Chapter 5

CONCLUSION, SUGGESTIONS AND RECOMMENDATIONS OF THE STUDY
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In the previous chapter, the researcher has given the findings of the analysis of the effect of advertisement on consumer behaviour and brand preference with special reference to selected consumer durables in Kerala. It also provides an overview of the responses of various consumers with respect to the effect of advertising on their purchasing behaviour in the consumer durables market of Kerala. Besides, the study reveals that most of the durable manufacturers using advertising as one of their marketing strategies. The survival and growth of consumer durables companies in a competitive environment is not viable without the advertising strategies.

In this chapter, the researcher provides the conclusions arrived at from the study and also seeks to give suitable recommendations and suggestions in connection with the findings presented in the previous chapter.

Conclusions

Today’s world advertising is the most critical link between the marketer and the consumer. Advertising plays a major role in modern life. It shapes the attitudes of the society and the individual and inevitably influences customer behaviour. The customer has to contend with a huge amount of information and be able to make a choice, draw conclusions and make important decisions. The most important task for a business advertising itself is to present its product in such a manner that the whole environment around the buyer turns into a positive emotional stimulus. The main goal of advertising a certain product or service is to attract the customer’s attention and analyse the impact of advertising on customer behaviour, which is determined by a multitude of aspects, although the psychological, emotional and behavioural-ones play the most important role.

It was found that age, gender, region, education, occupation, and income were statistically significant in predicting the attitude towards advertising, consumer behaviour and brand preference for consumer durables. It is probably due to these factors that companies target different groups through advertisements and there has been an increase in their advertising spend. It is quality that determines repeat
purchases and brand loyalty of consumer durables. The reasons for preference of the brands ranged from quality to availability. But it was quality and brand name that was ranked as the important parameter for brand preference. Most of the consumers reported that they do get carried away by advertisements sometimes but in the end it is the quality of the product that is a decisive factor for purchase. They said that they are willing to shell out an extra penny from their pockets provided they get value for money. Advertisements definitely help them in knowing about the existence of various products/ brand and guide them in their decision making process. Advertising is giving the general public information about new goods and trying to increase overall sales, which increases the efficiency of the nation’s economy. It is supposed to be a significant way of getting the point across about a product and create motivation for people to buy. Advertising alone, however, does not get customers. It simply catches consumer’s attention, gets them to walk up to a shelf, and make an impulsive purchase. However, getting the customer back requires a more creative marketing approach. The main reasons for liking an advertisement was the information it provided regarding the discount, special gifts attached, brands and quality of the product. The informative factors like celebrities, Catchy slogans, visual effects funny advertisements, good music and action were also the reasons for liking an advertisement.

This study tried to show whether the advertisements are effective on consumer behaviour or not. On the theory part, many authors have contributed their part towards the effect of advertisements on consumers. According to this study, advertisements influence the consumer’s behaviour, choices and preferences of specific brands of consumer durables. Even though there are lots of media to show the goods or services, television was chosen as the best way that can enhance the company's profits greatly by most of researchers. Also this research validated that among many communication media, television advertisements have been more impact and effect on people than the other media of advertising. The central task of advertising is to place the brand in the desired position in the prospects mind. Powerful advertising leads to powerful brands. In the end one can conclude that advertising is playing a positive role in the promotion of consumer durable products and people who are exposed to it are influenced substantially.
**Suggestions and Recommendations of the study**

Based on the findings of the study the following guidelines are presented for the marketers, advertisers, managers or companies contemplating advertising activities. In advertising campaigns managers need to carefully address the following things for the effectiveness of advertising.

The demographic variables are classified to the study as age, gender, region, education, occupation and family income. The results of this study indicates that these factors have influence on the Exposure to different media, Possession of consumer durables, Effect of different advertising media on the consumers, Attitude toward advertising, Most effective medium of advertising and Brand preference of consumer durables. The demographic variables determine the extent of influence of advertising on their behaviour. Founded on the result of the study, the suggestions and recommendations in detail are presented here.

- Advertisement should be made with keeping the determinants of effectiveness in mind. Advertisement should be according to the product and its suitability with different categories of demographic profiles. Make advertisement more effective all the determinants of effectiveness should be taken care of.

