

Research in Perception and Impact of Advertising on the Consumers' Market Behavior

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Abstract

The presented study is aimed at identification of the impact of advertising on the consumers' opinion and behavior as well as efficient forms and elements of the advertising message. The analysis and conclusions are based on the results of the questionnaire survey planned and executed by the authoress. The respondents' opinions document the perception of advertising messages and attitude thereto. The obtained data prove that the advertising constitutes an element of marketing, which affects both the consumers' behaviour and their purchase decisions. Therefore the research in advertising in relation to the perception and market behavior of the message receivers as well as the assessment of its effectiveness should form a significant area of the marketing activity for each company, while the information obtained therefrom should be the basic premise for the process of marketing decision-taking.

Keywords

marketing, promotion, advertising, effectiveness of advertising, consumer behavior, purchase decisions, consumer research

1. Introduction

The advertising is an element of marketing applied in the process of target segments service, oriented towards creating the consumers' opinion, convincing the potential receivers of the superiority of promoted offers over the competitive ones as well as stimulating and shaping the consumer market behavior. The advertising is also used to enhance the corporate competitive edge. Companies use institutional advertising and advertising strategies to publicize actions undertaken by them, such as for instance innovativeness of methods applied in the production and marketing processes, sustainability programs (Riasi & Pourmiri, 2016), educational programs (Riasi & Asadzadeh, 2015, 2016), etc.

The advertising constitutes the process of marketing communication, whose aim is to shape the consumers' needs and preferences, to provide the information on available offers, to encourage and persuade, to strengthen the knowledge and to remind about products and brands as well as to shape the corporate image. Since marketing communications are usually designed to persuade a target audience to act in a desired way (e.g., to purchase a specific brand or product, to vote for a political candidate, to pay income taxes early), the ultimate test of marketing communications is the receiver's response. For this reason, it is essential for the sender to obtain feedback as promptly and as accurately as possible (Schiffman, Kanuk, & Hansen, 2012). Only through feedback can the sender determine whether and how well the message has been received, thus assessing the effectiveness of the advertising message, i.e., to what extent the target set for a given advertising campaign has been achieved. The precise formulation of the advertising target allows not only for the proper definition of its forms, media-mix strategy or complementary and compensatory relations within the promotional strategy applied by a given company, but also for the specification of the analysis scope within the examination of its

effectiveness.

The advertising research should be regarded as a difficult research project (Łodziana-Grabowska, 1996). The factors hindering the measurement of the advertising effectiveness include:

- 1) a wide variety of the advertising targets,
- 2) a cumulative and long-term character of the most advertising results, the advertising results being delayed in time,
- 3) problems connected with the identification and calculation of the promotional activity results in view of other factors shaping the sales process, such as for instance: other forms of promotion and marketing, changes in income, tastes, fashion, habits, demographic changes, availability and prices of substitutes, seasonal changes in demand, competition, general market situation, and even the interest rate,
- 4) the consumers' attitude to advertising and their unwillingness to acknowledge the decision-taking under its influence,
- 5) the unconscious impact of marketing communication, inclusive of the advertising, on the behavior and decisions,
- 6) the latent attitudes, of impact on the purchase process, conditioned by the past experiences, which the consumer may not be conscious of,
- 7) limitations attributable to the researcher and the method application.

Since examining the advertising impact on the achievement of its final target (the level of sales or profit) is difficult, one may determine the intermediary advertising targets and distinguish a few stages of the final target being achieved by the advertising campaign. The intermediary advertising targets include: the advertising reaching addressees, the advertising reaching the addressees' consciousness, impact on the change of the attitude and mindset presented by the advertising message receivers to the product and company, impact on the sales volume.

The paid advertising allows for the complete control of the appeal content as well as the schedule of its broadcasting. The public character of advertising somehow assigns to the product a certain aspect of legality, while the large-scale advertising affects the offer popularity, growth of sales and corporate success. The advertising provides opportunities for enhancing the offer attractiveness via the creative and artistic application of print, sound, image and color. However, the advertising provides no control whatsoever over its reception by the consumers. The attitude towards specific advertising messages, their forms and techniques, neutral, positive or negative approach affect the market decisions. Therefore in different research projects, the consumers are frequently asked about their opinion on for instance a new advertising campaign, method of its execution, its appeal or different forms. The research is aimed at preparing such a message (scenery, plotline, methods of argumentation and advertising slogans), which shall be noticed by the target segment and shall be effective.

The research presented below focuses on the perception of advertising, impact of advertising messages on consumers as well as the consumers' attitude thereto.

2. Methodology of Research

The research project planned and executed by the authoress was aimed at identification of the respondents' opinion on the promotional actions run by a given company with particular emphasis on the advertising, inclusive of the perception of its effectiveness and identification of the advertising impact on the consumers' market behavior. The study presents the selected aspects of the promotional system analysis, which the research project referred to.

The research results presented below illustrate the scope of sensitivity and the manner in which the consumers respond to the advertising actions, the consumers' assessment of their reliability and effectiveness. The analysis was referred to:

- 1) the perception of advertising reliability against other forms of promotion,
- 2) the impact of advertising on the purchase decisions,
- 3) the consumers' assessment of the advertised and non-advertised products,
- 4) perception of the advertising forms effectiveness in relation to the assessment of the message impact on its receiver,
- 5) effective methods for the execution of the advertising message appeal.

The research focused on finding the solution to the *main research problem* formulated as the following question: *How do the consumers perceive the advertising and to what extent does it determine the consumers' behavior and market decisions?*

The analysis and assessment in this area based on the opinions obtained from participants of the questionnaire survey. Within the detailed research the following *detailed problems* have been recognized and solved, phrased in the form of the research questions:

- 1) *Which of the promotion forms is perceived as the most reliable?*
- 2) *How do the respondents assess the reliability of the advertising information?*
- 3) *What is the respondents' opinion on the impact of advertising on the purchase decisions taken by the consumers?*
- 4) *To what extent does the advertising affect the product purchase decisions taken by the respondents?*
- 5) *How do the consumers assess the advertised products in comparison to the non-advertised ones?*
- 6) *Which forms of the advertising are perceived as effective in the aspect of assessment of their impact on the message receiver?*
- 7) *Which methods of executing the advertising message appeal are assessed as the most effective in the process of accessing the clients and encouraging their purchase?*

In the research process within the indicated area, while basing on the currently available information, the following suppositions were formulated on the mutual dependency of events and phenomena—in line with the research procedure—as the *research hypotheses*:

- 8) *The advertising constitutes the factor of impact on the purchase decisions taken by the consumers; however, the consumers differently assess their own behavior and the behavior of others, expressing the opinion that others purchase under the influence of advertising, whereas their own purchase decisions are rarely affected by the impact of advertising.*
- 9) *The most effective form of advertising in the context of assessing its impact on the message receivers is the advertising broadcast on TV, while the most effective advertising message is based on humor.*

The survey was executed in the electronic form, with use of the tools in the scope of view, processing and export of data provided by the respondents filling in the questionnaire based on the Lime Survey open-source system of Internet questionnaires as well as with use of the random survey in the śląskie and małopolskie province. In case of the Internet questionnaire, on the Facebook.com social networking site the invitation to participate in the survey was placed together with a link to the electronic questionnaire: <http://www.ankieta.sec-in.pl/index.php/696861/lang-pl> which was also rendered available by friends and acquaintances as well as was mailed to the respondents' email boxes.

