CHAPTER 7

SUGGESTIONS

&

RECOMMENDATIONS
Suggestions & Recommendations

Suggestions for FMCGs & Service Industries

The following suggestions are made as reference for researchers who are interested in conducting subsequent investigations in this field of study:

- **Select appropriate approaches for advertising appeal:** First, the company has to determine the type and attributes of a product instead of immediately emphasizing consumers' dependence on emotions. Companies need to make good judgments on consumers' needs and interests for a specific product. The practical functions and benefits of a product should be presented in related advertisements.

- **Carefully select an advertising personality/celebrity endorsement:** Companies should carefully choose and evaluate if a more popular celebrity could properly identify with the product being promoted. The costs and benefits achieved by a spokesperson for some product should be considered so the spokesperson could create maximum effects for the product.

- **Expand the range of objects being surveyed:** Surveys can be conducted in more areas. Such surveys can also be conducted on respondents from different age groups to generalize the results.

- **Use newly marketed brands as the promotion target:** Researchers may use a newly marketed product as the promotional target in the future. As such, the results obtained will be more practical. Researchers can add real brands and make comparisons between products with and without brand names.

- **Select different types of products:** Researchers can also choose other types of products for study and make comparisons in the advertising effects between different types of products.

- **Use other advertising approaches:** Researchers may choose media other than printed advertisements and make related comparisons. Select appropriate approaches for advertising appeal. First, the company has to determine the type and attributes of a product instead of immediately emphasizing consumers' dependence on emotions. Companies need to make good...
judgments on consumers' needs and interests for a specific product. The practical functions and benefits of a product should be presented in related advertisements.

- **Carefully select an advertising spokesperson:** Companies should carefully choose and evaluate if a more popular celebrity could properly identify with the product being promoted. The costs and benefits achieved by a spokesperson for some product should be considered so the spokesperson could create maximum effects for the product.

- **Carefully select Caption/Punch line for product:** Companies should carefully choose and evaluate caption/punch line & could properly identify with the product being promoted. The costs and benefits achieved by a caption/punch line for some product should be considered to create maximum effects for the product.

- The consumers are influenced by both logical and emotional-related product features. Therefore, the producers should consider the best combination of two groups' features for producing a product. And those features should be highly demanded by consumers and maximize the satisfaction of their needs and desires.

- **Proper ranking of different buying motives:** To allocate different ranks to different buying motives of consumers on the basis of a scientific marketing research, will help the management of companies to focus on the most important buying motives of consumers while making decision regarding produce of a new product.

- **Research should be conducted periodically:** The companies should conduct research periodically to identify the changes in buying motives of consumers with the passage of time. Because with the technological advancements the companies should spend huge amount of money for purpose of product development and technological innovation and that should be spend in the right direction.

- **Allocation of necessary budget:** Allocating necessary budget for purpose of developing the products should be a function of those buying motives that are very important for consumers.
Only creation of emotional situations in TV ads is not sufficient for generating customers for the company and product. The ads must be directional and decisional for the new and existing customer. When people already have the product which they see in ad it increase their attachment level with the product so the advertisers make such type of rational appeal which can arouse intense desire for having the product. By comparing and showing clear difference between competitors product the ad create logical thinking and helps to recall the products benefits and uniqueness as compared to the other existing product in the market during purchasing. Companies should choose such stars in ads that have strong impact of their personality and have their high market demand. The success of the product based on the fact that how much strong promotional and marketing strategies have been used.

It is ascertained that the consumers while making decision are more affected by logical buying motives and also emotional buying motives. Therefore, the R&D committees in companies should pay much attention to this characteristic of consumers. One of the most important issues in this era in marketing is product convergence, so it could be considered as the best combination of different features, characteristics and attributes which satisfy different consumers’ needs. The features’ portfolio should be a suitable combination of logical and emotional features for maximizing consumer’s satisfaction.

