

Recognition and Recall of Chocolate Brand-Commercials among Teenagers

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Abstract

As we live in a world with an array of choices, advertisers are forced to create effective and innovative advertisements or television commercials to make a brand or product stand out from its competitors. This research paper attempts to study the effect of both repetitive and varied sets of commercials on teenagers recognizing and recalling ability according to Piaget's theory of cognitive development. 'Age' was chosen as the chief independent variable, to study the difference that exists in the teenagers recognizing and recalling ability. A comparative experimental study was conducted among teenagers between the age groups 11 and 19 years. The study confirms that varied sets of commercials influence teenagers better and results in higher recognition and recall. *Nestle Bar-One* being a less familiar brand was recognized and recalled better because of the varied commercials that were screened. Varied sets of commercials on the same brand will get the attention of the TV viewing public as the commercials convey different messages, benefits and focus on diverse concepts to make it effective. It proves to hold better attention and impact as more positive ranks were oriented towards the group of teenagers who were exposed to varied sets of commercials.

Keywords: Recall; Recognition; Repetitive commercials; Teenagers; Television commercials; Varied sets of commercials.

Introduction

The markets are flooded with products and brands aplenty making it hard for the consumers to ascertain their preferences. Advertisers are working hard to bridge this distance between the marketers and the consumers by developing creative commercials in order to promote a brand, product or a service and persuade the buyers. Television is still seen as an effec-

tive and an influential mass medium for advertising (The EconomicTimes 2019).

The key factor lies in gaining visibility amidst the clutter, which results in paying attention to the advertising budget so as to reach the target audience and raise the sales growth. With a motley mix of repetitive and variety of commercials, advertisers focus on the most vulnerable of consumer segments to permeate and find a foot-print. Manufacturers spend much to gain that noticeable presence on television through multiple channels (Tarvar 2019). Repetition or repetitive commercials is a technique that is followed over the years to attract consumers. Today, this technique has turned out to be an irritant to the TV viewing public and is reportedly on the wane gradually being replaced by a series of varied concepts on a single brand or product.

Though the whole TV viewing public is influenced by what they see on Television, children are the most vulnerable segment of the consumers who are influenced strongly more than the adults (Magloff 2019). Among children, the previous literature reviews recommend teenagers as the most impactful audience who make a purchase based on their likes. Advertisers and marketers focus on teenagers with commercials on a variety of concepts and ideas. They try and persuade teenagers as this age group influences the products' demand and sales (AIMheiri 2013). Do advertisers have a choice between the repetitive frequency and a variety of concepts to impact a decision-making target audience as teenagers?

Review of Literature

Do children's attention remain the same for the programs as well as for the commercials they come across while watching television? Mares et.al (2021) research on children's attention to television highlights that young children are especially susceptible to attentional capture by television, which can interfere with their learning and development. They also point out that television commercials are particularly effective at capturing children's attention, which can lead to unhealthy food choices and other negative outcomes. Children's attention to television was a subject under study by several researchers such as Pick, Frankel, & Hess (1975).

Children's attention to television and the interrelation between attention and memory were explored in the study done by Pick et.al (1975). It was seen that their attention to television was not high, which is similar to the findings of Ward *et al.* (1972). In the study, only a few children were atten-

tive to the commercials that were screened along with the program, while the rest showed a lack of interest and were involved in playing with toys. It was seen that the attention level decreased with an increase in age both for the program as well as for the commercials as submitted by Zuckerman, Ziegler and Stevenson in 1978. Some commercials that were effective got the attention of a few children.

It is observed from the study that this difference in attention might vary with age and social condition. If the children are familiar with the commercials or the programs, it is obvious that they will be inattentive when the same is screened, hence showing a lack of interest but choosing a unique brand and making its commercial colourful and creative will attract children's attention towards the brand advertised. Choosing a unique brand will capture the consumers attention and hence they will be able to have a clear difference between the alternatives, further motivating the viewers to know the products salient features before purchasing them (Ray *et al.* 1973).

A study in the Journal of Consumer Psychology by Opezzo *et al.* (2021) discovered that using anthropomorphic figures in commercials for kids can have a considerable effect on their food preferences. In contrast to when the food was presented alone, the study discovered that children were more likely to select unhealthy items when they were accompanied by a character, such as a cartoon character or animal. The authors of the study advise advertisers to consider restricting the usage of these characters in ads for unhealthy meals. The study by Nikken and Schouten (2021) investigates how children's perceptions of and attitudes towards television advertising in a changing media environment are influenced by screen time and cross-media use. They discovered that as screen time and cross-media use rose, children's exposure to television ads reduced. However, scientists also discovered that kids were still able to recognise and react favourably to advertisements for goods. In order to keep children's attention and foster favourable attitudes towards advertising, the authors advise advertisers to concentrate on developing interactive and engaging advertisements that speak to children's interests and values.

Repetitive and Varied Sets of Commercials

While watching television, it is obvious that every day one comes across a number of commercials whether one wills it or not. Most of the time, the commercials are either 'repetitive or varied sets of commercials' on the same brand. Repetition as an advertising technique has been followed

since long to place a particular brand or product at the top of the consumers' mental basket. Repetition helps in building brand familiarity. In order to reduce consumer fatigue, this technique should be used in the right proportion as too much of it may affect the impact of the commercials (Magloff 2018). The impact of repetitive and contextual advertisements on consumer behaviour was analysed by Verma (2009) and it was seen that repetition is non-monotonically related to message persuasion. Impact is enhanced when there is an increase in message exposures from a low to a moderate level but further increase results in wear out and decline in message advocacy. Therefore repetition of messages would turn less favourable in persuading consumers.

Studies were conducted to check the impact of this repetitive technique in children. Gorn & Goldberg (1980) conducted a research to study children's responses to repetitive television commercials. The study was done to check whether children respond similar to adults to both the 'repetitive and varied sets of television commercials' for the same product (ice-cream). Studies with adults had shown that during the repetitive series, recall and attention were very high, but later it was seen that attention fell off and the accuracy of recall decreased (Grass and Wallace 1974). Television commercials turn to be irritating when they are frequently repeated. In contrast, varied sets of commercials for a product or a brand hold interest and attention (Grass and Wallace 1974; Greenberg and Suttoni 1973). Greenberg and Suttoni (1973) stated "A person begins to forget the information he has already learned in spite of continuing exposure to the stimulus because he has mentally tuned it out and ceases to pay attention to what is being said" (p. 49).

Chen and Yang's (2021) explored the influence of repetitive advertising on children's brand memory. They found that repetitive advertising increases children's ability to recognize a brand, but does not necessarily lead to better brand memory. Hence, varying the content of advertisements can have a positive effect on brand memory, especially for low involvement products. Based on their findings, the authors suggest that advertisers should focus on creating varied and engaging advertisements that match the level of involvement of the product, in order to improve children's brand memory and increase the effectiveness of advertising. The result of Gorn & Goldbergs' (1980) study also showed that all the children were able to recall the number of commercials and that the varied sets of commercials played a major role in the recognition of the brand. Children who were exposed to three different commercials preferred the same brand (Danish Hill) and those who were exposed to five different commercials

were the second most favourable group towards the brand. The study finally suggests that increasing the number of exposure with varied sets of commercials will have a positive effect on the children's preference and behaviour. Exposure to the same commercials three to five times will annoy and negatively affect children's behaviour and interest in the product.

