CHAPTER 6

FINDINGS, SUGGESTIONS & CONCLUSION

6.1 INTRODUCTION TO THE MAJOR FINDINGS OF THE STUDY

The present study is focused on studying the effectiveness of Vodafone advertisement with respect to two important stakeholders, one being customer and the other being retailer. At the first stage the various constructs to measure the advertisement effectiveness is framed and the perception of the customers and retailers were observed. Followed by which, it was tested for significant difference between the perception of customer and retailer with respect to the constructs used for measuring the advertisement effectiveness. After finding that, the specific factors directing the effectiveness of the advertisement is identified by using factor analysis and the identified factors were tested for association with the demographic profile of the respondents to understand the influence of the personal profile of the respondents to their perception on advertisement effectiveness if exists. Also, the impacts of the various factors identified on the overall satisfaction level of the respondents were studied to understand the degree of influence of the identified factors on the r satisfaction level. The preference of the promotional methods adopted by the various mobile phone service providers were analyzed with respect to customers and retailers point of view and the most preferred and the least preferred service providers were obtained by Garrett’s ranking method. In addition to the preference of promotional methods, the preference of service provider itself was also studied. The service providers were also ranked based on the value added services provided to their customers. The study also attempted to study the most preferred advertisement in the perspective of customer and retailer.
The objectives of the present study are:

1. To exhibit the profile of the respondents.
2. To identify the strength of the Vodafone advertisements.
3. To ascertain the various promotional methods of mobile phone service providers.
4. To compare the effectiveness of various promotional measures.
5. To compare the value added services of other mobile phone service providers with Vodafone.
6. To suggest suitable measures.

As the present study is based on the primary data, appropriate care has been taken to organize the questionnaire used for the data collection. The questionnaire was finalized with the view of experts from the industry and academia. The questionnaire was designed to focus fully on measuring the effectiveness or strength of the advertisement and to understand the level of importance given to Vodafone among the other competitors with respect to respondent’s preference, their operating procedures and so on. Though the customers are the ultimate decision making authorities for the market growth, retailers also add value in boosting up the sales in their own means which in turn will affect the market growth of Vodafone significantly. Hence, the data was collected from both customers and retailers. A pilot study was conducted among 50 respondents to know the level of perception of advertisement effectiveness among the respondents, based on which definite alteration, additions, deletions and simplifications were carried out. A final form of questionnaires was prepared to collect the data from the customers and retailers. For the final study, the Vodafone users were selected for the customer who included sole users of Vodafone service provider and multiple users with Vodafone being one among the service providers currently in use. The total number of respondents came around 683 which included 664 customers and 19 retailers of Coimbatore District.
The collected data were processed with the help of appropriate statistical tools. The analysis and interpretations are presented in the previous chapter.

In this chapter, the findings of the study, conclusions, and policy implications are presented.

6.2 RESULTS OF BACKGROUND OF THE RESPONDENTS AND THEIR INFLUENCE ON ADVERTISEMENT EFFECTIVENESS OF VODAFONE

The study discusses the perception of the respondents about the effectiveness of the advertisement for Vodafone service provider. The study focuses on understanding the perception of the customers and retailers about the Vodafone advertisement and the factors driving an effective advertisement, the respondents choice among the various advertisements of Vodafone and the respondents preference of Vodafone among other service providers, the order of preference of service providers with respect to various value added services and their choice of promotional methods for effective interaction with the customers about Vodafone. The customers and all the retailers of Vodafone in the Coimbatore region were the two groups of respondents and hence the study also attempted to understand the significant difference in their views if any.

6.3 FINDINGS RELATED TO THE BACKGROUND OF THE RESPONDENTS

1. Important age group among the Customers is 21-25 years and among the Retailers, the age group is 26 to 30 years.
2. The important gender among the respondents is Male in case of both Customers and Retailers.
3. The important marital status among the respondents in the present study is “Unmarried”.
4. The most important annual income among the Customers and Retailers is less than rupees 2 lakhs.

5. The analysis infers that the important level of education among the Customers is Under Graduation whereas for the Retailers it is Higher Secondary Education.

