

Measuring Brand Recall In Print Media Advertising: A Study Of Selected Brands Of Personal Care Industry

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INTRODUCTION

Advertising is the means of informing as well as influencing the general public to buy products or services through visual or oral messages. A product or service is advertised to create awareness in the minds of potential buyers. Some of the commonly used media for advertising are T.V., radio, websites, newspapers, magazines, bill-boards, hoardings etc. Success of any ad depends on developing proper message and selecting proper media. The success of an ad means that it is effective in communicating the desired message to the target prospects. This effectiveness is checked by copy-testing which helps in removing flaws in the ads. The present study is based on recall of the ads of selected brands of personal care industry for measuring advertising effectiveness in print media.

The Indian Personal Care Industry is estimated to have a value of Rs. 170 billion. The personal care products industry consists of four major sub-sectors manufacturing a range of products. These sub-sectors and their products are highlighted below:

- **Skin Care/Face Care Products:** Face is the reflection of an individual's physical appearance. Generally, the beauty of a person is described by the look of one's face. Thus, to enhance the beauty of the face, people use face care products whose market is growing at double digits. The industry manufactures products like astringents, face creams, face scrubs, face toners, moisturizers, cleansers, fairness creams, etc. Some of these products are used for clarification and purification of the facial skin from dust and harmful rays of the sun while others are used for toning.
- **Hair Care Products:** Hair care was the largest market segment both in 2004 and 2005 with sales reaching 350 million dollars. The price war has had its impact on the shampoo and styling categories. Consumers are willing to buy special, more costly products because these products are used for many purposes like hair cleansing, hair conditioning and hair coloring. Some important hair care products are mentioned below:
 - Hair Shampoo
 - Hair Conditioner
 - Hair Oil
 - Hair Styling Gel
 - Hair Glaze
 - Hair Spray
 - Hair Colors
- **Personal Healthcare-** As per the data given by AdEx India, a division of TAM Media Research, 'Personal Healthcare' segment had the largest share of 60% of overall Personal Care Industry advertising in print during 2007. 'Personal Healthcare' segment includes health supplements/vitamins, tonics, ointments, chyawanprash, etc.
- **Hand and Foot Care Products:** As the name suggests, these products are used to enhance the beauty of hands and feet. The hand and foot care product market segment grew 5.9% in 2005 to a total of 338.2 million dollars and included many successful product introductions. These included herbal and organic products as well as products for youthful skin. Men have also started to take interest in personal grooming resulting in the growth of men's foot care products market segment. Hand and foot care products can be broadly categorized into cuticle care products, foot scrubs, hand and feet creams, nail care products etc.
- **Cosmetics:** The global cosmetic market continues to benefit from a combination of strong macroeconomic trends creating opportunities for new product niches. The strongest growth in the global cosmetic market in

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2005 was derived from developing regions such as Eastern Europe and Latin America and key markets in Asia-Pacific with expansion linked to large populations, rising disposable incomes, modernizing retail and distribution networks and increased industry awareness amongst consumers. Cosmetics are items that are used to enhance or protect the appearance of the human body. The products included in this category are:

- o Eye makeup products
- o Face makeup products
- o Lip makeup products
- **Personal Hygiene-** As per the data given by AdEx India, a division of TAM Media Research, 'Personal Hygiene' segment had 10% market share during the year 2007. These include (Shaving gel, Mouthwashes, Toothpaste, etc.)
- **Others-** The industry also includes Fabric wash, Personal wash, Men's Toiletries and Fragrances.

RELEVANCE OF THE STUDY

As per the data released by Lintas Media Guide 2008, the year 2007 saw a huge increase in the total number of TV channels and print publications. Television and print together constituted 88.48 per cent of the total advertising spends – Rs 17,356 crore – in 2007. In the print medium, magazine advertising grew more than newspaper advertising and both mediums recorded 32 per cent and 22 per cent growth respectively over previous years. Expansion of the mediums consequently saw advertisers spending more on the print medium and less on the TV medium as compared to the previous year. TV revenues showed a decline of 1 per cent and the ad revenues for the medium were Rs 6,766 crore. P& G and HLL continued to be the top TV and Print advertisers.

As per the data given by AdEx India, a division of TAM Media Research, Personal Care Industry advertising in print grew by 12% during 2007 over 2006. Brand recall plays a very important role in advertising. Also, it has been seen that not much research has been done on new brands in the Personal Care Industry in marketing. It is for this reason that the researcher selected this topic to measure brand recall of selected brands of personal care industry in print media advertising across selected variables.

