CHAPTER V
FINDINGS AND CONCLUSION
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This chapter presents the findings, conclusion, contribution, implications, limitations of the study and directions for future research. The main purpose of the study was to:

(i) Extent to which customers and marketers of selected rural and urban localities & belonging to different socio-economic profile prefer Non-Traditional advertisements over traditional advertisements.

(ii) Relative preference among Non-Traditional advertising strategies of customers and marketers of selected rural and urban localities.

(iii) Strategies to design ethical Non-Traditional advertisements that appeal the attitude of selected customers who prefer Non-Traditional advertisements and test these through some dummy advertisements.

(iv) Attitude of marketers and customers towards unethical advertisements regarding unethical portrayal of women and children in advertising and explore if they are correct in assessing the psyche of the target customers.

(v) Strategies to corporate sector in the way to become more ethical in advertisement and using Non-Traditional advertisement in ethical manner.

To fulfill the above objectives, the researcher conducted market survey using a structured questionnaire which includes both closed ended and open ended questions in North Indian context. Judgmental sampling method was used to collect data from 1300 customers and 300 marketers in household products in Fast Moving Consumer Goods (FMCG) sector. Mean, standard deviation, correlation analysis, multiple regression analysis, factor analysis, t-test and analysis of variance (ANOVA) one-way classification were performed for data analysis in this study. The study explored different types of non-traditional (unconventional) advertising and strategies to design ethical unconventional advertisements and tested the customers (who belongs to different socio-economic profile) and marketers preference of unconventional advertisements in
both rural and urban areas. Finally, the study recommended the corporate sector to promote their products and/or services in more ethical manner. Based on the literature survey and the results of the data analysis, the study presents objective wise findings followed by summary of hypothesis testing results, conclusion, contribution of the study, theoretical and practical contribution the study, and limitations of the study and directions for future research as discussed below.

5.1 Findings of the study

The study brings out key findings from the results of data analysis. Based on the literature survey and results of the study, objective wise findings are presented in the following section.

5.1.1 Evaluated the extent to which customers and marketers of selected rural and urban localities & belonging to different socio-economic profile prefer Non-Traditional advertisements over Traditional advertisements

The researcher founded the following facts after conducting chi-square test for the first objective. The findings for the first objective are as follows.

There is no difference between the preference of traditional advertising for both customers and marketers.

Unlike to the traditional advertising, there is a significant difference between customers and marketers in terms of preference of non-traditional advertising. Thus, customers preference is to view very innovative advertising on non-traditional media. Hence, marketers should focus more on innovative ads on non-traditional media.

- Customers have a significant preference of non-traditional advertising over traditional advertising.
- Marketers also have strong preference of non-traditional advertisements over traditional advertisements.
- Both male and female customers have a significant preference of non-traditional advertising over traditional advertising.
All the age groups of customers have a significant preference of non-traditional advertising over traditional advertising.

Customers, having 10th qualification, have no significant preference of non-traditional advertising over traditional advertising. Therefore, those customers mostly prefer

Customers with more than 10th class qualification have a significant preference of non-traditional advertising over traditional advertising.

Students, employees and self-employees have a significant preference of non-traditional advertisements over traditional advertisements.

Customers, having less than or equal to Rs. 40000 per month, have a significant preference of non-traditional advertisements over traditional advertisements.

Marital status (single, married, widowed and others) of customers has a significant preference of non-traditional advertisements over traditional advertisements.

Frequency of ad viewing has a significant preference of non-traditional advertisements over traditional advertisements.

Based on the results of chi-square test, the study found that customers and marketers of selected rural and urban localities and belonging to different socio-economic profile prefer Non-Traditional advertisements over Traditional advertisements.

5.1.2 Analyzed the relative preference among Non-Traditional advertising strategies of customers and marketers of selected rural and urban localities.

The researcher founded the following facts after conducting t-test and analysis of variance (one-way classification) for the second objective. The findings for the second objective are as follows.

