



Effectiveness of Advertising Recall in a Sponsored Television Programme

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Abstract: This study was undertaken to test the effectiveness of advertisement (ad) as a function of insertion points in sponsored television programmes. The major thrust of this study was to determine whether pre and post programme ads are more effective than those in the middle. Experimental and survey research designs were adopted. Two groups of university students were selected to watch the same programme but with different ad locations. Group 1 watched the programme with the ad placed at the beginning and at the end of the programme while group 2 watched the programme with the ad inserted in between it. Questionnaires containing aided and unaided recall questions on the ad shown were administered at the end of the viewing. The findings from this research revealed that group 1 proved more effective in terms of recall than group 2. Though no significant difference was found between the two groups in terms of ad insertion points, result showed that both groups preferred most ads before the TV programme begins to other insertion positions. The major recommendation for this study is that advertisers should endeavour to define their audience and by employing niche medium, engage in narrowcasting to secure more attention. More importantly, explore pre and post programme advertisement insertion points in order to achieve desired effectiveness.

Keywords: TV programme, Sponsorship, Insertion point, Attention, Ad recall

1.0 Introduction

Advertising plays an important and ubiquitous role, not only in industry, but throughout a free society. It attracts people to what exists, and seek to enhance

people's standard of living by intimating them of the presence more innovative and efficient goods and services in the market place. Petrovici and Marinov (2007) argued that core reasons

for the change in the lifestyle and buying patterns of a person are the economic transformation and certain market opportunities. The relevance of advertising to corporate outfits or organisations cannot be over-emphasised but how well the consumer attends to the message is a question to contend with. This is what informed the researchers' decision to conduct a study on consumer's perception of and attitudes to advertisements slotted at different points in sponsored television programmes. In Nigeria today, competition has largely increased among advertisers and marketers that it has become necessary to measure recall level of advertising message among the target audience.

Also advertisement clusters at the peak of a programme have been said to reduce advertising effectiveness. This can be inferred from Bogart's (1962:140) argument that "a commercial which is surrounded by other commercials enjoys less attention than those isolated by entertainment." But the evidence on how much less attention it gets is inconclusive; most likely the answer will vary from case to case depending on the specifics of the commercial.

1.1 Statement of Research

Problem

Advertising is effective if the

advertiser gets the desired result, which is the final action on the part of the consumer. Without a consumer first attending to an advertisement, comprehending and believing its content, there would be no action. The general perception that consumers and viewers have of TV ads is that they constitute psychological noise. For example, a viewer who is bombarded with the clutter of nine successive commercial messages during a programme break may actually receive and retain almost nothing of what he/she has seen (Schiffman & Kanuk, 2007). The opinion of the target audience about advertisers has also been noted by Agbonifoh, Ogwo, Nnolim and Nkamnebe (2007) that advertisers and marketers constitute nuisance, disrupt interesting radio and TV programmes at the most inopportune times. Hence, they are seen as an imposition, intrusive and out of the control of the viewer (Russell and Lane, 1999). The Yankelovich Partners poll (2004) indicates that 65 percent of the consumers felt that they were constantly bombarded with too much ads. Though newspapers and magazine contain 50 to 60 per cent ads, it is TV that is usually criticized for clutter and over commercialization. TV clutters have been said to reduce the effectiveness of TV ads, turn viewers away from the TV sets

and perhaps reduce brand name recall (Brown & Rothschild, 1993; Kent & Allen, 1994). Television clutter, a non-programme material carried during or between shows tends to reduce the impact of the message because of the similar performance claims made by competing brands (Kumar & Krishnan, 2004). It has been estimated that commercials account for more than 80% of this material. The average prime-time network hour contains 15 and 14 minutes of commercials for TV and cable channels respectively (Green, 2003). Because of the so much information to process, consumers adopt selective attention to screen out the unwanted ads. Attracting the attention of TV viewers has become a matter of concern with the growing use of remote control among viewers as it enables them to change channels at the beginning of a commercial break.

In Nigeria, just as in the other part of the world, the financial cost of ad has become relatively very high. And this has called for a great concern to the corporate organizations it has been estimated that many corporations budget large amount of resources for ads annually (Eze & Lee, 2012). According to Kanso and Nelson (2007), worldwide expenditures on advertisement were \$401.2 billion in year 1997.

