Results

Test of H1

Responses to the unaided-recall question did not support H1. The main effect of ad condition on recall of sponsor superiority on speed of relief was not statistically significant. Similarly, there was no support for H1 from responses to the open-ended aided recall questions whether they were anchored on the sponsor or the comparison brand.

No support was found for H1 from the closed-ended questions that asked whether the ad said or suggested that the target or the comparison brand was *inferior, equal,* or *superior* to the sponsor brand on speed of relief. The second response option *equal* was never selected in response to either question. There were no statistically significant main effects or interactions of any of the independent variables. However, 85% of respondents (53) chose the *superior* option when the question was anchored on the sponsor brand. Eighty-five percent (52) said the comparison brand was inferior to the target brand on speed of relief when the question was anchored on the comparison brand.

Overall, H1 was not supported by the data. Table 11 summarizes the results.

Test of H2

H2 predicted that the combination of exaggerated superiority statements or puffery with negated parity claims would suggest overall superiority of the sponsor over the comparison brand. The pattern of responses predicted was not supported by responses to the unaided recall question. The main effect of advertising condition on subjects’ recall of general superiority statements, whether the comparison brand was mentioned or not, was not statistically significant.