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CHAPTER VI

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 INTRODUCTION

This study attempts to highlight the influence of advertisements on the purchasing decisions of consumers. It also analyses influence on the children below the age of fifteen. There is a general view that without advertisements the product or service cannot be introduced as well as will not have a longer life in the market.

There are also critics of advertisements who say that advertisements are all about making the consumers shopaholic, exaggeration of truth, confusing the customers and it is a waste of money. There are people who believe that advertisements make the product expensive because the cost of advertisements would be added to the product. Inspite of these criticism advertisement industry is booming in a high rate in today’s consumeristic society and the findings of the study are something apart from the criticism.

6.2 SUMMARY OF FINDINGS

The following is the summary of the major findings of the study.

6.2.1 Demographic Profile of Sample Respondents

It is inferred from the analyses that among the total of 694 respondents, 330 are male respondents and 364 are female respondents. Female representation is more than that of male representation in the study.
The number of respondents below the age group of 25 is 457, which is more than half of the total respondents. Again the respondents between the age of 25 and 35 are 142. In total there were 599 respondents below the age 35. Therefore it is inferred that the findings arrived at could be treated as the responses of youngsters. As the number of youngsters in India is higher than any other country their representation in this study also goes higher.

It is obvious that among the total of 694 respondents, 79 belong to urban areas, 106 belong to suburban areas and the remaining 509 of the respondents belong to rural areas. The analysis reveals that the majority of the respondents are from rural areas. Rural population in Kanyakumari district is high and their representation in the study is also high.

Respondents' religion taken for the study was categorised as Christians, Hindus and Muslims. From all the three categories of religion, 470 respondents were Christians. 169 were Hindus and only 55 were Muslims. It is found from the analysis though Kanyakumari District consists of all the religion population equally, the majority of the respondents taken for this study are Christians.

It is found that 245 respondents are IT-BPO workers, 180 are from the student community. There were only 35 white collar workers. It is inferred that majority of the respondents of this study are educated.

About half a number of (391) respondents’ family income is below 25000, 205(29.5%) of the respondents come under the category of income between 25000-50000. It is inferred that only 13 respondents are from upper middle class. All other respondents belong to middle class families. The findings could be considered as the voice of middle class Indians.
Among all the respondents 329 watch TV for 2 to 4 hours per day, 153 watch TV for less than 2 hours, 144 watching TV for 4 to 6 hours and 68 respondents watch for more than 6 hours. The overall analysis finds that a majority of the respondents watch television for 2 to 4 hours and a very small amount of respondents watch television for more than 6 hours per day.

It is been found that 330 respondents are moderately interested in watching commercials on TV, 266 are barely interested and 98 are extremely interested. This gives an understanding that the consumers who are extremely interested in commercials are very low in numbers. On the happier side the moderately interested consumers are nearly half in numbers and could be converted into action by taking appropriate steps by advertisers.

### 6.2.2 Demographic Profile and Time Spent on Watching TV

The study reveals that females spend more time on watching television than males. This is because females spend more time at home and gents are more often found outdoors. Since the females spend more time at home, they use TV as a source of entertainment.

It is found that in the present modern society, almost all the age group people right from the childhood are packed with number of duties and responsibilities. So the time factor decides the TV watching time and not the age.

The study clearly reveals that the urban respondents spend lower time on watching TV than the other areas because urban people have other entertainment sources like cinema theatres and shopping malls to have a lighter time. The consumers living in suburban and rural area have only TV as their entertainment source. So they are spending longer time with the same.
It is inferred from the analysis that there is a perfect relationship between occupation and the time spent on watching television per day because the leisure time available for the workers differs according to their profession. Accordingly it has an impact on their TV watching time also have a difference.