It then increased to \$602 billion in 2006. Unfortunately, some of these corporations do not conduct in-depth research on advertising strategies before making advertising decisions, hence advertising effectiveness (Tai, 2007). Consequently, this created barriers for corporations to achieve the effectiveness of advertising (Tai, 2007). The huge and increasing cost of advertising has made it imperative for their sponsors to query the justification of their investments.

Apart from the cost, there seems to be a problem of recall of commercials which are placed in a TV sponsored programme. The effectiveness of ad inserted in sponsored programme is often in doubts. It is not known if those inserted at the beginning or end of a programme are more effective than the ones inserted within, during regular commercial breaks. Another pertinent issue is how do you determine natural points? Many researchers may have conducted studies on the effectiveness of ads by means of surveys, but this study as an attempt to combine both experimental and survey research designs to determine the most natural and effective points to feature ads in sponsored TV programme.

1.2 Objective of the Study

The objective of this study is to test how effective an ad is in relation to its position in a sponsored programme relating in terms of recall and attitudes towards insertion points. Since a variety of factors affect advertising effectiveness, this study is undertaken to investigate the effectiveness of advertisement (ad) as a function of insertion points in sponsored television programmes.

1.3 Relevance and Significance of Study

The relevance of this study affects the advertisers and their agencies as well as media organisations. How well a consumer attends to an advertisement is very important to the advertiser who wants the right response to his product. It is hoped that advertisers and their agencies will benefit from this study on how to strategically position ads to be able to break through the clutters.

1.4 Research

As a tentative solution to the problem statement, the following hypotheses were tested;

1. Ad recall and recognition rates will be greater for commercials shown either at the beginning or at the end of a programme (group 1) than for those shown in the middle of the programme (group 2).

2. Audience attitude to ads is not influenced by the location of the ad within the sponsored television programme.
3. There is no significant difference between group 1 and 2 in terms of ad location in a sponsored programme.

2.0 Literature Review

This section is divided into four parts. The first part gives an overview of the concept of communication, perception and advertising. The second part discusses television and television advertisements. The third part deals with TV programme and sponsorship. The last part focuses on measures of consumer learning.

2.1 Communication, Perception and Advertising

Marketing communications are designed to make the consumer aware of the product or service, induce purchase or commitment, create a positive attitude toward the product, give the product a symbolic meaning, or show how it can solve their problems better than those of competition (Schiffman and Kanuk, 2007). Perception is a mental activity by which sensory input from our eye and ears is classified into recognisable categories and meanings (Hammond, 2008). Authors like Mowen (1987), Loudon and Della-Bitta (1993)

Mullins and Hicks (2002) defined perception as a phase of information processing. Understanding how audiences perceive communicated messages is very critical to the success of an advertiser. Such reactions will enable advertisers to test the effectiveness of messages sent in terms of getting desired results.

Each human being possesses a different predisposition to what he sees or hears. That is to say, the members of an audience are very selective in what they read, listen to or view from the media. Pappas (2000) argues that people are exposed to an estimate of 3,000 to 5,000 advertisement messages every day, and that it is impossible for a person to pay attention to all these stimuli. It also means that the pattern of understanding and interpretation of one person may be very different from that of another when attending to identical media content. Also the social categories into which we can classify members of a media audience for example, men and women, young and old, rich and poor, blue collar and professionals affect the way individuals perceive a message. Therefore for an advertiser to be successful, he must learn to understand the attitude and reactions of his/her target audience He must discover which technique to use and when in order to reach the minds of his

audience.

For any idea to be transmitted effectively from source to receiver, whether the source is personal or non-personal, the message must meet these three qualifications:

- a. It must be so designed and delivered as to gain the attention of the receiver
- b. It must use signals that are understood in the same way by both source and receiver.
- c. It must arouse needs in the receiver and suggest some way of satisfy these needs that is appropriate to the receivers group situation when moved to make the desired response.

Every well designed ad should seek to take the audience through the hierarchy of communication effects. Example of such popular model is Colley's (1961) DAGMAR model which proposes that advertising goal should aim at moving the audience through the following stages: awareness, comprehension and image, attitude/conviction and action. For Lavidge and Steiner (1961), the stages are: Awareness, knowledge, Preference, Conviction and Purchase. To achieve advertisement effectiveness therefore after establishing communication task of advertising, DAGMAR insists that

advertising be goal specific. It should be written, measurable task involving a starting point, a defined audience, and a fixed time period.