The rural customers first preference is transit advertising followed by graffiti, ambient, spoof, mobile, online, ambush, affiliate, body, aerial and elevator advertising.
- The urban customers first preference is ambient advertising followed by spoof, elevator, online, mobile, transit, ambush, graffiti, affiliate, aerial and body advertising strategies.
- There is a huge difference in terms of the non-traditional advertising strategies in terms of rural and urban customers preferences.
- Marketers first preference of non-traditional advertising strategy for rural customers is graffiti advertising followed by transit, ambient, mobile, body, spoof, ambush, online, aerial, elevator and affiliate advertising strategies.
- Marketers first preference of non-traditional advertising strategy for urban customers is online advertising followed by ambient, transit, mobile, spoof, elevator, graffiti, ambush, body, affiliate and aerial advertising strategies.
- There is a huge difference in terms of the non-traditional advertising strategies between the preferences of customers and marketers.
- There is no significant difference between female and male preference of various types of unconventional advertisements.
- There is no significant difference among different age groups of customers for the preference of various types of unconventional advertisements.
- There is no significant difference among customers with different educational qualifications for the preference of various types of unconventional advertisements except for online, aerial and body advertisements.
- There is a significant difference of preference of unconventional advertising among the customers who belongs to different occupational groups (student, employee, self-employee and others).
- There is no significant difference of preference of unconventional advertising among the customers who belongs to different income levels (< Rs. 10000, Rs. 10001–Rs. 20000, Rs. 20001–Rs. 30000, Rs. 30001–Rs. 40000 and above 40000).
- There is a significant partial difference of preference of unconventional advertising among the customers in terms of marital status (single, married, widowed and other).
There is no significant difference of preference of unconventional advertising among the customers in terms of frequency of ads viewing per week.

5.1.3 Devised strategies to design ethical Non-Traditional advertisements that appeals the attitude of selected customers who prefer Non-Traditional advertisements and test these through some dummy advertisements

The researcher founded the following facts after conducting factor analysis for the third objective. The findings for the third objective are as follows.

- The marketers should focus all the above six strategies for designing the ethical unconventional advertisements for promoting their products and/or services in the targeted segments of the market.
- Product information strategy should include as follows:
  i. Product characteristics
  ii. Product offers/discounts
  iii. Additional features of a products/services
  iv. Awareness of product type in terms of environment friendly, safety, security etc. while using the product/service
  v. Up-to date information of the product and/or service related latest technology
- Pleasure strategy should include following elements:
  i. Amusing (Funny) and entertaining the should be funny and entertaining kind
  ii. Source of pleasure the ad should become a source of pleasure
  iii. Stress relief the ad should be designed in such a way that give relief from stress
  iv. Enjoyable the ad should be designed in such a way that give more entertainment than any other media content.
v. Touching sentiments the designer of ad should keep in mind that the limits of touching sentiments while including funniness in the advertisement.

- The social role and image strategy of an unconventional advertising should include following elements:
  i. Information about the new trends
  ii. Status/life styles of the target users
  iii. Reflection of the target user characteristics
  iv. Prestige of product/service to be used

- The marketers should keep the following elements in mind while designing the unconventional ad concept:
  i. Support to increase consumption of product/services
  ii. Promoting the competition
  iii. Economic for the usage of products/services
  iv. Should be encouraged to inspiration to gain jobs in the field of advertisements
  v. Should support to raise the standard of living by giving the motivational messages in the unconventional advertisements.

- Marketers of unconventional advertising should keep all the following elements in designing the unconventional ad strategy:
  i. Promote socially desirable values in advertising
  ii. Promote safe behavior among children, women and youth
  iii. Avoid portraying women as sex objects
  iv. Promote health features which can influence the children by providing truthfulness of the ads
  v. Advertisers should not cross emotional limits of the society

- The attitude builder strategy should include following elements in an unconventional advertisement:
  i. Beneficial for the society
  ii. Favorable for the economy
  iii. Fair and healthy competition
iv. Helpful for the consumers to take better buying decisions.

5.1.4 Analyzed attitude of marketers towards unethical advertisements regarding unethical portrayal of women and children in advertising and explore if they are correct in assessing the psyche of the target customers

The researcher founded the following facts after conducting correlation analysis, multiple regression analysis and t-test for the fourth objective. The findings for the fourth objective are as follows.