6. The dominant family size for the customers is 2-4 members whereas for the retailers it is less than 2 members

7. The dominant occupation among Customers and Retailers is Own Business.

8. Among the customers, the users of single network of Vodafone are more than the multiple network users.

9. Among all the customers, majority of the customers are satisfied with the current network they are in use.

10. The dominant number of networks used by the customers is 1-2.

6.4 FINDINGS ON TEST OF SIGNIFICANCE BETWEEN THE PERCEPTION OF CUSTOMERS AND RETAILERS ON ADVERTISEMENT EFFECTIVENESS

The test of significance between the perception of Customers and Retailers on the Advertisement Effectiveness of Vodafone is determined using “t” test for difference of two means. The test also generated the individual mean score for the variables used to determine the advertisement effectiveness and the same has been inferred to understand the important variables in the perspective of Customers and Retailers. It was understood from the study that, 4.79 is the highest mean score for the variable “The ad is more lively in TV” followed by “The message conveyed by the ad is very genuine” with a mean score of about 4.78. It clearly shows that the customers prefer TV as an important media of communication to disseminate the information of the service and they equally believe that the message conveyed in the advertisement should be practical and
genuine in its content to draw the trust of the customers towards the service. It
can be assumed that, these two factors are the most essential factor that has to be
considered while making advertisement which will enhance the kind of trust
between the customers and the brand so that, the advertisement can interact well
with the customers. Though these two variables was scored in a same range by
the retailers, by the order of preference differ slightly in the view of retailers.
Retailers give high importance to the variables like “The features and plans of
the service is clearly explained” and “The ad is mostly seen on internet” with a
mean score of 4.77 and 4.67 respectively. This may be due to their preference in
the sales of the Vodafone, which is the part of their retail business.

The overall opinion of the customers and retailers on the advertisement of
Vodafone is showing an insignificant difference between the perception of
customers and retailers except two variables out of thirty two variables. Only for
two variables, say, “The message conveyed by the ad is very genuine” and
“The features and plans of the service is clearly explained”, the t statistics is
significant otherwise for all other thirty variables, there no significance between
the perception of customers and retailers. This might be due to the focus of
retailers on the business perspective and customers on personal interest; there
exists a difference in the views of customers and retailers. Amidst of having
slight differences in the mean score, it was inferred that there is no significant
difference between the perception of Customers and Retailers about the
advertisement effectiveness of Vodafone. The mean score of variables were more
or less in the same strength which paved the way for insignificant t statistics at
5 percent level of significance in almost all the thirty variables out of thirty two
variables taken for the study.
6.5 FINDINGS ON FACTORS GENERATED TO MEASURE ADVERTISEMENT EFFECTIVENESS

The advertisement of any product or service is expected to interact with the targeted customers to satisfy or answer their different expectations in terms of style, choice of media, kind of message, and ways of interacting and so on. Having finalized the thirty two variables on the said dimensions, they were screened with experts opinion and literature support. After which, it was decided to reduce the thirty two variables in to finite factors to measure the effectiveness of the advertisement. Hence factor analysis was applied to reduce the factors into a manageable number and to help the marketers to target on few criteria to have a clear communication to the customers. Here the respondents include both customer and retailers as both the groups perceive the advertisement with a common expectation and the same was proven in the t test applied before. Before reducing it to finite factors, the reliability and predicted validity was observed to test the level of consistency in the variables to study the strength of the advertisement effectiveness. The Cronbach Alpha coefficient is found to be 0.884 which indicates a high level of consistency in the variables used to measure the advertisement effectiveness. Further, the higher level of predictive validity, 0.9671 nearing one indicates a higher level of validity that exists in the scale used for the study. In addition to the reliability and validity check, the data was checked for quality and normality with the help of descriptive measures which revealed that for all the variables, the value is less than 1.22, far smaller than the lower bound of four or five and the kurtosis variables also was found to be less than one for almost majority of the variables which is closer to normality. Thus it was understood that the variables selected to measure the advertisement effectiveness are found to be normally distributed.

