Chapter 5

Observations and Conclusions
As an aid to the reader, this final chapter of the thesis restates the research problem and reviews the major methods used in the study. It further summarizes the results, put forward conclusions, admit the limitations and give the implications and recommendations based on the results.

It is an accepted fact that all ads do not work and are not equally effective. But the reasons or factors responsible for success or failure of the ads are not clearly known to the interested groups. This opens up a series of questions to be answered academically. In the present study, some questions were raised relating to business communication and its impact on consumer in service sector whether the degree or level of creativity is a contributing factor in the effectiveness or success of a communication or advertisement? Does Communication Effect differ strongly with the level of different medium? Does Purchase Behavior differ strongly with the level of communication?

Thus, this study was an attempt to measure the impact of differences in the degree or intensity levels of business communication-Effect and consequent consumer purchase behavior. By this study, as a researcher I wanted to resolve a query regarding the active role of communication element in business with specialized focus on service sector like banking & insurance. In fact, this was to relate the influence of communication effect and Purchase behavior of consumers.

The researcher could locate the relevant problem area in the concerned theoretical context of marketing discipline. Infect, the broad area of concern of the study was 'reduction of communication risk' from the point of view of advertisement and 'evaluation
of communication strategy effect on consumers’ from the point of view of banking & insurance sector. In this connection, the following objectives and hypotheses were framed for the study, based on the insights and the literature review.

5.1 Observations

(1) Personal selling is the most effective promotional tool for both the banking & insurance service sectors. So while creating the business communication strategy one should never ignore such phenomenon.

(2) Consumers get more aware with different schemes of both the service sector by newspaper and television advertisements. so television & newspaper can be a good communication tools for this service sectors.

(3) Institution reputation & service excellence are the most important factors that contribute high in attracting consumers for service sector. So to create long term communication, such services should be taken into consideration.

(4) Consumers are more affiliated with government owned services rather than privately owned one in both banking & insurance sectors.

(5) Recommendations from friends & relatives play a vital role in selection the banking or insurance services.

(6) Life security & savings are the two major causes for selection any insurance policy.

(7) More males are using the banking & insurance services in comparison of females.

(8) Number of educated persons is higher in selecting such kind of services than not educated persons.
(9) In comparison of retired person, businessman, private employee and professionals are investing more in banking

(10) Pamphlets and propagandas are least effective communication tools for banking & insurance sectors.

(11) Consumer does not consider electronic mails as a more effective communication tool.

(12) Prompt service by bank officer (in banking sector) and agent (in insurance sector) is the most required strategy for the direct communication with the consumers.

(13) Distributing free gifts & special discount rates to the senior citizens are considered to be important and the effective sales promotion strategy for banking sector.

(14) Tele calling is the least preferred communication tool in selling the insurance products to the consumers.

5.2 Conclusions

In conclusion, the empirical results show that intensity of communication strategy of particular services is a contributing factor in the effectiveness of any business. These results also confirm strong, positive relationships among creativity in advertising, communication effect and purchase behavior. It is quite evident that highly personal selling has more communication affect both in terms of advertising effectiveness and communication objectives; and it leads to higher response in terms of Consumer Purchase behavior.
In short, the central findings of this study provide a factual basis for the concern that more personalized selling employee led to greater effectiveness. The scope of the study was not adequate to establish that the creative communication techniques and tactics used in the tested cases will always bring in very favorable consumer response. There is no evidence for such a claim. However, taking into account the limitations of the study, there is a suggestion that, at a minimum, this will occur in the similar cases. The researcher does not expect that this study will put an end to the controversy concerning business communication.

In sum, this study investigated several issues regarding the use of communication in service sector.

This investigation fills a gap in the literature by bringing together the opinion of leaders in business communication and real consumers at the grass-root level. The researcher has increasing confidence in these conclusions, however, because the pattern of findings makes a great deal of intuitive sense. The researcher is also confident that it goes beyond the usual copy testing methods, by providing an assessment of the effectiveness of communication copy while simultaneously explaining why one piece of copy is more effective than other.

