Aided recall and follow-up questions

As previously discussed, half of the subjects answered the aided recall questions before answering questions about their personal opinion and beliefs regarding the sponsor and the comparison brand. The variable order was added as a factor in all analyses to determine if the order of the questions had a statistically significant effect on subjects’ responses. Unless otherwise noted, there were no statistically significant main effects or interactions of order with any of the other variables.

The first aided recall question asked whether the advertisement said or suggested anything about Aleve/ Zantac (the sponsor) and speed of relief. Sixty-two respondents (50.8%) responded yes, ten responded no (8 %), and 51 chose the response option don’t know/don’t remember (41%). Those respondents who answered yes were asked the open-ended question what did the ad say or suggest about Aleve/ Zantac and speed of relief? Responses to this question were analyzed in the same manner as responses for the unaided recall question. That is, responses were classified by whether they mentioned superiority or parity, and then assigned to subcategories depending on the specificity of the response (mention of the comparison brand, mention of the target attribute).

The next aided recall question specifically asked subjects whether the ad said or suggested that the sponsor was superior, equal to, or inferior to the comparison brand on speed of relief. A fourth response option allowed subjects to indicate if they did not know or did not remember what the ad said or suggested. A logistic regression analysis was conducted on the combination of the first three response options versus the fourth option, in order to determine if there were any statistically significant differences between the groups. This analysis yielded no statistically significant differences.