2.2 Television and Television Advertisement

A television is referred to as broadcasting. It is popular because of its ability to hypnotize, entertain, educate and inform. It is also popular since as a broadcast media, it requires little effort on the part of the viewer and listener who do not even have to be able to read or write. Television ad uses picture to demonstrate the product and they often tell more than words. Movement attracts attention and television has the fascination of the moving picture. This attribute scores TV over the static pictures on posters in the press or in direct mail or sales literature. With television ad, there is sound of voices or music of the product that can be made memorable with jingles. A television ad can be timed to appear in the segment when the right sort or quantity of audience is likely to be viewing, sports fans, children, adults, housewives etc. Such ads can be repeated with full impact on the same day, whereas a newspaper ad may be seen only once during its few hours of existence.

Economically in relation to audience size, television offers

immense multi-million coverage. It is the ideal medium for small unit repeat purchase goods bought by the majority of families. As a 24 hour medium, it has the ability to reach viewers of every lifestyle (Russell and Lane,1999). In addition to its high household penetration, television offers creative flexibility not found in any other medium. Television with its combination of sight, sound, colour and motion is adept at communicating humorous as well as serious commercials. The main achievements of TV ads are image building and awareness (O'Guinn, Allen & Semenik, 2009). There is no advertising medium that approaches the popularity of television. It has been estimated that 62millions Americans see a newspaper each day for an average of 20 minutes, while US households averaged almost 7.5 hours daily television viewing (Russell & Lane,1999).

Studies have shown that 49 percent of the viewers consider TV is the most authoritative advertising source, compared to only 24, 10 and 11 percents for newspapers, magazines and radio respectively. Furthermore, TV was also rated as the most influential with 78 percent, persuasive with 66 percent and exciting medium (TV Basics, 1990-91). Another research by Roper Starch Worldwide indicated that over

half of the public (53 per cent) rates TV to be the most credible source, in relation to 23, 7, 4 and 1 percents for newspaper, radio, magazine, and on-line respectively. As the number of TV viewing hours continue to increase, statistics show that US home viewers watch TV/cable/VCR for average of 7.26 hours every day children and teenagers view an average of 21 hours per week, 7 hours less than their parents (TV Dimension, 1996; Tapscott, 1996).

Over the years the complexion of television has changed dramatically as it moves from mass medium to a niche medium with the advent of cable networks and this has reduced the level of network dominance by almost one-third (Russell & Lane, 1999). Television network is gradually becoming interactive with the emergence of internet. The internet appears to be favoured because it affords the audiences opportunity to be active participants in the communication process rather than passive receivers (Russell & Lane, 1999).

Notwithstanding the achievements recorded with TV, consumers have bemoaned the intrusive nature of the commercials especially when the programme/movie is reaching its thrilling conclusion (O'Guinn, Allen & Semenik, 2009). In a

consumer sentiment tracking survey, only 17 percent as against 48 percent for direct mail acknowledged that TV advertising affect them in their purchase of a new car (Halliday, 2003). Consumers have developed low-tech and high-tech ways of avoiding exposure. Low-tech strategies may be: a visitor to refrigerator or conversing with friends. High-tech include : channel grazing or the use a remote control to monitor programming on other channels while an ad is being broadcast. Another new technology is the V-chip device use for blocking TV programming based on the programme rating system. Yet another is the TiVo and its similar devices: Digital Video Recorders (DVRs). DVR use computer hard drive to store up to 140 hours of TV programming which consumers can watch by skipping commercials. A survey by Grover (2006) revealed that 81 per cent of DVR users invested in it primarily to skip commercials, and they, respondents claim to fast-forward through 75 per cent of the ads. The widespread use of DVRs and other such devices has cause worry for advertisers and has push them to look for ways to get exposure for their brands. In spite of the challenges facing television, it doubtlessly remains the major advertising medium for national advertisers (Russell & Lane,

1999).

Factors to Consider in Advertising on Television Programme

For advertising to be effective, the following factors are critical.

