Advertising Research

Anil Kalotra
Assistant Professor (Business Studies)
HMR Institute of Technology and Management Delhi, India

Abstract: Advertising or advertizing in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. This type of work belongs to a category called affective labor. In Latin, ad vertere means "to turn toward" The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various old media, including mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Key Words: Media, network, programmes, interactive, covert, billboards.

I.   INTRODUCTION

Mass media plays a crucial role in connecting the world of individuals. It has the ability to reach wide audiences with strong and influential messages which impact upon society. Television and Radio have been influential on people's daily lives and routines, affecting the content and times that audiences watch and listen. The mass media has at least three important roles to play: to inform, to educate and to influence opinion. These distinctive features of traditional media have been challenged by new media, which is changing the participation habits of the audiences.

Radio broadcasting services were introduced in Malaysia in the thirties while television services started in 1963. In the early days, people gathered around the radio set in the evening to listen to popular network programmes. When television finally became a living room reality, people sat around TV sets watching their favorite shows. In 1969, both radio and television were grouped under the Ministry of Information. The pace of development quickened, and it was then that round the clock radio services in various languages started.

Mass media enables people to participate in events and interact with communities over long distance. One needs only to think of democratic elections, World Cup soccer and royal weddings to appreciate the intensity with which people can share in these events. TV, radio and newspapers bring the outside world into our homes. The broadcast times of programmes set the routine of life within homes. Their content provides viewers and listeners with something to talk about for days. Traditional media has served as a companion as well as an important source of information for the audience.

All these worked until a decade ago when new media emerged with all the fanfare of technological innovation.

New media

This should be the golden age for new media. We have the technology. We have the professionals to deliver high quality services. We have a great hunger among people for reliable, timely and useful information. Welcome to the digital and internet revolution!

As confidence in the media grows, a crisis is creeping up on one side …… In the push for more channels and choices, market models have been depressingly uniform. As a result, local content suffers, and cultural values are weakened in the process.

It is little surprise then that there is a growing debate about how to put quality back into traditional media and curb the influence of the increasingly powerful elite. The argument is that the media market itself cannot protect pluralism and diversity, and people need information services outside the market.

Now, fast developing technology is fuelling an information revolution. The new media, digital broadcasting and the internet are sweeping away the limitations of the analogue world and weakening the grip of government-owned platforms. The nature of the relationship between the broadcaster and its audience is changing. New media in this information age provides an immediate, informative, intelligent, interactive platform for discussion and debate.

New media is essentially a cyber culture with modern computer technology, digital data controlled by software and the latest fast developing communication technology. Most technologies described as "new media" are digital, and often have characteristics of being networkable, dense, compressible, interactive and impartial. Examples are the internet, websites, computer multimedia, games, CD-ROMs and DVDs. Young people are attracted to the easy means of getting information with internet based terminals or hand phones which provide them information of their choice anytime, anywhere. They need not have to wait for any broadcasting schedule to be connected to get the information.

Internet blogs, news portals and online news, Facebook, You Tube, podcast and webcast, and even the short messaging system (SMS), are all new media. The modern revolution enables everybody to become a journalist at little cost and with global reach. Nothing like this has ever been possible before. The impact of new media was noticed by the Malaysian government which lost its two thirds majority in Parliament during the 2008 general elections. The government then depended on the mainstream media which it controlled to give information to the electorate while the opposition used new media which was faster, cheaper and reached a bigger audience. Ironically it was the government which spent billions of ringgit to foster the growth of new technology. unnoticed by their parents. Another survey showed that only 23 percent of readers believed in comments in blogs. It would be wise for the younger generation to be selective with what is being offered on the internet.

II.   TYPES OF ADVERTISING

A-Television advertising / Music in advertising:

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television. The average cost of a single thirty-second TV spot during this game has reached US$3.5 million (as of 2012). Some television commercials feature a song or jingle that listeners soon relate to the product. Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none exist in real-life. This technique is especially used in televised sporting events. Virtual product placement is also possible.

B-Infomercials:

An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" is a portmanteau of the words "information" and "commercial". The main objective in an infomercial is to create an impulse purchase, so that the consumer sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from consumers and industry professionals.

