CHAPTER-6

RESULTS, FINDINGS & DISCUSSION
RESULTS AND FINDINGS:

- The greatest shift is observed in the positioning strategy, major Indian companies have positioned themselves as an Indian companies. The major positioning strategies have gone under change are as:-
  - Positioning by competitor
  - Positioning by Culture
  - Social & Environmental Issues
  - A major shift is observed in the advertising appeals due to Globalization & Liberalization.
  - Most of the Indian companies fallen short in advertising frequency and lost the prime time spots of advertising.
  - Indian companies failing to fetch big stars to advertise their companies products.
  - Companies like Hindustan Petroleum, Indian oil cooperation, LPG Gas, Banks started advertising because of increased competition due to Globalization and Liberalization.

Change in the strategies:

- The product is presented as a sensual thing they often related with the emotion of the customers.
- Social setting have become more important than the people as such.
• Liberalization in India witnessed the arrival of advertising gimmicks which had not existed before. [like: Better than the best]

• Indian made ads turning more cosmopolitan in their appeals.

• Turning more receptive to western concepts and ideas.

• Petroleum & public sector companies have started advertising their products heavily.

Suggestions:

• Should go for joint advertising in collaboration with other brands.

• Should go for retail advertising on local level to increase the frequency of advertising.

• Should advertise on cooperative basis in alliance with their merchandise with stores of good reputation that the customer respects to consolidate their position in the market.

• In evaluating the medium the advertise must think of what can be obtained from it in terms of position, timing, scheduling and public attention, rather than of the medium in the abstract.

• The company must know who are primary competitors (i.e. company/companies, products/brands).

• The company must collect the information of its competitors activities and anticipate its efforts on their markets.

• Telling true stories to the customers is the central vehicle for spreading reputation because they communicate on rational level.
• Too much exposure/openness and double meaning word/words should be avoided.

• Must advertise in the prime time slot on T.V. channels, Hoardings & New papers.

• For small companies local Heroes should be asked to become brand ambassadors.

• Funny and Light mood advertisement be used

• Brand ambassadors influence the brand image.

• Should not hurt the sentiments.

• Should go for competitive advertising. (Comparative advertising.)

• Should Concentrate on product
Discussion:

The advertising strategies of the Indian companies which is strongly influenced by the numerous factors like competition, technology, environmental issues, social cultural values and business specific. The significance of the difference between the advertising strategies of pre and post globalization and liberalization period have been examined by computing and comparing the 't' values.

The analysis exhibits a remarkable impact on the advertising strategies of the Indian companies. The 't' values confirms the significance difference between the advertising strategies of pre and post globalization and liberalization. The study uses educated subjects in a high processing involvement setting.

The findings are the results, obtained by studying competitive Indian companies in the field of advertising. However the pattern may differ for lowly involved Indian companies in the advertising field.

Emerging advertising strategies:

Some of the advertising strategies that a emerging because of Globalization & Liberalization are as under:

The advertisers are promoting the new technology, modernization and consumerism in their ads so as to find marked for their products.

Advertising supporting individualism and the nuclear family have gained momentum.
The advertising strategies of the MNCs are being targeted towards the children so they may be groomed to become future consumers.

The traditional roles of women as wives, mother and daughters in law are being modified and changed to reflect social changes in the interest of giving them more consumer power, and equation of liberalization with product purchasing.

The new advertising strategies are changing the concepts of beauty which focuses on hair, skin and eyes and lips.

Advertisements towards the brand building is more focused.

Implications of the Study:-

The primary goal of this research was to study the impact the Globalization & Liberalization on advertising strategies of Indian Company. Such theoretical development is an important step if managers, researchers and educators are to understand how advertising strategies have undergone change due to Globalization & Liberalization and steps they must take to counter them. Prior reviews have identified the need for knowing the ongoing trends and tactics to understand better current strategies, and this study helps achieves that goal with respect to advertising strategies.
Limitation of the Study:

The major limitations of the study are as follows:-

- Firstly, there are lot of Indian companies from small to big one, to cover each and every one in the study would be an Herculean task. Therefore the present study is confined to only those companies which figured in the A & M survey and few others to complete the product categories.

- Secondly, the study is confined to major conventional media, viz television, radio, newspaper and magazine.

- Thirdly, respondents subjectivity is involved in scoring responses to several questions, as the respondent was to exercise their judgment in making the five point ordinal scale. This bias has, however, been sought to be minimized through personal interviews.

- There are various factors which effect the advertising of a company (viz class goods, market, channel of distribution, media and so on), only those changes brought by the globalization & liberalization were studied.
Conclusion:

The whole purpose of advertising strategies is to sell products or ideas, so the massive expansion of companies and advertising strategies, whether coming from overseas or created in India, has meant the massive expansion of foreign products. The liberalization of the Indian economy in the early 1990s has led to the accelerated entry of foreign business and foreign advertising agencies to sell the products to the vast potential Indian market of over a billion people.

- MNCs have devised the advertising strategies to tap the low priced repeat purchase consumer goods, by pricing their products as low as to 50p. In the same way Indian companies also intensified the advertising strategies aimed at these low priced repeat purchase consumer goods segment. The major competition through advertising strategies is observed in this section.

- Advertisers have attempted to improve the sales of products by changing purchasing behaviour, which involves changing traditional values and creating desire for new products. Most of the big Indian Business Houses have relied on the traditional Indian values and Indianness in their advertising strategies.

- Foreign companies are affecting on local companies through competition for the same advertising spot/slot in different media.

- The competition is increased for making a tie up with celebrities for the product endorsement.

- The overall impact of massive increase of foreign companies advertising have also forced the public sector companies to advertise their products.