Time belt: This is the time of the day advertiser target large numbers of television viewers; it usually referred to as the peak time. It attracts more cost. We have a time belt of 12 noon to 6pm, 7pm to 8pm and 8pm to 9pm. The 8 – 9 pm time belt is normally regarded as peak time for broadcasting advertisements in Nigeria.. The peak of a programme is that time when the programme has attained its climax and viewers are eager to see what would happen next and thus remain glued to their television set.

Nature of the Target Audience: It is important to know your target audience and particular television vehicle and programme that would capture their interest, that is, what kind of programme would be of interest. That is, the type, popularity, quality and timing of a programme that will determine what products to advertise. In the advise of Ferraro and Avery (2000), brand placement on TV can be effective provided the brand is displayed in a context that appropriately matches the brand's image.

Quality of the advertisement

production: Ad may not make any meaning to the audience if the content is good, but production quality is bad. That is the picture, sound, quality do not arrest attention and thus cause people to turn off their TV set or change stations and thus not learn anything about that particular advertisement. There should be a kind of synchronisation between picture and sound to avoid waste of fund. Ad sound should be distinct not muffled and picture must be clear as people have to grasp the message in a limited time.

Frequency: This is the rate of advertisement repetition. Repetition is an important factor in learning (Schiffman & Kanuk, 2007). High frequency creates stronger recall in peoples' mind but low scheduling will not make an impact putting the memory span into consideration. In general, people tend forget as much as 60% of what they may have learned just one hour after learning. However, scheduling depends on the advertiser.

Uniqueness of ad: If an ad is unusual,, unconventional and breaks barriers of all norms of the practice to the extent that it reflects unusual creativity, the ad is bound to be noticed or have impact on the consumers. For instance a television announcer can create contrast by speaking in

a manner which is different from the usual delivery. A shout or a whisper or say a cartoon advertisement for example creates effective contrast.

Order Effects: Advertisers need to mind the order in which ad messages are presented. The question is, should your commercials be presented first or last. This particularly important in a sponsored TV programme. According to Schiffman and Kanuk (2007), the order in which a message is presented affects audience receptivity.

Television Ad rates: Like prices in general ad rates are based on scarcity value and what market will bear. The advertisement rates of a publication are indicative of its circulation and readership. In all media the different position, sites or times are rated according to page traffic, exposure to audiences or audiences ratings so far as these may be estimated. Television rates are driven by ratings, demographics and advertisers demand. Popular programmes which appeal most to target audience segments between 18 and 34 years old tend to command the highest prices (Russell & Lane, 1999). In a sponsored TV programme, air time is sold to a single sponsor who becomes the only advertiser for a particular show. On the other hand, airtime may be sold to a

multiple-sponsorship basis, in which parts of a programme or different instalments are sold to a number of advertisers. Time sold on a participating basis entitles an advertiser to 30s or 60s of television time on one programme or on a regular schedule for a series of shows. Single sponsorship is the most expensive; while the participating schedule is the least.

2.3 TV Programme and Sponsorship

A sponsor is a person or a firm who puts forward a proposal, paying for a commercial television programme in return for advertising of their products. This could be different from a client who is the advertising agency. The advertising agency is an agent that gets paid to get an ad to be performed on behalf of a sponsor.

There are various categories of sponsorship depending on the motive of the sponsor and the class of consumers or audiences to be reached. Stanley (1990) suggests that companies interested in sponsorship have two choices: through an existing event or sponsor-ownership which allows the sponsor to own and control the entire event/programme. The following can be sponsored: books, exhibitions, education, expeditions and adventures, sports, culture, causes and

charities, local events, films, professional awards etc. Many transnational marketers have shifted their interest, attention to global events such as World Cup Soccer, Olympic Super Bowl. (Arens, 2002).

Today, companies spend millions of dollars on sponsorships and the industry is growing very fast. It has been estimated that worldwide that companies spend an estimated sum of \$22billion in 2000 (Bronner, 2000). The reasons for the phenomenal growth relate to the following economics of marketing, the escalating costs of traditional advertising media, the fragmentation of media audiences, the growing diversity in leisure activities, ability to reach targeted groups of people economically. Sponsorship is a contemporary business that can go much further to reach audiences that would otherwise be outside the normal commercial range.

