Chapter – VI

Findings, Suggestions and Conclusion
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SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

6.1 INTRODUCTION

This Chapter recapitulates the summary of the findings and offers suggestions for consumer attitudes and preferences in accordance with the perceptions of advertisement, which are revealed through this study. The present study probed the consumers’ perceptions of the various dimensions of the advertisement by the consumers. The analysis of the data revealed several interesting findings, which are listed below.

FINDINGS PERTAINING TO OBJECTIVES 1

- It is found that female consumers dominate the sample with 57.5%, while the male consumers occupy 42.5%. The study revealed that the majority of the sample respondents is in the age group 25 – 34 years (27.7%) while the consumers with more than 55 years occupy the least position with 6.8%. It is found that consumers with an undergraduate degree (34.5%) and postgraduate degree (33.7%) dominate the sample size.

- Out of the total sample, 37.1% are private employees while the Govt. Sector employees occupy 15%. The least percentage is taken by others (2.2%). A major portion of the consumers earn a monthly income of Rs. 30,000 – 40,000 (20.4%), while consumers earning an income of 40001 – 50,000 and
more than Rs.50, 000 share equal percentages in the sample (ie) 9.8% each. It is found through the analysis that 65.9% of the consumers are married while 34.1% of them are unmarried.

- The Majority of the consumers prefer to view advertisement on TV (76.4%) while 60.5% have preferred internet advertisements. It is found through the analysis majority of the consumers spend 1-2 hours on an average in viewing TV advertisements (43.1%), listening to the radio advertisement (41.7%) and internet advertisement (29.3%). It is found that only 1% of the consumers do not watch advertisements on TV and 8.6% of the consumers do not spend any time for listening to the radio advertisement. 34.7% of the consumers listen to the radio advertisement 1-5 times a day while 11.8% of them do not listen to the radio advertisement at all. Similarly, 27.7% of the consumers watch TV advertisement 11-15 times a day and 22.2% of the consumers surf the internet advertisement 1-5 times a day. It is found that the consumers prefer to watch TV advertisement than advertisement through radio/internet. They spend their leisure time, mostly in TV and hence this is justified.

FINDINGS PERTAINING TO OBJECTIVE 2

- The ‘t’ test revealed the significant role played by the consumers towards advertisement Attitude. In spite of the fact that, almost all variables possess statistically significant ‘t’ values, the mean value is found to be more than four for only one variable while 56 variables mean value be between 3-4. The consumers have strongly acknowledged the role of advertisement as a
major source of information. This unique phenomenon reveals that the respondents exhibit a neutral attitude towards advertisement. Twelve factors on the attitude of consumers emerged by application of factor analysis. The 12 factors identified are product information, relevant Information, Pleasure, Memorable, Harmful for society, Economic goodness, Fashionable lifestyle, Manipulation, Advertisement avoidance, Advertisement irritation, Trustworthiness, and Necessity.

- By application of K-means cluster analysis resulted in the emergence of three heterogeneous clusters. The three clusters are Inner Driven Consumers (39.72%) strongly agreeing for their attitude towards advertisements, Optimistic consumers (30.12%) exhibiting moderate agreement and Belongers (30.12%) with least agreement towards the attitude factors.

- It is found that 64.3% of inner driven and 64.9% of optimistic consumers do not prefer the radio advertisements. A high preference rate is experienced among all the three clusters towards TV advertisements. The association between the clusters and their preference for TV and Radio is found to be significant. 66.8% of Inner driven consumers prefer internet advertisements while 45% of optimistic and 41.7% of belongers do not prefer Internet advertisements. The insignificant association experienced among the clusters on usage of internet is due to need and not by choice.

- Consumers’ spending time on Radio and Internet are significantly associated with the clusters of attitude. 47.2% of Inner driven consumers spend 2 – 3 hours a day and 49.7% of optimistic consumers also spend the
same time in listening to Radio. All the three clusters do not spend much
time in Listening to Radio. 42.4% of belongers spend 1 – 2 hours in Internet.
The viewing time percentage is almost evenly distributed among the three
clusters around 1 – 4 hours a day. Time spent on TV does not share a
significant association as time spent on watching TV is not on the basis of
their attitudes. 39.1% of optimistic and 45.7% of belongers spend around 2 –
3 hours in watching TV.

- 24.1% of inner driven consumers and 33.8% of belongers watch TV
advertisements 11 -15 times a day, which 4% of inner driven consumers,
2.7% of optimistic consumers and 2% of belongers do not watch TV
advertisements at all. The Majority of the three clusters either do not listen
radio at all or hear them for less than 5 times. Internet advertisements,
viewing frequency are almost evenly distributed to optimistic consumers.
23.6% of inner driven consumers do not new internet advertisements at all
and remaining 76.40% is more or less evenly distributed from 1 to 20 times
of viewing the advertisement. The number of times an advertisement being
viewed exhibited a significant association with all the three clusters of
attitude.

