CHAPTER -V

FINDINGS, RECOMMENDATIONS AND CONCLUSION

5. Introduction

The previous chapter discusses the analysis and interpretation of the study variables. The statistical analyse is helped to answer the research objectives and test the hypotheses of the study. Based on analysis, this chapter has presented the major findings of the study, recommendations, future scope for further research and conclusion.

5.1 The following findings are providing the customer attitude about the television advertisement, brands of health drink purchased, usage experience of health drinks.

The distribution of the sample respondents are heterogeneous in terms their age, educational qualification, marital status, nature of family, number of family members and income level.

It is found that most of the rural customers are having positive attitude towards the television advertisement.

It is found that the majority of the customers are having the habit of watching the television advertisement.
It is inferred that the customers opinion towards their television advertisement avoiding behaviour is not varied at much level. It is found that customer are leaving the room, reducing the volume, engaging some other work during the advertisement.

It is found that the majority of rural customers are having the heavy avoiding behaviour of television advertisement.

It is found that personal and social factors are highly motivated the customers to purchase the health drink products.

It is found that Horlicks and Boost are the brands mostly purchased by the rural customers. But, Horlicks is top most brand purchased by the rural customers.

It is found that the rural customers are recently started to use the health drink products.

5.2 The following findings are provided the customers opinion about the roles of television advertisement and impact of television advertisement in the rural market.

It is inferred that the customers are highly rated that television advertisement is the reliable source of information about the product. It is found that television advertisement is the most reliable source of information about the health drinks the products.
It is found that the television advertisement is providing value added information about the health drink products among the rural customers. Customers are stated that television advertisement is promoting the desired values of the health drink products.

It is found that the customer are stated that the television advertisement showing the product to the customers and make them to purchase the product as it is prestige for them. However, television advertisement is engaging the people to purchase the product which they do not need.

Customers are highly opined that the television advertisement is a form of entertainment and it is interesting to watch and also it is enjoyable than other programme.

It is found that the customers are highly rated that the television advertisement are informing about the various product availability in the market, which is suitable for their life style.

It is found that customers are felt that television advertisement is beautiful and also creating the attention towards watch the advertisement.

It is found that customers are believed that the television advertisement is providing something new information about the products and also it is fit for the brand.
It is found that the customers are able to understand the advertised product.

It is found that the television advertisement is creating the brand awareness of the health drink products at higher level.

It is found that the television advertisement is claimed the brand image of the health drink product. Customers are opined that brand image of the health drink product is found to be high due to television advertisement and the advertised brand is really worthy.

It is inferred that the television advertisement is influencing the customers towards preference of the brand at moderate level. However, television advertisement is increasing the brand preference level of the customers.

It is found that the customers are started to experimenting the new product because of television advertisement and celebrity endorsed in the advertisement.

It is found that customers are having higher level of purchase intention due to the television advertisement.
5.3 The following findings are indicated the role of television advertisement and its impact.

It is found that television advertisement is providing reliable source of information about the product, understanding the product through advertisement and believes of the product which are highly related with brand awareness level of rural customers.

It is found that the television advertisement is creating brand image of the health drink product among the rural customers. Here, reliable information about the product, understanding product through advertisement, usefulness of the product and value added information about the product are highly related with brand image of the health drink product.

It is found that the customers brand preference is highly related with television advertisement. Because, television advertisement is providing reliable information about the product, show the product before purchase, creating the feel of the product and value added information about the product.

It is found that the feel of the product, showing the product and usefulness of the product are the television advertisement factors highly related with purchase intention of health drink products among the rural customers.
It is found that the believes of product through television advertisement, understanding the product through television advertisement, reliability of the product through television advertisement and feel the product by television advertisement are highly related to the brand switch over behaviour of the rural customers.

It is found that television advertisement are influenced the brand awareness of the health drink products among the rural customers. Clarity in understanding the product, reliable information about the advertised brand, enjoying the advertisement, believes of the product and feel the product through advertisement are highly influenced the brand awareness of the rural customers towards the health drink products.

It is found that reliable information about the brand, believes of the product advertisement and enjoyment of the product advertisements are influenced brand image of the health drink products among the rural customers.

Customers are highly stated that the showing the brand, reliability of the television advertisement, usefulness of television advertisement and value added information of the advertisement are influenced the brand preference of health drink products among the rural customers.

It is found that to television advertisements are influenced the purchase intention of the health drink products among the rural customers.
Feel the product through television advertisement, usefulness of the product, understanding the product through television advertisement and television advertisement shown the products are highly influenced the rural customers towards their purchase intention.

It is found that believes, understanding, feeling and reliability are positively influenced the rural customers towards their brand switchover. But, Showing the product through television advertisement is negatively influenced the rural customers towards their brand switchover.

5.5 The following findings are explained the influence of demographic profile of the customers on the role of television advertisement and impact of television advertisement

It is found that customers opinion towards the television advertisement is a reliable source of information, television advertisement provides usefulness product and television advertisement helps to understanding the product are varied based on the customers age group.

It is found that degree qualified customers are highly enjoying of product advertisement than others. But, post graduates respondent are highly rated that the television advertisement as the reliable source of information, value added information about the product, shown the product, usefulness of the product, feel the product, believes of the product and understanding the product.
Married customers are given more importance towards the roles of television advertisement than unmarried customers.

The customers who are living in the nuclear family system, they are having higher level of attitude towards roles of television advertisement.

It is found that usefulness of product through television advertisement is varied among the income groups. Here, Rs. 20,000 to 30,000 income group respondent are highly rated that the television advertisement is providing usefulness of the product than other groups.