The survey questionnaire comprised seventeen questions: ten closed ones, six semi-open ones and one matrix (tabular) question, where the Likert scale was applied. The metrics content covered the following features: gender, age, education and average monthly net income per person in a household.

The research project covered the following stages:

- 1) 17.11.2014-26.11.2014—developing the project assumptions, preparing the questionnaire, pilot and improvement of the measuring tool;
- 2) 27.11.2014-9.12.2014—preparing the electronic version of the questionnaire, placing it on the platform;
- 3) 10.12.2014-31.07.2015—accumulation of data—(the period of electronic survey-Internet questionnaire: 10.12.2014-31.07.2015; the duration of random survey: 10.12.2014-31.12.2014);
- 4) 1.08.2015-31.08.2015—the creation of database, definition of the variables correlation scope, graphic presentation of results;
- 5) 1.09.2015-31.12.2015—the analysis of dependencies, formulation of implications and conclusions (in the module: research of advertising).

The survey based on the non-probabilistic (non-random) sampling methods: convenience sampling as well as snowball sampling. The *convenience samples* are referred to as the accidental samples since their individual components are included in the sample “by chance” (Churchill, 2002). The *snowball sampling* method consists in recruiting the respondents by other participants of the survey. Upon filling in the survey questionnaire the selected respondents were asked to indicate an acquaintance (acquaintances), who could fill in the survey questionnaire. The snowball sampling method is very convenient in the survey of social groups, which may be hard to access for the researcher: national, religious and sexual minorities, members of sub-cultures, people being in anon-standard life-situation, etc. In such situations it is a good solution to locate at the beginning a few people from such group. Upon holding the interviews and winning their trust, the interviewer due to their help and recommendation may start looking for subsequent respondents (Babbie, 2013). The disadvantage of this method consists in the fact that the researcher has little control over it and the representativeness of the sample obtained therewith may be questioned. The possibility of the sample encumbrance derives from the fact that the participants have the tendency to recruit the people that they know well, therefore the people participating in the survey may have similar features, which means that the resulting sample shall form a small sub-group in the general population. The snowball sampling method is used first of all for the exploratory purposes. However, it should be stressed that the aforementioned recruitment process with application of the above methods is simple and cheap.

The significant survey element at the stage of selecting the survey sample is the *determination of its size*. This stage consists in indicating how numerous the samples should be so that on the basis of results of its measurement it would be feasible to draw conclusions on the population covered with the survey—the conclusions characterized with the specific preciseness and reliability. The determination of the survey sample size is a rather complicated procedure and requires the knowledge in the field of the statistical inference and the random sample theory.

In many cases the execution of marketing research is based on the assumed sizes of research samples. One of the practical methods of determining the sample size is the approach based on the expected cross classification specificity in the data tabular analysis, which is one of the most popular forms of the empirical data analysis. The final sample size depends first of all on the survey territorial scope, type of entities participating in the survey and the number of analyzed sub-groups (segments) (BBM, 2015).

In view of the applied sampling methods and the sample size, the research shall be considered as *illustrative*. It characterizes a certain section of the reality and consumer opinions which are

symptomatic for the consumers' evaluations and that may be used for the cognitive projects, also with reference to other research.

The survey covered 280 respondents, whose replies were taken into consideration in the dependency analysis. Women constituted 60% and men 40% in this group.

The most numerous group comprised the people whose age ranged from 18 to 24 (38.9% of the respondents), then the respondents aged from 25 to 34 (27.1%), while 18.6% of the survey participants ticked the range from 35 to 44 years. The respondents aged from 45 to 54 constituted 12.1% of all the survey participants, while the respondents over 54-3.3%.

Mainly the people with high school education (53.9% of the respondents) and the university degree (33.6%) participated in the survey. The survey also covered the people with the basic vocational education (4.6%) and with the junior high school education (7.9%).

Taking into account the criterion of the average monthly net income per person in a household, it was recorded that the most numerous group-30.7%—were the respondents whose income ranged from PLN 1,501 to PLN 2,500, while 21.4% ticked the range from PLN 1,001 to PLN 1,500, and 17.2%—from PLN 2,501 to PLN 3,500. The respondents with the income exceeding PLN 3,500 constituted 20%, while the respondents with the income below PLN 1,000-10.7% of all the survey participants.

Table 1 presents the structure of the surveyed sample in view of the selected criteria.

Table 1. Data Characteristics in View of the Selected Criteria

	Respondent characteristics	Respondent structure [%]
Gender	Female	60%
	Male	40%
Age	18-24	38.9%
	25-34	27.1%
	35-44	18.6%
	45-54	12.1%
	Over 54	3.3%
	Education	Primary school
	Junior high school	7.9%
	Basic vocational	4.6%
	High school	53.9%
	University degree	33.6%
Average monthly net income per person	Below PLN 1,000	10.7%
	PLN 1,001-1,500	21.4%
	PLN 1,501-2,500	30.7%
	PLN 2,501-3,500	17.2%
	Over PLN 3,500	20.0%

Source: own research.

While searching for answers to the formulated research questions, the obtained data were subject to the analysis—the respondents' replies were analyzed also in the context of their interdependencies with the respondents' social-demographic features.

The basic statistical analysis allowed for summing up the data in the form of tables and figures. With use of the Lime Survey platform, the results were exported to SPSS Statistics, with consideration of the

complete and finalized responses, which were saved on a disc and then encoded. On the basis of the encoded questionnaire and its results the co-relation tables were presented, then transferred to the Excel software. Finally, the figures illustrating the obtained results were generated.

The analyses of the promotion impact on the consumer behaviour take into consideration the respondent's differentiation in terms of gender, age, education and economic situation, which affected their responses.

The data analysis process rejected the incomplete questionnaires, unfinished ones (registered in the system as incomplete responses) as well as the questionnaires coming from the random survey, which were incorrectly filled in or also incomplete.

The study was also partially based—for the purpose of the comparative analysis – on the results of the survey executed by the authoress in the research project, performed from February to August 2014, in the scope of the impact of marketing determinants on the consumers' market behavior in Poland (Łodziana-Grabowska, 2015).