C-Radio advertising:

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. Radio is an expanding medium that can be found not only on air, but also online. According to Arbitron, radio has approximately 241.6 million weekly listeners, or more than 93 percent of the U.S. population.

D-Online advertising:

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

E-Product placements:

Covert advertising is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie Minority Report, where Tom Cruise's

character *John Anderton* owns a phone with the Nokia logo clearly written in the top corner, or his watch engraved with the *Bulgari logo*. Another example of advertising in film is in I, Robot, where main character played by Will Smith mentions his Converse shoes several times, calling them "classics", because the film is set far in the future. *I, Robot* and *Spaceballs* also showcase futuristic cars with the *Audi* and *Mercedes-Benz* logos clearly displayed on the front of the vehicles. Cadillac chose to advertise in the movie The Matrix Reloaded, which as a result contained many scenes in which Cadillac cars were used. Similarly, product placement for *Omega Watches, Ford, VAIO, BMW* and *Aston Martin* cars are featured in recent *James Bond* films, most notably *Casino Royale*. In *"Fantastic Four: Rise of the Silver Surfer"*, the main transport vehicle shows a large Dodge logo on the front. Blade Runner includes some of the most obvious product placement; the whole film stops to show a Coca-Cola billboard.

F-Press advertising:

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service. Another form of press advertising is the Display Ad, which is a larger ad (can include art) that typically run in an article section of a newspaper.

G-Billboard advertising:

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.

 e.g. the *RedEye* newspaper advertised to its target market at North Avenue Beach with a sailboat billboard on Lake Michigan.

H-Mobile billboard advertising:

Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: Target advertising, one-day, and long-term campaigns, Conventions, Sporting events, Store openings and similar promotional events, and big advertisements from smaller companies.

I-In-store advertising:

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters (aka POP – Point of Purchase display), eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

J-Coffee cup advertising:

Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle East.

K-Street advertising:
This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti, air dancers and 3D pavement advertising, the media became an affordable and effective tool for getting brand messages out into public spaces.

L-Sheltered Outdoor Advertising:
This type of advertising opens the possibility of combining outdoor with indoor advertisement by placing large mobile, structures (tents) in public places on temporary bases. The large outer advertising space exerts a strong pull on the observer; the product is promoted indoor, where the creative decor can intensify the impression.

M-Celebrity branding:
This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products. The use of celebrities to endorse a brand can have its downsides, however. One mistake by a celebrity can be detrimental to the public relations of a brand. For example, following his performance of eight gold medals at the 2008 Olympic Games in Beijing, China, swimmer Michael Phelps' contract with Kellogg's was terminated, as Kellogg's did not want to associate with him after he was photographed smoking marijuana. Celebrities such as *Britney Spears* have advertised for multiple products including Pepsi, Candies from Kohl's, Twister, NASCAR, Toyota and many more.

N-Consumer-generated advertising:
This involves getting consumers to generate advertising through blogs, websites, wikis and forums, for some kind of payment.

O- Aerial advertising:
Using aircraft, balloons or airships to create or display advertising media. Skywriting is a notable example.

III. ADVERTISING EFFECTIVENESS

The advertising industry, as a whole, has the poorest quality-assurance systems and turns out the most inconsistent product (their ads and commercials) of any industry in the world. This might seem like an overly harsh assessment, but it is based on testing thousands of ads over several decades. In our experience, only about half of all commercials actually work; that is, have any positive effects on consumers' purchasing behavior or brand choice. Moreover, a small share of ads actually appears to have negative effects on sales. How could these assertions possibly be true? Don't advertising agencies want to produce great ads? Don't clients want great advertising? Yes, yes, they do, but they face formidable barriers.

Unlike most of the business world, which is governed by numerous feedback loops, the advertising industry receives little objective, reliable feedback on its advertising. First, few ads and commercials are ever tested among consumers (less than one percent, according to some estimates). So, no one—not agency or client—knows if the advertising is any good. If no one knows when a commercial is good or bad, or why, how can the next commercial be any better? Second, once the advertising goes on air, sales response (a potential feedback loop) is a notoriously poor indicator of advertising effectiveness because there is always so much "noise" in sales data (competitive activity, out-of-stocks, weather, economic trends, promotional influences, pricing variation, etc.). Third, some of the feedback is confusing and misleading agency and client preferences and biases, the opinions of the client's wife, feedback from dealers and franchisees, complaints from the lunatic fringe, and so on.