SCOPE OF THE STUDY

The study revolves around the testing of the effectiveness of the print media ads. In the study, 7 advertising aspects viz. message, price, brand name, distribution outlet, quality, model, colour and 15 brands of selected 5 categories of personal care industry viz. Kara skincare wipes, Lakme Pure Defense, Nivea For Men White Oil-Control for Skincare Products, Sesa, Fiamma Di Wills, Dove Zero Damage for hair care products (shampoo), Elle YSL, Hugo Boss, Romance by Ralph Lauren for Fragrances, Ponds India Flawless White, Revlon Touch & Glow, Lakme Sun Expert Ultra Matt for new face care brands category, and Cipla I-pill, Unwanted-72, Ratan Ayurvedic Santhan for personal healthcare have been chosen. A random sample size of 300 people residing within the state of Gujarat had been chosen for the study. The sample had four personal variables viz. Age, Sex, Education and Occupation. For the Age variable, the three categories were 15-30 years, 30-45 years and 45 & above years. For the Sex variable, categories were Male and Female. Education-wise, respondents were categorized into two groups i.e. educated upto 12th standard and Graduate/PG. Occupation-wise, respondents were categorized as Students, Businessmen and Servicemen.

RESEARCH OBJECTIVES

- (1) To understand whether customer recognition of a selected brand of Personal Care Industry in Print media is influenced by certain personal variables.
- (2) To suggest an appropriate model for the effectiveness of print media advertising for the selected brands of personal care industry

DATA COLLECTION METHOD

The primary method of data collection has been used for collecting the data. A survey has been carried out and the recall method (copy-testing method) has been used for the respondents in which they were shown fifteen ads of selected different brands of personal care industry and were expected to answer by choosing the right answer from the given alternatives in the questionnaire.

QUESTIONNAIRE DESIGN

For the collection of data, a closed-ended structured questionnaire was prepared and data was collected through the field survey.

PERIOD OF THE STUDY

This study was conducted during January 2007 to October 2008.

DATA ANALYSIS & INTERPRETATION

The analysis involves the application of the Chi-square test for testing the significance level of the formulated hypothesis of the recall of ads with respect to the chosen personal variables. The interpretation was done at 5% level of significance.

The broad hypothesis formulated is as under:

- 1) H_0 : There is no significant difference between the recall of brands of Skincare Products with respect to personal variables.

Exhibit 1: Brand-wise Testing of Skin-care Products Relating To The Significance Level of Recall of Advertisements With Respect To Personal Variables

	Kara Skincare Wipes	Lakme Pure Defense	Nivea for Men White Oil-Control
Age	5.685	24.626*	3.728
Sex	1.454	0.146	0.756
Education	3.231	4.803*	16.468*
Occupation	2.010	62.263*	6.905*

The above values have been obtained from the Chi-Square test.

* Significant Level of Significance= 5%

From the above exhibit, following inferences are drawn:

(1) The chi-square values obtained shows that there are no differences between the recall of the advertisement of Kara Skincare Wipes with respect to all the personal variables. So, the null hypothesis is accepted for all the personal variables.

(2) Age-wise significant value obtained for Lakme Pure Defense shows that difference in the recall of advertisements was found in the case of people of different age groups. On the other hand, no significant difference is found in the recalling ability of the males and females. The exhibit also reveals that people of different educational and occupational level show significant difference in their recalling ability. This leads to the conclusion that the null hypothesis is rejected in case of age, education and occupation variables and accepted for the sex variable.

(3) In case of Nivea For Men White Oil-Control (age-wise and sex-wise) insignificant values were obtained which leads to the acceptance of the hypothesis for the age and sex variables. Respondents having different educational background and pursuing different occupations show difference in the recall of ads of Nivea For Men White Oil-Control. Therefore, it indicates that the null hypothesis is rejected for the education and occupation variables.

Following is the broad hypothesis —

- 2) H_0 : “There is no significant difference between the recall of brands of hair care products (shampoo) with respect to personal variables”.

Exhibit 2: Brand-wise Testing of Hair Care Products (Shampoo) Relating To The Significance Level of Recall of Advertisements With Respect To Personal Variables

	Sesa	Fiamma Di Wills	Dove Zero Damage
Age	3.369	0.608	5.550
Sex	1.958	1.427	0.094
Education	4.256*	25.236*	0.458
Occupation	12.078*	7.950*	1.297

The above values have been obtained from the Chi-square test.