Customers opinion towards the roles of television advertisement is varied based on their brands of health drink purchased.

It is found that the customers opinion is not varied towards the roles of the television advertisement based on their usage experience of the brand.

It is found that the customers opinion is not varied towards the impact of television advertisement based on their age group.

It is found that customers opinion towards the impact of television advertisement is varied based on their educational qualification.

It is found that customers opinion towards the impact of television advertisements is not varied based on their marital status.

It is found that the customers opinion towards the impact of television advertisement is not varied based on their family system.
It is inferred that the customers opinion towards the brand awareness and brand image is varied based on their income level. The less then Rs.10,000 income group customers opinion towards brand awareness is varied with other income group respondents. The Rs 20,000-30,000 income group respondents opinion towards brand image is varied with other income group respondents.

5.6 Recommendations

Customers are highly motivated to purchase the health drink products due to their personal factors and social factors. Hence, television advertiser should be given more focus on the content towards the personal factors.

Bournvita and Complan are the most preferred brand among the rural customers. In order to capture the rural market share, these companies should increase the frequency of advertisement particularly children viewed programmes.

It is found that the rural customer are started to use the health drink products in the recent years only. Hence, the television advertisement should be informative and transformative. Then the rural customers can have greater confidence in assessing the merits of the brand and then they buy it.

It is found that the customers are getting usefulness of health drink products through television advertisement. Hence, the television advertisement should provide the up-to-date information about the health drink products. And also it should inform the customers, which is suitable for their life style.
Customers are believed the advertised product, which is seen in the television. Hence, trustworthiness of the product should be shown in the television advertisement.

It is found that the customers are want to see the advertisement frequently to understand the product or brand which is advertised. This should to be rectified. The advertisements should be eye catching to the viewers. Hence, make it simple and presents easy to understand.

It is found that the health drinks advertisements are providing the enjoyment to the customers. Hence, it is suggested that the advertiser should present the advertisement in a context that elicits happiness to the viewers.

Television advertisement is considered as a reliable source of information about the health drink products among the rural customers. Hence, it is important for the producer to demonstrate their product, tell the customers about their product and its features and also to differentiate the brands between the other brands.

Most of the customers are preferred the brands of health drink product, which is appeared in the television advertising. However, the brand which do not need of the customers. Hence, television advertisement should be educate the customers and make them to learn how to select between the different alternatives.

It is found that television advertising is effective in reach and creation of brand awareness. Hence, it is recommend that the health drink companies should spend more in television advertising to increase their market share in the rural market and provide product information.
Television advertisement is creating the brand image of products among the rural customers. Hence, the advertisers try to differentiate themselves from the competitor by various techniques. If, it is distinguished a brand from others, then it is creating a favorable brand image among the rural customers.

Reliable information, value added information, shown the product, enjoying the advertisement, usefulness of the product, feel of the product, believes of product and understanding the advertisement are having the impact of the brand awareness, brand image, brand preference, brand switchover and purchase intention. Hence, the advertisers use the combination of above all in the television advertisement.

Television advertisement is boosting the brand image of the health drink products. It provides the insight to the companies and business that how they can make better their television advertisement as a promotional tool to capture their customers. Marketing manager of companies can understand that how important a brand image and advertisement. Because, brand image and television advertisement are playing a crucial role to change the rural people buying behaviour.
Scope for further research

❖ This research is considered only the television advertisements. The outcomes of the behaviour of the respondents may be different for print advertisement. Hence, it is suggested that the future research may be conducted in the same area, to find out the difference between health drink advertisement in the print media and television media.

❖ This research is analysed the impact of television advertisement among the rural customers in relating to health drink products. Further research may be compared with rural and urban customers. It will provide the valuable information to the advertiser to make their decision towards their type of advertising.

❖ In this study is analysed the health drink products television advertisement. Another FMCG product advertisement will be consider for future research.

❖ This study is analysed the television advertising avoiding behaviour of customer only. Further research may be conduct the influence of television advertisement behaviour of customers on their purchase behaviour of health drink products.
Conclusion

This study is aimed to analyse the impact of television advertisement on rural customers behaviour in the purchase of health drink products. This study is conducted at Cuddalore district, Tamilnadu. A Sample of 356 respondents is participated in this survey.

In the study, majority of the customers are having positive attitude towards television advertisements. Customers are purchased the health drink products due to their personal needs. Horlicks is the most preferred brand of health drinks among the rural customers followed by Boost. But, Bournvita and other brands like Nestle, Viva, Maltova are the less preferred brands. Customers are stated that the television advertisement is a reliable source of information about the health drink products.

Television advertisement is shown the product before make a purchase. Health drink products advertisements are shown in the television is providing entertainment and providing usefulness of the product. Television advertisement is creating the feel of the product and believes of the product. Television advertisement is creating the brand awareness, brand image, brand preference, purchase intention and brand switch over.

The result of the study is showed that television advertising is served various kinds among the respondents. It is the most potential and effective medium.
It is implied that television as a medium of advertising for the health drink product, it has more impact on the rural respondents when compare with any other media being used for the same purpose. In this view, more consideration should be given to television as a medium of advertising. Because, television combines motion, sound and special visual effect.

The rural customers are believing that modern marketing has really helped them in knowing about the available brands in the market which changing their life style. Marketers should understand the rural customers, because they are stick on the concept of buying products based on past experience. Rural customers are always considered for value for money and they do not believe in exaggeration of television advertisement. Hence, marketers need to understand that television advertisement has been able to change the way how customers look upon the products and brands there by building an association which goes to extent of giving rural customers an expression of getting identified with the product.