Reasons why Companies should Measure Advertising Effectiveness:
1. Avoiding Costly Mistakes:
According to emarketer.com, "Online advertising spending will reach $16.7 billion in 2006, E-Marketer predicts. That's a growth rate of 33.2%, the highest growth year-over-year expected this decade." This means that companies are spending thousands if not millions of dollars each year to advertise online, but that is not to say that it is being spent wisely. The only way to ensure that this money is not being wasted on ineffective advertising programs is to continuously evaluate the effectiveness of the chosen programs and to ensure that these programs are achieving their intended purpose. Evaluating the effectiveness of the chosen programs is not all about money; it also gives the e-marketer the opportunity to analyze the non-tangible effects of the chosen program. For example, if a company chooses to go with a pop-up advertising program, they can evaluate it's ROI by comparing its click- through to the amount of money invested in building it. However that is not the extend of it; a good evaluation program will be able to analyze the consumer's reaction to that program, its effects on the company's image or its effectiveness in comparison to a banner ad program.

Judging the Effectiveness of Advertising:
Following are the various effectiveness of advertising:
1-Stimulate an increase in sales: Number of enquiries from advertisement which will lead to the finding of Number of enquiries converted into sales

2-Remind customers of the existence of a product: Test customer awareness both before and after the advertising campaign leading to Number of enquiries

3-Inform customers: Test customer awareness which will help in finding out number of requests for further information

4-Build a brand image: Sales will test customer awareness of brand recognition and perceived values

5-Build customer loyalty and relationship: Levels of repeat purchase will reflect about levels of customer retention

6-Change customer attitudes: Measure demographic profile of purchases which help in measuring type of goods ordered by new purchasers.

Approaches of Measuring Advertising Effectiveness

There are two approaches to measuring advertising effectiveness, viz. experimental method and survey method. Under experimental method, consumers are given a controlled exposure to the message and the effects are measured on the basis of the change in opinion or attitude. A base line is observed with the use of a control group not exposed to the advertising campaign. The results of the exposure in almost all the situations are recorded. The alternative effects of each exposure are considered for comparison and with a view to establishing a relationship between the exposure and the effects. Field experiments are conducted to measure the effects of mass communication. Sample surveys or interviews or questionnaires are used to obtain information about people's exposure to the advertising campaign. The effectiveness is evaluated on the basis of the correlations between the exposure and the attitude or action.

IV.   PRE TESTING METHODS

Pre-testing is preferred because it enables one to know how effective an advertisement is likely to be, before spending the budget and adopting advertising actions. The advertiser should use only those messages and media which prove to be the strongest in producing the desired results. It is important to adopt corrective methods against mistakes. Pre-testing may be of the following types:-

1.   Consumer Jury:
Consumer reaction has greater validity than the reactions of non-consumers. Consumers can provide true information on reaction to an advertising campaign. Others may underestimate or overestimate the reactions. The copy, illustrations, filming techniques, layout, etc. can be properly evaluated by the consumers concerned with the product. The consumer jury technique is adopted for print media, broadcast media and direct mail.

2.   Print Media:
The consumers selected may be asked either to evaluate an advertisement or rate two or more advertisements. Each respondent is asked to express his preference for each advertisement. The most common method is to insert a questionnaire in the advertisement and request the readers to indicate their preferences. Copywriters test their creations on consumers. Some newspaper advertisers invite consumers their office and invite their reaction to the advertising copy or copies of magazines are sent to some consumers to find out their reactions. The reactions of consumers are evaluated and any inconsistency in advertising is removed. The major advantage is that they separate out the weak advertisements from the strong at a low cost and high speed. The actual consumers may suggest improvements and modifications. Only conscious ratings are evaluated. Reply to the questions in a very conscious manner may not give a correct impression of advertisements.

3.   *Broadcast Media:*
Consumers are asked to come to the television studio where they are shown different   television programmes for final consideration. Sometimes, the television advertisement messages are pre-examined in different localities.