The following methods were applied in the cognitive process: *analysis, synthesis, induction, deduction and comparison*.

3. Analysis of the Results

Perception of the reliability of the promotional messages depends on numerous factors, which include: the image and reliability of a message sender, the reputation of a retailer that offers a given product, trust in the sales force that appear as honest and reliable, the reputation of media applied at the advertising carrier, the consumers' previous experience deriving from his/her contact with the retail seller and usage of a given product, personal features and mood of the message receiver.

In the questionnaire survey the respondents were asked to indicate the most reliable form of promotion. Results of the research project demonstrated that the assessment of the promotion is closely co-related with its specific form, which is applied by a given company in the process of sales and consumer service. The respondents indicated first of all the *sales promotion*-58.9% of all the responses. A much smaller percentage of the responses indicated the *advertising*-16.1% and the *promotional actions shaping the corporate image*-14.6%. Sponsoring and personal sales are regarded by the respondents as the least reliable (see Figure 1).

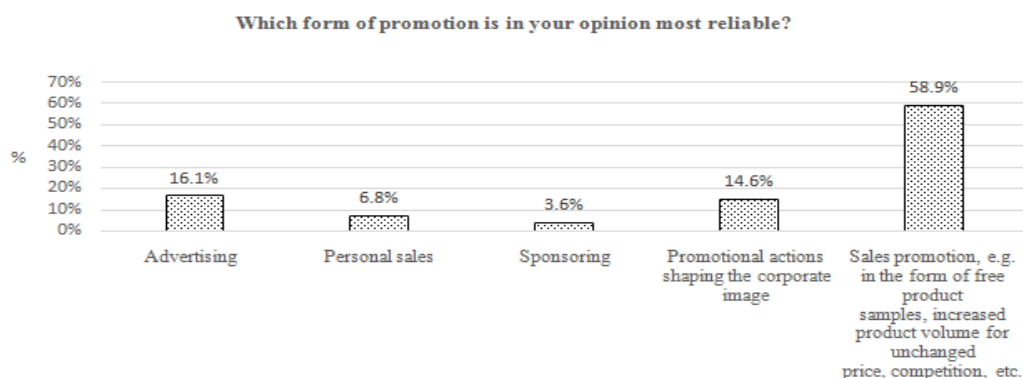


Figure 1. Respondents' Trust in the Forms of Promotion—Assessment of Reliability

Source: own research.

The results of another research project run under the authoress' supervision in 2014 demonstrated that almost 63% of the respondents are of the opinion that the information on the product as presented in an advertising message is frequently untrue, while 25.3% refrained from the unanimous decision in the scope of the appeal veracity by ticking the option "I neither agree nor disagree". Only 11.9% of the respondents do not agree with the aforementioned opinions expressing the negative attitude to advertising (see Figure 2). These attitudes towards the advertising messages prove that the advertising market should be considered as the mature one, the advertising messages are no novelty, we have been overexposed to them, they irritate and cause that that they are not fully trusted, especially if the purchased product is not as efficient as this presented in an advertising spot.

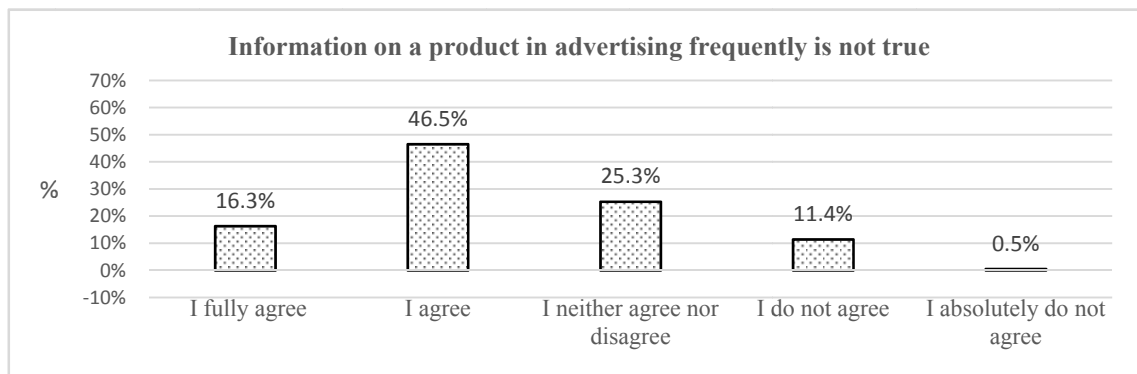


Figure 2. Perception of the Reliability of Information on a Product as Presented in the Advertising Spot

Source: Own research.

Within the performed survey the respondents also presented their opinion on the impact of advertising on the consumers' purchases. As many as 88.6% of the respondents claim that the consumers make purchases under the influence of the advertising. However, when asked if they themselves make purchases under its influence, 22.1% of the respondents ticked "Yes" (12.5% of the responses by women and 9.6% by men); while 55.8% chose the variant "I happen to". Both over fifty percent of women and men happen to make purchases which were affected by the advertising. 22.1% of the respondents do not admit to making such transactions (out of which 12.8%—women and 9.3%—men). The aforementioned data are presented in Figures 3 and 4.

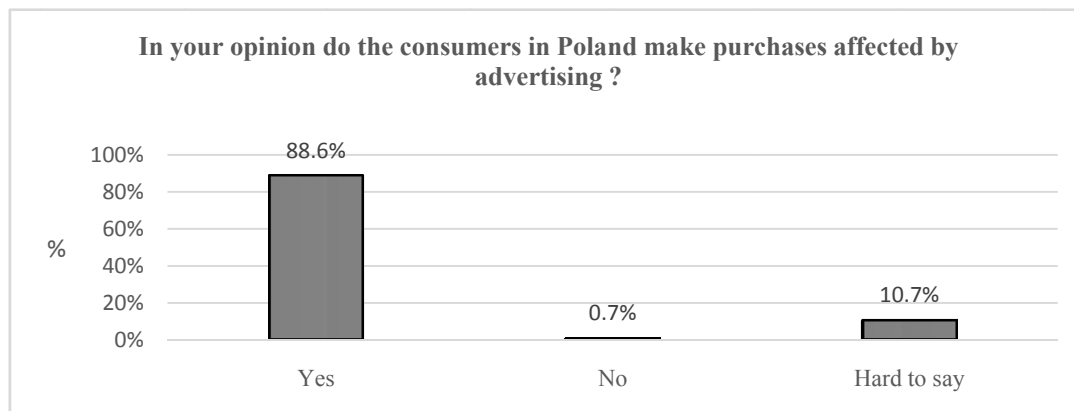


Figure 3. Impact of Advertising on the Consumers' Purchases—The Respondents' Opinion
Source: own research.