Recognition and Recall

Previous data from television research showed that highly involving programs result in greater advertisement effectiveness (Clancy and Kweskin 1971; Krugman 1983; Leach 1981; Menneer 1987; Siebert 1978; Television Audience Assessment 1984) and certain studies had also spoken about the negative correlation between viewer involvement and advertising effectiveness (Bryant and Comisky 1978; Kennedy 1971; Soldow and Principe 1981; Thorson, Reeves and Schleuder 1985). Concerning recognition and recall of television commercials, it was seen in the previous studies that the viewer's involvement for the program made them follow the same channel and watch all the commercials during the break, which further helped in the recognition and recall of television commercials (Rozendaal et al, 2021) It is not always about how many people are exposed to the commercials, but it is all about how many retain some effect and respond to it. Basically it insists on the importance of being persuaded rather than just remembering them (Srull 1983, 1984).

A study conducted by Norris and Colman (1992) reflected that the desire to buy a product is related to recall, recognition and the global memory of the advertisements. According to the previous studies, recognition has been seen as a dominant factor to measure the recall of print ads. This contradicts the print that broadcast media as recall measure is popular here. Singh and Rothschild (1983) found that recognition scores were higher than recall scores even though the commercials or the content were repeated several times and the messages were made longer.

Similarly, 'Recognition versus recall as measures of television commercial forgetting' was studied by Singh, Rothschild and Churchill, in February 1998. The result of this study showed that passage of time affected recognition scores; hence it contradicts the previous finding that forgetting in recognition is vulnerable. Repetition and message length were also analysed and it was seen that it did not affect brand recognition but it did affect product recognition. When recall was studied, it was seen that it had no effect on the length of commercials on brand recall but it did affect the length and repetition in all other cases perfectly.

Zuckerman, Ziegler and Stevenson (1978) tested on children's viewing patterns of television and recognition memory of television commercials. The result showed that recognition was poor for segment recognition task and was better for product recognition tasks. Children's behaviour was studied with low levels of attention and a decrease in the recognition level for the content of the commercials. Attention was seen to be stronger for visual related content than for auditory recognition. Donovan, Boulter, Borland, Jalleh and Carter (2003) conducted research to relate the campaigns advertising to its outcome measures. The result of the study showed that the greater the media weight greater the recognition and recall mediated by the message of the advertisement. Ads with clear figure ground executional formats were found to be more memorable than those without it, and health effects advertisements were found to be more memorable than those ads which encourage quitting.

A recent study done by Jones et al. (2022) looks into how youngsters recognize and recall fast food advertisements based on age and advertising recurrence. Younger children (6–9 years old) had superior recall compared to older children (10–12 years old), but significant recognition rates were seen in both age groups. Additionally, they discovered that exposure to fast food commercials repeatedly enhanced recognition but had no impact on recall. These results imply that fast food advertisements are well received by kids and that frequent exposure can increase brand recognition. In order to encourage good eating habits and lessen the influence of fast food advertising on children's dietary decisions, the authors argue that public health campaigns should concentrate on younger children.

Age

As age increases, there is a decrease in cognitive abilities i.e. for learning new skills (Clark, Freedberg, Hazeltine, & Voss, 2015). In a study, children of Grades 2, 3 and 4 were analysed for their attention to television, viewing patterns and alternate activities (Zuckerman, Ziegler, & Stevenson 1978). It was seen that the attention level for television commercials and programs that were screened during their experimental study decreased with an increase in the age of the students. As their attention decreased, they indulged themselves in different activities, like playing with toys. Only a few children were attracted to a few of the commercials which had no relationship with their age.

Children's recall and recognition of food ads were examined in Cho and Kwon's (2021) study in relation to their age and the type of marketing.

They discovered that older kids (ages 9 to 12) shown superior recall and recognition for both snack and meal advertisements than younger kids (ages 5-8). Additionally, they discovered that kids were much more likely to recognise meal advertisements than snack advertisements. Based on these findings, the authors advise advertisers to be aware of the potential effects of age and the type of advertisement on kids' recall and identification, and to make ads that are suitable for their target audience and encourage healthy food choices. This result resembles that of a study by Jones et al. (2022), the authors of which believe that younger children should receive sufficient attention in order to improve their eating patterns and general health through commercials as well.

Several other pieces of research were done comparing the performance of young and old adults. One such research was done in 1987 by Craik and McDowd. The study concluded that younger participants performed better than the elderly adults in recall tasks than in recognition. It was also seen that the older people could associate the cost of the product to recall than in recognition. It is evident that recall requires more processing resources that decreases by age. But, the older participants showed a slightly better performance in the recognition tasks. Hence it is true from the previous studies that there exists a decrement from good to poor recognizers in recall performance for the older participants.

In 1995, Dubow conducted a study "Advertising recognition and recall by age - including teens". The research was done to examine brand recognition and recall measures, including day-after-recall measures. It was seen that teenagers recalled advertisements better than the younger adults, and the younger adults performed better in recall than the older adults. Similar results were seen for brand recall measures as well. In the recognition tasks, teenagers acquired the highest scores, and a decrease in scores was seen when there was an increase in the age of the respondents. The results showed that teenagers under 18 years have greater brand recall, recognition and day-after-recall than the 18-34-year-old young adults. Likewise, young adults have greater brand recall, recognition and day-after-recall when compared with the older adults over 34 years old.

Theoretical Background of the Study

Piaget's theory of cognitive development characterizes the cognitive development of children in terms of their understanding. The theory helps in studying children's characteristics as they grow older. Piaget believed that children go through the four stages of development and that they have no

possibility to skip any of the stages. Though the age of the children who reaches each stage might vary depending upon the environment and the background of the individual, Piaget has predicted an average age for the children who would reach each stage. For this study, the children of the 'Formal Operational stage' i.e. children above 11 years of age were chosen. These are the children who fall between the stages of adolescence and adulthood (Wood *et al* 2001). They are also called teenagers or teens or adolescents as they fall under the stage of adolescence.

Teenagers here have concrete experiences and begin to think abstractly. They have the ability to reason logically and draw conclusions from the information available. They are also seen to give more importance to their appearances and social matters as these adolescents don't think only about the present and the past, but they also think about the future and always have the desire to achieve something. During this stage, they seek attention from others and it's the stage where every individual tries to build their uniqueness (Rice (n.d.)). According to the Australian parenting website 'raisingchildren.net.au', teenagers or young adults have the ability to understand commercials and the techniques that are used in order to influence consumers. They realize that the contents told in the commercials are true only to an extent and this makes them remain doubtful about the advertisers' claims. They think about what they want, and decide to purchase the best in order to stand out from their peer groups (raisingchildren.net.au 2016).

Methodology

The research adopted a 'Comparative experiment method' in order to compare the effect and influence of 'repetitive and varied sets of commercials' on two experimental groups i.e. Group A and Group B. Teenagers between 11 and 19 years were stratified into three groups [early adolescents (11-13 years teenagers); middle adolescents (14-16 years teenagers) and later adolescents (17-19 years teenagers)] as suggested by David E. Barrett (1996). For the teenagers of Group A, 'The Mark Angel comedy show' with commercials inserted at equal intervals was screened. This group was exposed to three repetitive commercials of *Cadbury Dairy Milk Silk* and *Nestle Bar-One* i.e. the most familiar brand and a less familiar brand of chocolates along with the commercials of other product categories. Similarly, for the teenagers of Group B, the same show was screened with commercials inserted at equal intervals. This group was exposed to three varied sets of commercials of *Cadbury Dairy Milk Silk* and *Nestle Bar-One* along with the commercials of different product categories. Along

with these two chocolate brands, one commercial of *Nestle KitKat* was also screened. In order to study the teenager's ability to recognize and recall, a questionnaire was distributed after the screening of the program.