The thirty two variables have been included to identify the effectiveness of Vodafone advertisement with respect to the perception of customers and
retailers. The scores of the variables were considered for factor analysis to explain the factors driving advertisement effectiveness. Initially the Kaiser-Mayer – Olkin measure of sampling adequacy and Bartlett’s test of Sphericity has been administered to find out the reliability and validity of factor analysis. Since the KMO measure is 0.845 which is greater than 0.5 and the Chi- Square is significant at zero percent level, the validity of data for the factor analysis is confirmed. The factor analysis results in six important factors viz., Executing style, Credibility, Personalization, Product Involvement, Media Compatibility and Comprehensiveness for measuring the advertisement effectiveness observed from the customers and retailers of Vodafone. The higher Eigen value is seen in case of Execution Style and Credibility and its factor reliability are 0.925 and 0.872 respectively. The communality value indicates that how far a variable explains the advertisement effectiveness altogether. By that, the higher communality is identified in case of Execution Style and Credibility since its communality values are 0.918 and 0.897 respectively. Further, the factor Execution Style of the advertisement is found to explain nearly 33.46 percent of variance studied in the study. This implies that the Execution Style of the advertisement plays a vital role in making the advertisement effective in communicating to the respondents. When the factors are checked for factor wise mean score, it was observed that execution style and the product involvement are found to be strong to define the advertisement effectiveness of Vodafone as observed from the respondent’s point of view.

6.6 FINDINGS ON ASSOCIATION BETWEEN THE PERCEPTIONS OF ADVERTISEMENT EFFECTIVENESS AND PROFILE OF THE RESPONDENTS

The six factors driving the advertisement effectiveness were taken to test whether there is any influence of the profile of the respondents in perceiving the advertisement effectiveness of the Vodafone. Keeping this as objective, the data
were worked out for testing the hypothesis that ‘there is no significant difference in the perception of the respondents about the advertisement effectiveness of Vodafone with respect to their personal profile’ at five percent level using the Analysis of Variance and it was found that there is significant difference in perception with respect to personal profiles like Age, Gender and Educational Qualification with factor Executing Style; Age, Gender, Educational Qualification, Occupation and current network with the factor, Credibility; Gender and family size with the factor Personalization; Age, Gender, Annual Income and Educational Qualification with the factor, Product Involvement; Age and Gender with the factor Media Compatibility and Gender and Occupation with the factor Comprehensiveness. Hence it is observed that, the personal profile has an impact on the perception level of the advertisement effectiveness, which implies that the creation of advertisement should take into consideration the influential profiles to reach the respondents at desired level. When looked deeply, it is understood that personal profile of the respondents like Age, Gender and Educational Qualification influences the perception of advertisements greatly. Hence these profiles of the respondents can be considered in making an effective advertisement.

6.7 FINDINGS ON PREFERENCE SERVICE PROVIDERS AND THE CHOICE OF PROMOTIONAL METHODS

The customers and retailers were asked to assign ranks to the various service providers in their order of preference. Each respondent is instructed to indicate the order of importance of the influential promotional methods by giving rank 1 to the most preferred service provider, rank 2 to the second preferred service provider and so on. Based upon the ranks assigned by the respondents, the order of preference influencing the respondents to prefer the brand is identified. Similarly, the preference was found to identify the most influencing promotional methods and most preferred service provider with respect to the
value added services. For Vodafone, the most preferred advertisement character was also determined to understand the reach of the advertisement for Vodafone. The order of preference was measure from customers and retailers separately to understand the difference if any. To find the most significant method influencing the respondents in preferring the service provider, Garrett’s Ranking Technique is employed.

- Among the customers, it was found that Vodafone is ranked as the most preferred service provider followed by Airtel and Aircel. This clearly shows that, the Vodafone has the maximum preference among the customers and it should its maximum effort to retain its customer.

- Though the Vodafone is most preferred among all other service providers, when observed on the basis of value added services rendered by the network, the customers rank Airtel as the highly preferred network followed by Aircel and Vodafone. This shows that, Vodafone has to increase its value added services to make its customer happy with respect to the value added to their services from Vodafone.

- The customer’s high priority was given to TV in the list of various promotional methods adopted by the service providers to reach its customers. The TV is followed by Internet and Point of Display. It is inferred that, only the advertisement sent through TV is found to reach the customers when compared to any other choice of media for promoting Vodafone.