6.2.3 Demographic Profile and Interest on Watching Commercials

It is found that the level of interest in watching commercials on TV differ between gender. This is because the basic taste and preference of male differs from that of females. Most of the male are pleasure seekers than the women and if the advertisement attracts based on entertainment values then it may attract the male consumers whereas female consumers are most of the time family oriented and if something related to that is telecasted then the female consumers get the interest.

The study proves that the elders are extremely interested in advertisements than any other age group consumers. In contrast to the elders the middle aged consumers are barely interested in watching commercials on TV and the voice of youngsters is that they are moderately interested in advertisements which tells the advertisers to make advertisements more attractive to draw the attention of younger consumers.

Interest in watching depends upon the consumers own interest and it is not influenced by the location where the consumer resides.
It is revealed that there is a perfect relationship between the level of interest in watching commercials on Television and the time spent on watching TV per day. This is a common psychology that when a consumer is repeatedly reminded of something he/she will be getting interested in the same without any particular intention and planning which become true in the case of advertisements also. When larger time is spent on watching TV then a large number of advertisements has to be viewed and this creates an interest after a certain period in the minds of the consumers.

6.2.4 Profile and the Programmes Preferred

It is vivid from the study that serials and plays are preferred more by women. Advertisers should telecast more of the products in serials and plays to attract the female consumers.

It is found from the study that younger generation watch more of all the entertainment programmes like sports and games, comedy shows, music and cartoon and fun. Preference of entertainment programmes reduces with increase in age.

It is obvious from the study that location in which the consumer lives does not have an impact on their preference to watch movies, serials and plays. This gives a clear picture to the advertisers that their attention should be more on the serials and plays and then to movies. Suburban respondents highly prefer to watch all the programmes than others. This is because urban and rural people have other entertainments whereas people in the suburban have TV as a single source of entertainment and so they spent a lot of time with TV and prefer all the programmes more than other localities.
It is revealed from the study that Muslim community prefers watching more of all the programmes except that of competitions. This religion has a closed lifestyle and women from this religion are restricted to attend social gatherings or any other such activity. So that they stay longer time at home and spend a larger time on watching TV which makes them to give preference to most of the programmes.

6.2.5 Relationship between Relevance of Commercials and Personal Profile of Viewers

It could be inferred from the overall analysis that most of the time advertisements are relevant to the consumers. Men, youngsters, students, Entrepreneurs, IT-BPO professionals find commercials more relevant than the others. Rural population finds the advertisement less relevant to them. Muslims and students find the commercials more relevant to them. This is because they spend more time on watching TV and have a high degree of advertisement exposure which makes them to have a higher relevance with advertisements.

6.2.6 Viewership versus Extent of Relevant Commercials

It is found from the analysis that of the all 12 programmes selected the slots chosen by the advertisers to show commercials are suitably made taking into consideration the kind of viewers to whom the commercial /the product should reach.

6.2.7 Features Attracting and Influencing the Audience

It is revealed from the analysis that unlike the general opinion glamour has nothing to do with audience attraction and influence. Slogans, music, lyrics and little babies serve the purpose
of drawing the attention of audience and also influence them. Therefore advertisers may concentrate more on including these factors than making the advertisement a glamorous one.

6.2.8 Gender and the Extent of Impact of Advertisements

It is revealed that in general the television advertisements have an impact on consumers in general. The extent of impact of advertisement does not depend on gender or age.

The impact of advertisement is same on the consumers in the rural and urban region. The impact on suburban consumers is higher than that of other location consumers though they spend longer time than other localities. This is because the suburban consumers are like the middle class standing on a fenceless bridge who cannot move on any side. They have to live a balanced life also they have a particular set of belief on the basis of their surrounding which cannot be changed faster. This makes a lower impact on them.

The impact of advertisement is same on the Christian and Muslim consumers and is higher than that of Hindus. This can also be termed as the higher impact on minorities. It is the set of values they believe in that make them differ in the impact of advertisements on them. The lifestyle based on the religion of Christian and Muslim is similar and so the advertisements’ have the same and higher impact on the consumers following this religion.