Sampling

Based on the objectives of this study:

1. To measure recognition and recall based on repetitive and varied sets of commercials among teenagers.
2. To analyse the influence of age on recognition and recall among teenagers.
3. To test recognition and recall based on repetitive and varied sets of commercials for the most familiar and the less familiar chocolate brands.

a total of 480 teenagers between 11 and 19 years were selected using Convenient sampling (stratification was done for the age groups) from five English medium schools in Coimbatore city and Erode and from an Arts college in Calicut for the experiment. Out of 480 teenagers, 160 teenagers from each of the three stages of adolescence: early adolescents (teenagers of the age group 11-13 years), middle adolescents (teenagers of the age group 14-16 years) and later adolescents (teenagers of the age group 17-19 years) were studied. 80 teenagers under Group A from each of the stages of early, middle and later adolescence were exposed to repetitive commercials and 80 teenagers under Group B from each of the stages of early, middle and later adolescence were exposed to varied sets of commercials. Five schools and one college were chosen as my sampling population based on the higher authorities' willingness to grant me permission to conduct my research at their institutions.

Hypotheses

Based on the independent and the dependent variables, the following hypotheses were framed for the study. Hypotheses framed for Group A were similar to that of Group B. The only difference was the inclusion of Repetitive commercials of the most familiar and the less familiar chocolate brands (i.e. *Cadbury Dairy Milk Silk and Nestle Bar-One*) for Group A and Varied sets of commercials of the most familiar and the less familiar chocolate brands (i.e. *Cadbury Dairy Milk Silk and Nestle Bar-One*) for Group B. Hypotheses for Group A and Group B were tested separately and the analysed scores were then compared to find out the Group of teenagers who performed the best in the Recognition and Recall tasks.

H_o1 - H_o12 'Repetitive commercials and varied sets of commercials' do not vary in their influence on the consumers' recall of products and their brands in terms of Age of the respondents; Recall of the name of the 1st, 2nd and 3rd chocolate brands and the Recall of the number of commercials for the brands; Recall of the number of commercials of the 1st and 3rd brands and the Recall of their repetitive commercials/ varied sets of commercials.

H_o13 - H_o22 'Repetitive commercials and varied sets of commercials' do not vary in their influence on the consumers' Recognition in terms of Age of the respondents and the Recognition of the types of products advertised; Recognition of the brands advertised; Recognition of the taglines for the brands advertised during the screening of the program; Recognition of the scenes of select commercials; and Recognition of the scenes of select chocolate commercials.

H_o23 - H_o25 'Repetitive commercials and varied sets of commercials' do not vary in their influence on the consumers' Recall of types of products and their brands by Group A and the Recall of types of products and their brands by Group B; Recall of the chocolate brands by Group A and the Recall of the chocolate brands by Group B; Recall of the number of commercials of chocolate brands by Group A and the Recall of the number of commercials of chocolate brands by Group B

H_o26 - H_o30 'Repetitive commercials and varied sets of commercials' do not vary in their influence on the consumers' Recognition of the types of products by Group A and Recognition of the types of products by Group B; Recognition of the brands advertised for Group A and the Recognition of the brands advertised for Group B; Recognition of taglines of the brands advertised for Group A and the Recognition of taglines of the brands advertised for Group B; Recognition of the scenes of select commercials by Group A and the Recognition of scenes of select commercials by Group B; Recognition of the scenes of chocolate commercials by Group A and the Recognition of scenes of chocolate commercials by Group B.

Data Analysis

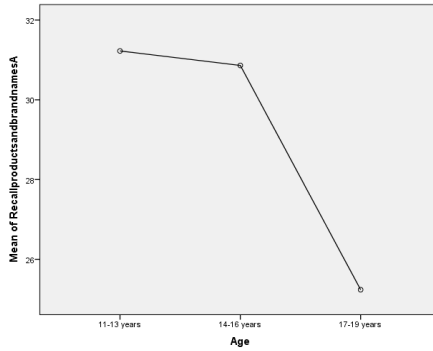
Based on the objectives and methodology adopted for the study, a Chi-Square test of association was used to analyse the association between the recall of the names of the chocolate brand names and the recall of the number of commercials; recall of the number of commercials and recall of repetitive and varied sets of commercials; the association between age and the recognition tasks such as recognition of brands, product categories,

taglines, scenes of commercials, and scenes of chocolate commercials for Group A and Group B separately. A One-Way ANOVA test was used to analyse the difference in the teenagers' ability to recall the products and the brands advertised in terms of their age during the screening of the program. A Wilcoxon Signed Rank test was used to see the difference in the ranks between the performance of the teenagers of Group A and Group B based on their recall and recognition tests.

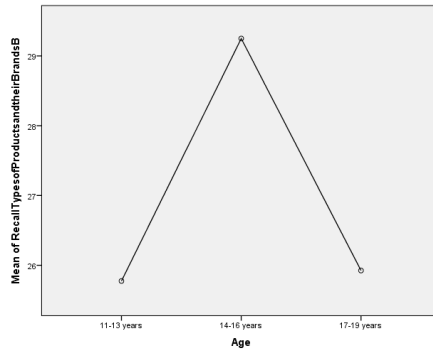
Findings

1. From the theory and the data collected for this study, it is evident that as teenagers grow the quality of understanding, preference and thoughts vary because of the level of exposure or the attention they pay to different environments. Here the level of attention paid for the commercials varied among all the three groups of adolescents i.e. the early adolescents, the middle adolescents and the later adolescents and this brought about a difference in their recognizing and recalling ability of the commercials and the chocolate brands. Teenagers develop the ability to think reasonably and abstractly as mentioned by Piaget and this way of thinking again holds variation according to an individual's social conditions, age and liking.
2. From the recall score of the products and their brands advertised, the early adolescents scored the best score in recall when compared with the teenagers of the other adolescence stages. They recalled most of the products along with their brands that were screened for the experimental study. The middle adolescents didn't show much difference in scores when compared with the early adolescents. But the later adolescents scored very poor scores. In comparison with the other two stages of adolescence, a big difference is seen in the recalling score of the later adolescents. This shows that there exists a difference in the recalling ability among the teenagers belonging to three different stages of adolescence. Taking into consideration the previous studies, it is evident that as age increases, teenagers recalling ability decreases (Figure 1a). This contradicts the findings of the teenagers who were exposed to varied sets of commercials. The early adolescents scored very low here when compared with the middle adolescents who scored the best. The later adolescents scored similar to the early adolescents. In comparison with the other two groups of adolescents, the recalling score of the middle adolescents is the highest and this shows that recalling ability among teenagers varies de-

pending upon the level of attention they pay for the commercials (Figure 1b).



1a



1b

FIGURE 1 Mean plots of ANOVA Test showing the difference in Recall of products along with their brands based on Repetitive (a) and Varied sets of commercials (b) in terms of age of the respondents

3. Almost all the teenagers who were exposed to repetitive commercials recalled *Nestle KitKat* as their 1st, 2nd and 3rd brand of chocolate and also recalled the exact number of commercials screened for that particular brand (Table 1). Though *Cadbury Dairy Milk Silk* remains as the top and the most familiar brand of chocolate, it was recalled only by a few teenagers. Three repetitive commercials were screened for *Cadbury Dairy Milk Silk*, yet *Nestle KitKat* for which only one commercial was screened was recalled better because of its creative and funny commercial. Humor and creativity contents in its commercial made it stand out.