4.   Direct mail test:
The direct mail test is used through the mail. The post cards containing copy appeal, each with a reply-paid card, is sent free-of-cost to consumers, who are required to give their evaluation.

5.   Storyboard Tests:
The storyboard prepared for television advertising is tested before it is used. The storyboard   pictures are transferred to a film strip and the audio section onto a tape. Vision and sound are synchronized and shown to an audience for evaluation. This test uncovers the unnecessary part. The important part of advertising is accepted for telecasting. The anteroom

trailer method is used to test the commercial. The anteroom contains magazines, newspapers, distractions and television recorded programmes.

6. Laboratory Tests:

The respondents are placed in laboratory situations and are asked to explain the measurements regarding the effectiveness of the advertisement. Laboratory conditions offer a controlled environment that excludes the variables which may invalidate the test. It is used to measure awareness, attention, desire, retention, etc. For example, the respondents are taken to a theatre, mock-up supermarkets or some other place for experimental purposes.

7. Tachistoscope:

It is a projector that can project objects on to a screen at rates so fast that the viewer cannot detect the message. It is slowed down to a level where the message can be perceived easily. The respondents should understand and appreciate the message, interesting words, slogans, headlines, etc. They can be easily segregated from the less interesting message.

8. Psychogalvanometer:

It is a mechanical device that measures the amount of perspiration. It measures a respondent's reactions to new records and slogans. Electrodes are attached to his palms to detect changes in electrical resistance arising from perspiration. If the machine registers lower electrical resistance it is the existence of tension. The main objective is to attract attention to the product which is reflected by the galvanic skin response. But it should not be concluded that greater tension reflects the greater success of the advertisement.

9. Eye Camera:

The eye movements are recorded by a video camera. It records the activity of the eye by is movements. The audience is asked to look at a series of pictures on a screen but unaware that their eye actions are being photographed. It shows what the respondent sees. If a commercial is interesting and if he is attracted by it, his eyes will be fixed on that. The respondents may be asked some questions about the advertisement.

10. Pupil Dilation:

The size of the pupil changes as people see different things. The change follows different advertising stimuli. It becomes wider as greater interest is aroused. The pupil shrinks if the eye is not interested. A pupil meter records the dilation which is involuntary and measures the interest shown by the respondent.

11. Attitude Test:

The attitude is closely related to advertising effectiveness. Respondents are asked to give answers to the questions on a seven-point bipolar scale about their feelings about a particular advertisement. The semantic differential rating scale has been used extensively to measure advertising effectiveness. If the attitudes of potential customers are changed toward the products, the advertisement is considered effective. The attitude of potential customers or respondents can be measured accurately on the attitude scale. This scale measures the position of the consumer's attitudes on a continuum, varying from favorable at one end and to unfavorable at the other end. This test is applied before the use of the advertising media, message and campaign to find out how far they would influence consumer attitudes.

12. Depth Interviewing:

It is concerned with getting the respondent to react freely to the brand, organization and product. By suitable questions, the interviewer brings out his unconscious reactions to the surface. The reactions are noted to bring out the facts. Depth interviewing involves non-structured questions. The flexibility and intelligence of the interviewer identify the significant points made in the interview and achieve meaningful and valid results. This technique is useful for exploratory research, for ideas and suggestions.

V. POST TESTING METHODS

It is applied after the advertisement has ended to find out how far advertising has been successful. The objective of advertising is to arouse consumer awareness, his interest, and desire and develop his attitude to the product. These are recognition tests, recall tests, attitude change, sales and recognition tests

A-Recognition test:

It is developed by Danial Starch. It measures the readership of printed advertisements. It is also called the readership test. It is based on the assumption that there is a high correlation between the reading of the advertisement and the purchase of the product. A particular advertisement may be examined by sending the whole newspaper or magazine wherein it is published. Afterwards readers are approached to find out whether they have read the advertisements or not. The percentage of readership who have seen the advertisement and remember it, who recall seeing or reading any part of it, identifying the product and brand, and who reported reading at least one half of the advertisement is calculated. The relationship between readers per rupee and the median readers per rupee can be established. The advantage is that it measures something which has been realized under normal conditions. The recognition tests show the importance of each type of advertisement on the basis of the readership test. This is an uncontrolled interview and suffers from the problems of uncontrolled techniques of examination.