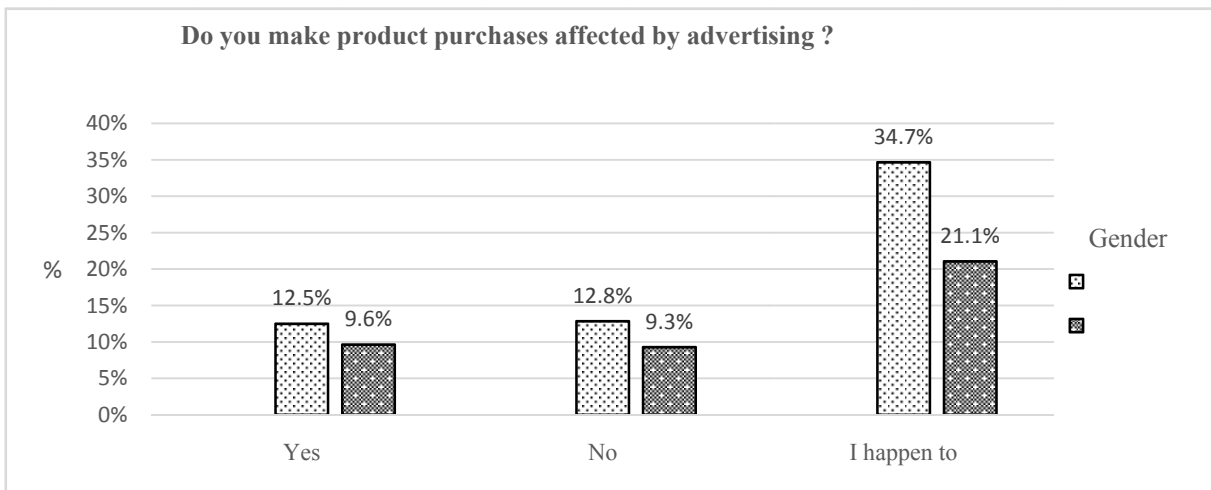


Figure 4. Impact of Advertising on Female and Male Shopping

Source: own research.

While analyzing the consumers’ attitude towards the advertising, the respondents were asked the following question: whether the advertised products are better than the non-advertised ones. Almost two-thirds of the consumers marked “No” as the reply to the aforementioned question. A low percentage of the respondents i.e., 4.3%, regard the products being a subject of the advertising as better than the non-advertised ones, while almost 30.7% of the respondents find it difficult to express their opinion thereon. Figure 5 presents the aforementioned indices. Such an opinion is also connected with the respondents’ opinion of and attitude to the advertising. This also derives from their negative experience connected with the purchase of unnecessary products and goods whose features do not fully correspond with those presented in the advertising messages.

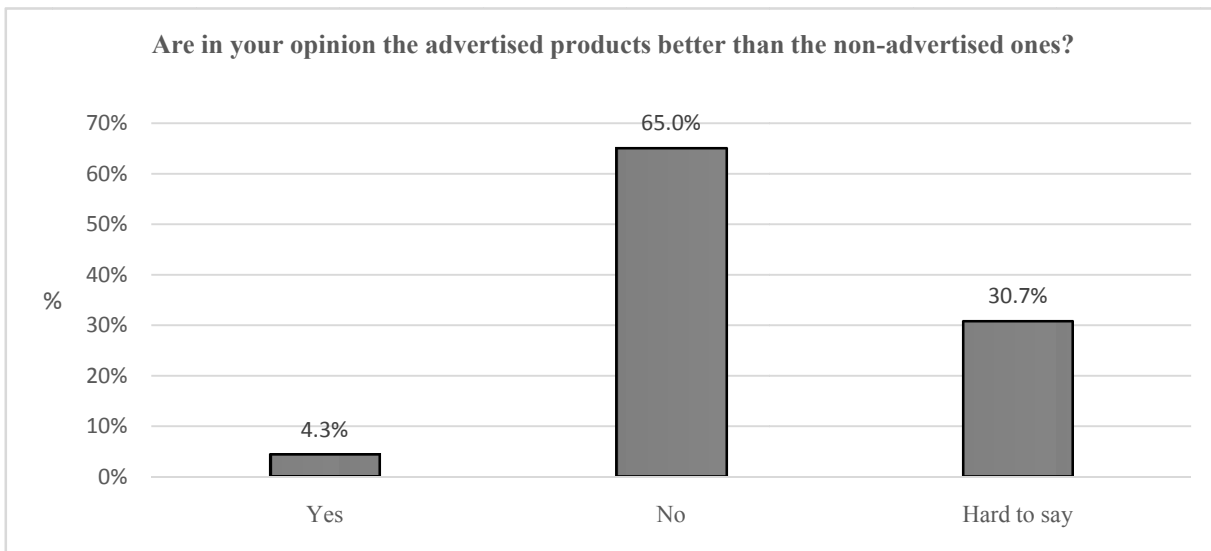


Figure 5. Comparison of Advertised and Non-Advertised Products

Source: own research.

The survey results proved that among the forms of advertising—distinguished in view of the message medium—the *television advertising* is perceived as a message of the most significant impact on the

consumer (42.9% of all the indications). The second position is assigned to the *souvenir advertising* (15.3% of indications), closely followed by the *Internet advertising* (15%), and then the *outdoor advertising* (14.2%). Mostly the respondents do not notice such feature with regard to the press advertising (2.9%), radio advertising (3.3%). The publisher advertising has also been assigned low marks (6.4%) in the context of its impact on the consumer. These indices are presented in Figure 6.

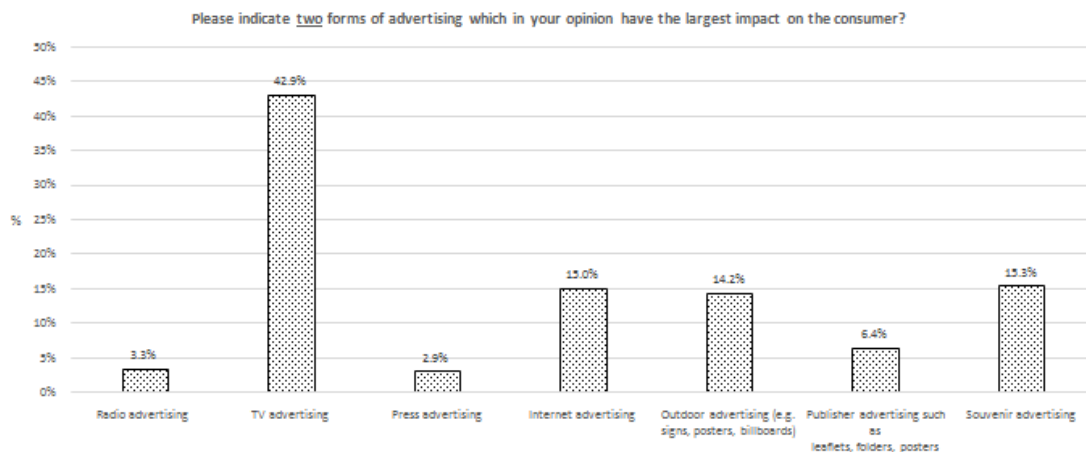


Figure 6. Effective Advertising Forms with Regard to the Assessment of the Message Impact on Its Receiver

Source: own research.