Table 1 Recall of chocolate brands against the number of repetitive commercials of each brands

Recall of the number of commercials	Recall of the name of the chocolate brands											
	Brands of chocolate – 1 st				Brands of chocolate – 2 nd				Brands of chocolate – 3 rd			
	No idea	Cadbury Dairy Milk Silk	Nestle KitKat	Nestle Bar One	No idea	Cadbury Dairy Milk Silk	Nestle KitKat	Nestle Bar One	No idea	Cadbury Dairy Milk Silk	Nestle KitKat	Nestle Bar One
1 st brand	Wrong 0.0%	35.2%	2.5%	30.8%	23.3%	10.9%	34.7%	39.7%	21.7%	40.0%	40.0%	26.8%
	Correct	64.8%	97.5%	69.2%	76.2%	89.1%	65.3%	60.3%	78.3%	60.0%	60.0%	73.2%
2 nd brand	Wrong	40.0%	28.6%	15.4%	100.0%	23.9%	0.0%	49.9%	21.7%	20.0%	46.7%	11.3%
	Correct	60.0%	71.4%	84.6%	0.0%	76.1%	100.0%	55.1%	78.3%	80.0%	53.3%	88.7%
3 rd brand	Wrong	40.0%	39.0%	55.0%	0.0%	57.1%	61.1%	5.1%	100.0%	10.0%	0.0%	35.2%
	Correct	60.0%	61.0%	45.0%	100.0%	42.9%	38.9%	94.9%	0.0%	90.0%	100.0%	64.8%

4. All the teenagers who were exposed to varied sets of commercials recalled *Nestle KitKat* as their first brand of chocolate and also recalled the exact number of commercials for the same. Varied sets of commercials helped in the better recall of *Nestle Bar-One*, a brand that is less advertised and less familiar these days. This brand influenced teenagers better than the famous commercial of *Cadbury Dairy Milk Silk* (Table 2).

Table 2 Recall of the chocolate brands against the number of varied sets of commercials in each brand

Recall of the number of commercials	Recall of the name of the chocolate brands											
	Brands of chocolate – 1 st				Brands of chocolate – 2 nd				Brands of chocolate – 3 rd			
	No idea	Cadbury Dairy Milk Silk	Nestle KitKat	Nestle Bar One	No idea	Cadbury Dairy Milk Silk	Nestle KitKat	Nestle Bar One	No idea	Cadbury Dairy Milk Silk	Nestle [KitKat	Nestle Bar One
1 st brand	Wrong	20.7%	0.0%	20.3%	15.4%	17.7%	17.1%	25.0%	14.9%	7.1%	24.8%	16.7%
	Correct	79.3%	100.0%	79.7%	84.6%	82.3%	82.9%	75.0%	85.1%	92.9%	75.2%	83.3%
2 nd brand	Wrong	-	9.8%	17.6%	6.8%	8.1%	1.0%	6.7%	19.1%	14.3%	9.9%	2.6%
	Correct	-	90.2%	82.4%	93.2%	91.9%	99.0%	93.3%	80.9%	85.7%	90.1%	97.4%
3 rd brand	Wrong	-	30.5%	23.5%	11.9%	53.8%	38.1%	8.3%	100.0%	14.3%	0.0%	15.4%
	Correct	-	69.5%	76.5%	88.1%	46.2%	61.9%	91.7%	0.0%	85.7%	100.0%	84.6%

5. Nestle KitKat managed to take the lead as the 1st, 2nd and 3rd recalled brands among both the groups of teenagers who were exposed to 'repetitive commercials and varied sets of commercials'. Cadbury Dairy Milk Silk, which is known for its familiarity stands next to Nestle KitKat among teenagers who were exposed to repetitive commercials and it stands next to Nestle Bar-One i.e. as their third choice among the teenagers who were exposed to varied sets of commercials, though repetitive commercials and varied sets of commercials were screened for the brand (Table 1 and Table 2).
6. Cadbury Dairy Milk Silk is one of the most famous chocolate brands and it is also known for its attractive 'Kiss me' jingle, yet fewer teenagers who were exposed to repetitive commercials of the same brand were able to recall the brand and that it had repetitive commercials. Teenagers who were exposed to the varied sets of commercials of the same brand were able to identify the exact number of commercials of Cadbury Dairy Milk Silk and they also recognized that this brand had varied sets of commercials (Table 3).

Table 3 Recall of the number of commercials against the repetitive ones among the 1st and 3rd brands

		Recall of the number of commercials					
		1 st brand		2 nd brand		3 rd brand	
		Wrong	Correct	Wrong	Correct	Wrong	Correct
Recall of same/ repetitive commercials - 1st	Yes	34.9%	65.1%	27.7%	72.3%	36.4%	63.6%
	No	13.3%	86.7%	28.9%	71.1%	53.3%	46.7%
Recall of same/ repetitive commercials - 2 nd	Yes	29.0%	71.0%	37.1%	62.9%	20.2%	79.8%
	No	32.8%	67.2%	18.1%	81.9%	60.3%	39.7%
Recall of same/ repetitive commercials - 3 rd	Yes	28.4%	71.6%	12.3%	87.7%	32.1%	67.9%
	No	32.1%	67.9%	35.8%	64.2%	43.4%	56.6%
Recall of same/ repetitive commercials -None	Yes	-	-	-	-	-	-
	No	30.8%	69.2%	27.9%	72.1%	39.6%	60.4%
Recall of different/ varied commercials - 1 st	Yes	30.8%	69.2%	27.9%	72.1%	39.6%	60.4%
	No	-	-	-	-	-	-
Recall of different/ varied commercials - 2 nd	Yes	30.8%	69.2%	27.9%	72.1%	39.6%	60.4%
	No	-	-	-	-	-	-
Recall of different/ varied commercials - 3 rd	Yes	30.8%	69.2%	27.9%	72.1%	39.6%	60.4%
	No	30.8%	69.2%	27.9%	72.1%	39.6%	60.4%
Recall of different/ varied commercials - None	Yes	30.8%	69.2%	27.9%	72.1%	39.6%	60.4%
	No	-	-	-	-	-	-

Table 4 Recall of the number of commercials against the varied ones among the 1st and 3rd brands

		Recall of the number of commercials					
		1 st brand		2 nd brand		3 rd brand	
		Wrong	Correct	Wrong	Correct	Wrong	Correct
Recall of same/ repetitive commercials- 1 st	Yes						
	No	19.2%	80.8%	9.6%	90.4%	25.4%	74.6%
Recall of same/ repetitive commercials - 2 nd	Yes						
	No	19.2%	80.8%	9.6%	90.4%	25.4%	74.6%
Recall of same/ repetitive commercials - 3 rd	Yes						
	No	19.2%	80.8%	9.6%	90.4%	25.4%	74.6%
Recall of same/ repetitive commercials - None	Yes	19.2%	80.8%	9.6%	90.4%	25.4%	74.6%
	No						
Recall of different/ varied commercials - 1 st	Yes	20.6%	79.4%	9.0%	91.0%	25.6%	74.4%
	No	0.0	100.0%	17.6%	82.4%	23.5%	76.5%
Recall of different/ varied commercials - 2 nd	Yes	21.3%	78.7%	7.4%	92.6%	11.5%	88.5%
	No	16.9%	83.1%	11.9%	88.1%	39.8%	60.2%
Recall of different/ varied commercials - 3 rd	Yes	15.1%	84.9%	4.3%	95.7%	15.1%	84.9%
	No	21.8%	78.2%	12.9%	87.1%	32.0%	68.0%
Recall of different/ varied commercials- None	Yes	19.2%	80.8%	9.6%	90.4%	25.4%	74.6%
	No						

7. *Nestle Bar-One* distinctly caught the attention of the teenagers as repetitive commercials screened were less familiar when compared with the rest of the chocolate commercials. Similarly, teenagers who were exposed to the varied sets of commercials of the same brand were able to recall the exact number of commercials and that the brand had varied sets of commercials (Table 3 and Table 4).

