

DIMENSIONAL RELATIONSHIPS OF RECALL AND RECOGNITION MEASURES WITH SELECTED COGNITIVE AND AFFECTIVE ASPECTS OF PRINT ADS

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ABSTRACT: This study builds on prior work in advertising by investigating issues associated with the dimensional representation of memory for print advertisements and the antecedent factors that relate to those dimensions. Of particular interest to this research are answers to questions associated with whether memory for print ads is unidimensional or multidimensional, as assessed by aided recall and recognition methods, with the nature of the antecedent factors of ad characteristics and subjective reactions, and with how the antecedents relate to memory. The study identified two dimensions of ad-based antecedents to memory, labeled cognitive and affective aspects, and two dimensions of memory, labeled recall and recognition. It was found that recall is influenced by cognitive, and to a lesser extent, by affective factors, whereas recognition is primarily influenced by affective factors. This research provides support for the potential use of stimulus related factors in conjunction with, or as surrogates of, memory-based measures of effectiveness.

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