- Like customers, retailers also prefer Vodafone as the most preferred service provider followed by Airtel and Aircel. This shows the position of Vodafone in the minds of customers and retailers as the most preferred brand among the various service providers existing in the market.
With respect to the value added services, Aitel was ranked first followed by Aircel and Vodafone. Though the difference between the Aircel and Vodafone is less by mean score value, it is clear that, both customer and retailers expect an increased value added services from Vodafone.

Similar to the top priority given to the TV by customers, retailers also prefer TV as the strong promotional medium to interact with the customers. Instead of Internet, retailer’s choice goes to hoarding for the second preferred media of promotion. Thus it shows the business interest in the minds of retailers. The point of display another media ranked third by the retailers.

6.8 FINDINGS ON THE EFFECTIVENESS OF VODAFONE ADVERTISEMENT

The reach of the Vodafone is measure by measuring the order of preference for the various advertisements given by Vodafone. In the list three advertisements were taken into count, first being advertisement with PUG DOG, second being ZOO ZOO and the third being VODAFONE DELIGHT. Among the three advertisements, the most preferred advertisement is identified by the method of Garrett’s Ranking Technique. Though the ranking was measured separately with respect to customers and retailers, the order of preference was found to be same for both the group. The ZOO ZOO advertisement from Vodafone was most preferred followed by PUG DOG advertisement and the VODAFONE DELIGHT was found to be least preferred advertisement from the folds of Vodafone. This clearly shows the, respondents interest associating to the unique and different advertisements.
6.9 FINDINGS ON IMPACT OF FACTORS INFLUENCING ADVERTISEMENT EFFECTIVENESS TO THE SATISFACTION LEVEL OF THE ADVERTISEMENT OF VODAFONE.

The overall satisfaction of the respondents with their current network is used to determine the level of impact of the factors of advertisement effectiveness on the satisfaction level. From the profile, it is understood that, all the respondents were customers of Vodafone service provider either as a single network user or users of multiple network. Hence attempt was made to understand the impact of factors of advertisement effectiveness on the satisfaction level of the advertisement of Vodafone. Keeping this as objective, regression analysis was carried out to the data based on customers, retailers and also for the combined data of both customers and retailers. From the analysis, it was found that, Advertisement Execution Style, Creditability, Personalization and Product Involvement are the significantly influencing the overall satisfaction of Vodafone advertisement as the coefficient of determination is 0.7429. When studied with the data of retailers, it was observed that factors like, Advertisement Execution Style, Product Involvement and Media Compatibility are influencing the satisfaction on the advertisement significantly at 5 percent level with the coefficient of determination being 0.7344. When seen in the holistic view, the factors like Advertisement Execution Style, Creditability, Personalization and Product Involvement are found to influence the satisfaction on the advertisement significantly at five percent level with the coefficient of determination being 0.7412. This shows that, the factors are significantly influencing the satisfaction level on the advertisement which means that, the advertisement should be made with respect to these factors to reach the customers and to influence them to like the advertisement which in turn will boost the sales of the service.
6.10 SUGGESTIONS:

1) From the above findings, it is known that all the promotional methods are not equally effective. It has its own advantages and disadvantages.

Since TV has been the most preferred media for promotion, Vodafone stands first in TV ads. The form of media should also be given equal weightage by Vodafone to improve its promotions.

2) When looked deeply, it is understood that personal profile of the respondents like Age, Gender and Educational Qualification influences the perception of advertisements greatly. Hence these profiles of the respondents can be considered in making an effective advertisement.

3) Vodafone has to increase its value added services to make its customer happy with respect to the value added to their services to be competitive with Airtel and Aircel.

4) The advertisements should have a holistic view and also include factors like style, creditability, personalization and product involvement.

6.11 CONCLUSION

High availability of telecommunication infrastructure is the pillar of growth for information technology (IT) and IT enabled services. Provision of telecom services in rural areas would be another thrust area to attain the goal accelerated economic development and social change. Technologies of mobile telecommunications and internet are going to set the continuous of further technological progress in the current decades. The most recent initiatives aims at convergence of voice and data received from multiple sources both web based and real time video streams in mobile handsets and calling cards have virtual presence possible almost everywhere.