It has been suggested that marketers and advertisers seeking to access young, upwardly mobile, educated consumers perceived sponsored events and programmes as highly desirable opportunity to advertise. Some marketers have discovered that sponsorship can rapidly convert fan loyalty into sales. A report by IEG (1998) revealed that 70 percent of stock-car racing fans acknowledge that they often buy products that are

promoted at the race track; 58 percent Baseball, 52% for Tennis, 47% for Golf. The value of sponsorship can be estimated from its cost-efficiency. For example, Volvo International testifies that its \$3million sponsorship of local Tennis Tournament generated an equivalent of \$25 million worth of media exposure of advertising time and space (Vavra, 1992).

Sole sponsored programme tends to be expensive hence most companies prefer to participate in the co-sponsored events/programme which will spread the cost among several participants. Another problem emanating from co-sponsored programme is clutter which makes it difficult for one advertiser message to get through to the target audience Arens, Weigold, and Arens, (2009). This is why it is particularly important for the result of sponsorship to be measure through pre and post sponsorship research surveys.

For optimization, advertisers should be able to define their target audience and select only programmes that will yield highest returns. In the advice of Duncan & Moriarty (1997), marketer/sponsors should not be carried away simply because evens/programme has a large audience as members of the audience may not be interested in the company's products. The IEG

advocates the following pointers for evaluating the worth of event sponsorship (Vavra, 1992). They are: have clear goals and narrowly defined objectives; set a measurable goal; measure against a benchmark; do not change other marketing variables during the sponsorship; incorporate an evaluation program into the overall sponsorship and associated marketing programme; and at the outset establish a budget for measuring results

2.4 Measures of Consumer Learning

Recall Tests: It is a post-testing method used to determine the extent to which an advertisement and its message have been noticed, read, or watched (Arens, Weigold & Arens, 2009). In recall tests, the consumer is asked whether he or she has read a specific magazine or watched a specific TV show, and if so, can recall any ads or commercials seen, the product advertised, the brand, and any salient points about the product (Schiffman & Kanuk, 2007). Recall tests use unaided recall. Unaided recall is when the respondent demonstrates that he or she saw the commercial and remembered the brand name without having the brand name mentioned. Two types of recall have been described in Burke's report: claim-recall (percent who claim seeing the ad) and related-

recall (percent who accurately recall specific elements of the ad) (Shimp, 2002).

Recognition Tests: In recognition tests, consumers are shown an ad and asked whether he or she remembers seeing it and can remember any of its salient points such as the name of the company sponsoring the ad. Recognition tests are based on aided recall. Aided recall relates to when the person had to be asked about a particular brand name or commercial. One of most effective method of obtaining recognition scores as provided by Bruzzone Research Company use the method of obscuring or blocking brand names both in picture and copy (O'Guinn, Allen & Semenik, 2009).

Attitude Tests: Attitude change can be used as a measure of advertising effectiveness. It has been suggested that attitude tests are effective than recall tests in measuring sales effectiveness (Arens, Weigold & Arens, 2009).

The Sleeper Effect and the Theory of Differential Decay

In abrasive advertising, studies of the sleeper effect suggest that the memory of unpleasant and intrusive commercial that antagonizes viewers tend to dissipate over time, leaving only the brand name in the minds of consumers. The sleeper effect is caused by disassociation over

time, leaving just the message content (Schiffman & Kanuk, 2007). The theory of Differential Decay suggests that memory of a negative cue often decays faster than the message itself, leaving behind only the primary message content (Alba, Marmorstein & Chattopadhyay, 1992). Though, the sleeper effect supports the use of negative attack advertising in political campaigns, advertisers must not assume that the negative experience of a loud and intrusive ad campaign will soon be forgotten in favour of the brand (Pashupati, 2003). According to Schiffman & Kanuk (2007), persuasion effects of ad are measured through exposure, attention, interpretation and recall, hence for advertisers to be successful, they must learn to monitor the acceptability of their brand messages.

3.0 Methodology

Experimental and descriptive survey research designs were adopted for this study. The population for this study consists of the MBA students in the Department of Business Administration, University of Benin, Benin City. A total sample of 112 respondents was selected by means of simple random sampling using lottery method. For the purpose of the experiment, 112 students were randomly drawn from 265 MBA students,

and assigned to two experimental groups of 56 respondents each.