FINDINGS PERTAINING TO OBJECTIVE 3

- The ‘t’ test revealed that out of fifteen variables of consumer preference on
advertisement, eight variables have the mean value greater than 4 and
remaining 7 variables possesses the mean value lying between 3 and 4
Therefore the ‘t’ values are all positive and statistically significant at the 5%
level. It is found that the consumers strongly agree for intense color advertisement, attractions and the advertisements are well executed. They also exhibited strong agreement for enjoyable advertisement, story line in the advertisement, music and jingles in the advertisement. Also, they have strong agreement for the language, slogan and general layout of the advertisement, and to picture of the advertisements.

- Four predominant factors of preference, namely Attractive preference, Transparency, Physical attributes and Transitive qualities emerged out of fifteen variables by application factor analysis. The application of k-mean cluster analysis, three dominant clusters, namely, Meticulous consumers (25.95%) exhibiting strong agreement towards preference factors, Diehards (56.67%) with moderate agreement and Unambitious consumers (17.365%) with least agreement towards the factors of preference.

- The application of K-means cluster analysis resulted in the emergence of three predominant clusters. The three groups are Meticulous consumers (25.95%), Diehards (56.67%) and Unambitious consumers (17.365%). It is found that 50.8% of Meticulous consumers prefer to listen Radio advertisement while 64.1% of Diehards and 54% of Unambitious consumers do not feel so. Similarly, 83.1% of meticulous consumers prefer TV advertisements and 89.7% of the Unambitious consumers also feel the same. Regarding preference towards internet advertisement Diehards consumers (65.5%) and Meticulous consumers (60.8%) show a high preference while 55.2% of unambitious consumers do show a preference towards internet
advertisements. A significant association exists between the three clusters and their preference towards the three media advertisements.

- It is found that the majority of Meticulous Consumers (36.9%) and Unambitious consumers (52.9%) spend 1 – 2 hours in listening to the radio and Die hard consumers (47.9%) spend around 2 to 3 hours in listening to the radio advertisements. High viewing percentage towards time spent on TV by Die hards (46.8%) and Unambitious consumers (39.1%) which is around 2 to 3 hours every day. 1 – 2 hours on the internet is spent by 36.1% of Meticulous consumers and 36.8% of Unambitious consumers. 16.2% of Die hards consumers, 6.9% of Unambitious consumers spend more than 4 hours in browsing internet. A significant association is found to exist between three clusters and the time spent in the media. Most of the leisure time is usually spent in the media for entertainment and since advertisements are part and parcel of the programs, this association is justified.

- It is found that 36.2% of Meticulous consumers 33.5% of Die hards consumers and 36.85 of Unambitious consumers listen radio advertisement 1 – 5 times a day while 2.3% of Meticulous consumers and 3.9% Die hards consumers listen to the advertisements 16 times – 20 times a day. It is found that 23.8% of Meticulous consumers watch TV advertisement 6 – 10 times a day. 33.*% of Die hards watch 11 – 15 times a day. The least percentage of consumers from all the three clusters do not watch advertisements at all. With reference to internet advertisements, it is found that majority of the Meticulous consumers (33.8%) either do not watch the internet
advertisements or watch less than 5 times a day while the frequency of viewing is almost evenly distributed among Die hard consumers. The viewing frequency of the three media has exhibited a significant association among the three clusters.

FINDINGS PERTAINING TO OBJECTIVE 4

- It is found that the factors Memorable, Harmful for Society, Economic Goodness, Fashionable lifestyle, Manipulative, Advertisement Avoidance, Advertisement Irritation, Trustworthy and Necessity, are influenced by age. The respondents in the age group 45 – 54 years feel that the advertisement is a Memorable one while the respondents in the age group 15 – 24 years felt the Harmfulness of advertisement to the society. The preference and attitudes towards advertisement are clearly influenced by the age.

- It is found that Gender does not influence any of the factors of preference / attitudes of consumers towards advertisement. It is found that the factors Harmful for society, Economic goodness, Better lifestyle, Manipulative, Advertisement Avoidance, Irritation, Necessity, Transparency, and Transitive quality are highly influenced by the occupation of the respondents. The Manipulative quality of the advertisements and their Harmfulness to the society is highly acknowledged by Govt. Employees. The necessity of advertisements and their role in economic development is positively perceived by the student respondents. The transparency of the advertisements is positively perceived by private employees. Housewives negatively perceived the advertisement avoidance attitude. Students feel that the
advertisement at some times are irritating and they refrain themselves from viewing that advertisement. Private sector employees feel that the advertisement is transparent.

