Overview

This chapter serves to interpret the study findings and how they relate to previous studies by discussing all major research constructs independently and their relationship to other dimensions. In addition, this chapter indicates how the results contribute to practice. Various implications regarding marketing practices for FMCG products are outlined.

5.1 Discussion of the Results

The purpose of this study is to determine, examine and investigate the impact of determinants on purchase intention of youngsters for FMCG products viewing television advertisement with created animated spokes-characters. From previous studies, various determinants i.e. cognitive responses (Product Related Thoughts, Spokes – Character related Thought and Ad execution related Thoughts), attitudes i.e. Attitude towards the Advertisement and Attitude towards Brand were considered to examine the impact on purchase intentions of the youngster’s after watching advertisement of created animated spokes – character. The cognitive response model given by Belch and Belch (2001) was taken as a base for this study and some of the dimensions i.e. source credibility and source likeability was added in the model with evidences in literature.

5.1.1 Overall Model Performance

Results of the EFA and CFA partially supported the proposed model. This study only identifies the product related thoughts, ad execution related thoughts, spokes – character’s credibility dimensions i.e. trustworthiness, attractiveness and expertise constructs. The spokes – character related thoughts and spokes – character likeability is not identified. Therefore, it is not possible to test Hypothesis 2, 3, 10 and 11. From a methodological perspective, developing measurement items and their related constructs for each unique study setting is the preferred approach, suggested by Churchill (1979). Thus, Cognitive response scale dimensions are developed in this study by filling the open ended questionnaires with respondents. Five different advertisements were shown and were told to write there thought regarding product, spokes – character and ad execution which they have observed in the advertisement. The statements were converted into the likert scale and reliability and validity of the scale is measured. In addition to this, the scale of source credibility by Ohanian (1990) was also adopted in the study, to check the impact of spokes – character’s credibility on attitudes and purchase intention of young consumers.
The three factors fifteen item credibility scale has been widely acceptable and replicated by other researchers (Pornpitakpan, 2004; Till & Busler, 1998, 2000). In addition, credibility is proven to be validates in an Asian setting (La Ferle & Choi, 2005; Pornpitakpan, 2003) for celebrity endorsement. So, to validate the same scale for spokes-character, EFA, CFA, reliability and validity of the scale was done.

Overall, the components identified in this study show a high degree of consistency with those found in previous studies. The preliminary tests for the measurement instrument indicated that only minor changes were needed for the remaining constructs. A seven factor underlying structure was identified relating to the proposed constructs, Product Related Thoughts, Trustworthiness, Attractiveness, Expertise, Ad Execution Related Thought, Attitude towards Advertisement, Attitude towards the Brand and Purchase Intention. It seems that the measurements are consistent with the theoretically derived dimensions and it may be concluded that the measurement model is construct valid. The internal consistency of the measurement model is reliable with strong composite reliability being found. The measurement of each latent variable in the structural model was robust and reported satisfactory fit indices. Modification indices were carried out by between the error variance of different variables as they were theoretically justified and fit indices reported an acceptable fit. The final model is able to explain 70 per cent of the total variation in Attitude towards the Advertisement, 71 per cent of the total variance in Attitude towards Brand and 73 per cent of the total variation in purchase intention. As a result, the hypothesized structural model has a strong statistical ability to predict Indian youngster’s purchase intention when created animated spokes-character are used in advertisements for FMCG products.