8. The recall of the number of commercials for *Nestle Bar-One* and its repetitive commercials was slightly higher than *Cadbury Dairy Milk Silk*. *Nestle Bar-One*, showed a better result in its recall as all the commercials screened were new to the teenagers or the adolescents (Table 1 and Table 2).

9. Both the middle adolescents and later adolescents who were exposed to 'repetitive and varied sets of commercials' performed better in recognizing the types of products advertised than the early adolescents. The later adolescents performed the best in this task. All the teenagers belonging to all the three groups recognized the product category 'Chocolate' (Table 5).

Table 5 Recognition of types of products advertised against the age of the respondents

Age	REPETITIVE COMMERCIALS																	
	Chocolate		Toothpaste		Jewellers		Toilet Cleaner	Health Drink		Soap		Noodles		Paint		Tyres		
11-13 years	Wrong	Correct	Wrong	Correct	Correct	Wrong	Correct	Wrong	Correct	Wrong	Correct	Wrong	Correct	Wrong	Correct	Wrong	Correct	
14-16 years	0.0%	98.8%	12.5%	87.5%	30.0%	70.0%	16.2%	83.8%	77.5%	22.5%	22.5%	5.0%	95.0%	77.5%	18.8%	81.2%	46.2%	
17-19 years	0.0%	100.0%	3.8%	95.0%	18.8%	81.2%	3.8%	83.8%	60.0%	40.0%	22.5%	5.0%	95.0%	98.8%	1.2%	98.8%	60.0%	
	90.0%	10.0%	97.5%	2.5%	97.5%	100.0%	1.2%	98.8%	98.8%	1.2%	98.8%	98.8%	98.8%	98.8%	1.2%	98.8%	90.0%	
Age	VARIED SETS OF COMMERCIALS																	
	Chocolate		Oil		Noodles		Cleansing Water		Paste		Balm		Jewellery		Paint		Soap	
11-13 years	Wrong	Correct	Wrong	Correct	Correct	Wrong	Wrong	Correct	Wrong	Correct	Wrong	Correct	Wrong	Correct	Wrong	Correct	Wrong	Correct
14-16 years	0.0%	100.0%	12.5%	87.5%	96.2%	3.8%	96.2%	92.5%	63.8%	26.2%	73.8%	13.8%	86.2%	6.2%	93.8%	0.0%	92.5%	98.8%
17-19 years	0.0%	100.0%	2.5%	97.5%	1.2%	98.8%	21.2%	78.8%	5.0%	95.0%	17.5%	82.5%	16.2%	83.8%	0.0%	100.0%	1.2%	98.8%
	0.0%	100.0%	12.5%	87.5%	96.2%	3.8%	96.2%	92.5%	63.8%	26.2%	73.8%	13.8%	86.2%	6.2%	93.8%	0.0%	92.5%	98.8%

10. Both the middle adolescents and later adolescents who were exposed to 'repetitive commercials and varied sets of commercials' were able to recognize all the brands that were advertised than the early adolescents. *Cadbury Dairy Milk Silk* and *Nestle KitKat* received high recognition score among all the teenagers. But for *Nestle Bar-One* the recalling score was comparatively low when compared with the other chocolate brands (Table 6). On comparing the recognition of the chocolate brands alone, the early adolescents performed better, followed by the middle adolescents and finally the later adolescents. This shows that there is no significant association between age and the recognition of the brands.

Table 6 Recognition of brands against the age of the respondents

Age	REPETITIVE COMMERCIALS															
	Jewellers		Soap		Noodles		Cadbury Dairy Milk Silk		Nestle KitKat		Nestle Bar-One		Paint		Toothpaste	
	wrong	correct	wrong	correct	wrong	correct	wrong	correct	wrong	correct	wrong	correct	wrong	correct	wrong	correct
11-13 years	45.0%	55.0%	13.8%	86.2%	11.2%	88.8%	100%	100%	6.2%	93.8%	43.8%	56.2%	11.2%	88.8%	6.2%	93.8%
14-16 years	28.8%	71.2%	10.0%	90.0%	7.5%	92.5%	100%	100%	1.2%	98.8%	28.8%	71.2%	5.0%	95.0%	1.2%	98.8%
17-19 years	18.8%	81.2%	1.2%	98.8%	1.2%	98.8%	100%	100%	1.2%	98.8%	7.5%	92.5%	1.2%	98.8%	0.0%	100.0%
Age	VARIED SETS OF COMMERCIALS															
	Jewellery		Soap		Noodles		Cadbury Dairy Milk Silk		Nestle KitKat		Nestle Bar-One		Paint		Toothpaste	
	wrong	correct	wrong	Correct	wrong	correct	wrong	correct	wrong	correct	wrong	correct	wrong	Correct	wrong	correct
11-13 years	27.5%	72.5%	5.0%	95.0%	12.5%	87.5%	100.0%	100.0%	5.0%	95.0%	6.2%	93.8%	0.0%	100.0%	0.0%	100.0%
14-16 years	22.5%	77.5%	8.8%	91.2%	5.0%	95.0%	100.0%	100.0%	6.2%	93.8%	12.5%	87.5%	0.0%	100.0%	0.0%	100.0%
17-19 years	35.0%	65.0%	0.0%	100.0%	0.0%	100.0%	100.0%	100.0%	3.8%	96.2%	21.2%	78.8%	1.2%	98.8%	1.2%	98.8%

11. The recognition score for the taglines of the brands differed with respect to the three groups. Among those teenagers who were exposed to repetitive commercials, the later adolescents performed better in recognizing most of the taglines of the brands that were screened. They were followed by the early adolescents and the middle adolescents. Whereas among the teenagers who were exposed to varied sets of commercials, the middle adolescents performed the best in this task when compared with the other two age groups. On comparing the brand score value of the chocolate brands alone, this group has scored less when compared with the other two groups. The later adolescents scored the highest by recognizing the correct taglines for all the three chocolate brands. Among the three chocolate brands, the recognition score for *Nestle Bar-One* seems to be low among both the groups of teenagers where one was exposed to 'repetitive commercials and the other to varied sets of commercials'. The score is low when compared to the recognition score of the other brands that were advertised (Table 7).