Taking into consideration the criterion of age—the assessed forms of advertising in the aspect of its impact on the consumer—have been classified by the distinguished age segments in the following sequence (according to the percentage of indications):

- 1) respondents aged 18-24—television, outdoor and souvenir advertising,
- 2) respondents aged 25-34—television, Internet and souvenir advertising,
- 3) respondents aged 35-44—television, Internet and outdoor advertising,
- 4) respondents aged 45-54—television, souvenir and Internet advertising,
- 5) respondents over 54—television, souvenir and outdoor advertising.

Thus in each age group the television advertising is perceived as the form of the largest impact on the message receiver. For the consumers aged from 25 to 44 the Internet advertising is also significant in that context. The perception of this form of communication may be conditioned not only by the perception of the message addressee but also in the aspect of its application in his/her professional field since the vast majority of respondents are professionally active and in their jobs they take into consideration the attributes (e.g., low costs) and opportunities offered by the net, while making use of different forms of the Internet marketing, inclusive of promotion and advertising. However, by the younger consumers the Internet is perceived mainly through the prism of instant messengers, games, listening to music, social networking sites and informational resources. In this age group the respondents, while assessing the impact of different media, upon the television advertising, most frequently indicated the outdoor advertising and souvenir advertising. The respondents in the age range of 45-54 upon the television broadcasting most frequently indicated the souvenir advertising, followed by the Internet advertising. Whereas the oldest survey participants upon the television advertising most

frequently pointed the souvenir advertising and then the outdoor advertising. These interdependencies are presented in Figure 7.

Taking into consideration the education and its influence on the assessment of impact of different advertising forms, one may notice that the respondents representing the most numerous segments i.e., the respondents with a university degree, upon the television advertising indicated the Internet and souvenir advertising, while the respondents with high school education indicated the souvenir and outdoor advertising. Such results co-relate with the previous analysis—the dependency between the response and the respondents' age. Figure 8 presents the aforementioned data in detail.

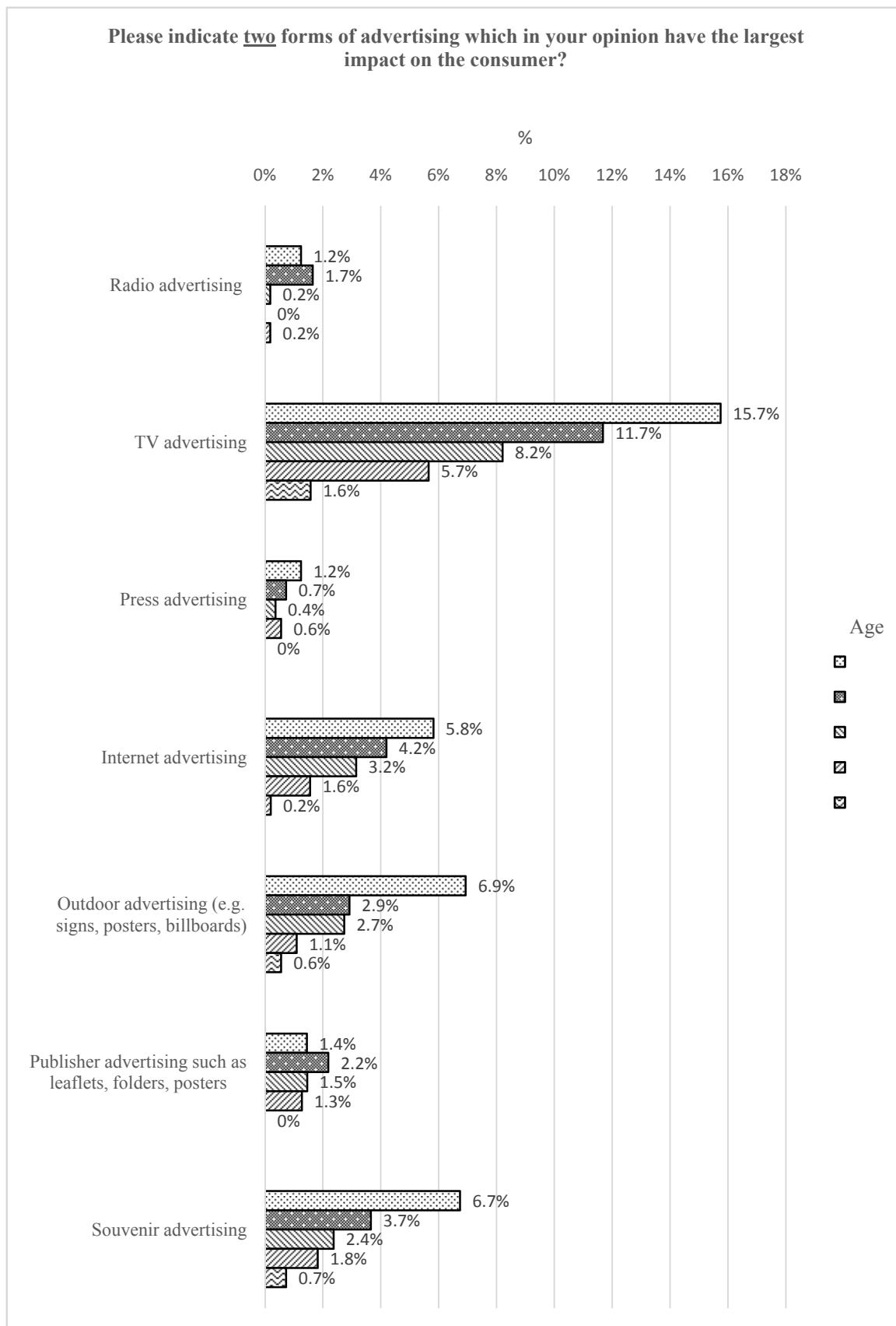


Figure 7. Effective Advertising Forms with Regard to the Assessment of Message Impact on the Receiver—The Structure of Responses According to Age

Source: own research.