The impact of advertisements on students is at the highest level. Advertisement’s impact on Professionals and IT-BPO workers are at the lowest level comparatively than the other professionals. It proves the general argument that youngsters are dragged easily by visuals.
When an adult is engaged in a work he/she is more concentrated on the work and there is a limited time availability to spend on watching TV. Students have no other work than studies and have a lot of time to spend on watching TV which makes them to have an impact by advertisements.

Impact of advertisements on the consumers watching TV for more than 6 hours is lower than that of others because they are much addicted to the programme and are not in a position to concentrate on advertisements.

The impact of advertisement is more in case of consumers who are moderately interested in advertisements than the other two categories.

6.2.9 Positive Association of Advertisements

The television advertisements have created a positive association with the product/service in the minds of consumers. The extent of positive association does not differ in terms of gender, age, location and religion.

All the professionals have positive association by advertisement but the entrepreneurs have more positive association than others. It could be understood that entrepreneurs have a very limited time to spend with the family to make a purchase decision. Advertisements are channels to help them make a decision and involve their family involved in the purchase decision within the available time limit.
Lower income consumer’s positive association is in higher level than that of the consumers of higher income. The higher positive association makes them take purchase decision on par with the higher income consumers.

It is proved from the study that the consumers watching TV for more than 6 hours are having a lower level of positive association than that of other consumers. These consumers are addicted to the programme they watch and their mind will be reminded of the next scene during the commercial advertisements. Therefore they do not concentrate on the advertisements and as a result of that there will be lower positive association of advertisements.

The consumers who are moderately interested in watching commercials are having a higher positive association than others. This is because the consumers barely interested in watching commercials may ignore advertisement which results into lower positive association. On the other hand the consumers who are extremely interested are interested in the content, music, celebrity or any other such attractive element of advertisement which makes disassociate from the product/service itself. Therefore these consumers are also having a comparatively lower positive association.

6.2.10 Reliability and Relevance of Advertisements

TV advertisements are reliable and relevant to the consumers, and do not vary on the basis of gender, age, religion and occupation.

The people in the rural and urban region have less reliability on advertisements but the consumers living in the suburban area rely more on advertisements. They spend a longer time on TV which reminds them of a product and often results into reliability.
The reliability and relevance on advertisements increases with the consumer’s interest on watching advertisements. It is reciprocal that the reliability on advertisements makes them extremely interested in watching the commercials and the extreme interest make them believe that the advertisements are reliable and relevant to them.

6.2.11 Educating and Awareness Creating Aspects of Advertisements

The television advertisements educate and create awareness among the consumers. There is no difference in gender, age, religion and that of the advertisements’ influence in educating and creating awareness.

Rural and suburban consumers have been educated and awareness is created at a higher level than the urban consumers by television advertisements. This is because urban consumers have lots of exposure compared to the other two localities. They are in touch with the physical world by other media too. The rural and suburban have to acquire knowledge mainly from friends and relatives and the TV. Their exposure is low and their contact with the varied category of people is also low. Therefore these people get educated and are aware at a higher level through advertisements.

Students, professionals and entrepreneurs are comparatively highly educated and awareness is created by advertisements. It is proved that the workers of lower category are educated less by advertisements. This is mainly because the understanding level is lower for the uneducated than the educated consumers.
People who watch TV for more than 6 hours and less than 2 hours get educated in the same manner. It is proved that the people who are addicted and watch TV to the minimal concentrate more on the programme than the advertisements. Therefore the medium time watchers are educated and created awareness more by advertisements.

Consumers who are moderately interested in watching commercials are educated and awareness is created at a higher level than the consumers who are barely and extremely interested in advertisements.

6.2.12 Influence of Advertisements on Purchase Decision

There is an influence of advertisements on the purchasing decisions made by consumers which do not vary on the basis of the consumers’ gender, age, religion and occupation.