5.1.2 Product Related Thoughts

For measuring the product related thoughts of respondents, eight close ended variables were found in quantitative research of cognitive response survey. Out of that, six variable does not performed in EFA as it could not explain the communalities in the item sufficiently, and was therefore deleted. But, two variables i.e. “Features of the product are clearly defined” and “Usage of the product is clearly defined” were validated for measuring product related thoughts of respondents. In this study, product / message related thought does not play significant role in predicting attitude towards the brand which is consistent with prior research, product / message related thought drop to non-
significant levels when attitude towards the advertisement is introduced as another predictor of attitude towards the brand (Lutz & MacKenzie, 1982; Lutz et al., 1983). While surprising, this replicates a result found earlier by Lutz et al. (1983) and Mackenzie and Lutz (1982) when Attitude towards the advertisement and product related thought are both modeled as causing attitude towards the brand, the relationship between product related thought and attitude towards the brand is sometimes surprisingly weak. These authors discuss various possibilities for this anomalous result. Including demand artifacts, measurement problems, restrictions in range of brand cognitions and so on. In direct relationship measurement also, product related thought doesn’t have significant impact on purchase intention. Thus, this study reveals that when the advertisement is endorsed by created animated spokes – character, product related thought does not impact and plays a significant role in the youngsters’ purchase intention.

5.1.3 Trustworthiness

Among the trustworthiness dimension, variable i.e. dependable does not performed in EFA as it could not explain the communalities in the item sufficiently, and was therefore deleted. This study modeled that trustworthiness of created animated spokes – character have significant and positive effect on youngster’s attitude towards endorsed brand but does not have effect on attitude towards the advertisement of youngster. Research indicates that an endorser associate with high trustworthiness provokes greater message acceptance than an endorser associated with moderate or low trustworthiness. In addition to this, Hovland et al. (1953) found from several studies that there is positive influence of trustworthiness on attitude, which supports this study’s findings. Indeed, Ohanian (1991) refers to trustworthiness as the consumer’s confidence in the source for providing information in an objective and honest manner. This study also added that most people would consider a good friend to be trustworthy on most matters. Thus, from the current study it is concluded that if the created animated spokes – character used in the FMCG advertisement is trustworthy than it will positively effect in forming youngster’s attitude towards the brand but will not play any importance in forming youngster’s attitude towards advertisement. Also after testing mediation effect, it is found that trustworthiness of youngster’s in created animated spokes – character also effect in building the purchase intention of youngster directly. This result was in the line of empirical evidence that trustworthiness of the message source positively influences persuasion (Deshpande & Stayman, 1994; McGinnies & Ward, 1980; Pornpitakpan, 1998). In addition to this,
relationship literature has investigated the role of trust, consistently citing it as a strong predictor of favorable brand related outcomes (Garbarino & Johnson 1999; Macintosh & LockShin 1997). This study also lends support to the hypothesized credible endorsers seem to influence attitudes towards the brand and purchase intentions indirectly (Biehal et al., 1992). Thus, spokes – character trust is important given the contention that consumer tend to like and purchase products from trustworthy characters (Dotz, Morton & Lund, 1996).

5.1.4 Expertise

This study modeled expertise as a factor for created animated spokes character effectiveness and it has significant negative effects on the youngster’s attitude towards the brand and significant positive effect on the youngster’s attitude towards the advertisement. These findings correspond with previous research, which found that the endorser’s expertise affects attitude towards the brand and attitude towards advertisement (Friedman et al., 1976; Kahle & Homer, 1985; Maddux & Rogers, 1980; Shimp, 2000; Stafford et al., 2002; Till & Busler, 1998). Two variables i.e. qualified and well skilled does not performed well as from the EFA it appeared that both dimensions could not explain the communalities in the item sufficiently, and was therefore deleted. Research on the persuasive effect of credible sources versus those with less credibility demonstrated that credible sources produce more attitude change than do less credible sources (Erdogan, 1999; Hovland & Weiss, 1952). As created animated spokes – character speak only for one product / brand, they are assumed more efficient external information seekers as they are likely to better discriminate between relevant and irrelevant information (Alba & Marmorstein, 1987; Hutchinson & Moore, 1984). However, it is irrelevant whether an endorser is an expert; but is how the target audience perceives the endorser (Ohanian, 1991). Admittedly, Braunsberger (1996) found that a source high in expertise as compared to one low in expertise appeared to lead to positive attitudes toward the endorser and the advertisement. Thus, if the created animated spokes – character is expert, than it will create positive attitude towards advertisement while it will create negative attitude towards the endorsed brand among the youngster’s. In the same line, Kamins (1990) also failed to show an interaction for attitude towards the brand on purchase intention using attractiveness. In spite of the negative significant relationship for attitude towards the brand for youngsters, the results of the study provide important implications for marketing managers especially when promoting an FMCG product. In
other words, when it comes to youngster’s, expert spokes - character are an important advertising component as compare to brand components in persuading these consumers to purchase the FMCG product and to pay more for it.

