CHAPTER -V
SUMMARY OF FINDINGS AND SUGGESTIONS

INTRODUCTION

The study is an attempt to find out the buying behaviour of consumers with reference the impact of television advertisement on purchase decision of cooking oil. It has helped the viewers immensely in understanding the significance are medium of advertisement for the consumer products. The approach the study is both descriptive and analytical. In this study both the primary and secondary data were used. For collecting the primary data interview schedules were constructed.

The present study proved to be an informative and experiment and it has provided the basis for many more studies in the buying behaviour. This chapter highlights the summary of findings and suggestions of the study under review.

SUMMARY OF FINDINGS

By means of the study the Researcher is able to summarise the following as findings.

1. Television advertisement is important for spreading awareness of the products.
2. This is evident from the fact the 49% could recall the type of advertisement of cooking oil.
3. The entire sample size has seen cooking oil advertisement or the other.
4. The cooking oil advertisement only creates awareness, but this does not translate into purchase.
5. Only 21% of the sample size has said that television advertisement influences their cooking oil purchase.
6. It is also seen that majority of the samples depend on either friends opinion or doctor's opinion for their cooking oil.

7. Majority of the samples attribute hygiene as the prime factor in purchase of cooking oil.

8. Majority of the sample (38%) were using the same cooking oil for nearly 5 years.

9. Higher number of hours of television viewer ship does not mean higher advertisement viewer ship.

10. 43% of the samples do not have any specific reason for changing brands of cooking oil.

SUGGESTIONS

Though the survey reveals that the television advertisements do not influence the purchased of cooking, oil it does not necessarily mean that they need to be stopped.

Television advertisements are necessary to create awareness as is evident from the survey.

However rather than spending huge amounts on advertisements, the cooking oil companies can also rely on promoting the "HEALTH CONCEPT" through campaigns.

They could organize doctor's camp to promote the importance of their cooking oil.

The companies could also sponsor health related programmes on television so that the target audience could be reached effortlessly.

There is also a more intellectual attitude towards many products and some people are prepared to pay higher prices for purer, healthier or safer ones. The advertisement must be visible, that is easily understandable. The identify of the advertiser, of their product or service, must be obvious and not hidden by either too clever presentation or bad design. The offer must be made clearly to
achieve all this the advertisement should concentrate on its purpose, and not by confusing by trying to say too many different things.

An advertisement can be so clever that all that is remembered is the gimmick or perhaps a very interesting picture, not the advertiser, the product or the offer. Advertisements are not always studied in detail, but are glanced at seen in passing, or seen on television or heard on the radio very briefly. The message must have instant impact.

CONCLUSION

Thus, to conclude on advertisement as channel of promotion and television as a source, in particular, it is found that a television ad with its visual and sound effect the brand gets registered into the minds of the customers, but it has very thin effect on the ultimate buying or decision in making a purchase.