To conduct the experiment, a set of video machine and television was mounted in a classroom with comfortable sitting arrangements for TV show. The first group watched the sponsored programme with two slots of advertisement, one at the beginning of the programme and the other at the end of the programme. The second group watched the same sponsored programme but with the slots of advertisement placed in between or at the middle of the programme. The programme was about Grammy Musical Awards and it lasted for 30 minutes. The advertisement was about different models of Jacuzzi as new bathroom appliance and it lasted for 30 seconds.

At the end of the sponsored TV show programme, questionnaires were administered to the two groups. The first set of questions focused on unaided recall questions meant to test viewers' attentiveness to the advertisement and its content as well as the programme being shown. For example, "What is the title of the advertisement?" The last set of questions focused on aided recall and was designed to measure viewer's ability to accurately recall what was said in the advertisement. For example; 'Which of the following were

mentioned in the Advertisement?’
(a) Shower (b) Shower Heater (c) Hydro massage (d) Body therapy (e) Water therapy (f) None of the above. Viewers were required to tick the right options. The data collected were analysed using percentage and Z-statistic for two proportions and difference of two means. Hypotheses were tested using excel computer package at 0.05 level of significance. The first hypothesis is a one tail test and the other two are tail test.

Regarding respondent’s age, only 6 were under the age of 20 years;

while majority (96) of the respondents were between the ages of 20 and 29, and the remaining 10 respondents were between 30 and 39 years of age. Of the total respondents, 76 respondents were female while the remaining 36 were male.

4.0 Data Analysis

This section considers data analysis in terms of recall rate, the influence of insertion points on viewers’ attitudes, viewers’ activities during ads and lastly, analysis on effective insertion points.

Table 1: Measurement of Recall Level Using the Unaided Recall Questions

S/N	Questions	GROUP 1		GROUP 2		Z-Test Statistic	P- Value	Decision
		No. of Successes	Proportion 1	No. of Successes	Proportion 2			
1	What is the title of the advertisement?	39	0.696	35	0.625	0.798	0.788	Accept H ₀
2	What was the advertisement about?	36	0.643	30	0.536	1.15 0	0.875	Accept H ₀
3	How many times was the advertisement shown?	37	0.661	42	0.750	-1.036	0.150	Accept H ₀
4	What is the brand name of the product advertised?	52	0.928	51	0.911	0.348	0.636	Accept H ₀
5	Who is the manufacturer of the advertised product?	25	0.446	18	0.321	1.360	0.913	Accept H ₀
6	List any five types of the products mentioned in the advertisement?	13	0.232	11	0.196	0.461	0.677	Accept H ₀
7	According to the advertisement, in which town can the products be found?	47	0.839	35	0.625	2.560	0.995	Accept H ₀
8	What telephone numbers were referred to in the advertisement?	14	0.25	15	0.268	-0.216	0.415	Accept H ₀

Authors'

In the above table, the recall rate for the first question is higher in group I with 69.6% than in group 2 with 62.5%. Of the total respondents while 64.3% were able to recall what the advertisement was about in group 1, only 53.6% could do so in group 2. Recall rate of how many times advertisement was shown is greater in group two with 75% and lower in group one with 66%. Recall rate of brand name of product advertised is only slightly higher in group 1 (93%) than in group 2 (91%). Of the total respondents, recall rate of the manufacturer of the advertised product is higher in group 1 with 45% and lower in group 2 with 32%.

There is a poor recall rate in both groups' ability to list products mentioned in the advertisement. Of the total respondents, a greater number (84%) in group 1 could correctly recall the town where product is found but recall rate was lower in group 2 with just 62.5%. The recall rate of telephone numbers was rather poor in the two groups that is 25% in group 1 and 27% in group 2. On the basis of the tested hypotheses, all null hypotheses regarding all the issues examined were accepted implying that recall level is higher in group 1 than group 2.

