CHAPTER – V
FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS

The salient findings of the study are:

- Age-wise classification of the male heads of households reveals that 20 percent of them fall within the age group of below 18 years; 30 percent fall within the age group of 18-25 years, while 30 percent fall within the age group of 25-45 years. Within the age group of 18-45 years, respondents aged 40 years and above represent 20 percent of the total respondents.

- Classification on the basis of educational qualifications of heads of households reveals that majority (27%) had educational qualification of below senior secondary; 19 percent had a ‘Degree’ while 17 percent had ‘Post Graduation and other higher degrees’.

- 25 percent of respondents surveyed were ‘self-employed’; 20 percent were salaried/in service; 15 percent were housewives; 45 percent were students and 5% fell within the ‘other’ category.

- Classification in terms of monthly income revealed that 26 percent of the respondents fell within the income group of Rs. 10,000-20,000; 20 percent fell within the income group of below Rs. 10,000; 16 percent fell within the income group of Rs. 20,000-30,000 while 7 percent fell within the income group of Rs. 30,000 and above.

- 99 percent of the respondents viewed commercial advertisements of products. Only 1 percent of respondents did not view commercial advertisements.
• Majority of respondents (78 percent) viewed advertisements on “TV”. 13 percent of the respondents viewed commercial advertisements in “All media” and 7 percent viewed commercial advertisements in “Newspaper/periodicals”. Heads of households who viewed advertisements on “Hoardings” and “Signboards” constitute 1 percent each.

• Majority (48 percent) of the respondents surveyed were influenced by the “way of presentation” of the advertisement. Respondents influenced by “Sense of humour” and “Theme of advertisement” constitute 12 percent and 10 percent respectively. The “Context/Location” of the advertisement attracted 10 percent of respondents. “Free offers” influenced 8 percent of respondents.

• Models in the advertisement attracted 67 percent of the respondents; the balance 33 percent of the respondents were not influenced by models. The analysis also reveals that respondents falling within the low-income group were more influenced by models in the advertisements than respondents in the other two categories.

• 90 percent of the respondents were of the opinion that common people could comprehend advertisements. The balance 10 percent believed that common people could not comprehend advertisements.

• In all age groups, the aided recall rate was higher than the unaided recall rate. The difference between aided recall rate and unaided recall rate was even more pronounced among respondents within the ‘less than 18 years’ age group.
5.1.1 Findings (Durable Products)

1) Advertisements have a significant impact on consumers; this is validated from the fact that 68 percent of respondents confirmed that they did recall the brands advertised. This helped them while making their purchase decisions.

2) People remember different aspects of advertisements. The respondents had maximum recall of the logo, visual effects and message.

3) The television was the most preferred medium of advertisements followed by the internet and other media.

4) Consumers were most influenced and motivated by advertisements of durable products, which initiated their purchase.

5) Advertisements covering product evaluation and brand influenced consumers’ purchase attitude and behaviour.

6) Celebrity endorsements enhanced product information and created awareness among consumers. It also assisted in brand recall. However, in case of durable products, the impact of celebrity endorsements on prospective buyers was low (33.3%).

7) Repetition of ads affects buying behaviour positively in case of durable products. Respondents stated they watched ads often before making their ‘buy’ decision.

5.1.2 Findings (Non-Durable Products)

1) It has been concluded that advertisements are very effective in bringing about a high level of awareness and recall of products.

2) While advertisements do have a good impact on consumers, they don’t necessarily convince consumers to shift their brand loyalties from their
‘favourite’ product to the one advertised. For instance, a consumer would have his ‘favourite’ soft drink and not the one advertised.

3) Advertisements have not been able to play an effective role in changing consumer preference towards soft drink brands. In fact, they have had an increasingly lower impact on purchase behaviour of consumers.

4) 90% of the respondents opined that TV was the most effective media of advertisement for non-durable products.