- The study found that overall attitude has a significant correlations with positive attitude \( r = .689 \) and negative attitude \( r = .793 \). It implies that overall attitude has more significant correlation with negative attitude than positive attitude.
- The study found that the marketers attitude towards unethical portrayal of women and children in advertising is negative. It implies that marketers have negative attitude against unethical portrayal of women and children in advertising.
- There is no difference in attitude of various levels of employees of marketing department of companies towards non-traditional advertisements and traditional advertisements.

5.1.5 Recommended strategies to corporate sector in the way to become more ethical in advertisement and using Non-Traditional advertisement in ethical manner

The researcher founded the following facts after consolidating the results of the study for the fifth objective. The findings for the fifth objective are as follows.

- Innovative strategy always plays a major role in designing an effective advertising. Marketers should keep in mind all possible opportunities to create an idea to conceptualizing an advertisement. Marketers should understand socio-economic profile and media habits of the targeted customers. Further, marketers should design an ad concept according to the aim of the advertisement as follows:
i. If the company wants to offer a new product, then the focus of the advertisement is to educate the customers and provide information about the product and/or service i.e., features, benefits, price, usage characteristics etc.

ii. If the customers are aware of the product and usage characteristics, marketers have to influence customers to increase the sales. The advertising objective is to persuade in such a way to motivate the customers to go ahead with the product preference.

iii. If the product is in the maturity stage of product life cycle, then the marketers have to remind the customers about the product and strengthen the brand image by convincing the existing customers that they have taken the right decision by using company's product. The objective of the advertising is to reinforce the targeted customers.

iv. According to the results of the study, both customers and marketers preference is the same for traditional advertisement i.e., TV, Radio and Print. FM radio has its own significance in cities. Marketers can target the local coverage to a particular city at the lowest cost and promoting sales offers for a particular short period on radio. TV and Print media are always good enough to cover targeted market segments.

v. Also, the results indicated that the rural customers' first preference is transit advertising followed by graffiti, ambient, spoof, mobile, online, ambush, affiliate, body, aerial and elevator advertising. Further, the urban customers' first preference is ambient advertising followed by spoof, elevator, online, mobile, transit, ambush, graffiti, affiliate, aerial and body advertising strategies. Thus, marketers should focus more on graffiti and ambient advertising strategies in rural and urban areas respectively.

vi. The marketers should follow all the ethical codes and guidelines of Advertising Standards Council of India (ASCI). Fair competition, honesty and truth in advertisements and portrayal of women and
children in advertising. The study explored six major factors to design ethical advertising as follows:

- **Product information** with a focus on providing full details of product/service and educating the customers.
- **Pleasure** with a focus on humor in advertising to entertain the ad viewer and attract the targeted customers.
- **Social role and image** with a focus on social relationship and creating the brand image by socially desirable advertisements.
- **Economic friendly** with a focus on motivating and encouraging concepts of life winning thoughts in advertisements.
- **Ethical issues** with a focus on healthy promotion of products and/or services in society and fairness towards company policies to encourage win-win situation.
- **Attitude builder** with a focus on changing customers' attitude in a positive manner towards a brand, company and society.

The marketers should above keep all the above factors while designing the ad concepts and focus more on win-win promotion of goods and/or services in more ethical manner.

vii. Finally, the marketers should be innovative and humorous in designing ads according to the dynamic profiles of targeted customers. The ads should be very focused, simple and short. Invest more on research and development to understand customer habits, changing tastes and preferences to promote the offering in a positive way and create win-win situation and healthy competition.
5.2 Results of the hypotheses testing

The summary of the hypotheses testing results are presented in Table 5.1 as given below:

Table 5.1: Summary results of the hypotheses testing

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Hypotheses</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>There is no significant difference between customers and marketers in terms of preference of traditional advertising</td>
<td>Accepted</td>
</tr>
<tr>
<td>2</td>
<td>There is no significant difference between customers and marketers in terms of preference of non-traditional advertising</td>
<td>Not accepted</td>
</tr>
<tr>
<td>3</td>
<td>There is no significant preference of customers of various socio-economic profiles for non-traditional advertisements over traditional advertisements</td>
<td>Not accepted</td>
</tr>
<tr>
<td>3(i)</td>
<td>There is no significant preference of customers for non-traditional advertisements over traditional advertisements</td>
<td>Not accepted</td>
</tr>
<tr>
<td>3(ii)</td>
<td>There is no significant preference of marketers for non-traditional advertisements over traditional advertisements</td>
<td>Not accepted</td>
</tr>
<tr>
<td>3(iii)</td>
<td>There is no significant preference of customers in terms of gender (female and male) for non-traditional advertisements over traditional advertisements</td>
<td>Not accepted</td>
</tr>
<tr>
<td>3(iv)</td>
<td>There is no significant preference of customers in terms of age group (less than 18 years, 18 to 25 years, 26 to 35 years, and above 35 years) for non-traditional advertisements over traditional advertisements</td>
<td>Not accepted</td>
</tr>
<tr>
<td>3(v)</td>
<td>There is no significant preference of customers in terms of education (10\textsuperscript{th}, 12\textsuperscript{th}, Graduate, PG and Post-PG) for non-traditional advertisements over traditional advertisements</td>
<td>Not accepted</td>
</tr>
<tr>
<td>3(vi)</td>
<td>There is no significant preference of customers in terms of occupation (student, employee, self-employee and others) for non-traditional advertisements over traditional advertisements</td>
<td>Not accepted</td>
</tr>
<tr>
<td></td>
<td>There is no significant preference of customers in terms of income level (≤ Rs. 10000, Rs. 10001–Rs. 20000, Rs. 20001–Rs. 30000, Rs. 30001–Rs. 40000 and above 40000) for non-traditional advertisements over traditional advertisements</td>
<td>Not accepted</td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td>3(viii)</td>
<td>There is no significant preference of customers in terms of marital status single, married, widowed and others) for non-traditional advertisements over traditional advertisements</td>
<td>Not accepted</td>
</tr>
<tr>
<td>3(ix)</td>
<td>There is no significant preference of customers in terms of ads viewing frequency of customers per week (less than 2 hours, 2 to 4 hours and more than 4 hours) for non-traditional advertisements over traditional advertisements</td>
<td>Not accepted</td>
</tr>
<tr>
<td>4</td>
<td>There is no significant difference in preference of customers of various socio-economic profiles for various types of non-traditional advertisements (online, mobile, spoof, ambient, aerial, body, transit, ambush, affiliate, graffiti and elevator advertisements)</td>
<td>Partially accepted</td>
</tr>
<tr>
<td>4(i)</td>
<td>There is no significant difference in preference of rural and urban customers for various types of non-traditional advertisements</td>
<td>Accepted</td>
</tr>
<tr>
<td>4(ii)</td>
<td>There is no significant difference in preference of female and male customers for various types of non-traditional advertisements</td>
<td>Accepted</td>
</tr>
<tr>
<td>4(iii)</td>
<td>There is no significant difference in preference of customers in terms of age groups (less than 18 years, 18 to 25 years, 26 to 35 years, and above 35 years) for various types of non-traditional advertisements</td>
<td>Accepted</td>
</tr>
<tr>
<td>4(iv)</td>
<td>There is no significant difference in preference of customers with different educational qualifications (10th, 12th, graduate, PG and Post-PG) for various types of non-traditional advertisements</td>
<td>Partially accepted</td>
</tr>
<tr>
<td>4(v)</td>
<td>There is no significant difference in preference of customers with different occupational groups (student,</td>
<td>Not accepted</td>
</tr>
</tbody>
</table>
There is no significant difference in preference of customers with different income levels (≤ Rs. 10000, Rs. 10001 – Rs. 20000, Rs. 20001 – Rs. 30000, Rs. 30001 – Rs. 40000 and above 40000) for various types of non-traditional advertisements

There is no significant difference in preference of customers in terms of marital status (single, married, widowed and others) for various types of non-traditional advertisements

There is no significant difference in preference of customers in terms of frequency of ads viewing per week (less than 2 hours, 2 to 4 hours and more than 4 hours) for various types of non-traditional advertisements

There is no significant difference in attitude of various levels of employees of marketing department of companies towards non-traditional advertisements and traditional advertisements

| 4(vi) | There is no significant difference in preference of customers with different income levels (≤ Rs. 10000, Rs. 10001 – Rs. 20000, Rs. 20001 – Rs. 30000, Rs. 30001 – Rs. 40000 and above 40000) for various types of non-traditional advertisements | Accepted |
| 4(vii) | There is no significant difference in preference of customers in terms of marital status (single, married, widowed and others) for various types of non-traditional advertisements | Partially accepted |
| 4(viii) | There is no significant difference in preference of customers in terms of frequency of ads viewing per week (less than 2 hours, 2 to 4 hours and more than 4 hours) for various types of non-traditional advertisements | Accepted |
| 5 | There is no significant difference in attitude of various levels of employees of marketing department of companies towards non-traditional advertisements and traditional advertisements | Accepted |

