Chapter - 6

Conclusion
CONCLUSION

This research provided new insight for evaluating the effectiveness of advertising. For examining how effectiveness of advertising has been evaluated, it was found that studies have treated consumers as a single homogenous group. Drawing from the fact that individuals vary significantly in their personal characteristics, this study proposes that the encoding of message in an advertisement will depend to a large extent on the characteristics of the individuals, namely their, age, sex, educational qualification, income level, residential status etc.

This study used households, as subjects because the product class investigated television, refrigerator and room-air-conditioner, are salient to them.

The study found that advertising may be effective when individual differences are taken into consideration, advertisements are able to affect the purchase intentions of consumer groups who are well informed and highly involved with purchase situations. The major findings of this study are as follows:

BPL is the highest owned brand of television, but Videocon and Onida gave tough fight to BPL brand of television. In case of refrigerator, Kelvinator is the market leader, Godrej is the second largest owned brand and Voltas comes to third place. In case of room air-conditioner, Voltas is highest owned brand. second is Bluestar, but local brand (unbranded) in this category are playing important role. 46.7% respondents owned local brand (unbranded).

Income has a great impact on purchase of particular brand of television, refrigerator and room air-conditioner. Higher income group were having costlier brand like LG, Samsung, Sony and Philips of television and LG, Whirlpool, for refrigerator and LG, Samsung for room air-conditioner. The low income group has, BPL, Texla, Beltak, Sharp, Akai and other local brands of television, while Godrej, Allwin, Videocon of refrigerator, and National,
Bluestar and other local brand of room air-conditioner. It was also found that only 10 per cent respondents owned room air-conditioner along with television and refrigerator.

It is evident from the study that product features are considered as the most significant factor for the purchase of a specific brand of television, refrigerator and room air-conditioner. Price was the second and others like, brand name, company image, after sales service/discount, performance, exchange offer, durability comes third, fourth, fifth, sixth, seventh and eighth place respectively.

The study results found that advertisement is the most important source of information. 67% of respondents got information about brand existence from advertisement. Shop displays also are an important source of information about brand existence. Study too found that television as a medium of advertisement was most popular source of information. About 52% of respondents got information from television. Second popular source is newspaper and magazine. as 26.7% respondents got information from the print media.

It is evident from the study that technological soundness and brand loyalty has a positive correlation. Branded product like BPL, Videocon, LG, Samsung, Onida, Sony and Philips, have high brand loyalty in case of televisions and Godrej, Kelvinator, Voltas, BPL have high brand loyalty in case of refrigerator. Voltas, Hitachi, LG have high brand loyalty in room air-conditioner category.

Study shows that television advertisement throughout the year was found to be effective for the product television and for refrigerator television advertisement found to be effective in summer season, while for the room air-conditioner print advertisement (Magazine) in summer season was found to be effective.
Conclusion

The study also reveals that coloured advertisement puts high impact on consumer behaviour. It is also found that comparative advertisement is more effective than non comparative, to effect consumer behaviour.

Study reveals that female respondents have higher recall rate than male respondents. Out of 150 female respondents, 75 were able to recall the product related advertisement, while only 15 male respondents out of 150 were able to recall the product related advertisement.

Study found that attention value, memorizing value and sentimental values were more effective. Psychological value is more helpful in recall the advertisement. It also reveals that presentation feature, message used and language of advertisement are important aspects of advertisement in attracting the attention of customers/respondents.

Study found that glamour, fantasy and dashing pictures make advertisement eye catching. Famous personality in advertisement is also able to get attention and make the advertisement effective. In general emotional appeal, slogan, song, jingle and fun makes advertisement more effective than rational appeals, annoying, discussion etc.

Advertising educate people to welcome the new product. But advertisement also makes false claim and hides the negative side of the product, which is not ethical. It is also found that sex, age, and income of respondents have significant difference as far as social impact is concerned. Young age (age between 31-50 years), female and lower and medium income group of respondents are highly affected by advertising.

The study also found that in general television advertising is more convincing among audiovisual advertising; whereas newspaper advertising is more effective among print advertising. Advertising also encourages innovation, new product development, helpful in recalling brand, gathering information about concerned and competitive brand, and it also serves as best guide for wise decision making and is helpful in building customer demand in
relation to distribution. But the customer feels that advertising increases the
cost of products.