Table 7 Recognition of the taglines for the brands advertised against the age of the respondents

Age	REPETITIVE COMMERCIALS											
	Nippon Paint		Cadbury Dairy Milk Silk		Nestle Bar-One		Pears		Nestle KitKat		Colgate	
	wrong	correct	wrong	Correct	wrong	correct	wrong	correct	wrong	correct	wrong	correct
11-13 years	6.2%	93.8%	22.5%	77.5%	31.2%	68.8%	25.0%	75.0%	16.2%	83.8%	11.2%	88.8%
14-16 years	12.5%	87.5%	26.2%	73.8%	46.2%	53.8%	31.2%	68.8%	25.0%	75.0%	21.2%	78.8%
17-19 years	1.2%	98.8%	7.5%	92.5%	18.8%	81.2%	6.2%	93.8%	6.2%	93.8%	3.8%	96.2%
Age	VARIED SETS OF COMMERCIALS											
	Nippon Paint		Cadbury Dairy Milk Silk		Nestle Bar-One		Pears		Nestle KitKat		Colgate	
	wrong	correct	wrong	Correct	wrong	correct	wrong	correct	wrong	correct	wrong	correct
11-13 years	5.0%	95.0%	18.8%	81.2%	21.2%	78.8%	12.5%	87.5%	10.0%	90.0%	7.5%	92.5%
14-16 years	6.2%	93.8%	12.5%	87.5%	15.0%	85.0%	13.8%	86.2%	5.0%	95.0%	6.2%	93.8%
17-19 years	8.8%	91.2%	12.5%	87.5%	16.2%	83.8%	11.2%	88.8%	10.0%	90.0%	8.8%	91.2%

12. The later adolescents of both the groups who were exposed to 'repetitive and varied sets of commercials'

performed better than the early adolescents and middle adolescents in recognizing correctly the scenes of the select commercials correctly (Table 8).

Table 8 Recognition of the scenes of select commercials against the age of the respondents

Age	REPETITIVE COMMERCIALS																									
	Colgate		Maggi		NAC Jewellers		Pears		Nippon Paint		CEAT Tyres		Harpic		Complan Nutri Grow											
11-13 years	Wrong	5.0%	Wrong	27.5%	Correct	72.5%	Correct	72.5%	Wrong	1.2%	Correct	98.8%	Wrong	90.0%	Correct	90.0%	Wrong	25.0%	Correct	75.0%						
	Correct	95.0%	Wrong	27.5%	Correct	72.5%	Wrong	46.2%	Correct	90.0%	Wrong	98.8%	Wrong	90.0%	Correct	98.8%	Wrong	25.0%	Correct	75.0%						
	Wrong	2.5%	Correct	97.5%	Wrong	72.5%	Correct	51.2%	Wrong	95.0%	Correct	100.0%	Wrong	98.8%	Correct	100.0%	Wrong	80.0%	Correct	72.5%						
14-16 years	Wrong	1.2%	Correct	98.8%	Wrong	81.2%	Correct	30.0%	Wrong	70.0%	Wrong	1.2%	Correct	98.8%	Wrong	41.2%	Correct	58.8%	Wrong	7.5%	Correct	92.5%	Wrong	28.8%	Correct	71.2%
	Correct	97.5%	Wrong	18.8%	Correct	81.2%	Wrong	48.8%	Correct	51.2%	Wrong	70.0%	Wrong	98.8%	Wrong	41.2%	Correct	58.8%	Wrong	20.0%	Correct	92.5%	Wrong	28.8%	Correct	71.2%
	Wrong	2.5%	Correct	97.5%	Wrong	72.5%	Correct	30.0%	Wrong	70.0%	Wrong	1.2%	Correct	98.8%	Wrong	41.2%	Correct	58.8%	Wrong	20.0%	Correct	92.5%	Wrong	28.8%	Correct	71.2%
17-19 years	Wrong	1.2%	Correct	98.8%	Wrong	18.8%	Correct	98.8%	Wrong	0.0%	Correct	100.0%	Wrong	41.2%	Correct	58.8%	Wrong	7.5%	Correct	20.0%	Correct	92.5%	Wrong	7.5%	Correct	92.5%
	Correct	95.0%	Wrong	18.8%	Correct	81.2%	Wrong	48.8%	Correct	51.2%	Wrong	70.0%	Wrong	98.8%	Wrong	41.2%	Correct	58.8%	Wrong	20.0%	Correct	92.5%	Wrong	7.5%	Correct	92.5%
	Wrong	2.5%	Correct	97.5%	Wrong	72.5%	Correct	30.0%	Wrong	70.0%	Wrong	1.2%	Correct	98.8%	Wrong	41.2%	Correct	58.8%	Wrong	20.0%	Correct	92.5%	Wrong	7.5%	Correct	92.5%

Age	VARIED SETS OF COMMERCIALS																																										
	Colgate		Garnier Micellar		Cadbury Dairy Milk Silk 1		Fortune Sunflower Oil		NAC Jewellers		Yippe		Pears		Nestle Bar-One		Cadbury Dairy Milk Silk 2		Vicks Baby Rub		Nippon Paint																						
11-13 years	Wrong	33.8%	Correct	66.2%	Wrong	33.8%	Correct	66.2%	Wrong	33.8%	Correct	66.2%	Wrong	2.5%	Correct	97.5%	Wrong	22.5%	Correct	77.5%	Wrong	10.0%	Correct	90.0%	Wrong	3.8%	Correct	96.2%	Wrong	0.0%	Correct	100.0%	Wrong	0.0%	Correct	100.0%							
	Correct	62.0%	Wrong	21.2%	Correct	78.8%	Wrong	20.0%	Correct	75.0%	Wrong	11.2%	Correct	88.8%	Wrong	2.5%	Correct	97.5%	Wrong	22.5%	Correct	77.5%	Wrong	10.0%	Correct	90.0%	Wrong	3.8%	Correct	96.2%	Wrong	0.0%	Correct	100.0%	Wrong	0.0%	Correct	100.0%					
	Wrong	23.8%	Correct	76.2%	Wrong	23.8%	Correct	76.2%	Wrong	32.5%	Correct	67.5%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%			
14-16 years	Wrong	33.8%	Correct	66.2%	Wrong	33.8%	Correct	66.2%	Wrong	33.8%	Correct	66.2%	Wrong	2.5%	Correct	97.5%	Wrong	22.5%	Correct	77.5%	Wrong	10.0%	Correct	90.0%	Wrong	3.8%	Correct	96.2%	Wrong	0.0%	Correct	100.0%	Wrong	0.0%	Correct	100.0%	Wrong	0.0%	Correct	100.0%			
	Correct	62.0%	Wrong	21.2%	Correct	78.8%	Wrong	20.0%	Correct	75.0%	Wrong	11.2%	Correct	88.8%	Wrong	2.5%	Correct	97.5%	Wrong	22.5%	Correct	77.5%	Wrong	10.0%	Correct	90.0%	Wrong	3.8%	Correct	96.2%	Wrong	0.0%	Correct	100.0%	Wrong	0.0%	Correct	100.0%	Wrong	0.0%	Correct	100.0%	
	Wrong	23.8%	Correct	76.2%	Wrong	23.8%	Correct	76.2%	Wrong	32.5%	Correct	67.5%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct
17-19 years	Wrong	33.8%	Correct	66.2%	Wrong	33.8%	Correct	66.2%	Wrong	33.8%	Correct	66.2%	Wrong	2.5%	Correct	97.5%	Wrong	22.5%	Correct	77.5%	Wrong	10.0%	Correct	90.0%	Wrong	3.8%	Correct	96.2%	Wrong	0.0%	Correct	100.0%	Wrong	0.0%	Correct	100.0%	Wrong	0.0%	Correct	100.0%			
	Correct	62.0%	Wrong	21.2%	Correct	78.8%	Wrong	20.0%	Correct	75.0%	Wrong	11.2%	Correct	88.8%	Wrong	2.5%	Correct	97.5%	Wrong	22.5%	Correct	77.5%	Wrong	10.0%	Correct	90.0%	Wrong	3.8%	Correct	96.2%	Wrong	0.0%	Correct	100.0%	Wrong	0.0%	Correct	100.0%	Wrong	0.0%	Correct	100.0%	
	Wrong	23.8%	Correct	76.2%	Wrong	23.8%	Correct	76.2%	Wrong	32.5%	Correct	67.5%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct	11.2%	Wrong	88.8%	Correct

13. All the teenagers who were exposed to repetitive commercials belonging to all the three groups recognized the scene of *Cadbury Dairy Milk Silk*. The scene of *Nestle KitKat* was also identified by most of the teenagers but *Nestle Bar-Ones'* recognition was poor among the early adolescents and the middle adolescents. Similarly, all the teenagers who were exposed to varied sets of commercials could recognize the commercials of *Cadbury Dairy Milk Silk*. The early adolescents performed better than the other two groups with minimal variation in scores. Varied sets of commercials worked out in the recognition of *Nestle Bar-One*, hence stands as a distinct finding (Table 9).