* Significant Level of Significance= 5%

The above exhibit reveals the following:

(1) Age-wise respondents do not differ significantly in the recall of advertisements of Sesa. Sex-wise chi-square value indicates that males and females have no difference in their recalling ability. The value obtained for the education variable is found to be significant, indicating difference in the recall of advertisements. Occupation-wise, the respondents have been identified with different recalling ability. So the null hypothesis is accepted for age and sex variables and rejected for education and occupation variables.

(2) Respondents in the age-group of 15-30 years, 30-45 and 45 & above years do not show any difference in the recall of advertisements of Fiamma Di Wills. In the cross gender study, males and females do not show any significant difference in the recalling ability leading to the acceptance of the hypothesis in both the cases. Respondents having different educational background show significant difference in the recall of advertisements, so the null hypothesis is rejected. Also, respondents pursuing different occupations show significant difference in the recall of advertisements of Fiamma Di Wills leading to the rejection of hypothesis.

(3) No difference in the recall of different age groups with respect to the advertisements of Dove Zero Damage has been found significant leading to the acceptance of the hypothesis. Sex-wise, male and female respondents do not differ significantly in relation to the recall of advertisements. Education-wise also, the respondents indicate that they do not differ significantly in the recall of advertisements. So the null hypothesis is accepted. Occupation-wise, respondents also do not differ significantly in their recall ability. This means that businessmen, servicemen and professionals do not differ from one another in the recall of advertisements of Dove Zero Damage. So the null hypothesis is accepted.

The broad hypothesis formulated is as under —

3) H_0 : “There is no significant difference between the recall of brands of Fragrances with respect to personal variables”.

Exhibit 3: Brand-wise Testing of Fragrances Relating To The Significance Level of Recall of Advertisements With Respect To Personal Variables

	Elle YSL	Hugo Boss	Romance (by Ralph Lauren).
Age	1.199	3.903	5.753
Sex	0.705	5.649*	0.317
Education	49.282*	31.416*	0.020
Occupation	12.634*	0.286	20.387*

The above values have been obtained from the Chi-Square test.

*Significant Level of Significance = 5%

Following points are revealed from the given exhibit:

(1) Insignificant values obtained for the age and sex variables leads to the conclusion that no difference is seen in the recalling ability of the respondents of people of different age groups as well as gender wise. On the other hand, education-wise and occupation-wise, significant difference is observed in their recalling ability. So the null hypothesis is rejected in both these cases for Elle YSL fragrance.

(2) Sex-wise and education-wise, the significant value obtained is indicative of the rejection of the hypothesis showing difference in the recalling ability of the respondents. On the other hand, age-wise and occupation-wise, the hypothesis is accepted in case of Hugo Boss.

(3) In case of the Romance by Ralph Lauren, only occupation-wise significant difference leads to the rejection of the hypothesis, thereby suggesting that there is a difference in the recalling ability of the respondents.

The broad hypothesis formulated is—

4) H_0 : “There is no significant difference between the recall of new face care brands with respect to personal variables”.

Exhibit-4: Brand-Wise Testing of New Face Care Brands Relating To The Significance Level of Recall of Advertisements With Respect To Personal Variables

	Ponds India Flawless White	Revlon Touch & Glow	Lakme Sun Expert Ultra Matt
Age	22.313*	3.125	10.835*
Sex	1.3385	5.355*	1.033
Education	4.953*	1.183	8.653*
Occupation	3.835	6.353*	0.038

The above values have been obtained from the Chi-Square Test.

*Significant Level of Significance = 5%

The above exhibit reveals the following:

(1) In case of Ponds India Flawless White, the significant values for the age and education variables leads to the rejection of the hypothesis showing that there is a significant difference in the recalling ability of the respondents of different age groups and those educated upto school/school going students and Graduate/PG or college going students. On the other hand, the hypothesis is accepted for the other two variables.

(2) Sex-wise and occupation-wise, the significant values obtained leads to the rejection of the hypothesis indicating that there is a difference in the recall of the ad of Revlon Touch & Glow and acceptance of the hypothesis in case of the education and age variables.

(3) People of different age-groups and education-wise, those people who are educated upto 12th standard and those who are Graduate/PG differ in the recalling ability of ads of Lakme Sun Expert Ultra Matt so the null hypothesis is rejected in these cases whereas, sex-wise and occupation-wise, the insignificant values leads to the acceptance of the hypothesis.

