Chapter No.7

CONCLUSIONS AND SUGGESTIONS
Advertising and Media in India is in the maturity stage. The wheel of Advertising is inventing new strategies to combat competition and explode of consumerism in our country. The major challenge is to live up the expectations of customers and at the same time understand the media habits of the target audience. While on one hand the domestic and multi national advertising agencies are reinventing media planning strategies to attract customers towards the brands, on the other hand the impact on sales and the outcome of the mindshare of customers also need to be studied and verified.

Based on the field analysis and desk research it is understood that, impact on sales through television advertisements is positive. However in the recent past, some of the brands have restrained from spending more on television advertisements. Television brands should capitalize on the rise in middle class and consumerism and should reach the potential emerging customer group through television media. In a market of diversified consumer group and migration of rural customers to urban landscape, it is imperative to carefully plan the media for marketing communication on the basis of customer demography, media preferences, media habits and other indicators.

The survey was conducted in two parts. Television advertising spends in terms of seconds aired on television media were studied with data collected from research agency Television Audience Measurement (TAM), a joint venture of The Nielsen Company and other media channels. These data were analysed to find the extent of ad commercial time across channels used by TV brands and its overall impact on sales.

The second part involved the study of customer preferences and satisfaction on television advertisements and the influence in purchase
decision making. Most viewed media and media channels, ad recall, brand preferences and purchase decision making indicators were explored through the customer survey. Comparative analysis of ad spends and sale of TVs were carried out. On the basis of these analyses, new trend in TV viewing was studied. An effort was also made to identify the effective media plan for TV advertisements.

On the basis of field research and data interpretation, inferences were drawn regarding the effectiveness of television advertisements in influencing the sale of select TV brands in Pune city.

6.1 Conclusion:

- There is a positive correlation between the ad spends (in seconds) and sales of Televisions (TVs) of Videocon, L.G., Philips and Samsung, and negative correlation for Onida.

- The order of market share of TV brands based on the primary study is Samsung at first place, followed by L.G., Onida, Videocon and Philips.

- TV brands are promoting their sale through advertisements in televisions. When Philips stopped television advertisements in 2008 onwards, the sales is found very low compared to the industry growth.

- There are other influencers like performance of TV, quality of product, and delivery of brand promises which leads to word of mouth promotions are identified as effective
influencing tool for purchase of TV from the primary study.

- Education level is independent on the choice of TV brands, therefore the advertisements should be aimed at branding and positioning of the product. It is proved that ‘Brand’ is the most significant tool for purchase of TVs.

- LG leads in the score for ownership of different products of the brand when compared to the average score of all other brands under study. It scores 72 when compared to the industry average of 51.

- Onida leads in the score of television ad recall when compared to the average score of all brands under study. It scores 60 when compared to the industry average of 37.

- It is observed that 38 percent of customers have bought Philips TV through recommendations from dealer, when compared to the industry average of 15.
6.2 Suggestions

Suggestions are given on the basis of field observations and literature review, researched and studied to fulfill the objectives of the study. The hypotheses of the study were tested and suggestions drawn on the basis of the results.

Based on the inferences arrived at, the suggestions are given in two parts,

I. Brand specific suggestions

II. Suggestions directly related to use of television advertisements for promoting the sale of TVs

I. Brand specific suggestions

- **Videocon:** Brand perception in the minds of customers is very positively influencing the sale of TV. Though television advertisements have built a right brand image, the customers are more satisfied with word of mouth publicity through friends and family. Videocon should continue to launch high end TV products which deliver high quality, durability and should take advantage of brand perception and positioning. For mass media communications, Videocon should continue to use television media, as most of the target customers are tagged to Television rather than Newspaper or Internet. Since the dependence on television to influence purchase decision making is significant, Videocon should more creatively and strategically plan its television advertisements. The present score for television ad recall is around the average competitive score of all brands under study. Videocon should aim to build strong advertising
theme to achieve better than the highest score of Onida, followed by LG.

- **LG:** LG should continue to maintain consistency in television advertisements, as it is found that the sale of TVs is just positive and not very significant. But as advertisements aid in building brand image and sales as preferred by most of the customers for purchase decision making, the use of TV ads cannot be ignored. Moreover it has also resulted in sales of other products of LG. This calls for marketing strategies to increase new product lines as well as increasing the width and depth of product mix.

- **Onida:** Onida scores high on television ad recall and therefore should continue to work on other marketing mix. It includes extending the product line to high end products as well as more of dealer promotions.

- **Philips:** Philips should continue to promote TV product through POP advertisements and dealer promotions. The marketers should also resort to television advertisements and keep up to industry standards to avoid loss of market share.

- **Samsung:** Samsung should continue with its television advertisement spends as it has helped the brand to have high sales from 2005 onwards. The company should continue to focus on its existing line of products as it had the better word of mouth and publicity from family and friends.
II. Suggestions directly related to use of television advertisements for promoting the sale of TVs

These suggestions are confined to the television media plan of select brands in Pune city. They are mainly based on the analysis of field responses about media planning from advertising professionals and customer feedback on TV purchase decision making through television advertisements.

Corporate advertisements

The brands should use corporate ads along with other advertisements. And the creative idea behind advertisement should focus more on brand visibility, promotions and building a brand image. Customers rely on advertisements for brand awareness.

Product advertising

Advertising creative should include cognitive-oriented ads to create brand awareness and brand knowledge. They should also develop effective-oriented ads to describe the different features of the product and its uses.

Advertising message evaluation

The brands should periodically conduct aided and un-aided recall test to measure the mindshare of viewers. They should also carry out attitude and opinion test during and after ad development. Media planners should avoid clutter to ensure better brand recall.
**Word-of-mouth publicity**

Testimonial advertisements should be included as customers rely on recommendations from friends and family as the second best reason for choosing a particular brand of TV. Media planners should continue to spend more on Television as it is the most viewed media vehicle.