### 5.3 Conclusion

As discussed in the previous sections, the study mainly focused on the preference of unconventional advertising over traditional advertising with reference to different socio-economic profiles in rural and urban localities. Also, the study tested the difference of attitude of marketers towards unethical portrayal of women and children in advertising and explored advertising strategies to design ethical unconventional strategies. To fulfill the above objectives, the study performed various statistical test such as mean, standard deviation, chi-square, correlation analysis, multiple regression analysis, t-test and analysis of variance (one-way ANOVA). Based on the literature survey and the results of the data analysis, the study concludes as follows:

i. There is no difference between the preference of traditional advertising for both customers and marketers. Unlike to the
traditional advertising, there is a significant difference between customers and marketers in terms of preference of non-traditional advertising. Both customers and marketers prefer non-traditional advertising over traditional advertising. Customers preference is to view very innovative advertising on non-traditional media. Hence, marketers should focus more on innovative ads on non-traditional media.

ii. The rural customers first preference is transit advertising followed by graffiti, ambient, spoof, mobile, online, ambush, affiliate, body, aerial and elevator advertising. Further, the urban customers first preference is ambient advertising followed by spoof, elevator, online, mobile, transit, ambush, graffiti, affiliate, aerial and body advertising strategies. The relative preference of rural and urban areas was slightly different, but statistically there is no difference in terms of relative preference of non-traditional advertising strategies between rural and urban areas. Finally, marketers preference of non-traditional advertising strategies different from customers. Therefore, marketers should align unconventional advertising strategies in line with the customers preferences.

iii. The marketers should follow all the ethical codes and guidelines of Advertising Standards Council of India (ASCI). Fair competition, honesty and truth in advertisements and portrayal of women and children in advertising. The study explored six major factors to design ethical advertising as follows: a. product information (with a focus on providing full details of product/service and educating the customers), b. pleasure (with a focus on humor in advertising to entertain the ad viewer and attract the targeted customers), c. social role and image (with a focus on social relationship and creating the brand image by socially desirable advertisements), d. economic friendly (with a focus on motivating and encouraging concepts of life winning thoughts in advertisements), e. ethical issues (with a focus on healthy promotion
of products and/or services in society and fairness towards company policies to encourage win-win situation), f. attitude builder (with a focus on changing customers' attitude in a positive manner towards a brand, company and society).

iv. The marketers have negative attitude against unethical portrayal of women and children in advertising. Further, there is no difference in attitude of various levels of employees of marketing department of companies towards non-traditional advertisements and traditional advertisements.

v. Finally, the marketers should be innovative and humorous in designing ads according to the dynamic profiles of targeted customers. The ads should be very focused, simple and short. Invest more on research and development to understand customer habits, changing tastes and preferences to promote the offering in a positive way and create win-win situation and healthy competition.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Objectives</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>To evaluate the extent to which customers and marketers of selected rural and urban localities &amp; belonging to different socio-economic profile prefer Unconventional/Non-traditional advertisements over Traditional advertisements.</td>
<td>-There is no difference between the preference of traditional advertising for both customers and marketers. Unlike to the traditional advertising, there is a significant difference between customers and marketers in terms of preference of non-traditional advertising. Both customers and marketers prefer non-traditional advertising over traditional advertising. -Customers preference is to view very innovative advertising on non-traditional media. Hence, marketers should focus more on innovative ads on non-traditional media.</td>
</tr>
</tbody>
</table>
2. To analyze relative preference among Unconventional advertising strategies of customers and marketers of selected rural and urban localities.

