CHAPTER VI

CONCLUSION & RECOMMENDATIONS

6.1 Conclusion

This study investigated the effectiveness of emotional appeal used in TV Commercials on consumer buying behaviour in FMCG sector with special reference to Delhi NCR. An attempt has been made to measure consumer preferences and consumer behaviour responses towards emotional TV advertisements in order to attain the objectives of the research. This section highlights the conclusions of the study based on the analyses carried out with reference to the research questions posed.

This research has arrived at the conclusion that in the TV Commercials of FMCGs in Food & Beverages, Household care products and in Personal Care product’s advertisements are mostly using Humour, Amazement and Love & Affection appeal respectively. The study also concludes that respondents were mostly watch Food & Beverages related emotional TV advertisements and in those advertisements they mostly preferred those advertisements, which focus on Happiness & Joy appeal, Humour appeal and Love & Affection appeal.

Secondly, the results reveal that emotional appeals used in TV commercials have a significant effect on buying behaviour of consumers. Most consumers accepted that they were positively getting influenced by the emotional appeals and it enforces them to buy the advertised products. The research also disclosed that age and educational level of consumers plays a vital role in consumer buying preferences. But gender wise responses are parallel and positive towards the buying preferences towards the advertised products. The study unfolds the fact that frequency of watching TV ads has no significant role in changing the buying preferences of the consumers; it is emotional appeals that create the differences in the buying preferences.

Further, study concludes that emotional appeals that are used in TV Commercials of FMCG sectors are effective in brand recognition at the point of purchase. It is reported that only old age consumers are having less impact of emotional appeals on
brand registration as compared to other age groups. It is further disclosed in the study that the effectiveness of emotional appeals is not much in case of brand preferences. There can be some other factors that are changing the mind of consumers in respect to brand preferences. In case of brand preferences age and education levels play a significant role in deciding brand of the products. The study explores that Humour and Bravery/ Challenge appeals were influencing the consumers more and persuading them to buy the advertised products.

The other facts that get enlightened in the study are that all the emotional appeals are useful in building a good brand image of FMCG products in the market. The study also unfolds the fact that Bravery/ Challenge, Pride/ Achievement, Humour and Happiness and Joy appeal are mostly helping the advertisers in creating better brand image of the FMCG products in the mind of consumers. It has also cleared from the research that all the demographic factors like age, gender and education get positively affected by the emotional appeals and its effects help in creating remarkable image of the brand in mind of consumers.

The research also affirmed that emotional appeals are not only supportive in creating base for brand preferences and brand image but it also enforces the consumers to switch their brand. The study concludes that Humour appeal, Pride / Achievement appeal and Love & Affection appeal are useful in Brand switching of the products. The advertisers can make appropriate use of different appeals in a magnificent way which helps them in creating brand preferences, generating improved brand image and reinforce the viewers for brand switching towards advertised FMCG products.

FMCG sector is growing very fast and in this competitive world there are innumerable products competing with each other. There are enormous numbers of competitors in Food & Beverages, Household Care and Personal care/ Hygiene products which are selling almost the similar products. As a result, it becomes necessary that information regarding features, prices and availability of the product is frequently communicated to the consumers which can differentiate the product from the competitor’s products. But besides communicating the information regarding the product it becomes important that advertisements are made in such a way that customers are able to connect with the advertisements leading to easy brand recall and recognition of the products among the competitor’s products. So, emotional appeals
help in creating the difference between the products and help the consumers to decide their brands.

6.2 Recommendations:

Indian FMCG market is very vast in size and having lot of opportunities. To capitalize on the growing opportunities in Food & Beverages, Household care and Personal care/Hygiene sectors, companies use different types of emotional appeals in the TV advertisements. The findings of this research will be useful for the advertisers of FMCG products in capturing the attention of customers. Thus, the following suggestions are made for optimizing the effectiveness of emotional appeals

1. It is recommended that advertisers should focus on Humour appeal while advertising Food & Beverages products like Tea, Soft drinks, Biscuits etc.

2. While advertising Household care products like Dish wash bar, Fabric wash, Toilet cleaners, advertisers are recommended to use Amazement and Bravery/Challenge appeals to make the advertisement an effective one.

3. Advertisers who are featuring Personal Care/ Hygiene products like Oral care, Skin care, Hair oil etc, they are recommended to make use of Love & Affection and Amazement appeals in their TV ads.

4. It is recommended that advertisers should use Happiness & Joy and Bravery/Challenge appeals to persuade the viewers to prefer the advertised products. When the Target Audience are youngsters and middle aged customers, it is recommended to use Humour and Bravery/Challenge appeals as they are mostly influence by these appeals.

5. Advertisers are advised to use Bravery/Challenge and Pride/Achievement appeals in featuring FMCG products, which help in building better brand image in the market. Whereas, When the Target Audience are youngsters, it is recommended to use Humour appeal as it will help in creating better brand image of the products in the market.
6. It is recommended that advertisers should use Humour and Pride/Achievement appeals in the advertisements of FMCG products so that TV Commercials can act as a driving force for the consumers to switch their brand to advertised brands.