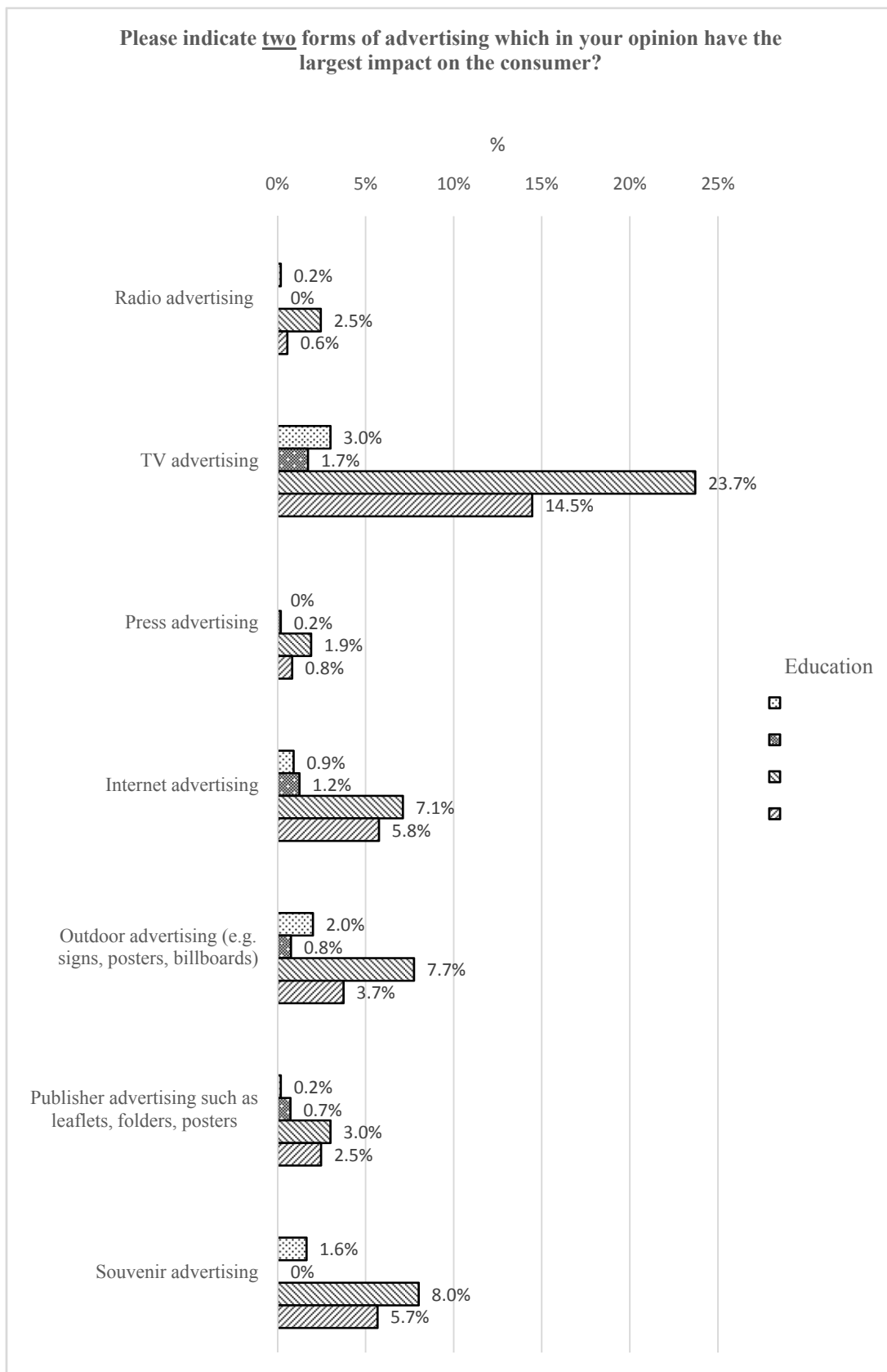


Figure 8. Effective Advertising Forms with Regard to the Assessment of Message Impact on the Message Receiver—The Structure of Responses According to Education

Source: own research.

While analyzing the advertising messages in the context of their effectiveness, it should be stressed that the significant decision, also conditioning the message effectiveness, pertains to the choice of the appeal execution method. In the questionnaire survey the respondents were asked to indicate three methods of the advertising message execution, which in their opinion are the most effective in terms of accessing the customers and encouraging their purchase. As presented in Figure 9, the consumers deemed as most effective first of all the *humor* (20.1% of all the indications) and the *celebrity endorsement*, e.g., of a sportsman, actor, musician (19.2%). The third position is held—according to the percentage of indications, totalling 13.2%—by the *demonstration of a product and its operation*. The motive of nostalgia (0.8%) and animation (2.5%) were assessed by the respondents as least effective. Women as most effective indicated the *celebrity endorsement* (11.8%) and *humor* (11.7%), as well as the *demonstration of the product operation* (8.9%). Whereas men indicated the *humor* (8.4%), *celebrity endorsement* (7.4%) *demonstration of the product operation* (4.3%). According to women the least effective element of the advertising message in the process of accessing the customers and encouraging their purchase is the motive of nostalgia (0.2%), while according to men—animation (0.5%). These opinions are documented by the data presented in Figure 10.

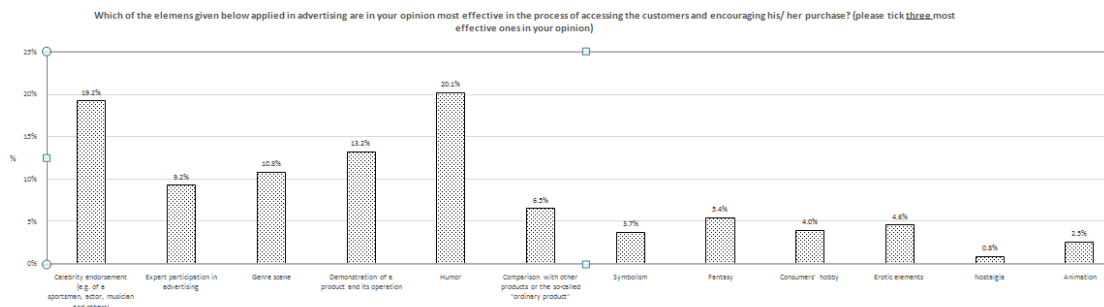


Figure 9. The Most Effective Elements of the Advertising Message in the Process of Accessing the Customers and Encouraging Their Purchase—The Respondents’ Opinion

Source: own research.