Table 9 Recognition of scenes of select chocolate commercials against the age of the respondents

REPETITIVE COMMERCIALS					
Age	Cadbury Dairy Milk Silk	Nestle KitKat		Nestle Bar-One	
	Correct	Wrong	Correct	Wrong	Correct
11-13 years	100%	0.0%	100.0%	30.0%	70.0%
14-16 years	100%	1.2%	98.8%	23.8%	76.2%
17-19 years	100%	1.2%	98.8%	3.8%	96.2%
VARIED SETS OF COMMERCIALS					
Age	Cadbury Dairy Milk Silk	Nestle KitKat		Nestle Bar-One	
	Correct	Wrong	Correct	Wrong	Correct
11-13 years	100%	2.5%	97.5%	5.0%	95.0%
14-16 years	100%	5.0%	95.0%	11.2%	88.8%
17-19 years	100%	3.8%	96.2%	22.5%	77.5%

14. On comparing the teenagers who were exposed to 'repetitive and varied sets of commercials', teenagers who were exposed to varied sets of commercials scored better in recalling the types of products along with their brands when compared with the teenagers who were exposed to repetitive commercials (Table 10).

Table 10 Wilcoxon ranks of the recall and the recognition of the types of products and their brands, chocolate brands, their taglines and scenes by Group A against the Group B

		N	Mean Rank	Sum of Ranks
Recall of Types of Products and their Brands B - Recall products and brand names A	Negative Ranks	139 ^a	122.22	16988.50
	Positive Ranks	91 ^b	105.24	9576.50
	Ties	10 ^c		
	Total	240		
	Z	-3.671 ^b		
	Asymp. Sig. (2-tailed)	.000		
Recall - Chocolate brand names B - Chocolate brand names A	Negative Ranks	40 ^a	54.29	2171.50
	Positive Ranks	72 ^b	57.73	4156.50
	Ties	128 ^c		
	Total	240		
	Z	-3.017 ^b		
	Asymp. Sig. (2-tailed)	.003		
Recall - Number of Commercials B - Number of commercials A	Negative Ranks	39 ^a	74.77	2916.00
	Positive Ranks	120 ^b	81.70	9804.00
	Ties	81 ^c		
	Total	240		
	Z	-6.301 ^b		
	Asymp. Sig. (2-tailed)	.000		
Recognition - Circle Types of Products B - Circle Types of Products A	Negative Ranks	69 ^a	87.61	6045.00
	Positive Ranks	120 ^b	99.25	11910.00
	Ties	51 ^c		
	Total	240		
	Z	-3.975 ^b		
	Asymp. Sig. (2-tailed)	.000		
Recognition - Circle Brands against Product Categories B - Circle Brands against Product categories A	Negative Ranks	60 ^a	59.96	3597.50
	Positive Ranks	77 ^b	76.05	5855.50
	Ties	103 ^c		
	Total	240		
	Z	-2.505 ^b		
	Asymp. Sig. (2-tailed)	.012		
Recognition - Match Brands with Taglines B - Match Score A	Negative Ranks	42 ^a	58.48	2456.00
	Positive Ranks	73 ^b	57.73	4214.00
	Ties	125 ^c		
	Total	240		
	Z	-2.475 ^b		
	Asymp. Sig. (2-tailed)	.013		

Recognition Identification of Scenes of Select Commercials B - Identification of Scenes of Select Commercials A	Negative Ranks	12 ^a	46.54	558.50
	Positive Ranks	219 ^b	119.81	26237.50
	Ties	9 ^c		
	Total	240		
	Z	-12.674^b		
	Asymp. Sig. (2-tailed)	.000		
Recognition Identification of Scenes of Chocolate Brands B - Identification of Chocolate Brands A	Negative Ranks	30 ^a	39.50	1185.00
	Positive Ranks	42 ^b	34.36	1443.00
	Ties	168 ^c		
	Total	240		
	Z	-.804^b		
	Asymp. Sig. (2-tailed)	.422		

15. The recall of the chocolate brand scores between the teenagers who were exposed to repetitive commercials and varied sets of commercials show that both the groups have similar thinking and understanding and were able to recall the brands equally. But the group in which the teenagers were exposed to varied sets of commercials, more positive ranks were oriented showing that varied sets of commercials do attract consumers and influence them better when compared with the repetitive commercials because negative ranks are oriented more towards them (Table 10).
16. Teenagers who were exposed to varied sets of commercials were able to recall the exact number of commercials of all the three chocolate brands when compared with the teenagers who were exposed to repetitive commercials (Table 10).
17. Those teenagers who were exposed to varied sets of commercials scored more positive ranks in recognizing the types of products that were advertised during the experimental study than those teenagers who were exposed to repetitive commercials. This shows that varied sets of commercials result in better recall and recognition when compared with the repetitive commercials (Table 10).
18. The two groups of teenagers who were exposed to 'repetitive commercials and varied sets of commercials' showed similarity in the recognition scores of the brands that were advertised. The teenagers who saw varied commercials were able to recognize the advertised brands better against their product categories. The other group which saw repetitive commercials scored more neg-

ative ranks than the teenagers who were exposed to varied sets of commercials in the recognition of brands that were advertised. This shows that varied sets of commercials are more influential than repetitive commercials (Table 10).

19. In the recognition of the taglines of the brand, the teenagers who were exposed to repetitive commercials and varied sets of commercials scored similar as they have similar understanding and idea about the commercials (Table 10).
20. Teenagers who saw repetitive commercials gave more negative answers than the teenagers who were exposed to varied sets of commercials. Though there were teenagers who couldn't identify the scenes of some commercials, the overall negative ranks seems to be low. Teenagers who were exposed to varied sets of commercials were able to identify most of the scenes of the select commercials and hence have acquired more positive ranks when compared with the teenagers who were exposed to repetitive commercials (Table 10).
21. When compared with those teenagers who were exposed to varied sets of commercials the teenagers who were exposed to repetitive commercials scored negative ranks but both the groups have showed a similar orientation and understanding as there exists a tie that dominates the positive and the negative ranks. Those teenagers who were exposed to varied sets of commercials were able to recognize the scenes of the chocolate brands better than those who were exposed to repetitive commercials. Teenagers from both the groups were able to identify the scenes of the chocolate commercials but teenagers who saw the varied commercials acquired more positive ranks than teenagers who viewed repetitive commercials (Table 10).

(From above, A and B mentioned in the Wilcoxon tests are the Group A and Group B, where children from Group A were exposed to repetitive commercials and Group B were exposed to varied sets of commercials.)

