negative Word of Mouth)

Q.4. Please indicate how likely you would recommend not to use these brands to others:
(Dependent variable: Customer preference)

	Definitely will recommend not to use								Definitely will not recommend such
LUX	9	8	7	6	5	4	3	2	1
SUNSILK	9	8	7	6	5	4	3	2	1

Measuring the Originality of the advertisements (Motivation)

Q.5. It was just like most other commercials

	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q. 6. It was typical of most ads you see today

	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.7. You see ads like that all the time- the same old thing

	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.8. I have seen a lot of ads like this before

	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Ability to process the message

Q.9. The ad was easy to interpret / understand

	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.10. Please indicate your level of agreement with the following statements

		Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	LUX kills germs	7	6	5	4	3	2	1
	LUX enhances your beauty	7	6	5	4	3	2	1
	LUX is a refreshing soap	7	6	5	4	3	2	1
	LUX is made of natural stuffs	7	6	5	4	3	2	1
	LUX makes you a superstar	7	6	5	4	3	2	1
SUNSILK	SUNSILK gives you stylish hair	7	6	5	4	3	2	1
	SUNSILK reduces hair fall	7	6	5	4	3	2	1
	SUNSILK fight with dandruff	7	6	5	4	3	2	1
	SUNSILK makes hair silky	7	6	5	4	3	2	1
	SUNSILK makes hair shiny	7	6	5	4	3	2	1
	SUNSILK makes hair long	7	6	5	4	3	2	1

Measuring Relevance of the Advertisements (Judgment about communication)

Q.11. The message in the commercial said something important to me

	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.12. The commercial gave me a good reason to buy the brand

	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.13. It was meaningful for me

	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.14. The commercial did not show you anything that would make you wants to use the product							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.15. The ad did not have anything to do with you or your needs							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.16. The commercial made you think about buying the brand that was advertised							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.17. The commercial made you want the brand that was advertised							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.18. The ad talks about something that concerns you, personally							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.19. During the commercial I thought how the product might be useful to you							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Measuring the Impact of the advertisements (Feelings about message)

Q.20. You found yourself responding strongly to this ad							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.21. I got involved with the feeling of this ad							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.22. I got emotionally involved with this ad							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.23. I experienced emotion while watching this ad.							
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
LUX	7	6	5	4	3	2	1
SUNSILK	7	6	5	4	3	2	1

Q.24. In purchasing the following brands, how important would each of the followings be to you:								
		Extremely important	Important	Somewhat Important	Neither important nor unimportant	Somewhat unimportant	Unimportant	Extremely Unimportant
LUX	Price of the soap	7	6	5	4	3	2	1
	Brand image of the product	7	6	5	4	3	2	1
	Reference group influence	7	6	5	4	3	2	1
	Company brand image	7	6	5	4	3	2	1
	Quality of the soap	7	6	5	4	3	2	1
	Advertisement	7	6	5	4	3	2	1
SUNSILK	Price of the shampoo	7	6	5	4	3	2	1
	Brand image of the product	7	6	5	4	3	2	1
	Reference group influence	7	6	5	4	3	2	1
	Company brand image	7	6	5	4	3	2	1
	Quality of the shampoo	7	6	5	4	3	2	1
	Advertisement	7	6	5	4	3	2	1

The following questions are for classification purposes only, and will help us understand different groups of people.

Q25: What is your profession? Are you...?

- Student
- Housewife / Househusband
- Service holder
- Businessman/woman

Q26: Including yourself, how many people are currently living in your household?

Q27: Which of the following categories best represents the last grade of school you completed?

- SSC or less
- HSC
- Graduate
- Post graduate

Q28: Which of the following categories best represents the average income for your household?

- Less than BDT 10,000
- BDT 10,000 but less than BDT 20,000
- BDT 20,000 but less than BDT 30,000
- BDT 30,000 or more
- Prefer not to answer

Q29: What is your age?

- Under 25
- 26-35
- 36-45
- Over 45

Q30: Are you...

- Male
- Female

Q31: What is your postal code? _____

THANK YOU FOR PARTICIPATING IN THIS SURVEY.

Appendix D

CHECKLIST FOR THE DISCUSSION WITH THE ADVERTISER

Dear Respondent,

Thank you for participating in this Study. This survey is about the influence of Television advertisement in brand and product choices. Your information will be kept highly confidential and will be used for academic purpose only.

- Unilever's thought on advertising
- Priority Media for their brands
- Why they spend so much on TV
- What are their objectives while doing an advertising campaign on TV
- Thoughts of media planners while placing the advertisement on TV
- Newer challenges faced in TV advertisements

Name:

Designation:

Company:

THANK YOU FOR YOUR COOPERATION.