Table 2: Measurement of Recall Level Using the Aided Recall Questions

S/N	Question	GROUP 1		GROUP 2		Z-Test Statistic	P- Value	Decision
		No. of Successes	Proportion 1	No. of Successes	Proportion 2			
1	How many times was the ad shown during the programme?	37	0.661	42	0.750	-1.040	0.150	Accept H ₀
2	The advertisement was about?	38	0.679	33	0.589	0.981	0.837	Accept H ₀
3	Which of the following were mentioned in the ad?	41	0.732	31	0.554	1.972	0.976	Accept H ₀
4	The advertised products are manufactured by	25	0.446	20	0.357	0.964	0.832	Accept H ₀
5	Please tick the statements that were used in the ad	40	0.714	27	0.480	2.506	0.994	Accept H ₀

Authors' Fieldwork

While 75% in group 2 could correctly recall the number of times advertisement was shown, only 66% could do so in group 1 (See Table 2). Of the total respondents, recall rate of what advertisement is about is greater in group 1 with 68% than in group 2 which is 59%. Recall rate of products advertised is higher in group 1 with 73% and lower in group 2 with 55.4%. In group 1, 44.6% were able to recall the actual manufacturers of the products while only 36% could rightly do so in group 2. Of the total respondents only 48% in group 2 could correctly recall statement used in the advertisement while 71% could rightly do so in group 1. The hypothesis testing in respect of the aided recall led us to

accept all the null hypotheses and conclude that recall rate is higher in group 1 than that of group 2.

Attitude Towards Ad In a Sponsored TV Programme In Relation to Insertion Position

The following question was constructed to determine viewer’s reaction to pre and post programme insertion and inter-programme insertion in terms of whether viewers are infuriated or angry, respond negatively to the ad, feel pleasant or indifferent about the location of the ad in the sponsored programme. The question is: How would you describe the effect of the ad location on your attitude the ad and company product?

Table 3: Comparison of Attitudes in Group 1 and 2.

CATEGORY	GROUP 1		GROUP 2		Z-SCORE	DECISION
	Frequency	%	Frequency	%		
Very Pleasant	11	19.64	8	14		
Pleasant	21	37.50	4	7		
Not Sure	5	8.93	5	9		
Unpleasant	12	21.43	10	18		
Very Unpleasant	7	12.50	29	52		
	56	100	56	100		
Mean	3.21		2.48			Z0.05 = -1.96 to +1.96
Standard Deviation	2.90		3.78		+1.15	p-value = 0.465 Accept H ₀

Authors’ Fieldwork

The result of the Z-test (1.15) with p-value 0.465 shows clearly that no significant difference was found between group I and II in their attitudes toward the ad. Though 57.14 per cent found the ad location either pleasant or very pleasant in group 1, more (70%) found it either unpleasant or very unpleasant in group 2.

Programme

At what points in a sponsored television programme would you consider the advertisement by the sponsor most appropriate and effective in capturing the attention of the viewers?

Effectiveness of Insertion Points in a Sponsored TV

Table 4: Comparison of Group 1 and 2 in Terms of Ad Insertion Point

S/N	Response Options	GROUP 1		GROUP 2		Z-Test Statistic	P-Value	Decision
		No. of Successes	Proportion 1	No. of Successes	Proportion 2			
1	Before the programme begins	30	0.5357	27	0.482	0.567	0.5707	Accept H ₀
2	Shortly after the programme has began	12	0.214	4	0.071	2.16	0.030	Accept H ₀
3	Towards the end of the programme	10	0.1786	18	0.321	1.746	0.080	Reject H ₀
4	During the dull moment of the programme	4	0.0714	7	0.125	0.95	0.341	Accept H ₀

Authors' Fieldwork

In regards to ad location, there appears to be a consensus between the two groups except for the following position: 'Shortly after the programme has begins'. At this point the null hypothesis was rejected, showing significant difference between the two groups. The percentage response indicated

that 21 per cent of the respondents in group I favour this position compared to 7 percent in group II. On a general note, respondents in the two groups tend to prefer ad insertion before the programme begins and towards the end of the programme. Responses for these two positions can

be seen in Table 4 above. Again judging from the response figures, it can be concluded that majority of the respondents

irrespective of their grouping preferred most ad before the programme begins.

Table 5: Respondents’ Activities During the Advertisement.

CATEGORY	GROUP 1		GROUP 2	
	Frequency	%	Frequency	%
During the advertisement what did you do?				
Paid more attention	15	27	-	-
Paid less attention	17	30	13	23.2
Relaxed and friends off a bit	6	11	-	-
Discussing with friends around	18	32	4	7.1
Anxiously waited for programme to resume	-	-	36	64.3
Lost concentration	-	-	3	5.4
Total	56	100	56	100

Authors’ Fieldwork, 2012.

