

Identification of existing model to measure the advertisement effectiveness

Ms. Chahat Hargunani¹

¹Assistant professor, Rajeev Gandhi College of Management Studies, 400701

INTRODUCTION:

The term “effectiveness of advertising” refers to the degree to which a marketing campaign or commercial accomplishes the aims and objectives that it set out to accomplish. Changing consumer attitudes and behaviors and improving brand exposure and sales might fall under this category. These aims can take on a wide variety of forms. In most cases, the effectiveness of a campaign is evaluated using several key performance indicators (KPIs), such as the number of people reached, the percentage of people who convert, and the return on investment (ROI).

Successful advertisements are those that can resonate with their intended audience, communicate a message that is both clear and engaging, and eventually bring about the actions or results that were hoped for. Several aspects can affect how successful an advertisement is, including the creative content of the ad, the media placement, the timing, and the consistency of the message throughout the numerous channels. Marketers frequently utilize customer feedback, market research, and data analytics to evaluate and improve the performance of advertisements. It helps marketers ensure that their advertising efforts have a beneficial influence on their business goals. In today’s digital age, the capacity to track and analyze data has taken on an increasingly significant role in optimizing advertising campaigns to achieve the highest possible level of efficacy.

Key Words:- key performance indicators, efficacy, marketing campaign, advertisement

1. AIDA Model

It is a model used in marketing that represents the processes that a customer goes through in purchasing a product, and it shows how those processes are broken down into distinct steps. Philip Kotler was the one who initially designed the model. People have used the AIDA paradigm daily since the latter half of the 19th century. Throughout the entirety of its history, it has been exposed to continuous analysis and adjustments in the areas of marketing and public relations.

AIDA Model Creation:

The American entrepreneur E. St. Elmo Lewis developed the idea that would later become known as the AIDA model in 1898. Initially, the major objective was to enhance the efficiency of sales calls, or more specifically, the discussion between the salesperson and the client over the product being sold.

Lewis is widely regarded as a pioneer, particularly in applying scientific ideas to the



formulation of advertising and sales methods. At the same time, it was vital for Lewis to think of advertising as a type of “training” that is advantageous to the recipient. Although Lewis’ explanations of advertising theory were theoretical, they were nonetheless founded on a wealth of practical experience. As an illustration, he has held the position of chief marketing officer for several companies. He offered his consultancy services to corporations and organizations, assisting them in developing marketing and advertising plans and programs. His knowledge has been communicated to a wider audience in the form of several books, as well as through lectures and seminars that he has given at educational institutions in the United States. The AIDA model he devised may be regarded as an integral component of his legacy since the formula was used in digital marketing for more than a century after it was initially introduced.

1.1 Attention

The cognitive stage of the customer’s response is the first level of interaction. Consideration of the product constitutes this stage of the process. At this point, consumers are beginning to become familiar with the product and are beginning to acquire some knowledge of the characteristics and advantages of the product. Advertising is typically what gets people to pay attention in the Attention stage. A customer is said to have “awareness” of a product or brand when they are already familiar with it. There is a more limited selection of the ‘whole set’ of items and brands offered within a particular category of goods and services.

1.2 Interest

Customers go on to the dynamic stage after completing the cognitive stage. Customers have advanced beyond a simple understanding of the product and have begun to form attitudes, preferences, and possibly even interest in the product. Customers are inclined to include in their ‘consideration set’ all products or brands that pique their attention in

making a purchase decision. Nevertheless, users must proceed through two more stages before taking action.

1.3 Desire

Customers are still in the cognitive stage when the Desire phase of the AIDA Model is being applied to their situation. However, customers’ interest in the product has grown into an even greater need. Customers are already visualizing themselves utilizing the product in their own lives.

1.4 Action

The behavioral stage is the last one to be completed. This is the point at which the customers make their purchases. It could involve going to a store to witness a demonstration of the product or sending an email to the store owner asking for further information about the product. Of course, the ultimate goal is for these actions to result in the purchase of the goods, and that is the hope. As a result, the products or brands that have reached this point are now considered part of the “choice set” or the “purchase set.”

AIDA Used

For more than a century, the AIDA model has influenced how people think about and approach marketing and sales methods. The formula can still be located in basic marketing textbooks published recently. AIDA is not only utilized in public relations for the planning and evaluation of the efficacy of public relations initiatives, but it also continues to supply useful information for examining advertising messages. The two primary advantages of using it are the straightforward nature of this formula and the versatile application opportunities it presents in contexts outside of store-based or stationary sales. The four components of the AIDA formula can be used to evaluate the efficacy of the product display in an online store, for instance, in electronic commerce.

2 Hierarchy Model

In 1961, Robert J. Lavidge and Gary A. Steiner conceived the idea known as the hierarchy of effects. This advertising communication model outlines six stages, beginning with the phase in which the consumer examines the product and ending with the phase in which the consumer makes a purchase. Advertising is responsible for persuading consumers to go through all six phases of the Hierarchy-of-Effects Model, which are awareness, knowledge, liking, preference, conviction, and purchase.

2.1 Awareness

When a customer learns about a product or brand, this is the model's fundamental stage. At this point, the customer may or may not be interested. It is a very important phase because there is no assurance that the customer will view the product or that they will even be aware of it. Consumers may be exposed to some advertising. Still, the likelihood of a customer remembering a particular advertisement is proportional to the intensity of the advertisement and its influence on the consumers who were its target audience.

2.2 Knowledge

During this phase, the client begins gathering the necessary product information. He consults the internet, store consultants, and people who have already utilized the goods to comprehend better the advantages of the item being purchased. When customers cannot obtain the necessary information, there is a greater chance that they will move to a brand offered by a competitor. As a result, the advertiser must ensure that the product information may be obtained without much effort.

