CHAPTER 9

CONCLUSION

The study attempted to understand the Gender, Age, Occupation based perspective of respondents to Television commercials in the capacity of attention, awareness, comprehension of the commercials and the buying behaviour. To get the understanding of the young adult in terms of what they prefer and not prefer in the commercial and their general attitude towards the television commercial. The study also investigated the aspects of television commercials and the execution strategy used by the advertisers to reach the young adults. Thus it helped the researcher in obtaining the holistic picture of the perceptions of young adults to advertising and the perceptions of advertisers in reaching to the prospective young adults. The survey was based on the response criterion of the young adults on the cognitive, (attention and awareness), Affective (Attitude and Feeling), Conative (Purchase intent).

9.1 ADVERTISING ATTENTION AND RECALL

Most of the respondents watch advertisement on the Television. Advertising as to get attention. It has to cut through the clutter of other advertising and get noticed. The first principle of advertising is that it needs to stand out. To this end, advertising uses a variety of attention getting devices, the best known according to this study is Humour, and combination of Humour and Sex. Humourous commercials were liked more by the respondents and also recalled more by the respondents. Ads that are liked and
recalled have a higher probability of being effective—all other things being equal.

9.2 PREFERENCE AND ATTITUDE

The study found though the respondents view commercials more for entertainment value, reasonably good percentage of respondents view commercials for informative value. The respondents prefer content and concept of the commercial more than the other aspects like visuals or music. The respondents prefer branded advertised goods for the unbranded goods. The respondents give value to the Celebrity in the commercial, and they attribute source Attraction and Fame value to the Celebrity, followed by the Credibility value. This indicates the value the respondents attach to the aspect of attractiveness and the genuine value to the celebrity.

The respondents, most of them have a positive and Favourable attitude towards the Television commercials. Most of the respondents agreed, “Commercials have given them good reason to buy the product”, “Commercials reflect their values and lifestyle”. Comparatively less percentage of respondents believed that “Commercial are monotonous and Stereotypical” and even lesser percentage of them stated “commercials are irritating”. Given choice, most of the respondents will prefer Television with commercial, not otherwise.

9.3 COMMERCIAL INFLUENCE AND BUYING BEHAVIOUR

The question of commercial influence and the frequency of influence is the much-debated concept in the marketing arena. The out come of the present study clearly communicates the point that, Television commercial does influence the respondents and the frequency of influence is
the order of sometime, often and always. Only some respondents are so rigid that they do not purchase any product after watching the commercial. FMCG-Fast Moving Consumer Segment is the most dominant product category the respondents seem to purchase persuaded by the commercial, and durable, retail and others follow it. Therefore, the study reveals that there is definite association between the commercial influence and the buying behaviour, and it is relatively high in the FMCG segment.

9.4 MEDIA STRATEGY

There are some interesting findings obtained during the process of compiling ads for the textual analysis. The ads from three selected channels namely Sun TV, Sahara One, and NDTV were used for the study. The finding indicate that the ads aired in Sun TV and Sahara One were dominated by the low involvement FMCG segment and the ads aired in the NDTV were more of high involvement Durables, Automotives and Services. This signifies the difference in the perspectives of the channels audience and the selection of the Media strategy by the advertisers. Most of the commercials aired in these channels seem to target the urban young adults (Appendix 1-3).

9.5 USER IMAGE AND CONTEXT

The advertising for the famous international brands like Levi’s, Coco Cola etc focus so much on the people who use the brand, in the similar way the commercials analysed used the image of the product user and the context for using to attract the prospective young adults.(Nokia n70, Santro, Lux Aqua sparkle, Brylcreem). What changes so much is not just the perceptions of target audience of the product, but also the perception of product user-stereotype-the kind of person who typically uses the brand, or the situation in which the brand is typically used. This paper provides a
theoretical foundation and conceptual model through Social Identity Perspective explaining how ads may influence attitudes and purchase intentions by activating an identity with one’s gender group and other reference groups.

9.6 EMOTIONAL STRATEGY

Emotional approach is the most dominant approach used by the advertisers in their execution strategy. Emotions in the form of humour and other kind of emotions are the appeal the respondents prefer in the Television Commercial. The application of Elaboration Likelihood Model signifies the point that the commercial uses more of Peripheral cues to communicate both the strong and weak arguments. This finding opposes the finding of the proponents of ELM, namely Petty and Caccioppo (1986) who stated that the emotion is a peripheral tool which can be used to communicate weak arguments and cannot be used as a central tool to communicate strong arguments. This study found Emotional route or the peripheral route is the route most commonly used by the advertisers both for the high involvement product categories (involving Durables, Automotive and Service) and for the low involvement product categories in the FMCG segment.

The perceptions and attitudes of young adults are favourable towards advertising on the Television. The preference of the advertisers and the preference of the respondents seem to be towards emotional oriented commercials, in particular humour as the dominant emotion. It calls for a sincere effort by the advertisers to use a relevant and appropriate execution strategy to reach their prospective target audience and to connect to consumers at emotional level. Therefore, the television as the medium of advertising can be dynamic and effective not only in the FMCG segment, but
also in all segments. The key issue is, whether Television commercials establishes an emotional link not how it is processed.

9.7 SUGGESTIONS

- The study can be extended further to have a sociological and psychological perspective of the young adults towards Television Commercials.

- A comparative study between the perception of urban young adult and the Perception of rural young adult could be of interest.

- Psychographic study through focus groups can help to understand the processing of television commercials by young adults.

- A comparative study between the young adults and the adults of 40 plus will give a different focus on their perception of Television commercial and their Buying behaviors.

- A Semiological perspective on the text of the commercial will provide insight in to the various signs used for the encoding and decoding of commercials.