- Investment in advertisement should be made with great care of media of advertisement and type of advertisement. Advertisers should develop new and more effective ways of advertisement in order influence the behaviour of prospective consumers.

- Since there is a significant difference between advertising media regarding the level of influence on consumer's behavior, that is advertising through television have the most effect on consumer's behavior of consumer durables and the reason of that is its extensive level of coverage and most of the people sit to watch TV within hours of the day and advertising through radio and internet have the least effect on consumer's behavior. So it is recommended to the activists of industry that if its products have special and distinct features from competitors and feel that an immediate and contagious providing information should be done, use television as their own advertising media.
The result of this study showed that television advertising is more effective than other forms of advertising in attracting audience and demand for durable products. According to the Friedman test about prioritization of advertising tools it become clear that television is on the top of advertising tool (television have the highest rank). So it is recommended to use television as their advertising medium. Certainly it is necessary to say that advertising through television involve a high expense and the company should evaluate its own benefit – cost. Then performs advertising through this way.

Since using the billboard, magazines and newspaper have also role in attracting the audience and increase demand for durables, so it is recommended to the activists of durables industry to invest on these advertising media also.

Consumer for buying a product is not only under the influence of one advertising medium but media in combination are effective in the manner of their behavior. So it is recommended to the activists of industry use of a new media simultaneously for providing information and encouragement for buying their products.

Based on this study, advertisers can interpret how consumers form attitudes towards the advertisements and for their brands. Armed with such an understanding, advertisers can develop practical guidelines for more effective advertising planning. This is where this particular study makes a substantive contribution by providing more detailed insight into just how different factors interact and how such interactions can be more effectively used to shape consumer perceptions.

An advertisement to be more effective should demand an Interest or Affect at the cognitive level and therefore, ensure this element by considering the concerned qualities. The information value and irritation level in advertisements are also determine advertising effectiveness. Due care should be given in adding the information value to the required level in each advertisement. Both copywriters and art directors must be aware of the attributes of advertisements, which form consumers' Attitude towards
advertisements and should strive for obtaining favourable attitude so that purchase intention can be achieved.

- Develop more effective advertising campaign that attracts consumer’s attention and capture their interest. At this stage the company’s advertising messages should both be persuasive and reminder-oriented. The messages must be strong and appealing enough to persuade and build brand preferences, encourage switching to the company’s brand by changing the perception of the consumers of rival brands of the product.

- The market for consumer durables is becoming more competitive now a day. Therefore, the producer of durable products should understand consumer interest much to find higher sale of their products. The study concludes that the competitive market provides opportunity on one hand and threats on the other hand to both the consumer and the producer; it is become quite important to improving core products with value addition to enrich customer satisfaction more in the similar price range. Not only quality improvements but improvement in after sales service can develop replacement demand or demand for second piece in the households.

- Expose the advertisements in time, which is convenient to all people in the market. Frequent advertisement is essential to attract more customers. To reach the mass-market exposure of advertisement must be enough.

- Include more information about the products’ benefits in the advertisement. Conclusion of the message presented in the advertisement must design in a way, which is acceptable by all people.

- Advertising agencies have to improve the quality of advertisements, i.e. the later should be more informative in nature, provide a fair picture and should be more creative in their design.

- Advertising managers and experts should be aware of the potential ‘wear and tear’ or depreciation and obsolescence of advertising messages; the later should be updated or modified on a regular basis. Conducting market study of the tracking type may be an appropriate approach to achieve this goal.
The advertising industry should allocate more resources for fundamental research in the field of advertising, which would answer questions related to issues such as ‘How advertising works’ or the dynamics of public attitudes towards advertising, the culture-specific features of target audience or how the later may be used to boost advertising efficiency, consumer topology from a psychographic perspective and specific characteristics of consumer behavior.

The findings suggest that studying individual attitudinal factors related to advertising in general should help in understanding advertising effects more fully. While a vast amount of research has been done, and is going, to try to better understand what strategic and executional factors in advertising influence attention getting power and persuasion, relatively little research has been devoted to understanding the consumer related factors that may influence advertising success.

It is ascertained that the consumers while making decision are more affected by logical buying motives rather than emotional buying motives. Therefore, the R&D committees in companies should pay much attention to this of consumers. Advertisements should be made according to these characteristics.