5.1.5 Attractiveness

Regarding the attractiveness dimension, only indicator that did not perform well is appealing. In addition, from the EFA it appeared that dimension could not explain the communalities in the item sufficiently, and was therefore deleted. Regarding the structural relationships, Attractiveness has a positive significant impact on Attitude towards the Advertisement and negative significant impact on Attitude towards the Brand. Admittedly, studies report that attractive sources used in advertising lead to favorable attitude towards the ad and purchase intentions (Patzer, 1983; Petroshius & Crocker, 1989). The argument is that attractive spokes – character are more effective endorsers for products that are enhance one’s attractiveness (Kamin, 1990). Scholars indicate that there is a minimal impact of created animated spokes – character attractiveness on product and advertisement evaluations when the product is not related to the user’s physical attractiveness (Baker & Churchill, 1977; Friedman & Friedman, 1979, Kahle & Homer, 1985). This study found significant positive relationship between created animated spokes – character’s attractiveness and attitude towards the advertisement, as the endorsed product is directly related to the user’s physical attractiveness. On the other hand, the attitude towards the brand is significantly negatively affected by created animated spokes – character’s attractiveness. This concurs with previous research indicating that attractive communicators are not successful in changing beliefs about the product. Therefore, advertisers tend to appoint attractive created animated spokes – character rather than unattractive ones, based on the belief that attractive created animated spokes – character are more liked. Attractive endorsers appear to cause the advertisement to be more effective in inducing favorable responses to the advertisement (Pornpitakpan, 2004). Studies indicate that using attractive endorser have positive effect on advertisement attitude which affect on brand attitude and will generate purchase intention (Chaiken, 1979; Shavitt et al., 1994). Therefore, as expected, the attractive created animated spokes – character may have caused the significant but positive relationship between created animated spokes – character’ attractiveness and youngster’s attitude towards advertisement and in addition significant but negative
relationship between created animated spokes – character’ attractiveness and youngster’s attitude towards brand.

5.1.6 Ad Execution Related Thought

The ad execution related thought studied in this study, form part of the mood subsystem that other researchers (e.g. Lutz, 1985; Lutz et al., 1983) hypothesize to be an antecedent of attitude towards the advertisement. This study has an empirical demonstration of their significance in determining attitude towards the advertisement and this study has significant and positive impact on attitude towards the advertisement. Among all the cognitive responses, Ad execution related thought contribute the highest in impacting the mediating variables and also had direct significant but negative impact on purchase intention of youngsters when the created animated spokes – character is used in the advertisement. Thus, if marketer wants to generate positive attitude towards the advertisement than the creativity, voice tone, visual effects and colors of the advertisements should be used accurately as consumer likes to hear and view the advertisement (White & Smith, 2001; Pieters, Warlop & Wedel; 2002), which ultimately affect attitude towards the brand and purchase intentions (Belch & Belch, 2001, p. 207). These findings were confirmed with Kover, Goldberg and James (1995).