2.3 Liking

The customer has reached this point when they have developed a preference for the product. In this situation, the advertiser must draw attention to the many attributes of the product to market the brand or a product further.

2.4 Preference

The Hierarchy of Effects Model is currently in its fourth phase of development. During this stage of the buying process, the consumer understands the product qualifications



and is confident in his brand selections. In this context, the advertisers consistently highlight attributes that lend value to their brand.

2.5 Conviction

At this point in the process, the customer will have decided whether or not to purchase the product. In this situation, the advertiser must direct the clients toward purchasing their brand.

2.6 Purchase

It is the final level of the hierarchy of effects model, and it is the stage in which the actual purchase of the product occurs.

According to the paradigm known as the Hierarchy of Effects, the Cognitive stage encompasses both the awareness and the knowledge phases. The Affective stage is where evaluations of the customer's liking, preference, and conviction occur, whereas the Behavioral stage is where the actual purchasing conduct occurs.

3 Innovation-Adoption Model

In 1995, Rogers established what is now known as the Innovation-Adoption Model. He hypothesized several stages that a target consumer travels through, beginning with the stage of thoughtlessness and ending with the purchase stage. Awareness, interest, evaluation, trial use, and eventual adoption are the five stages of the Innovation-Adoption Model.

3.1 Awareness

The first stage of the Innovation-Adoption Model is now underway. The stage of the model referred to as "takes action" is the stage in which the customer becomes aware of a brand or product, typically through marketing.

3.2 Interest

The Innovation-Adoption Model is currently in its second phase, which you are currently in. At this point, the information about the company or the product becomes more widespread in the market, piques the attention of those interested in purchasing the product, and prompts them to seek additional information and knowledge.

3.3 Evaluation

Evaluation is the third stage of the Innovation-Adoption Model, intended to provide consumers with further information about the product. At this point, the consumers assess the product that piqued their attention and attempt to comprehend it more deeply.

3.4 Trial

Before deciding whether or not to buy the product, the customers now have the opportunity to test it out.

3.5 Adoption



The Innovation-Evaluation Model comes to its conclusion with the Adoption stage. The customer has reached this point when they have either accepted the product or are making a purchase decision.

The Cognitive Stage is where the Awareness portion of the Innovation-Evaluation Model takes place. The Conviction Stage is where the model's Developing an Interest and Evaluation portions take place, while the Behavioral Stage is where the Trial of the Product and the Actual Adoption Portion of the Model Takes Place.

4 Information-Processing Model

Cognitive psychologists utilize a model known as the Information-Processing Model as a framework for defining the various mental processes. This model bridges the gap between how a human thinks and how a computer works. It is a sign that, like a computer, the human mind takes in information, organizes it, and stores the knowledge to retrieve it later. It asserts that just like a computer has an input device, a processing unit, a storage unit, and an output device, the human mind also has a parallel structure to that of a computer. The Information-Processing Model includes a total of six stages: the Presentation stage, the Attention stage, the Comprehension stage, the Yielding stage, the Retention stage, and the Behavioral stage.

4.1 Presentation

The Information-Processing Model begins with the presentation stage as its foundational component. The consumer enters the awareness phase when they become conscious of their lifestyle requirements and search for a product that can fulfill them.

4.2 Attention

At this point in the Information-Processing Model, the product is vying for the interest of prospective buyers. It is the second stage.

4.3 Comprehension

At this point in the Information-Processing Model, the consumer examines and evaluates numerous products available on the market from various brands to choose the one that most closely satisfies his requirements.

4.4 Yielding

At this point, the consumer has determined exactly what he wants, as well as the brand and its product that best meets his requirements while adhering to the brand's standards.

4.5 Retention

The Information-Processing Model is currently in its fifth stage of development. At this point in the buying process, the buyer should consider the essential characteristics and qualities, the advantages, and everything else that is good about the products he is considering purchasing.

4.6 Behavior

The buying action of a product belonging to a specific brand occurs at this, the final stage of the Information-Processing Model.

In the Information-Processing Model, the Cognitive stage is responsible for Presentation, Attention, and Comprehension. The Affective stage is responsible for Yielding and Retention of Information, and the Behavioral stage is responsible for the final Behavioral action.

4.7 Operational Model

The Operational Model is a strategic framework that functions through three processes: Action, Evaluative Thinking, and Non-Evaluative Thinking.

Non-Evaluative Thinking

The Operational Model has now reached its initial stage with this step. At this point, the buyers are made aware of the various brands and the numerous things each brand offers under its umbrella. This stage is known as the awareness stage, which aims to raise awareness among potential customers.

4.8 Thinking That Is Evaluated

The operational model's second level is the thinking involved in the evaluation. In this stage, the prospective buyers examine various items and compare those products to others of the same kind offered by various companies to narrow down their options and select one option from the many options on the market.

4.9 Action

The Operational Model comes to a close with the action as its final stage. At this point in the process, the consumer has decided to buy the product and has completed the transaction.

Non-evaluative thinking takes place in the Cognitive Stage of the Operational Model, evaluative thinking occurs under the Affective Stage, and the action takes place in the Behavioral Stage of the model.

Despite this, we can conclude that the initial step of all of the models mentioned above is the phase of awareness, followed by the phase of understanding. It holds regardless of the models' nature, kind, or description. It is impossible to drive home the point of the message unless first awareness is raised and then comprehension is gained. It is really necessary to have a comprehensive understanding of these consequences to construct a strategic framework.



REFERENCES

- <https://www.business-to-you.com/aida-model/>
- <https://studiousguy.com/response-hierarchy-models/>
- <https://studiousguy.com/response-hierarchy-models/>
- <https://ivanteh-runningman.blogspot.com/2011/10/william-mcguires-model-of-persuasion-6.html>