Consumers living in the rural and urban region have the same influence by advertisement which is lower compared to the suburban people. It is concluded that the consumers living in suburban region are influenced more by advertisements while taking their purchase decision that the other category of people.

It is found that irrespective of the family income consumers spend a lot on purchasing their desired products which results into borrowing. Majority of the people living in middle class is under stress on various repayments. The life becomes miserable after a certain period of time. Consumers must be given awareness on their spending habits based on the income they earn.
The purchase decisions of medium time TV viewers and moderately interested consumers are influenced at a higher level than other consumers.

6.2.13 Factors Making Advertisements Unattractive

People are not attracted by very long commercials which make them get bored. It is clear that frequent interruption of advertisements in the programme is not a matter for the consumers if the advertisement attracts them. It is clear from the study that the consumers are attracted towards advertisements only when it is giving the relevant information. Further, it is understood that glamour is not an attractive aspect of advertisement and advertisers should avoid confusing the audience.

6.2.14 Expectations of Consumers about Advertisements

It is obvious from the study that the consumers expect very short and sweet advertisements as well as attractive themes and music in advertisements. According to the consumers the advertisement should have more entertaining aspects than informative. Further it is clear that the consumers expect relevant information about the products and benefits.

6.2.15 Influence of Advertisements on Children

The analysis revealed that from the total of 143 children 66 are male and 77 are female. There were 48 children below 5 years, 41 children between 5 and 10 years and 54 children are between 10 to 15 years.

Majority of the parents allow their children to watch TV between 1-2 hours and 2-3 hours. Very limited numbers of children watch TV for less than 1 hour and more than 3 hours.
Children prefer and like to watch all the programmes taken for the study except serials and plays. This is because serials and plays have more dramatrical representation than entertainment value. Children prefer to have more fun than dramas.

Advertisements influence the children to insist on buying a product of their own choice. Majority of the parents find it difficult to be convinced of the product of the children’s choice. Children become adamant of buying the product seen in the advertisements.

6.3 SUGGESTIONS

This study proves that there is a positive impact of advertisement on the consumers. The following recommendations based on the study could help the advertisers, the Government and the society.

6.3.1 To the Advertisers

6.3.1.1 There are a large number of respondents who are barely interested in watching TV advertisements. Deeper analysis should be made by the advertisers/ company to know the reason. Younger consumers are moderately interested. Since younger generation expect something new in everything and ready to pay for the innovation, many more attractive advertisements should be made to make the moderately interested consumers get into action. They are having higher positive impact.

6.3.1.2 Advertisers who like to attract the younger consumers should telecast their products in the entertainment programmes like sports and games, comedy shows, music and cartoon and fun.
6.3.1.3 As far as purchasing decision is concerned, females are the deciding authority especially in this study area. Therefore advertisements should focus more on female consumers than the male consumers because they spend a higher amount of time on watching TV and have a higher exposure on advertisements. Telecasting more on serials and plays will attract more consumers.

6.3.1.4 Every glamorous advertisement has its own justification as the audience is attracted by glamour they are making such advertisements. The study clearly states that it is not the glamour, which attract and influences the audience but the slogans, music, lyrics and little babies serve the purpose of drawing the attention and influence them. Therefore advertisers should avoid including glamour in advertisements.

6.3.1.5 Advertisers should make the advertisements understandable to all the audience including the uneducated to make their product reach each and every corner of the society.

6.3.1.6 Advertisers should make the advertisements concise. Themes and music of advertisements should be attractive and it should contain entertaining values than information. The benefits stated in the advertisements should be relevant to whom it is meant for and an advertisement should not confuse the consumers.

6.3.1.7 The factors unattractive should be avoided by the advertisers so as to meet the expectations of consumers.

6.3.2 To the Government

6.3.2.1 It is the duty of the government to give awareness to the consumers on Advertising Standard Council of India (ASCI), a non statutory tribunal in Mumbai to regulate advertisements in India.
6.3.2.2 Government should make the public understand that no advertisement which violates the code for self – regulation in advertising, as adopted by the ASCI, Mumbai for public exhibition in India, from time to time, shall be carried in the cable services.