There was a mixed response as to what individuals did while the ad was running. The percentage response of 57 as against 23.2 in group II shows that viewers in group 1 were more attentive to the ad. As a confirmation of this, 64.3% of the respondents in group II waited anxiously for the programme to resume. In both groups, it could be seen that 67 (60 percent) of the respondents were not attentive during the ad.

5.0 Findings, Conclusion and Recommendations

5.1 Findings and Discussion

On the basis of our data analysis, the following findings were made:

A large percentage of respondents (90% in group 1, 100% in group 2) also owned television set. This helps to show that the researcher is dealing with people who watch television and are in the position to give opinion on the effectiveness of the advertisement location in sponsored TV programmes, that is, the effectiveness of pre or post programme insertion and inter programme insertion. Our findings show that in group one, 46.4 per cent of the respondents watch television daily while in group 2, 34 per cent.

The result of the Z-test for two proportions (one-tail test at 0.05 level of significance) led us to accept all the null hypotheses regarding the aided and unaided questions, that is, recall rate is higher in group I than II. An example demonstrated that while 45% of respondents in group 1 could

correctly recall the manufacturer of the product, only 32% could do so in group 2. Our findings in this regard appears to support Schiffman and Kanuk's (2007) assertion that commercial shown first and last are recalled the best while those in the middle are recalled the least because of the primary and recency effects.

No significant difference was found between the two groups in terms of their attitudes towards the ad and the product. The more negative attitudes expressed by those in group 2 may not be unrelated to position of ad in the group they belong. This in a way confirms O'Guinn, Allen, and Semenik's (2009) view that consumers are often bemoaned by interruptive ads. Regarding respondents activities during the ad, findings showed that group I was more attentive while about 70 per cent in group II either lost concentration or waited anxiously for the programme to resume. The loss of interest and attention in ads as exhibited by members of the two groups seems to relate to the general negative attitude that ads are not meant for consumer's welfare and interest rather to boost sales and selfish gains of the advertisers.

Regarding the appropriateness of insertion points in a sponsored programme, no significant difference was found between the two groups except when the ad was placed shortly after the programme had begun. Higher number of persons

preferred this point in group I to II (see Table 4) for points like: midway through the programme and during the exciting moments or moment of suspense, both groups tend to be negative as no person made selection for them. The possible conclusion is that both groups seem to favour ad insertion before the programme begins.

5.2 Conclusion

From the result of the study, the following conclusions are derivable. Advertisement location is positively related to recall rate. Recall rate of products and its manufacturer using both the aided and unaided recall test was more effective in group I than in group II. Viewers react differently to advertisements as a result of its location. However, more negative reaction was expressed towards interruptive ads during exciting moments of a programme or moments of suspense. The members of the two groups exhibited high preference for ads placed either at the beginning or at the end of a programme than for those placed in between the programmes. No significant difference was found between group I and II in terms of the pleasantness of ad location within the programme.

5.3 Recommendations

In the light of the above research findings we make the following recommendations. Advertisers should know their target audience

with respect to their demographics, level of involvements and programmes they enjoy watching most. This will enable them to know where and how to place advertisements. Advertisers should avoid negative reaction from viewers resulting from interruptions of peak moments in a TV programme. Since most viewers prefer pre and post programme advertisements, advertisers should endeavour to secure the preferred positions when buying TV airtime.

As a way of increasing effectiveness, attention and recall rates, we suggest the use of the long commercial or infomercial to appeal to consumers who are innovative, brand and price conscious and desirous of convenient shopping. To attract more and increase recall level in the audience, ad should be done more frequently, and tailored to meet the needs of the target audience. Messages must be reasonable, factual and truthful. Narrowcasting is technique that allows advertisers to design highly targeted and persuasive messages for a special narrow group. Advertisers should use more of niche medium than the mass medium in delivery their messages to be able to reach the defined audience. More interactive media should be explored to break through the passive, traditional methods especially for high involving products.

Finally, though this research considered pre and post programme

insertion, and inter programme insertion in determining advertisement effectiveness, additional research can be carried out to test for: recall of product category

and brand in relation to commercial length and number of advertisements in a programme and rate of advertisement effectiveness in terms of product patronage and usage.

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