One of the most important issues in this era in marketing is product convergence. In consumer durables market it could be consider as the best combination of different features, which satisfy different consumers’ needs. The features’ portfolio should be a suitable combination of technological and emotional features for maximizing consumer’s satisfaction.

One of the most powerful motivators for purchasing decision in the consumer durables market is quality motive. Therefore, the durable producer companies should focus on this motive and this should be highlight in the advertisements also.

Use of televisions and newspapers are more in Kerala, the advertising planners also should use these media to reach to maximum number of viewers/readers. Media are liked by customers due to their positive features. These points of
high quality of audio, video, clarity of message and cost involved should be taken care of especially in advertising campaign.

- Customer’s awareness regarding advertising is very high. It should be kept in mind by companies for communication purpose. Message needed by customers is clear message. Advertisers should give message regarding attributes, prices, benefits, uses and occasions for use properly to improve effectiveness of advertising campaign.

- Objectives of advertising are more. The objectives should be reviewed from time to time so it can contribute the target achievement efficiently and effectively.

- The present study reveals that advertisements in print media have a significant impact on the behaviour of consumers with respect to durable products and it attracts the customers. So the advertisers should be given more attention on shape, size, pictures, body and headings, colour and composition etc.

- Readers read newspapers mainly in the morning. Media planners should focus on the morning editions of the newspapers to reach to more readers with advertisements.

- On the basis of ranking television, newspapers and magazines should be more in use for effective advertising campaign for consumer durables.

- Present day customer seeks more information about product features, quality assurance, offer schemes, before making purchase of consumer durables. So considerate amount of these informations should be given through the advertisements.

- The advertisements should aim to create faith and goodwill in the minds of the consumers and it should contain the core principles of believability, uniqueness, reputation and reasonable claims.

- Quality of the consumer durable products is the most foremost criteria that influence the consumers to buy a particular brand. Hence, product quality has to be highlighted in the advertisement. Brand name, company name, product
information should get equal weightage in the advertisement of consumer durables.

The above mentioned suggestions are based on conclusions drawn from the present study. The emerging conclusions suggest the ways in which the advertisers need to focus the consumers and their behaviour. These conclusions and recommendations are sure to help the marketers to formulate marketing strategies especially advertising strategies which will help motivate and encourage the consumers to make more household buying decisions regarding durables products.

Scope for further researches

The researcher has come across many interesting topics while conducting this research. In fact, some of the results from the current research generated important questions to be explored. Consumers tend to think and act differently because when asked to rate the attitude towards advertising and its effect on their behaviour independently the consumers came up with different answers. Research on the psychological and practical aspects of consumer behaviour can provide marketers with deeper understanding of the topic.

There is a wide scope for conducting research on the effect of advertising on consumer behaviour in the other product categories.

Present study has not been given any specific importance to children. The effect of advertisement is high in the case of children. While conducting the survey the researcher recognise that the children have significant role in the family decision making of the purchase of different types of products. Thus there is a wide scope for conducting research on the impact of advertisements on children.

Another important aspect to be explored can be how negative effects of advertising affect the purchase intention of consumer with reference to low and high involvement products and services. Negative advertising impacts associated with the product can destroy the brand and it may take lot of time to recover the same image. There is also a vast scope for conducting research on the social implications and the unethical practices prevailing in the advertising.
Attitudes, perceptions and behaviour of people differ on various different bases for instance age, gender, country, income level, social class etc. From the marketer point of view it is important to understand that consumers are governed by their culture and values. Moreover, the limitations highlighted in the earlier section provide scope for future research.

There is broader platform for conducting researches in advertising and consumer behaviour. Among all the marketing mix elements, advertising is the most critical link between the marketer and the consumer. Often it is through advertising that the marketer communicates and reaches the consumer even before the consumer has set sight on a product in the market. Its ability to transform products into a brand in consumer minds is vital for creating and sustaining a relationship with them. In India during and after LPG (Liberalisation, Privatisation and Globalisation) era advertising industry is booming. Now advertising has become the backbone of Indian business horizon and steroids for domestic and international market. Foreign players in the consumer durables industry are surprisingly watching and analysing the magic of advertising on millions of Indians and appreciating the power of Indian advertising on the sale of their products. Conforming to the national scenario, advertising has a profound impact in Kerala on almost all products especially on consumer durables where new entrants are forging their way at almost every other moment.