B-Recall Tests:

A recall test depends on the memory of the respondents. This test is applied to measure the impression made by an advertisement on the reader's mind. It is classified into two types – aided recall and unaided recall. Some have combined the two and made it a combined recall test.

1. **Aided Recall:** It is used to measure the reading memory of magazine advertising impressions. It is necessary to use a large sample size for statistical reliability. The aided test measures television advertising. The interviewer may approach the respondents over the telephone or in person to find out something about their recall of the commercial. A radio advertisement may be given the aided recall test followed by an unaided question. For example: "What products have been advertised during the last two days?" Then the recall aid is provided by asking: 'Have you heard the advertisements of brand X? "The recall test may be administered immediately or two or three days after the exposure

2. **Unaided Recall:** Under this method, little or no aid is given. The purpose is to measure the penetration of the advertisement. Respondents are asked whether the advertisements included a particular picture or message. The name of the product is not given to the audience. They have to recall it themselves. If they do remember, it is established that there was some impact of the advertisement.

3. **Combined Recall Tests:** It includes aided as well as unaided recall tests. This test was developed by Gallup and Robinson. Respondents are asked whether they have read the magazine or newspaper, or listened to the radio or watched television. This technique involves following steps.
   1. The respondents should recall and describe correctly at least one editorial feature in the magazine or newspaper.
   2. They are handed a group of cards on which are printed the names of brands-advertised in the issue. They are asked which of the brands were advertised in that issue.
   3. The respondents are questioned in depth to evaluate the accuracy of their recall.
   4. A copy of the magazine is given to the respondents. They are asked whether they have seen the advertisement: for the first time or seen it a second or third time. The reply that they have seen it a second time or more often is discarded from the recall test because they are included under the Proven Name Registration (PNR).

The information on age, sex, education, occupation, etc. may establish a relationship between these factors and recall. This method measures the recall of qualified readers to assess the depth of penetration achieved by the advertised message.

The limitation of the test is the heavy cost involved in the study. It is affected by the variation in human memory. The audience may recall because it has seen the previous advertisements of the product.

C-Attitude Change:

There are several techniques for the measurement of attitude change after the advertising has ended. These techniques are as follow

1. **Semantic Differential**:

It is used to measure attitude in the field of marketing and advertising research. It uses a bi-polar (opposite) adjective statement about the subject of evaluation. The attitude is measured in the light of some objectives. The two-way scale is used for the purpose. The neutral is mid-point, while the three points on both the sides of the neutral point, on the same scale, provide the degree of favorable and unfavorable characteristics.

2. **The Likert Scale**:

The Likert scale is used to measure audience attitude to advertisements. A series of statements are described to measure the attributes of the advertisement. Only the relevant statements are used for the purpose. Each statement is measured on a five-point scale.

Ranking Techniques:

The preferences to several types of advertisements are ranked to find out the place of a particular advertisement among the several advertisements. An advertisement of one product can be measured with the advertisements of other products taken together. This is done to find out the effectiveness of the advertisement in a competitive atmosphere. The winner may be given rank 1 and loser is given rank 5. The ranking is based on awareness, interest, attitude change, attractiveness, usefulness, entertaining respect, effectiveness, etc. A sufficient number of consumers are selected for a sample survey. The overall ranking is summed up to determine the final rank of the advertisement of the brand.

3. **Projective Techniques**:

It is used to measure attitude change. Association techniques, completion techniques, construction techniques and expressive techniques are used to measure the change in attitude.

D-Sales Test:

It is designed to evaluate the effects of advertising on the purchase behavior of the consumer. It is successfully applied to examine the consumer behavior to advertisements of consumption goods. Sales are affected after creating an image of and interest in, the product. With the help of sales audit and audience response, it is possible to evaluate the effects of advertising on sales. There are generally three types of sales tests, viz.,

1. **Measure of Past Sales:** Advertising and sales are correlated by using the past sales data. The past data on sales are diversified and their advertising expenses are correlated to establish their relationship Sales data for the past ten years as well as the advertising expenses are collected and tabulated to establish the correlation between the sales volume and advertising expenses. All other factors influencing sales are also correlated with the sales. The differences between their correlations show the importance of each individual factor influencing sales.
2. **Field Experiments**: Field experiments may show the extent to which a particular advertising campaign has affected sales. The whole market may be divided into test and control areas. One treatment may be randomly administered to each area to know how a particular factor has influenced the sales in that area. The different treatments may be used to eliminate irrelevant variables. The results of each variable are recorded for different periods. These figures give the total impact of advertising on sales.