5.1.7 Attitude towards the Brand

The results found, that there is a positive effect of attitude towards the brand on purchase intention, are in line with previous studies like Mitchell and Olson (1981), Shimp and Gresham (1985), Batra and Ray (1986) and Phelps and Hoy (1996). In this study, trustworthiness of created animated spokes – character plays a vital role in influencing attitude towards the brand; where previous studies also found that consumers respond to brands during the decision making process in two ways – cognitive and emotional (Keller, 2001) – that have been referred to as the “thinking and feeling” aspects (Knight & Kim, 2006) which in turns effect purchase intentions of youngsters. This supports the findings of previous studies (Bruner & Kumar, 2000; McMillan, Hwang & Lee, 2003; Mitchell & Olson, 1981). But, in this study product related thought does not have significant impact on attitude towards the brand which suggests that directly youngster are not generating product related thoughts, which effect them to generated attitude towards the brand. As the results indicate, attitude towards the brand explains more of the purchase intention variance than all of other variables included in the study.
Indeed, it is logical to assume that the brand attitude a youngster holds would influence whether or not they intend to purchase the brand. If a person doesn’t like a specific brand and has comparable alternatives or have trust on created animated spokes - character, it would not be logical to buy that brand. The brands used in this study came from product categories with which youngster’s have a great deal of experience (i.e. Carbonated Soft Drinks, Chocolate, Butter and Biscuit). This study refers to an important implication for social psychological research when investigating youngster’s attitude towards the brand; once a stimulus (created animated spokes – character) has been evaluated based on information that is available at the time of judgment, this evaluation is stored in memory and may later be retrieved and used as a basis for subsequent judgment independently of the information that gave rise to its construction (Carlston, 1980; Srull & Wyer, 1980; Sherman, Ahlm, Berman & Lynn, 1978).

5.1.8 Attitude towards the Advertisement

All the variable of attitude towards the advertisement performed healthy, as all the factor loadings in CFA are greater than 0.5. Further, while checking the hypothesis about impact of attitude towards the advertisement on attitude towards the brand and purchase intention, the present study found that attitude towards advertisement had significant effect on both attitude towards brand and purchase intention, which supported study results carried out by Goldsmith et al. (2000; 2002). Shimp (1981) also concluded under experimental conditions that attitude toward the ad impacts on attitude toward the brand (through classical conditioning, with a positive attitude toward the ad leaving the viewer in a positive mood state), which then influences purchase intention (Lutz, MacKenzie, & Belch, 1983). In this study, created animated spokes – character’s credibility (i.e. attractiveness and expertise) (e.g. Miller & Baseheart 1969; Warren 1969; Sternthal, Dholakia & Leavitt 1978) and cognitive responses are influential indicators of advertising effectiveness (ad execution related thought) (Mehta, 2000) because consumer’s cognitive ability towards the advertising are reflected in their thoughts and feelings, and it will subsequently influence their attitude towards advertising (Mackenzie and Lutz, 1989). In effect, studies concerning advertising effectiveness have demonstrated that advertisements influence brand attitudes by modifying consumer beliefs regarding product attributes. In addition, MacKenzie (1983) states that when people see an advertisement they develop an attitude toward advertisement which influences the
measures of advertising effectiveness such as brand attitude and purchase intentions. Thus, attitude towards advertisement also directly affect purchase intention.

5.1.9 Purchase Intention

This research suggests that the best predictor of purchase intention is the frequency of past relevant behavior (Quellette & Wood, 1998). Therefore, this study only targeted novices by showing the advertisement of created animated spokes – character, to rule out past experience. Out of total five stimulus, one respondent are shown one stimulus in form of audio – visual advertisement of created animated spokes – character and examined its relative impact on the purchase intention of youngster’s. As previously indicated, the model is able to explain 70 per cent of the total variation in attitude towards the advertisement and 71 per cent of the total variation in attitude towards the brand. In addition, total variation that all the variable performed for purchase intention is 73 per cent. This could mean that created animated spokes – character influenced both attitude dimensions and purchase intention of youngsters significantly more positively and may be better than other endorsement in order to influence youngster’s attitude and purchase intentions. Many studies also suggested in the same line that attitude serves as a reliable indicator of how people act under a given set of circumstances (Mayo & Jarvis, 1981).