Study also made obvious that as far as psychological impact is
concerned advertisement is helpful in making customer brand loyal, effecting
the decision process of customer, helps in making favourable opinion, and as
well as associating brand with personality.

As far as attitude towards advertisement of different brands of television
is concerned, it is found that the advertisement of BPL, Videocon, LG,
Samsung, Sony and Philips were very believable, informative, clear and
convincing, whereas advertisements of earlier stated brand was found to be
somewhat impressive, somewhat appealing, somewhat attractive and eye
catching, but the advertisement of Onida, Akai, Sharp, Beltak and Texla were
found to be somewhat believable, clear and informative but not impressive,
appealing, attractive, eye catching or convincing.

As far as attitude toward the advertisement of different brand of
refrigerator is concerned it was found that the advertisement of Kelvinator,
Godrej, Voltas and Whirlpool were very believable, informative, clear and
convincing, but in case of impressive, appealing, attractive and eye catching it
was as somewhat position. But the advertisement of brand Videocon, Samsung,
BPL and Allwin were found to be somewhat believable, impressive, appealing,
and attractive, whereas in case of information, clarity, eye catching, and
convincing is concerned they were at neither – nor position.

As far as attitude toward the advertisement of different brands of room
air-conditioner is concerned, it is found that the advertisement of Voltas,
Bluestar, Hitachi and LG were very believable, impressive, clear and
convincing, but somewhat appealing, attractive, informative, and eye catching,
whereas the advertisement of Samsung and National were found to be
somewhat believable, appealing, attractive, clear, eye-catching and convincing.
Study found that brand BPL, Videocon, LG, Samsung, Onida, Philips has large choice of size and model, high range of price, easy memorable brand name, has a good reputation, expensive looking and extremely known brands, where as Akai, Sharp, Beltak and Texla have less choice of size and model, limited range of prices, easy memorable brand name, do not have good reputation and are cheap looking.

As far as refrigerator product is concerned, it is found that Kelvinator, Godrej, BPL, LG and Samsung have large choice of size and models, style brands, easy memorable brand name, large variety of colour, have good reputation and are a well known brand, whereas Voltas, Allwin, Videocon and Whirlpool have limited size and models, limited prices, limited variety of colour, lesser known brand, cheap looking and have no very good reputation. But, as reflection of life style is concerned both the products i.e. television and refrigerator are found to be necessary in the house.

In the room air-conditioner, category, it is found that Voltas, Hitachi, LG and Bluestar have large choice of size, good performance, somewhat stylish, high range of prices, very easy memorable brand name, very limited variety of colour, have a good reputation, expensive looking and very well known brand in this category. Whereas National, Samsung have very few choice of size and model, concerned with performance, easy memorable brand name, cheap looking, rugged look, do not have very good reputation in the customer's mind. Most respondents believe that the room air-conditioner is a luxury item for Indian household customer.

Conventional wisdom suggests that the effects of print media, especially magazines, will be more enduring than those of broadcast media, since readers may have repeated exposure to magazine advertisements as they leaf through the publication several time. Coffin (1975), Krugman (1967) also hypothesizes that print media are more involving than broadcast media. The former require relatively more purposive effort, while television watching can be characterized
by what Krugman calls the “bleary-eyed” viewer. Although it may be that any difference is more likely to appear in print than on television (Pretson, 1970), some evidence of more immediate connections in cognitive responses to print messages as compared to television has been found (Hsia, 1968; Bogart, Tolley, and Orenstein, 1970). In a more controlled experiment, Wright (1974) found significantly more (total) cognitive response, less source derogation, and more support arguments for a print version of an advertisement than for a radio version. Now time has been changing, television advertising is found to be more effective in these days and a proper composition of rational and emotional appeal make advertisement effective than advertisement having pure rational and pure emotional appeal. Through this study we find out weather there is a positive impact of advertising for three products, and this impact was to what extent. From the research, we found certain minute thing about advertising for three products, and this impact was to what extent. Through our hypothesis, we found out that advertising definitely works for these products, which is very relevant for the future researcher and manufacturer of these products.

CONTRIBUTION

This research has attempted to resolve the controversy over the effectiveness of advertising by incorporating research in individual differences. Individual differences in sex, age and income examined. The major distinguishing feature of this study is the liking of two areas of research (individual differences and different impact of advertising) and attempting to resolve the issue of advertising effectiveness.