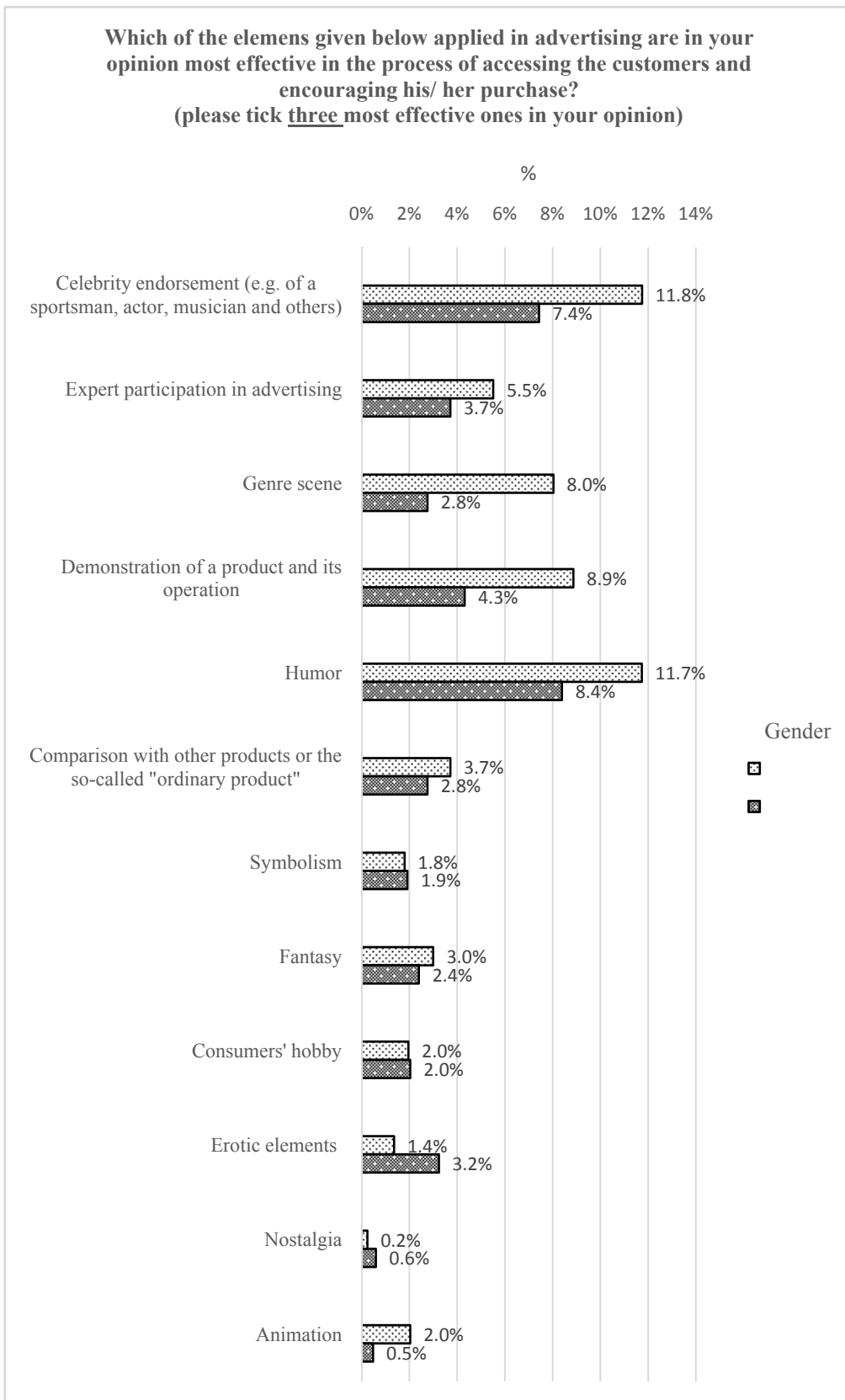


Figure 10. The Most Effective Elements of the Advertising Message in the Process of Accessing the Customers and Encouraging their Purchase—The Respondents’ Opinion with Consideration of the Gender Criterion

Source: own research.

According to the youngest respondents and the respondents of age ranging from 45 to 54 the *celebrity endorsement*, e.g., of an artist or sportsman, is most effective in terms of impact on the message receiver and in terms of encouraging his/her purchase. As the second most significant element these segments indicated the *humor*. Whereas the respondents aged 25-44 indicated the *humor* as the most effective element of the message, followed by *the celebrity endorsement*. According to the oldest respondents the most significant elements of the message in this context include: *the celebrity endorsement* and *humor* (both elements in this segment recorded the result of 0.7%), followed by the *genre scene*. In line with the percentage of responses, the third position in held in each age group by the *product demonstration*. The motive of nostalgia is by all the respondents regarded by the least effective motive in persuading the receiver to make a purchase. These interdependencies are illustrated by Figure 11.