5) 60% of the respondents said that they liked the Thums up advertisement because of its easy availability and brand name. 17% said that they liked visual effects in advertisements.

6) 90% of the respondents stated that a celebrity endorsement had a positive influence on their purchase decision.

7) 43.4% respondents stated that repetition of ads affected their buying behaviour especially in case of non-durable products.

5.2 CONCLUSION

Findings and verification of the hypothesis of the present study suggest that advertisements influence the behaviour and attitude of consumers worldwide.

Consumers of both durable and non-durable products find a source of motivation in advertisements. The study reveals that advertisements motivate consumers to make their purchase decision. Consumers are stimulated significantly by advertisements when the motive is quality and price. Their purchase attitude and behaviour are influenced by a variety of advertisements which cover product evaluation and brand recognition.

Zhou, Zhou and Quyang (2003) found that if there is a persistent relationship between a brand and buyer, there will be a persistent relationship effect of advertising.
Hence it’s difficult to measure whether advertising is effective because the results show that they are many contradictions in this survey. Nevertheless, what remains certain is that there is some level of effectiveness in advertisements as they encourage consumers to repeat purchases or switch between brands.

5.3 SUGGESTIONS AND IMPLICATIONS

The following are the recommendations to advertisers to influence their customers:

1) Periodic advertising is more cost-effective for consumer durables than continuous advertising. In case of consumer durables, the buying frequency is low and the consumer’s decision-making process is complex. The consumer will follow a think-act hierarchy before making his purchase decision. An involved consumer will commit to an extensive search for information and will look at familiar brands, if there are any. His or her subsequent behaviour is purposeful, resulting from insight and belief in the brand, not from a random or impulsive act. A highly involved consumer tends to have a good memory for a relevant advertising message. Due to this lag effect, the message does not need to be repeated often if it can build a brand image in the consumer’s mind successfully.

2) A more continuous or sustained advertising campaign is more suitable for non-durables. Since buying frequency is high and little decision-making processing is involved, consumers do not actively seek product information; instead, they tend to use whatever information is handy to them. Many may “Just do it” without thinking before or after the purchase. In order to encourage repeat purchases on non-durables, marketers need to take short-
term action which includes different methods of promotions such as price promotions or repetitive advertising.

3) For some products, if the advertisement carries a “Big-idea” or a “Unique selling proposition”, it can be an “overnight sensation” for a longer period of time (Ries and Trout 1993).

4) Using nostalgic visual icons or ads can help bring back old memories. Old memories are just that - they don’t fade with time. Bring back the ads that your consumers would view during their childhood days. It will generate warm feelings and buzz, and that’s good for recall.

5) Customers expect advertisements to be attractive, informative, entertaining and relevant to the product; these factors have to necessarily be incorporated in the advertisements to get the desired input.

6) Advertisements should be created keeping in mind demographic factors of the customers.

7) Although celebrities may sometimes distract consumers from advertisers’ products, they generate a significant amount of recall. This implies that the impact of celebrity endorsements in advertisements depends upon its relevance to the product. This factor needs to be used with some thought in terms of considering its relevance to the product.

8) In order to measure the impact of the advertisement in terms of it achieving the objective, some kind of information system i.e. GRP (Gross Rating Point) is needed. The system should be able to measure impressions in relation to the number of people in the audience for an advertising campaign, and receive and maintain feedback; in addition, it should ensure regular evaluation of ad efficiency.
9) Finally, given the additional importance of building and maintaining the trust of the audience, advertising marketers should bring in a higher amount of credibility in their advertisements.

5.4 FURTHER RESEARCH

The relationship between perception and its impact on recall and finally on purchase behaviour needs to be further developed and tested in diverse market segments. There is a visible shift of paradigm in the world of advertising, future of advertising can be far more promising if the phenomena of online advertising and social networking are taken into consideration by advertisers and marketers, while making new strategies for advertising. So these new phenomena have to be seriously studied on pursued if a positive impact of recall on buying intentions has to be established.