Measuring advertising message effectiveness: Integration of qualitative and quantitative approaches

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Abstract

This study proposes a unified framework for measuring advertising effectiveness by conjointly analyzing the influence in consumer perception and consumer macro-behavior. We integrate the process of measuring transference of advertising on consumer perception, then quantify the influence of advertising in consumer perception on consumer-macro behavior. Unifying these two procedures, researchers can investigate advertising effectiveness in terms of advertising message convergence and marginal effectiveness for firm investment. To illustrate, we conduct an empirical analysis using South-Korea telecommunications market data. Here, we find results of advertising content and advertising expense influencing advertising effectiveness in consumer's perception and behavior. This framework is structured and easy-to-follow that enables firms to investigate the effectiveness of their advertising strategy by analyzing consumer-generated data with qualitative and quantitative methods.

Subject Areas: *Advertising, Marketing-Mix Effectiveness*

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