In no way the research effort presented here should be viewed as an attempt to discover an ironical creative formula that will usurp the role of ideas. Rather this search should be directed toward identifying communication techniques and elements that can enhance consumer responsiveness to the strategic
platform on which ideas are presented. Likewise, several other factors, such as media type or placement in the media, may also impact the communication Effectiveness. In this study, the researcher only investigated the effect of the intensity of communication strategy. However, the results show that by accounting for the communication intensity alone, the researcher is able to uncover significant differences in Advertising Effectiveness. This does not necessarily mean that other factors are not relevant. They are just beyond the scope of this thesis and hence have not been accounted for in the study.

5.3 Limitations of the study

(1) The methodological assumption that sample have the quality of representativeness of the population may not be true in practice. The sample may not be representative of more general population. This is a factor that limits the venerability of results. Large samples of general populations should be taken in replicating and extending the research study.

(2) A longitudinal, study design measuring consumer responses in two time periods would be more appropriate for a study like this in order to get more accurate and precise results.

(3) Another methodological assumption that all respondents will have the same Exposure to the intervening external variables may not be true in practice. Therefore, the effects of these variables may not be common to all consumers that may influence the manner in which they respond in the communication tests.
Any study involving materials from the real world in the context of abstract constructs will necessarily face the resolution of uncontrollable influences. Two such influences would be respondents' differences in the number of prior exposure to communication and the differences in service familiarity. But the researcher doesn’t perceive these influences to be critical.

The questionnaire for consumer survey was slightly lengthy and complex which required more time than the normal attention span of respondents.

5.4 Managerial Implications of the Study

The findings of this study have wider implications for marketing and advertising managers of corporate undertakings, which deal in frequently, purchased services like baking. The most important among these is that managers can minimize the communication wastage by diverting the resources from different agencies that do not follow high creativity standards. The service sector can even reshape their advertising budget based on the results of this communication study so that optimum allocation of resources can be ensured. It is also important that these findings can be clearly and concisely communicated in terms of their potential value as an aid to strategy and tactical planning. Anyhow, translating this researched effect into market effects requires considerable use of managerial judgment. Marketing managers of service sector may also find these results useful in learning the type of communication efforts, which increase the level of awareness for their services.
Managerially speaking, managers of services should set goals in terms of awareness levels of competing brands' advertising as well as awareness levels for the brands themselves. The results of this study may be one useful indicator of effectiveness of the brand's advertising relative to the advertising of competing brands. Unfortunately such advertising research program often is not included in budgeting advertising expenditure. Using a research program of competing brand advertising and brand preference like this would likely increase the perceived accountability of the senior management.

The reported results have the ability to highlight the need for communication research and it may inculcate an in-house research environment within the company settings. For marketing and advertising researchers the present results suggest need to reexamine the relationship among various measures of communication performance. This may lead them to an understanding of the complexity and richness of these relationships and the underlying processes represented by these relationships.

The present study results may even be extended towards resolving the existing conflicts. Both academic researchers and practitioners agree that higher level of communication is needed to achieve better results.

There is historic evidence that the views of both creative people and research personnel have been a source of conflict. But it is meaningless in the strict sense that the work of the researcher is to identify valid, new meanings and that the work of the creative person is to find novel ways to communicate
these meanings. In fact, the most effective communication strategy does both, which is evident from this study.

**Suggestions for the practice**

Although a single study cannot provide a sound basis for the practice of communication, this study and other studies with similar findings would suggest that the professionals in business communication should not underestimate the value of creativity in its effectiveness and should give due consideration for this aspect in advertising.

The communication effect results may open up a new advertising planning discussion on how to minimize the 'communication risk' in advertising. In fact, advertisers and copywriters may find these results interesting for a number of reasons.

This study has offered a new perspective based on empirical evidence, which should help face criticisms of communication applications. In response to such concerns, communication executives can use the current study as a mandate for serious, more objective considerations in conjunction with careful empirical assessment. Additionally, this study provides more 'tangible' evidence for the consideration of high communication strategy in both the service sectors. Advertising strategists can look at the choice of such a strategy as a viable option considering all of the performance concerns there to. Results from this approach serve as a feedback to the communication process, thus, reducing the likelihood of future unfavorable outcomes.
The main contribution of this study is in communication parameters. The communication norms used in the study provide clear benchmarks for manager have to judge the success of their advertising in communicating their strategy against agreed upon action standards. The findings also offer some insight to those who must develop their own guidelines concerning the use of appropriate communication strategy in service sector.

