Conclusion
CONCLUSION

The present research has thrown new insights into the researchers’ perceptions regarding the present advertiser-agency relationship scenario in the country. While many research papers and articles are available in the west regarding how an advertiser-agency relationship is performed, in India it is scarce and hard to find. Hence it is believed that the findings of this research would turn many milestones in the advertising industry.

It is rather surprising and shocking to observe from this study that, most of the advertisers taken-up for this study have shock-expressed their unhappiness with their present agency services and the state of relationship with their present agencies. Hence the agencies instead of dancing on their laurels should seriously evolve ways and means of overcoming this situation successfully. Another important point that has crept-up during the conduct of the study is that, the unhappiness of the advertiser with agency has increased with the increase in duration of relationship with the agency. This is another important aspect regarding which the agencies should pursue a serious thinking. All these observations have further increased the importance on the value of this research.

To start with, this study aimed at finding out the advertisers perceptions towards the factors leading to successful advertiser-agency relationship. The researcher was able to arrive at certain broad factors that influenced the advertisers perceptions regarding
- factors considered in new agency selection
- factors influencing the quality of relationship
- factors leading to advertiser-agency loyalty
- factors considered in agency performance evaluation and
- factors leading to agency switch
All the above factors together contribute towards accomplishing a successful advertiser-agency relationship. The results convey the fact that the advertisers are more concerned with the agency's ability to perform. Almost all the advertisers perceive uniformly that an agency's positive performance record is a must for the development of a successful advertiser-agency relationship. While talking about performance, the advertisers are more expectant towards the agency's creative and media service excellence. The next important factor is the full-service capability of the agency. This finding appears to be unique to India, as in the other parts of the world the advertisers have shown their interests towards specialist outfits and media independents. This situation is a blessing in disguise for the Indian agencies as this is a green signal from their advertisers to walk into the next millennium with joined hands, of course if the agencies are willing to gear-up their organizational abilities to match the advertisers' expectations. This makes it necessary for the agencies to develop special purpose or special task cells or divisions that would take care of individual advertiser's service needs. These cells can also be spinned-off as individual profit centres.

This emphasizes another point that, it will take some more time for the media independents and specialist outfits to get their act together and see profits. Hence full-service agencies in India can look forward into the future more confidently than their specialist and media outfit. This can also be taken as an opportunity for these outfits to launch their acts with more vigour.

Another important revelation of this study is the advertisers' expectations for marketing assistance from their agencies. This expectation is expected to unfold a new era in the advertising industry as presently the Indian advertising agencies are heavily manned by experts in mass communication but novices in marketing. These personnel would have to be replaced by experts in marketing. Such a change might automatically result in constitution of
designations like account planners, brand managers and product managers in the agencies. Multinational agencies and some Indian agencies already have account planners on their rolls.

Personal equation factor is also perceived to influence in the development of a successful advertiser-agency relationship. But it assumes secondary importance, when compared to agency performance. The advertisers have also expressed their perceptions to switch agency if their expectations regarding the above are not met with positively.

The researcher proceeded further to compare the perceptions of advertisers and agencies towards factors leading to successful advertiser-agency relationship. The outcome of the study revealed that, while the advertisers were very clear about what they wanted from their agencies, the agencies were not clear in what the advertisers expected from them. The perceptions of the advertisers and the agencies matched only for a few factors. Here again the advertisers rated high the factors like -agency’s ability to perform successfully, full service capability, agency’s ability in providing marketing inputs and terms of business but the agencies had placed their wrong foot again. The agencies should sort-out these perceptual differences to build a successful advertiser-agency relationship.

Next the researcher proceeded to study the perceptions of the advertisers with different durations of relationship. The studies conducted elsewhere reported no significant perceptual differences between the advertisers with different durations of relationship, but this study has a surprise in store i.e. there are significant differences in the perceptions of the advertisers towards most of the factors leading to successful advertiser-agency relationship. An important finding is that, the advertisers with a shorter relationship are not clear about what they can expect from an agency and what factors might contribute
to the success of an advertiser-agency relationship. But the advertisers with a longer relationship are more clear and detailed in their perceptions. This is to the advantage of the agencies as the advertisers are not too demanding in the initial years of a relationship and the agencies can slowly adopt and reorganise themselves to meet the growing needs of the advertisers.

The study proceeded further to identify whether the nature of business of the advertisers has any influence on their perceptions towards successful advertiser-agency relationship. The results claim the existence of significant influence on advertisers perceptions by the nature of business of the advertisers. This makes it necessary for the agencies to offer services that are exclusively tailor made to suit the nature of business of the advertisers. If the agencies can offer such services to the satisfaction of the advertisers, then the relationship would blossom into a successful one.

The study proceeded to find out the influence of the type of products handled by the advertisers on their perceptions towards the factors leading to successful advertiser-agency relationship. This part of the study has also yielded important results. The fruits of which can be enjoyed by the agencies. The convenience goods advertisers place more emphasis on factors like -ability to win awards, ensuring personnel continuity and creative and media buying ability. Some advertisers have shown their interest in direct-marketing abilities of the agency. This result seems to be a curtain raiser to the changes that might take place in the convenience goods marketing. The advertisers into shopping goods have conveyed their interests in mutual understanding, creative ability, marketing inputs and period of credit extended. The advertisers into speciality goods have expressed their interests in factors like overall-satisfaction with the agency, media and creative ability and specialised skills. The advertisers handling industrial goods have tilted towards -the ability of the agency to identify/ forecast marketing inputs and economy in operations. The advertisers
handling other goods perceive factors like -full-service capability, personal equation and quality of services to decide the developing of a successful advertiser-agency relationship.

Thus the above conclusion gives a bird's eye-view regarding nature of business-wise and nature of product-wise advertisers perceptions towards building a successful advertiser-agency relationship.

The last part of this research succeeded in identifying the predictors of agency-switch, which may serve as an efficient monitoring device for use with current clients as an ‘early warning system’ or with potential clients for an opportunity analysis.