The earlier studies found that when new information is congruent to existing beliefs, the belief are further reinforced. When new information thus assimilated is different from existing beliefs, and attribute information carries important benefits, recognition of belief structure occurs and triggers curiosity for more information search and evaluation. Consequently, such consumers
develop a favourable attitude towards the advertisement and greater purchase intentions.

Drawing from our findings we conclude that in designing advertisement for different media, the focus should not be on product differences alone but also audience differences. Since an advertisement serves as a source of information, it should be specifically designed for the audience it is designed to serve. Attributes highlighted should be those which have important benefits to the target audience.

The impact of music and other background features is usually neglected. A recent study by the Foote, Cone and Beding advertising agency found, however, that recall of good “feeling” commercials, created through the skillful use of music and visuals, was equal to that obtained with good “thinking” commercials, created through the rational presentation of product attributes. This research further suggests that the background features of commercials can influence product choice and make advertisement effective.

It is also possible that advertising has persuasive effects, that it changes the consumer’s utility for the products. Several types of persuasive appeals could affect price sensitivity and some of these effects might be enhanced by increases in the level of advertising. A frequently held view is that advertising can function to increase product differentiation. It does this by persuading consumers that the product is superior to other in meeting their needs or by creating a new need.

By raising position of the product in the preference order of the consumer and by fostering the view that no close substitutes are available, advertising should diminish the consumers’ sensitivity to price variation. Hence, the price-advertising interaction should be positive opposed to the negative, as observed in this study.

Results indicate that presentation of emotional commercials during the morning will better immediate retention, but worse in delayed retention, rather
presentation in the afternoon. Since purchases are rarely made just after seeing the advertisement, most commercials operate on the premise of delayed recall. It is suggested that commercials containing evaluated material should be aired in late afternoon and early evening. The results also support other empirical findings showing advertisement repetition effect on recall and recognition. Although the repetition effect was not statistically significant, it was directionally consistent with intention to buy.

What does all this mean to the marketing practitioner? Given the fact that millions are spent on advertising campaigns, the design of an appropriate advertisement, which would induce purchase behaviour, is certainly important. Drawing from the findings of this study, it is clear that acknowledging consumer heterogeneity is crucial to advertising effectiveness. If a comparative advertisement is targeted to the highly involved or informed, it must compare attributes that matter. Marketeers must acknowledge the fact that consumer has different processing strategies based on individual cognitive abilities. Consumers vary significantly in encoding abilities, preferences and the ability to store information in memory. Advertising effectiveness would depend upon a large extent on comparing determinant attributes that become the decisive factor at the point of purchase. Further, this study has found message believability, it appears even if the message claims a feature, which is different from the norm, the advertising message should stress this difference. The involved or informed consumer will take the pain to verify this claim. In deciding to use a comparative advertisement, the marketeer must first know the characteristic of his target audience. For example, drawing from the finding of this study, we may recommend, if a marketeer wants to place an advertisement for a computer in a computer magazine, they might prefer to go with the comparative advertising format. Given this, readers of such a magazine would belong to the familiar and involved group, such an advertisement would prove to be effective. On the other hand, a non-comparative format may prove more effective if the advertisement is to be placed in a non-technical magazine catering to a wider audience. Hence, understanding the relationship between
information presentation and individual's predisposition for information, should lead to more effective advertising campaigns.

SUGGESTED ADVERTISING STRATEGIES

The following suggestions could be recommended on the basis of conclusions drawn from analysis of the present study:

- Comparative advertising is more effective for durable products. Therefore, comparative advertising should be used for the product television, refrigerator and room air-conditioner.
- Increasing advertisements in national and local newspapers with attractive symbol and slogans.
- Advertisement must also be given on important private TV channels with attractive picture quality and music.
- Advertisement should be given at regular intervals of time, so that these advertisements remain in the customers' mind.
- Television advertising should be used extensively in urban area and radio and newspaper medium of advertising in rural area.
- Advertisement copies should aim at the products' quality, features, design and should make little comparison with competitors of televisions, refrigerator and room air-conditioner, and there be in easy language with eye catching pictures, colour and with motivating slogans.
- Advertisements at Railway stations, Bus stands should be increased and advertisement on back of passenger tickets of railways and buses must also to be encouraged.