Based on this study, company can interpret how consumers form attitudes towards their services. Armed with such an understanding, company can develop practical guidelines for more effective communication planning. This is where this particular study makes a substantive contribution by providing more detailed insight into just how different factors interact and how such interactions can be more effectively used to shape consumer perceptions.

In short, this research has proved useful in the effort to identify some definable ways of making more effective communication which will continue to grow in the hands of diligent and inspired people. This new learning about how communication works can be systematically applied towards developing advertising that sells.

In the light of these implications for practice, the researcher wishes to make some practical, more specific recommendations for implementing the findings to the professionals engaged in business communication.

1) Always pre-test the communication strategy with target consumers before finalization in order to ensure the standard of the proposed campaign. Directors
may see that the selected strategy parameters are strictly adhered to. The success of advertising is directly related to the intensity of communication; need not hesitate to apply as much message as possible.

2) Clearly define the communication objective of the ad at the conception stage itself and stick to it in later executions till that objective is achieved in the hierarchy of effects. Ensure the fulfillment of the intended communication objective with the target consumers and proceed further. The ultimate aim should always be action oriented objective because ad Awareness, Recall and Recognition levels are related to the service usage level.

3) The information value and irritation level in communication also determine advertising effectiveness. Due care may be given in adding the information value to the required level in each communication. Company must be aware of the attributes of communication, which form consumers' Attitude Towards advertisement and should strive for obtaining favorable attitude so that Purchase Intention can be achieved.

4) Be genuine and authentic while making service claims because consumers' level of confidence in these claims also determine the success or otherwise of the communication strategies.

**5.5 Future Research**

The findings of this study provide some benchmarks for those who wish to study the issues further. This survey study addressed some issues in an explorative way to provide some preliminary findings in order to stimulate further research on
the topic. This has definitely paved the way for subsequent work, which will give a better feel for the expansive applicability of much of what the researcher found. Yet there is still more to be pursued in a deliberate and well thought out fashion and to be accomplished. The research possibilities for extended, systematic replications are quite numerous, but potentially well worth the effort. In fact, replications of this work are needed to further substantiate its conclusions and to give conclusive evidence regarding the reasons behind these findings.

In continuation to the present study, additional academic research is needed which determines the performance of different communication 'forms'. Hopefully, it will initiate research on the development of taxonomy of the many communication techniques, which can be used to aid in the communication of key messages in various product categories. It is believed that the methodology used in this study will lend itself to similar research employing Advertising as independent variable. Actually what is needed is that market researchers and agency creative team should jointly investigate the effectiveness of different communication techniques on enhancing message communication and persuasion. This will ensure significant progress towards true research and creative partnership. There is a further need to investigate the products and consumers for knowing which creativity style would be most effective and appropriate.

Future research in this area would also do well to follow an orientation in probing the underlying commonalities of creative award winning ad examples.
Here is a simple study, using general public, designed to test the hypothesis. Rather they are a very specific market segment whose reactions may well differ from those of other segments. However, the reliability of the present study's findings should be checked using other populations also.

While this study was limited to banking & insurance industry only, further research is needed to question accepted dictums.

The need for further research in this area becomes very important with the increased focus on direct marketing and increased employment of personal selling as promotional tools. Added to this, me with of our data was not sufficient to allow many of the analyses the researcher would have liked. Therefore more sophisticated statistical tests should also be applied in future,

There is also a possibility of measuring attitudes over time periods, as in the case of sales measurement, rather than at a particular point of time. Research is definitely needed to address a potential practical problem to the present study.

It is hoped that the present study in conjunction with future studies in this area, will give advertising and marketing executives a better understanding of communication effectiveness measures and will help them to design better and more effective strategy. It is also hoped that future research on business communication will be carried on in both the university and advertising agency settings where this collective thought can be submitted to critical testing.