5.1.10 Mediating effect of Attitude between Cognitive responses and Purchase Intention

In this study, among the cognitive responses, product related thought and source likeability does not have significant relation in-between, as well as with purchase intention. But, other cognitive responses i.e. Source credibility (Trustworthiness, Expertise and Attractiveness) and Ad execution related thought were significant and also have impact on attitude and purchase intention. It has identified two ways that cognitive responses of youngster’s may affect consumers’ information processing i.e. purchase intention. The first is the indirect effects model, where cognitive responses has an impact on attitude towards the ad, than attitude towards the ad has an impact on attitude towards the brand through affect transfer, and attitude towards the brand affects purchase intentions. Among the relationship of attitude towards the ad, attitude towards the brand and purchase intention; attitude towards the brand which includes beliefs formed from ad brand attribute information and inferences based on ad picture content (Gardner, 1985; Mitchell & Olson, 1981), mediates the impact of attitude
towards the ad on intentions, i.e., there is no direct Attitude towards the ad – purchase intention link. This seems to be the more popular view (Shimp, 1981; Mitchell, 1986; MacKenzie & Lutz, 1989; Machleit & Wilson, 1988; Mitchell & Olson, 1981). The second view proposes that both mediators of cognitive responses i.e. attitude towards the ad and attitude towards the brand have direct, separate influences on purchase intentions. MacKenzie, Lutz and Belch (1986) call this the independent influences model. Gresham and Shimp (1985) also propose this model, they also add a bidirectional relationship between attitude towards the ad and attitude towards the brand, as in the reciprocal mediation model. Thus, in their model attitude towards the ad has a direct influence on intentions and an indirect effect through attitude towards the brand.

In line to this study, Fishbein and Ajzen (1975) proposed that attitudes were formed through cognition only, although other researchers have pointed out the importance of affect (Holbrook & Batra, 1987; Trafimow & Sheeran, 1998). A fascinating interaction of source credibility (specifically trustworthiness and attractiveness) and cognitive response (specifically ad execution related thoughts) between attitudes emerged in the same study such that high source credibility was only related to high attitude certainty when paired with cognitive responses. Goldsmith et al. (2000) describe the causal relationships for endorser credibility on attitude towards the ad, attitude towards the brand and purchase intentions (Lafferty & Goldsmith, 1999). The effects of endorser or source credibility on advertising effectiveness have been well documented in marketing and social psychology literature (e.g. Aronson, Turner & Carlsmith, 1963; Sternthal, Phillips & Dholakia, 1978; Harmon & Coney, 1982). A message delivered by a high credibility source will be accepted more readily and is more likely to lead to greater attitude change (Kelman & Hovland, 1953; Johnson, Torcivia & Poprick, 1968; Miller & Baseheart, 1969; Warren, 1969; Schulman & Worrall, 1970). In context of attitude towards the ad $\rightarrow$ attitude towards the brand $\rightarrow$ purchase intention, the perceived credibility of the endorser has shown to have an influential effect on attitude towards the advertisement, as concluded in the study by Lafferty and Goldsmith (1999). There is also evidence for a direct relationship between attitude towards the advertisement and purchase intention in certain circumstances (Mackenzie et al., 1986; Cox & Locander, 1987; Biehal et al., 1992).

Thus, this study conclude that cognitive responses of youngster’s when viewing FMCG advertisement is partially mediated by attitude towards the brand and attitude towards the ad for generating purchase intention. From this study, it is concluded that there are two
effects of attitude on purchase intention. First is direct effect, i.e. attitude towards the brand and attitude towards the ad have direct impact on purchase intention, second i.e. indirect effect from attitude towards the ad to attitude towards the brand to purchase intention, and with partial mediation of attitude towards the brand between attitude towards the ad and purchase intention (Phelps et al., 1996).

5.2. Implications

The results of the study should prove interesting to policy makers, advertising practitioners, and academics. For the academic and policy maker, the implications are new in created animated spokes – character for the Indian youngster. In most of the studies related to FMCG products, it has been observed that there is similarity between children and adults response towards the television commercial. So, in this study, children with the age group of 13 years and more is also considered as youngsters.