The broad hypothesis is—

5) H_0 : “There is no significant difference between the recall of personal health-care brands with respect to personal variables”.

Exhibit-5: Brand-wise Testing of Personal Health-Care Brands Relating To The Significance Level of Recall of Advertisements With Respect to Personal Variables

	Cipla I-pill	Unwanted-72	Ratan Ayurvedic Sansthan
Age	11.356*	2.757	18.416*
Sex	6.514*	8.483*	2.534
Education	3.190	2.901	0.303
Occupation	1.901	10.782*	5.998*

The above values have been obtained from the Chi-Square Test.

*Significant Level of Significance = 5%

The above exhibit reveals the following:

(1) People of differing age groups show difference in their recalling ability. Similarly males and females also differ while recalling the ads of Cipla I-pill. So the null hypothesis is rejected in these cases whereas accepted in case of education and occupation variables.

(2) The value obtained in case of occupation variable indicates that people pursuing different occupations show significant difference in recalling the ad of Unwanted-72 leading to the rejection of the hypothesis. Sex-wise also, significant difference is observed leading to the rejection of the hypothesis and acceptance of other personal variables.

(3) In the Ratan Ayurvedic Sansthan, education-wise and sex-wise, no significant difference in the recall of the ad leads to the acceptance of the hypothesis. Age-wise and occupation-wise, different recalling ability leads to the rejection of the null hypothesis.

FINDINGS

Following are the findings of the study:

- (1) With reference to the brand -Kara Skin Care Wipes, none of the four major variables are significantly related.
- (2) Age, Education and Occupation are the three most significant variables in the recall of advertisements of Lakme Pure Defense.
- (3) Education-wise and Occupation-wise, the difference is found in the recall of Nivea For Men White Oil-control.
- (4) In none of the brands of hair care products, age variable is significantly related. Similar findings are seen with respect to the sex factor.
- (5) Except in the case of Dove Zero Damage, Education and Occupation variables are very important in the recall of Sesa and Fiamma Di Wills Shampoo (hair care products).
- (6) With reference to the brand Elle YSL, Education and Occupation variables are of great importance.
- (7) Sex variable and Education play a significant role in the recall of advertisements of Hugo Boss.
- (8) Except Hugo Boss, Occupation shows significant difference in the recall of advertisements of Elle YSL and Romance by Ralph Lauren (Fragrances).
- (9) In case of Cipla I-pill brand, Age and Sex are the two important factors playing a significant role in the recall of the brand.
- (10) When it comes to the recall of the advertisement of Unwanted-72, Sex variable and Occupation –both the variables are found to be very closely related to it.
- (11) Except for Sex variable and Education of the respondents, the other two variables i.e. Age and Occupation are very important in the recall of the advertisement of Ratan Ayurvedic Sansthan.
- (12) Age is closely related to the respondent's ability in recalling the advertisements of two new face care brands -namely Ponds India Flawless White and Lakme Sun Expert Ultra Matt.
- (13) Sex variable plays a very important role (in the recall of the advertisement of new face care brand only) in the case of Revlon Touch & Glow.
- (14) Except for Revlon Touch & Glow, Education-wise significant difference in the recall of ads is found in the remaining two new face care brands viz. Ponds India Flawless White and Lakme Sun Expert Ultra Matt.
- (15) Only Occupation variable plays a significant role in the recall of the ad of the new face care brand -Revlon Touch & Glow.