- The demographic factor monthly income influences the factors Pleasure, Economic Goodness, Fashionable lifestyle, Manipulative, Advertisement Avoidance, Advertisement Irritation, Necessity, Transparency, Transitive quality and Physical attractiveness. The Income plays a significant role in forming the preferences and attitudes of the consumers towards the advertisement as money is the instrument that transforms the desire formed into action of buying. It is a psychological aspect also as consumers tend to avoid/hate the advertisement, which is quite unaffordable for them. The attitude of advertisement avoidance is much prevalent among respondents with less than Rs.10,000 as monthly income and they feel the repetition of the content of the advertisement as well. Respondents with Rs.40,000 – 50,000 monthly income feels the power of advertisement to place them in a new world and accept the advertisement ability to convert their desire into a purchase.

- The Marital Status of the respondents significantly influences the various factors of preferences and attitude namely Harmful for Society, Economic Goodness, Fashionable lifestyle, Manipulative, Advertisement Avoidance, Advertisement Irritation, and Necessity. The unmarried respondents have agreed the both extremes, that is they acknowledge the harmfulness of advertisement to the society, its manipulative nature and also they accept its
role in economy, ability to offer a fashionable lifestyle and necessity of advertisements to make comparison and to take better decisions. Thus it is found that the marital status impacts the preferences and attitudes of the consumers as married consumers do not critically evaluate the elements of advertisement, while the unmarried respondents do so and are open to the new ideas and concepts.

FINDINGS PERTAINING TO OBJECTIVE 5

- It is found that the factors of preference Attractive Preference, Transparency and Physical attributes are able to determine the consumer preference over product information provided by the advertisements.

- It is further found the Attractive preference of the advertisement and its transitive qualities are able to predict consumer preference and relevant information. The attitude of the consumer about the attractiveness of the advertisement draws his/her attention towards it and the feeling of relevancy transform their desire into action. The analysis revealed that the factors of preference are able to determine the attitude of the consumers towards the relevancy of the information in the advertisement. The factors attractive preference and transitive qualities significantly predict the consumers’ attitude on the relevancy of advertisements for the purpose and product.

- It is observed that the factors Attractive preference, Transparency and Transitive qualities have the ability to predict the respondent’s attitude towards dimension of Pleasure of the advertisement.
• Consumers’ preference for Attractiveness of the advertisement has the ability to determine their attitude on the Memorability of the advertisement. The creative featuring of advertisements with an ample load of music, visuals and relevant information captures the attention of the viewer, and make them feel relaxed them offers the pleasure element.

• The regression analysis revealed that the respondent’s opinion towards their preference for attractiveness of advertisement and the transparency in advertisement have the ability to predict their attitude towards the harmfulness of the advertisement. The extent of transparency in an advertisement can be a welcome able one but at sometimes it proves the otherwise and create embarrassment. It is witnessed that the consumers’ perception of transparency of the advertisement is able to decide their attitude on the goodness of the advertisement to the economy.

• The physical attributes of the advertisement and the consumers’ perception of the ability of the advertisement to create desire have the potential to determine their attitude towards the capability of advertisement in providing a fashionable lifestyle. It is noted that the transparent nature of the advertisement and the physical attributes such as the sound, storyline and the slogan exhibit a significant influence on the consumer attitude towards the manipulative nature of the advertisement.

• The analysis revealed that the transparent nature of the advertisement has an effect on the formation of consumer attitude of avoiding the advertisements.
It is further found that the consumers’ perception of the music, slogan, storyline and the concept of the advertisement has a significant influence in forming their attitude regarding the irritation caused by the advertisement.

- The regression analysis shows that the attractive nature of the advertisement, its storyline and the slogans, the transparency, and its ability to convert desire into buying has the ability to influence the respondents’ opinion on the trustworthiness of the advertisement. It is observed that the respondents urge for the transparency in the advertisement negatively influences their attitude towards the necessity of advertisements for comparison.

6.2 SUGGESTIONS

- Efforts can be taken to improvise the radio advertisements as they are listened by a small sect and not popular among all the demographic groups.

- In order to create a favorable attitude towards advertising, the advertisers should ensure the credibility, trustworthiness and the information content of the advertisement.

- Ensuring the presence of attractive elements such as fun, surprise and pleasure would create a favorable perception of respondents towards advertisement.

- It is suggested that radio advertisement designers can concentrate more on the sound, background music and storyline to offset the absence of visual attraction in radio advertisements.
• The Advertising overload should be avoided to restrict the advertisement avoidance attitude of the consumers.