However, the result of this study, found that the FMCG advertisement with created animated spokes – character generates cognitive responses of youngsters have effect on attitude towards the brand and advertisement which effect on purchase intention of youngsters. The implication for the academic is that, more research needs to be done to examine this relationship between cognitive responses and purchase intention with advertisement of created animated spokes character. The implication for the policy maker and advertiser is that advertisement with created animated spokes – character may differ for the purchase intention of youngsters’; as cognitive responses of youngsters generate more attitude towards the advertisement which affect the attitude towards the brand and which impact purchase intention of youngsters. Thus, advertisement with created animated spokes – character may be given special consideration in FMCG advertisement and which also needs special attention.

In India, very little work has been done to investigate the Cognitive response – Attitude towards the Advertisement – Attitude towards the Brand – Purchase Intention and their relationship with youngsters in context of advertisements with created animated spokes – character. Indeed, this study needs to be replicated with samples of youngsters from other parts of the country. The role of cognitive responses in youngster’s processing of television created animated spokes – character is ripe for research.
The primary implications for advertising practitioners relates to commercial development and pretesting methodologies. As it was indicated in this study, attitude towards the advertisement and attitude towards the brand is having strong relationship and effect on purchase intention, when the advertisement is having endorsement of created animated spokes - character. This result is important for the company, which is ready to introduce a new brand in FMCG for the youngsters’ market.

When introducing a new brand in FMCG category, the ad is often the first information the youngsters may receive about the brand. Because brand introduction can be extremely costly, advertisers need to do everything that they can, to increase the likelihood of the youngsters, which will form a favorable attitude towards the brand. This study suggests that one way to increase the probability of obtaining a favorable attitude towards brand is, by having created animated spokes - character advertisement that elicits a favorable attitude towards the ad and it is very less costly as compare to any other endorsement types. Therefore, measures of attitude towards the ad i.e. positive attractiveness and expertise of created animated spokes – character; and positive ad execution related thoughts should be used when pretesting commercials. All the cognitive responses used in the study could be used for youngsters to generate attitudes which effects purchase intention, but different measures will be necessary for testing children and adults.

Although study also suggest that the advertiser of FMCG brand should use created animated spokes – character which can build trustworthiness among the viewers, as it plays vital role in forming attitude towards the brand and also effect directly to purchase intention. Although other variables, such as prior brand attitude or product related thought, may be more important for forming attitude towards the brand (Belch, 1982), this study suggests that for the advertisements using created animated spokes – character, these variable are not playing significant role in forming attitudes and purchase intention, when the product or brand is related to youngsters. This can be useful information for the advertisers to consider.

5.2.1 Theoretical Contribution

An existing model developed by Ohanian (1991) has been selected and modified to explain created animated spokes – character endorsement effectiveness. This study investigates whether created animated spokes – character allows FMCG marketers to communicate and enhance perceived image through television advertisement towards an
appropriate target market. One way to demonstrate the value of proposed change is to identify how a change affects the relationship between the variables (Whetten, 1989). Therefore, the aim of this study is to examine, the accepted relationship between created animated spokes – character endorsement and cognitive responses and purchase intention change, when mediating constructs are introduced. Generally, mediator can be thought of as a carrier or transporter of information along with the causal chain of effects within a system (Little, Bovaird & Card, 2007). The proposed inclusion addresses the multiple elements of the conceptual framework and takes responsibility for designing an improved concept. The proposed change to the established relationship is exemplified by introducing spokes – character credibility and new cognitive response variables i.e. product related thought, spokes character related thought, ad execution related thought and also by two attitude dimensions as mediators within an existing conceptual framework.

The proposed inclusion of the mediator has changed the current thinking regarding the effectiveness of created animated spokes – character endorsement on purchase intentions. New applications should improve the tool and not merely reaffirm its utility (Whetten, 1989) and it is important that scholars learn something new about the framework itself as a result of working with it under different conditions. The model proposed has never been explored before. The process intends to explain created animated spokes – character effectiveness for generating purchase intention within a FMCG context. This study has enhance confidence in the fact that the findings are valid and generalizable, as this study produced similar findings but in different context i.e. created animated spokes – character, youngsters and FMCG category. The result is a framework with stronger internal validity, generally broader and a higher conceptual level. The model not only contributes to the field of advertisement and FMCG, but also contributes to the knowledge of consumer behavior in general.