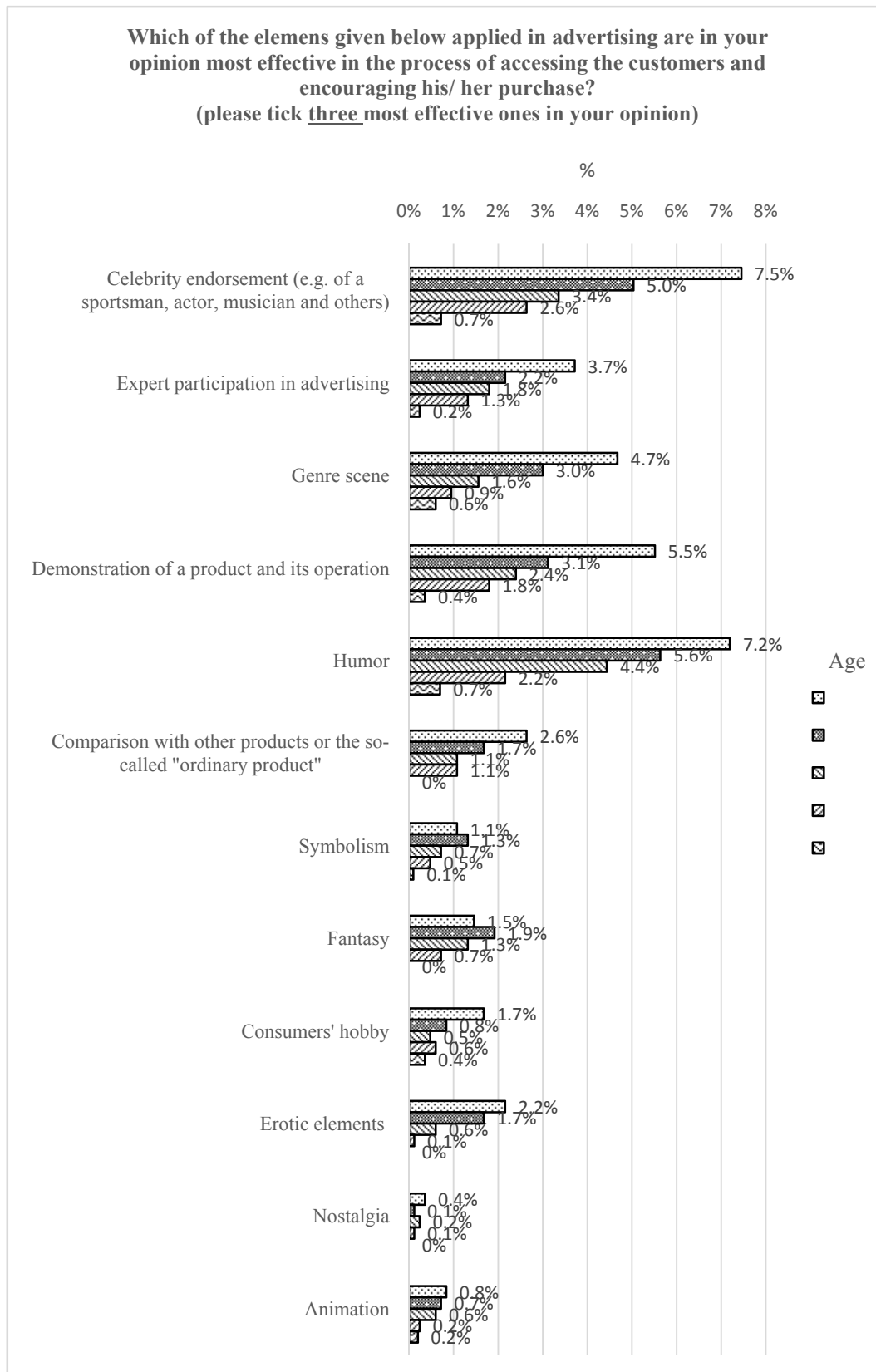


Figure 11. The Most Effective Elements of the Advertising Message in the Process of Accessing the Customers and Encouraging Their Purchase—The Respondents’ Opinion with Consideration of the Age Criterion

Source: own research.

4. Conclusions

The presented research results allow for stating that the advertising constitutes the element of marketing of impact on the consumer behavior and purchase decisions taken by them.

However, the consumers (88.6%) are of the opinion that while others make purchases influenced by the advertising, their own purchase decisions are rarely affected by its impact. Only 6.9% of the respondents confirm that they make purchases under the influence of the advertising, while almost two-thirds admit that they happen to make purchases affected by the advertising. 22.1% of the respondents do not admit making such purchases. The purchasers wish their decisions to be perceived as autonomous and though in another survey executed by the authoress 44.5% of the respondents claimed that the advertising constitutes a valuable source of information on the product, still the purchasers unwillingly admit that their behaviour is influenced by the advertising message.

Therefore one should deem as correct the supposition formulated within the research hypothesis that the advertising is a factor of impact on the purchase decisions taken by the consumers; however, the consumers assess their own behavior differently than the behavior of others, expressing the opinion that the purchases of other people are affected by the advertising, while their own purchase decisions are rarely conditioned on the advertising impact.

The vast majority of respondents do not agree with the statement that the advertised products are better than the non-advertised ones. Most respondents (slightly over 60%) also critically assess the information on a product as presented in the advertising message, claiming that this information is frequently untrue. The consumers declare more trust in the sales promotion than in the advertising.

The research has demonstrated that among the forms of advertising—distinguished in terms of the media—the television advertising is perceived as the message of the largest impact on the consumer, while the most effective element of the message is the execution based on humor. Therefore the research results have documented the correctness of the formulated research hypothesis, presenting the supposition that the most effective form of advertising in relation to the assessment of its impact on the message receiver is the television advertising, while the effective advertising message is based on humor. This illustrates a certain trend in the scope of the receiver's attitude to different types of executions applied in the advertising message, but it would be difficult to formulate the thesis that humor in the advertising guarantees success. The use of humor has become common practice in advertising (Eisend, 2011). Humor attracts attention and is more effective with existing products than with new products. And humor is more appropriate for low-involvement products and feeling-oriented products than for high-involvement products (Schiffman, Kanuk, & Hansen, 2012). However, one should bear in mind that the audience demographic factors (e.g., gender, ethnicity and age) affect the response to humorous advertising appeals. In one survey (with use of the CAWI method on the representative sample of the Polish Internet users; n=987 over 18 years) it has been proved that the humor is not an absolutely universal tool—we may point out in the population a segment of significant size, which is not engaged by humor. The analysis has demonstrated that the representatives of this segment are characterized by an attractive consumer profile. The research has also proved that there are the types of humor appealing to a larger or smaller group of people (Ciaś, Jaworska-Surma, & Markowski, 2007).

The advertising research constitutes a process in which one should monitor the project assumptions (pre-tests before the campaign start are of significance), the impact of advertising in the course of its duration and evaluation of its effectiveness upon completion of the advertising campaign. On this basis one may obtain the data allowing on one hand for the proper designing of the advertising targets, while

on the other hand being the comparative basis against which the results of the post-exposure research are referred.

However, it should be stressed that the practice of the advertising research demonstrates that the researchers may record different results in similar surveys. Consistent with this perspective, the advertising research is dominated by original studies that are often based on small sample sizes and imperfect measures. Unfortunately, belief in the expectation of uniformity of results across replicated studies, regardless of the sample sizes involved, is both naive and widespread. The statistical theory and research experience show that results may differ across similar studies in a research stream. To trust the findings of seminal studies, no matter how carefully conducted and widely cited, replications are needed (Eisend, Franke, & Leigh, 2016).

Though the advertising research cannot be regarded as an easy one, it nevertheless should constitute a significant area of the marketing activity for each company. The rational budget management and advisability of actions—referred not only to profits but also to the message reliability and honesty towards the customer, his/her approval—should function as the key criteria for the decision-taking process. These are difficult decisions but the risk of error may be limited by running the research in the scope of the advertising effectiveness, covering both the issues of quantitative and qualitative research, such as for instance research in media, attitude, perception and effectiveness of executed advertising campaigns. Therefore the process of designing the effective communication campaigns should be supported by the marketing research not only checking the media ratings or sales results, but also leading to the conclusions on the perception of the message honesty and reliability. The parties responsible for decision-taking in the process of designing an advertising campaign, wishing to limit the risk of the misguided message, should combine its elements (appeal, execution) with the consumers' opinion, their preferences, perception but also with values. The research of the advertising media is also of significance, as its task is to provide the answer to the question where the advertising message should be placed for it to access the largest number of potential receivers, who shall notice and remember the message (Łodziana-Grabowska, 2016). For this purpose we usually apply the specialist research of the media market, run in a continuous manner.

The advertising effectiveness may be considered in a varied manner. Sometimes the direct economic effect becomes less important, while more significance is assigned to the lasting and general feelings of the consumers—both rational and emotional—pertaining to individual product groups, their producers and offer reliability. The individual advertising spots are really effective when they make their positive contribution to the consumers' image of a given company and its offer.

While the types and number of media increase, and the media themselves evolve dynamically, the parties responsible for decision-taking with regard to advertising should hold cyclically the survey of their receivers in the scope of such factors as preferences, trust, values as well as perceived honesty, balance and reliability of the advertising message sender in order to maximize their credibility as perceived by the receivers.

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