VI. CONCLUSION

Mass media plays an important role in advertising; it has the ability to reach wide audience. Television and radio put a great influence on people daily lives. Mass media enables people to be aware about products/events. There are various types of advertising like television, radio, online advertising, product placement, press, advertising, billboard, advertising etc. advertising effectiveness, measurement is important because companies are spending millions of dollars on advertising and this is the only way to ensure that this money is not being wasted on ineffective advertising programmes.

REFERENCES
Referred Journal Articles
[1]   **Wang, A., & Anderson, R. B. (2011).** A multi-staged model of consumer responses to CSR communications. The Journal of Corporate Citizenship, 41 (Spring), 51-68.
[2]   **"Point of Involvement, Purchase and Consumption**: The Delivery of Audience Engagement" In The Handbook of Research on Digital Media and Advertising, IGI Global, 2010. (Pp. 300-313) .
[3]   **Eastin, M.S., Daugherty, T., & Burns, N. (Eds.) (2010).** The handbook of research on digital media and advertising: User generated content consumption. Hershey, PA: IGI Global.
[4]   **Fowler, A., & Close, A.G. (in press).** It isn't easy being green: Bridging the gap among macro, meso, and micro agendas. Journal of Advertising.
[5]   **Close, A.G., & Lacey, R. (in press).** Fit matters? Asymmetrical impact of effectiveness on sponsors and event marketers. Sport Marketing Quarterly.
[6]   **Close, A.G., & Lacey, R. (in press).** How the anticipation can be as great as the experience: Explaining event sponsorship exhibit outcomes via affective forecasting. Journal of Current Issues and Research in Advertising.
[7]   **Lacey, R., & Close, A.G. (in press).** How fit connects service brand sponsors with consumers' passions for sponsored events. International Journal of Sports Marketing and Sponsorship.
[8]   **Close, A.G., Moulard, J., & Monroe, K. (2011).** Establishing human brands: determinants of placement success for first faculty positions in marketing. Journal of Academy of Marketing Science, 39 (6) 922-941.
[9]   **Lee, S., Close, A.C., & Love, C. (2010).** How information quality and market turbulence impact convention and visitors bureaus use of marketing information: Insights for destination and event marketing. Journal of Convention & Event Tourism, 11 (4), 266-292.
[10]   **Lacey, R., Close, A.G., & Finney, R.Z. (2010).** The pivotal roles of product knowledge and corporate social responsibility in event sponsorship effectiveness. Journal of Business Research, 63 (11), 1222-1228.
[11]   **Kukar-Kinney, M., & Close, A.G. (2010**). The determinants of consumers' shopping cart abandonment. Journal of Academy of Marketing Science, 38 (2), 240-250.
[12]   **Close, A.G., & Kukar-Kinney, M. (2010**). Beyond buying: Motivations behind consumers' online shopping cart use. Journal of Business Research, 63 (10), 986-992.
[13]   **Close, A.G., Krishen, A.S., & LaTour M.S. (2009**) This event is me! How consumer-event congruity leverages sponsorship. Journal of Advertising Research, 49 (3), 271-284.
[14]   **Close, A.G., & Zinkhan G.M. (2009).** Market resistance and Valentine's Day events. Journal of Business Research, 62 (2), 200-207. (Featured on front page of New York Times and in New Scientist, St. Petersburg Times, Las Vegas Review-Journal)
[15]   **Kukar-Kinney, M., & Close, A.G. (2010).** The determinants of consumers' shopping cart abandonment. Journal of Academy of Marketing Science, 38 (2), 240-250
[16]   **Lee, S., Close, A.C., & Love, C. (2010**). How information quality and market turbulence impact convention and visitors bureaus use of marketing information: Insights for destination and event marketing. Journal of Convention & Event Tourism, 11 (4), 266-292.