By including the two mediating constructs in explaining created animated spokes – character endorser effectiveness on youngster’s response, the current study puts forward a more comprehensive conceptual framework in reflecting the phenomenon of created animated spokes – character endorsement.
5.2.2 Practical Contribution

There have been no studies in India that have examined the impact of created animated spokes – character endorser on youngster’s attitude and their intent to purchase the FMCG product. The result of the study may be of interest to advertising practitioners as it provides practical assistance in selecting an appropriate created animated spokes – character endorser for advertisement of FMCG product or brand. By assessing the created animated spokes – character endorsement effectiveness using the proposed model, marketing practitioners can gain a more complete understanding of the impact that certain created animated spokes – character may have on youngster’s attitude and their purchase intentions. The proposed model is able to assess several created animated spokes – character endorsers by using an advanced statistical analysis such as SEM. Moreover, instead of hiring and appointing a popular celebrity endorser, one should use the proposed model to assess the effectiveness beforehand and thereby avoid spending large sum of money on service fees requested by most celebrity endorsers as created animated spokes – character are less costly and long lasting with the brand. This study may help marketers to assess the value of the collection of created animated spokes – character endorser assets and their effectiveness in positively influencing attitude and purchase intention among the youngsters. By using this model, or at least in part, may help marketers explain and perhaps justify promotional activities.

The following sections illustrate how the model could be employed as a selection of marketing tools:

5.2.2.1 Differentiation Tool

Television advertisements that FMCG marketing organizations convey are generally undifferentiated. However, a FMCG marketer should portray an image that sets the FMCG apart from competing alternatives. Therefore, it is believed that the endorsement by created animated spoke character may offer an opportunity to differentiate FMCG advertisements by going beyond a focus on attributes and rational benefits. Once a Polaka Girl portray by Amul, it becomes an asset for this brand, and her presence in any form is sufficient to create a strong brand recall. The outcome of this research indicates that the product related thought does not have a significant impact on purchase intention, while trustworthiness, attractiveness, expertise and advertisement related thoughts have significant (direct as well as indirect) impact on the purchase intention. Those copywriters
and creative persons who are working with a created animated spoke character for FMCG brand in a country having world’s youngest population; can focus their work accordingly to differentiate their advertisements from the ineffective ones.

5.2.2.2 Segmentation Tool

Consumers are different on the basis of their needs and wants. In this era of consumerism, there is hardly any identical marketing communication theorem, which is applicable for all types of prospects with equal impact. Despite the created animated spoke characters were widely used in Indian advertising, systematic study in this topic was absent in India. To fulfill the study gap in this area, this model is proposed and tested in Indian environment. Geographically it might be the only proposition available in this area; with demographically it is an ideal understanding of the youngsters, whose thoughts on this topic were measured first time in context of FMCG sector. By implementing the model in development of marketing communication, a marketer can better targets the Indian youngsters were as the attitude towards advertisement and attitude towards brand are intermediating variables. It also helps the copywriters, directors, animation professionals, brand managers and other marketing professional to increase the effectiveness of their contribution.

5.2.2.3 Selection Tool

Given the extensive fee paid to the animation/advertising professionals for developing/using a created animated spoke character for attaining objectives such as getting attention, improving a brand’s image and positioning of a brand, it is important that the characters of the spoke characters and the message content must contribute positively on development of customer purchase intention towards the endorsed brand. Past research finding provides very modest direction in selection/development of the created animated spoke characters and development of marketing communication with it. This study Proposed a model that connects specific dimension of created animated spoke character’s effectiveness and content development for marketing communication with purchase intention. This study put forward a model that may constitute a more objective and justified method for selection among the various options available in development of audio visual marketing communication with created animated spoke character for an FMCG brand targeting to Indian youngsters.