- The rural customers first preference is transit advertising followed by graffiti, ambient, spoof, mobile, online, ambush, affiliate, body, aerial and elevator advertising.
- The urban customers first preference is ambient advertising followed by spoof, elevator, online, mobile, transit, ambush, graffiti, affiliate, aerial and body advertising strategies.
- The relative preference of rural and urban areas was slightly different, but statistically there is no difference in terms of relative preference of non-traditional advertising strategies between rural and urban areas.
- Marketers preference of non-traditional advertising strategies different from customers. Therefore, marketers should align unconventional advertising strategies in line with the customers preferences.

3. To devise strategies to design ethical Unconventional advertisements that appeals the attitude of selected customers who prefer Unconventional advertisements and test these through some dummy advertisements.

The study explored six major factors to design ethical advertising as follows:-

a. *product information* (with a focus on providing full details of product/service and educating the customers),

b. *pleasure* (with a focus on humor in advertising to entertain the ad viewer and attract the targeted customers),

c. *social role and image* (with a focus on social relationship and creating the brand image by socially desirable advertisements),
| 4. | To analyze attitude of marketers towards unethical advertisements regarding unethical portrayal of women and children in advertising and explore if they are correct in assessing the psyche of the target customers. | -The marketers have negative attitude against unethical portrayal of women and children in advertising.  
-There is no difference in attitude of various levels of employees of marketing department of companies towards non-traditional advertisements and traditional advertisements. |
|---|---|---|
| 5. | To recommend strategies to corporate sector in the way to become more ethical in advertisement and using Unconventional advertisement in ethical manner. | -The marketers should be innovative and humorous in designing ads according to the dynamic profiles of targeted customers.  
-The ads should be very focused, simple and short.  
-Invest more on research and development to understand customer habits, changing tastes and preferences to promote the offering in a positive way and create win-win situation and healthy competition. |
5.4 Contribution of the study

- The main contribution of the study is to explore various types of unconventional advertising (non-traditional advertising) strategies (online, mobile, spoof, ambient, aerial, body, transit, ambush, affiliate, graffiti and elevator advertisements) in Indian context.

- The study also explored different types of strategies (product information, pleasure, social role and image, economic friendly, ethical issues and attitude builder) to design unconventional strategies in an ethical manner.

- Further, the study proved that there is a significant preference of unconventional advertising for both customers and marketers.

- Finally, the study carried out research in both customers and marketers point of view, it is the added value to the existing body of knowledge in the field of marketing in Indian context.

5.5 Implications of the study

The study has both theoretical and practical implications as follows:

Theoretical implications of the study:

- There is a significant preference of customers of various socio-economic profiles for non-traditional advertisements over traditional advertisements.

- The preference of unconventional advertisements (online, mobile, spoof, ambient, aerial, body, transit, ambush, affiliate, graffiti and elevator advertisements) has no difference in terms of regional area (rural and urban), gender (female and male), age group (less than 18 years, 18 to 25 years, 26 to 35 years, and above 35 years), income level (< = Rs. 10000, Rs. 10001 – Rs. 20000, Rs. 20001 – Rs. 30000, Rs. 30001 – Rs. 40000 and above 40000) and ads viewing frequency of the customers (less than 2 hours, 2 to 4 hours and more than 4 hours). On the other hand, there is a significant difference in terms of occupation and marital status of the customers.
There is no significant difference in attitude of various levels of employees of marketing department of companies towards non-traditional advertisements and traditional advertisements.

*Practical implications of the study:*

- The results of the study are helpful for marketers to understand the various types of unconventional advertising strategies and their preference in rural and urban areas of the customers who belongs to different socio-economic profiles.
- Also, the marketers can design ethical advertisements to promote their goods and/or services in the competitive world by creating win-win situation.

5.6 Limitations of the study and direction for future research

The study has following directions for the future research by overcoming the limitations of the study.

- The study carried out in North Indian context, the results of the study may not applicable to the South Indian context. Therefore, the future study can be carried out in South Indian context to validate this study results.
- The study adopted judgmental sampling method to carry out the research; it is a non-probabilistic sampling method. The study recommends to use random sampling methods in the future research to understand the variation of this study results by applying random sampling methods.
- The study focused only on household products in Fast Moving Consumer Goods (FMCG) sector to carry out the research, the future research can select any other specific sectors like e-tailing, m-commerce, banking, automobiles, foods and beverages etc.
- The sample size of the study was limited to 1300 customers and 300 marketers only however this can form base for taking up a large scale project in future.