• The element ‘infotainment should be given more preference which designing an advertisement.

• The advertisements must be designed with consciousness to seize the attraction of consumers and control ‘cognitive avoidance’

• The advertisements will be successful if the perception of advertisement resonates with the expectation on advertisement. Hence the advertisers need to assess the viewers’ psychology to design the advertisements,

• Advertisements have to be made with social consciousness as many of the respondents (especially students and Govt. Employees) have felt the harmful nature of the advertisement towards the society.

• The advertisement should aim to cater to all the strata of the society, as the study revealed that the concept ‘life style’ in perceived positively by higher income groups above.

• The theme visuals and the script of the advertisements can be more creative and in line with the market trend so that they can grab the attention of the viewer at once.
Exaggerating in advertisements need to be avoided to the extent possible as the study revealed that viewers are equally concerned about the transparency of the advertisements they see.

The perceptual preference of the consumer has the ability to determine their attitude towards advertisements. Hence it is suggested that the basic dimension of the advertisement viz. Physical features, theme, music, eye capturing visuals, relevant information for product awareness and product comparison need to be given due importance by the manufacturer and advertisers on their features have the ability to register the advertisements in the minds of the viewer who can become a prospective buyer.

Selection of proper medium and the slot are to be considered with due diligence as advertisements broadcasted/telecasted at inappropriate times/media are liable to be overseen by the listeners and viewers.

Above all, the advertisers and marketers need to be cautious about the perceptual impact of the advertisement on the society, as today’s consumers place equal value in society and personal outcomes.

6.3 CONCLUSION

The dynamic growth of mass media has benefited the marketers with innumerable choice for medium of advertising. TV was found to be the most effective medium of advertising. Product Information was perceived higher by the respondents and Necessity was given least importance among the attitude factors. Among the factors of Preference, consumers feel that Attractive preference is the
factor/feature that dominates their preference list and least importance was attached to the transitive qualities of the advertisements. Thus, advertisements do not create immediate intense desire for purchase but are successful tools in aiding the consumers to recollect/recall the advertisements and relate it to any product he/she sees.

Attitude towards advertising is a concept that assumes greater significance. The present study aims at assessing the customers’ perception towards preferences and attitudes towards advertising. The factors ‘Physical Attributes’, ‘Attractive preference’ and ‘transitive qualities’ significantly influences the attitude of the consumers towards advertising. The results of the study have acknowledged both the necessity of advertisements and harmful aspects of advertisements as well. The demographic profiles of the respondents bear a significant influence on respondents’ perception towards advertisements and attitudes. The study identified TV as the most preferred advertisement media. Advertisements are expected to be highly informative. They pamper the customer with a number of important product attributes or features to create awareness about the product. In addition to it, they help in formation of favorable/ unfavorable attitudes and can be used as the basis for a rational brand preference. People get information from the advertisement through the attractiveness, holding the attention it creates through the awareness it gives.

In parallel to this theory, consumer’ preferences and attitudes towards advertising determines the success of the advertisement and the product as well. The present study reveals the preferred media of advertisements from consumers’
perspective. Dimension of preferences in advertisements and their attitudes towards advertising have thrown light on the trends and viewing patterns of consumers. The attractive slogans or captions, proper conveyance of information and creative storyline of the advertisements have the potential to convert the desire of the viewer into action of buying. The analysis reveals consumers’ perception on the importance of advertisements and the potential threat to the economy as well.

The present study aptly fits the concept as the findings reveal that consumer attitude towards the constituents of advertisements namely product information, memorable, Economic goodness, necessity are greatly influenced by the demographic variables of the consumers. The potential of the advertisements to offer better lifestyle is well proved. At the same time the research work does not neglect the opinion of the consumers regarding the harmfulness of the advertising and the irritation it creates. The potential clash between perception and marketers objective leads to negative response of consumers towards advertising. This piece of research is expected to offer a valuable insight for the marketers and advertisers to strategically plan regarding the choice of medium of advertisement. Consumers are frequently confronted with many products and offers, but advertisements are the key medium to enable them to recollect it. Hence people’s attitudes and preferences must be given due importance while planning for advertising.

The results of the research work stress the need for the advertisers to be more cautious while designing the advertisements and also enlightens the organizations on the appropriate choice of media for advertisements to reach the targeted consumers.
6.4 SCOPE FOR FURTHER RESEARCH

The future researchers can conduct a comparative study about the perception and attitude of consumers of Tier II and Tier I cities. Similarly consumers’ exposure towards online and offline advertisements can be studied. Consumer attitude towards a specific single media or towards the advertisements from a specific range of products such as cosmetics, eco-friendly products, or consumer durables can be undertaken.