Discussion

Recall Ability in terms of Age

From the above findings, it is obvious that the preteens or the early adolescents performed better in recall than the teens of the other age groups. The

recalling score is stronger among those teenagers who were exposed to varied sets of commercials than the ones who were exposed to repetitive commercials. *Cadbury Dairy Milk Silk*, being a familiar brand was recalled after *Nestle KitKat* because of the common commercial which was screened for the teenagers. However, the commercial of *Nestle KitKat* was unique, funny and creative, getting the attention of the audience and being the most preferred brand among the three chocolate brands advertised. The above findings are similar to that of Zuckerman, Ziegler and Stevenson in 1978 who found that children's attention to commercials decreased with an increase in age. Some commercials were effective and got the attention of few children than the rest. But the study done by Rozendaal et al. (2021) contradicts this finding because they found that children paid more attention to advertising during shows they loved, and previous exposure to the same commercial increased interest. Hence, importance should be given to the kind of program that attracts children and also the creation of creative commercials ensuring that they have a strong impact on the audience to be recognized or recalled.

The recall of *Nestle Bar-One*, with varied sets of commercials was better when compared with the repetitive commercials that were screened for the same brand. As this brand is less popular and less advertised, a few commercials which were new to the teenagers were chosen and that made a difference. Teenagers were able to recognize that *Nestle Bar-One* had repetitive or varied sets of commercials better than for *Cadbury Dairy Milk Silk*. As the commercials of *Cadbury Dairy Milk Silk* are advertised repeatedly in television, when the same was advertised, teenagers showed no interest, but the less familiar commercials of *Nestle Bar-One* definitely had an impact. This is in contrast to Rozendaal, et al.'s findings from 2021, which showed that kids paid attention to the commercials that were shown during the shows they like. This demonstrates that commercials should be placed appropriately based on the kinds of shows that children enjoy watching. Ray (1973) in his study found that if the children are familiar with the commercials or the programs, it is obvious that they will be inattentive when the same is screened, hence showing a lack in interest. Yet this can be resolved by choosing a unique brand and making their commercial colourful and creative, to get the attention of the children towards the brand advertised. This is the same with the nature of the commercials. Unique concepts and ideas should be chosen to get the attention of teenagers.

Repetitive and Varied Sets of Commercials

In this research paper it is found that the varied sets of commercials helped

in better recognition and recall when compared to repetitive commercials. The previous studies have found similar results showing the strong persuasive nature of the varied sets of commercials. This finding is again similar to Huang and Lin (2021), who explored the effects of commercial repetition and variety on children's ad evaluation and brand attitude, using a dual-process model. They found that children preferred varied commercials over repetitive ones, and that variety had a greater impact on ad evaluation than repetition. The major review of this research paper is the research done by Gorn and Goldberg (1980), who conducted a research to study children's responses to repetitive television commercials. Studies with adults had shown that during the repetitive series, recall and attention are very high, but later it was seen that attention falls off and the accuracy of recall decreases (Grass and Wallace 1974). Television commercials turn to be irritating when they are repeated frequently. In contrast, varied sets of commercials for a product or a brand holds interest and attention (Grass and Wallace 1974; Greenberg and Suttoni 1973). The result of the study by Gorn and Goldberg (1980) showed that all the children were able to recall the number of commercials. The study spoke about the varied sets of commercials that played a major role in the recognition of the brand.

Van Reijmersdal et al. (2022) investigated the impact of repeated versus varied advertising on children's responses to a familiar and unfamiliar brand. They found that repeated advertising increased familiarity and positive attitudes toward the familiar brand, but did not have the same effect on the unfamiliar brand. Varied advertising, on the other hand, improved attitudes toward the unfamiliar brand. This slightly contradicts to this study's findings yet we can conclude that varied commercials do have a huge impact in grabbing people's attention, especially children, whether or not the brand is familiar. Gorn & Goldbergs' (1980) study suggests that additional exposure and varied sets of commercials are required to achieve altered preference and behaviour. Exposure to the same commercials three to five times will annoy and negatively affect the children's behaviour and their interest for the product. This is very common among the TV viewing public. If the same commercials are shown again and again, the audience tend to ignore or change the channel to avoid the repeats and the irritating nature of the commercial. Hence the interest is intense when varied sets of commercials are screened for the same brand as it will capture the attention of the audience and make them want to try the brand or product that was advertised.

Recognition in terms of Age

The later adolescents topped in the recognition tasks by recognizing most

of the products, brands, taglines and the scenes of the commercials and the chocolate brands. This result is similar to that of Jones et al. (2022), who investigated how children's awareness and recall of fast food advertisements were affected by age and advertising repetition. Younger children were more affected by recurrence of commercials on recognition and memory than older children or the later adolescents, who were more likely to remember ads that were unique or diverse. The study emphasizes how crucial it is to take age variations into account when developing advertising efforts for kids.

From the previous study by Arenberg (1985), it is marked that aging affects the recall performance more than the recognition performance. In recognition, several retrieval cues are given. Hence, it would help the older people to connect and identify easily whereas recall in comparison would provide no retrieval cues henceforth, participants associate with more effort. Singh and Rothschild (1983) also found that recognition scores were higher than recall scores even though the commercials or the content were repeated several times and the messages were made longer. The early adolescents and middle adolescents performed weaker when compared to the later adolescents. Gorn et al. (2021) investigated on children's recognition of the persuasive nature of advertising using eye tracking technology. The authors found that children are more likely to recognize advertising as persuasive when they are explicitly told that it is, or when the ad features overtly persuasive language and imagery. This illustrates the necessity of developing engaging, imaginative, and unique advertising for youngsters.

The result of the study is similar to the previous studies which say that older people perform better in recognition. On comparing both the Groups where one was exposed to repetitive commercials and the other was exposed to varied sets of commercials, it is apparent that the teenagers who were exposed to varied sets of commercials performed better in all the recognition tasks when compared to the group which saw repetitive commercials. There were ties seen in the match score, brands score and identification of chocolate scenes score showing the similar understanding and performance by both the groups in the recognition tasks. The teenagers of both the groups performed almost the same in the recognition of the brands, taglines and the scenes of the chocolate brands but more positive ranks were oriented towards the group of teenagers who were exposed to varied sets of commercials. Krugman (1977a) stated that recognition may lead to modest advertising expenditure when compared to recall. He suggested that recognition can be used as an alternate to recall to measure

television commercial's effectiveness. Zuckerman, Ziegler and Stevenson (1978) studied children's viewing patterns of television and recognition memory of television commercials. Children's behaviour was studied with low levels of attention and a decrease in recognition level for the commercials content. Attention was seen to be stronger for visual related content than for the auditory recognition. It was observable from the study that this difference in attention and recognition might vary with age and social condition.

Conclusion

Television commercials play a major role to inform the mass audience about a brand or a product. For this purpose, effective commercials should be created to get their attention. It is not always about how many people are exposed to the commercials, but it is all about how many retain some effect and respond to it. Basically it insists on the importance of being persuaded rather than just remembering them (Srull 1983, 1984). This research has tried to figure out the types of commercials that are persuasive to the TV viewing public. For this reason, the most potential segment of the consumers was chosen for the study based on Piaget's theory of cognitive development. The result shows that varied sets of commercials hold better attention leading to higher recognition and recall when compared to the repetitive commercials of any brand. As the varied sets of commercial's contents, concepts and ideas are different, curiosity is built among the audience to see and know what the commercial is all about. Hence it grabs their attention. Receptivity is seen to be better for varied sets of commercials. By this, USP can be reinforced. Whether there is a need or not, commercials create a need and make consumers purchase a product or a brand. Here in this study as both the most familiar and less familiar brands were chosen, it is evident that even the less familiar brand will rise in competition along with the other brands if the commercials of the brand are made innovative and if the frequency and nature of advertisement are also considered.

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