SUGGESTIONS

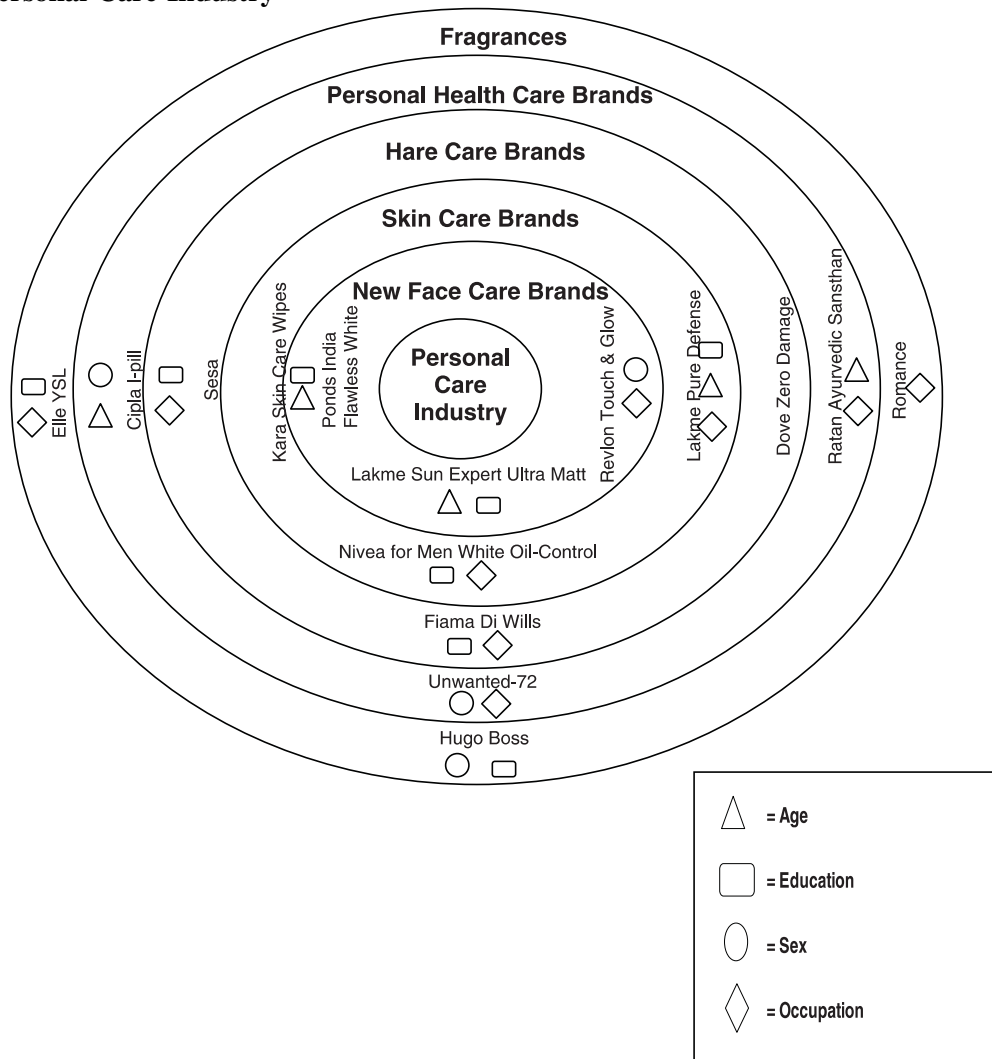
The model suggests that while designing the advertisements for various brands of skin care products, certain points need consideration to enhance the ad effectiveness. In case of Lakme Pure Defense, age group of different people, different educational and occupation level (of the people) should be taken into consideration. In case of Nivea For Men White Oil-Control, only the education and occupation of the people should be kept in mind. (Refer exhibit 6)

It is also revealed that while designing the advertisements of Sesa and Fiamma Di Wills Shampoo (Hair Care Products), the educational level of the respondents and their occupation must be taken into consideration. (Refer exhibit 6)

At the time of designing the advertisements for Elle YSL brand of Fragrances, the different educational level and different occupation of the people should be focused upon. Whereas in case of Hugo Boss, the education and sex of the people must be kept in mind and with respect to Romance (fragrance by Ralph Lauren) advertisements, only the occupation of the people should be the important consideration. (Refer exhibit 6)

According to the model, the different age group of people and sex-wise consideration is required in case of Cipla I-pill. In case of Unwanted-72, the sex variable and occupation of the people must be kept in mind and for Ratan Ayurvedic Sansthan, the age and occupation of the people should be taken into consideration at the time of designing the advertisement.

Exhibit-6: Suggested Model For The Effectiveness of The Print Media Advertising For Selected Brands of Personal Care Industry



The model shows that in case of Ponds India Flawless White, various age groups and education level of the people must be kept in mind, whereas, in case of Revlon Touch & Glow, sex-wise and occupation-wise consideration is required. In case of Lakme Sun Expert Ultra Matt, the age and occupation level of the people must be the focal point at the time of designing advertisements to improve the effectiveness of the advertisements.

CONCLUSION

It can be concluded that Advertising plays a vital role in boosting the sales through brand recognition in the Personal Care Industry. Advertising needs to be evaluated for its effectiveness. Increasing number of firms go for combination of Print as well as Television advertising. While designing advertisements, certain variables viz. Age, Sex, Occupation and Education need to be taken into consideration as findings reveal that there is significant difference in the recalling ability of the respondents.

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