One of the most powerful motivators for purchasing decision is quality motive. Therefore, the companies should focus on this motive. Social status is one of the most important needs of consumers. Therefore, the companies should pay much attention to this need. The companies should conduct research periodically to identify the changes in buying motives of consumers with the passage of time. Because with the technological advancements the companies should spend huge amount of money for purpose of product development and technological innovation and that should be spend in the right direction. Allocating necessary budget for purpose of developing the products should be a function of those buying motives that are very important for consumers. The most important handset features as per the consumers points of view should be consider as a basis for doing further research to increase the capability of each products’ feature. Therefore, they can satisfy emotional as well as logical related desires of consumers.
Previous studies suggest that internet which is the most referred source, has highest potential as advertising media among various information sources referred – which have commercial potential of an advertising media - followed by Newspaper, Magazines and Television respectively for general audience. Similarly for the target audience with information seeking behaviour and target audience without significant information seeking behaviour. Internet has highest potential as advertising media; although there is significant difference in frequency of referring Internet for information by the two. After Internet other potential media for targeting audience without significant information seeking behaviour are Newspaper, Television and Magazines. Information seekers have negative attitude towards advertising in comparison to non-information seekers. So marketers should deploy some innovative marketing mix for target audience with significant information seeking behaviour to promote their offerings.

Marketers should try to make advertising as informative as possible – advertising as a source of information was found to be contributing positive attitude towards advertising. For this newspapers and magazines are much supportive media than the electronic media like TV or radio, as with print media there is a greater opportunity to give more and more detailed information about offerings in advertisements.

Marketers should make advertising as entertaining as possible using humour appeal (if pre-advertising analysis suggest reasonable product fit) because majority audiences consider ads very amusing and even sometimes perceived it even more enjoyable than other media contents like TV serials, reality shows etc. Advertising is considered as updated source of information about products/services but not as a much reliable source. Many a time advertisements are perceived to be misleading so marketers should refrain from overpromising in ads and should not depict a false or seems to be false picture of the offerings in their advertisements. Marketers should look for some creative tactics to gain attention of audience, because celebrity endorsement etc. are perceived to be significantly adding up to the cost of products and could lead to negative attitude towards advertising – as analysis suggests advertising is perceived to be waste of economic resources.
Even when it is likely that people can foretell how consumers will perceive an advertisement in the future, there are some best advertisement tips that companies should follow if they want to succeed. Most of the times it is possible to predict the kinds of ads that will not be accepted but it can be quite difficult to do the same and predict if an ad will be successful. Let’s have a look at some essential things any ad should have in order to be successful.

The first best advertisement tips the companies can have is that the ad should always have a headline. It’s not difficult to understand why successful ads always have a headline. As a matter of fact, the headline is what attracts people’s attention to what you are trying to say. It companies fail to attract consumers’ attention then their ad will not be effective and it will not allow them to earn money. Once consumers are attracted by the headline the rest comes on its own.

The next best advertisement tips takes us to the part in which they have to avoid making their ad look like one. The reason for this is that people are surfeited with companies and people who want to sell things to them. Therefore, whenever the general public realizes they are in presence of an ad, they simple lose interest and move on. This means that they need to think of what to include so as to avoid sounding like an ad and to make people believe they are actually reading an editorial. However, they will have to be careful with what they say because they might have problems with editors of the magazine or newspaper where ad will appear.

The companies also need to ensure that advertisement follows a lead generation type. According to the best advertisement tips lead generation ads are those that try to get as much information about a person as possible. The idea is to be able to contact them whenever they have something to offer. Even when this kind of ads can be difficult, if they are able to get the information customers need, you will how beneficial it is in the long run. This method is also thought to be a lot more financially rewarding than any other method.

Other best advertisement tips include making ad easy to track down and easy to measure and create it to make them earn money. If they want to be able to track it down and measure it in an easy way, that is to say know if it was effective or not, you can make use of some techniques. For instance, let’s say they have published two ads in two different magazines and notice a growth in the sales, if they want to know
which of the publications was more successful you could use coupons, phone numbers and even email addresses to know which ad is giving them more money.

It certainly needs more work but it is beneficial in the long term. If they want to earn money, they need to come up with a good ad.

These five best advertisement tips will surely allow them to stand out from the rest and increase your earnings.