6.3.2.3 Government should give awareness to the public that complaints against the advertisements can be made by any person who considers them to be false, misleading, offensive or unfair. They should make truthful and honest representations and claims which is essential to prohibit misleading advertisements.

6.3.2.4 Government itself should take the initiative on propagating advertisements on Advertisements Regulation Act in India. It should educate the consumers who will become aware of approaching the concerned authorities for making any complaints against offensive advertisements.

6.3.2.5 Government should insist the advertisers to telecast social awareness advertisements for a certain amount of time per day or week. This will to make the public more aware of social evils and to prevent it. This could be counted on Corporate Social Responsibility for the advertisers.

6.3.2.6 When government or the tribunal itself find an offensive advertisement it may take initiative in filing suo moto for the vested interest of the public.

6.3.3 To the Society

6.3.3.1 Every innovated idea should be welcomed and appreciated to encourage the innovation. Indeed, the purpose of advertisements is to increase the sales of the product/service. The consumer at large should keep that in mind that he/she should be aware while buying a product/service. The benefit of which should be necessary for them. Aanalysis clearly reveals that the consumers of lower income category are also buying the product on par with that of others. This is the evil of present generation. Unlike the of previous generation, the present
generation is not having employment guarantee but go for luxury lifestyle by borrowing. This leads the family to fall into a well of debt from which the consumers are never be saved. Therefore the society must be selective in taking the purchase decision on the basis of their income.

6.3.3.2 From childhood children should be explained in detail about what they see and should be insisted to buy a product only if they have the capacity to buy which will automatically result into a better and debt free India in future.

6.4 FUTURE RESEARCH DIRECTIONS

This research is particularly focused on the influence of TV advertising on the purchasing behavior of Kanyakumari District consumers. Since these people have a more or less common culture a cross cultural studies can be attempted to find out the effectiveness between different cultures

Further research is also needed by inclusion of all popular mass-media and coverage of all major dimensions of buying behavior.

This present study has chosen the entire consumer products under different head for the study. A further attempt could be made to analyse the effectiveness with special reference to selected products.

This research focuses on the effectiveness in the point of view of consumers. A further research can be carried out by comparing the sales of a particular company before and after the advertisements which would result in the view of the advertisers.

6.5 CONCLUSION

Advertisement is universal. Birth to death everything is being advertised today, be it in the form of posters, flex, newspapers, radio advertisements, mobile advertisements, online
advertisements and so on. TV is one among them and is considered as widely reached mass media today. Its visual effect is greater than that of any other media because of its size and effect. Therefore it is believed that effectiveness of TV is higher than that of any other media. The study finds that there is a positive effectiveness by advertisements on the part of consumers which could be really lauded by the advertisers. They can also find the advertising worth and not a waste of money as criticised by the critics.

Though the advertisements being given positive notion to the advertisers the effectiveness of buying a product in the short run may purely, be depending on the advertisements but in the long run the advertisers should make the product a highly competitive quality, and the same should be offered to the consumers for a better price because consumers always search for a better product for a fair price. Not only this, advertisers should have some Corporate Social Responsibility (CSR) in way of selecting their advertisements too. CSR is not only building a house or granting some monetary benefits to the consumers. It also includes what they seed in the minds of consumers.

At the same time the consumers should know to differentiate what, they need to buy and what not to buy and to what extent their spending limits could be. The study indirectly shows that in most cases the consumers are not aware of their limits, and they lack the knack of controlling their extravagance.

No business will exist anymore without advertising. It is an integral part and parcel of the present business world. The best means to propagate a product to the consumer is through advertisements. But the advertisers as well as the consumers should know their limit and responsibilities.
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