CHAPTER -V

SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS
Chapter V

In the final chapter, the findings and conclusions are presented by answering each research question and providing more specific conclusions. At the end suggestions for marketers and future researchers will be provided. In this chapter the author will provide firstly, a discussion within the research area elaborately and implications to prospect studies in the area of advertising on consumer behaviour will be given along with the general finding from the research. The literature survey, research methodology, Advertisement business & Media Growth, Consumer goods, branded consumer durables, non-durables, Impact of Advertising on buyers, Advertisement observing habit, Buyers Opinion on Advertisements & Media, conclusion, suggestions and Scope for further (future) research, are also presented in this chapter.

Advertising as it is said by William Frens “Advertising is the structured and composed non personal communication of information, usually paid for and usually persuasive in nature about products (goods and services and ideas) by an identified sponsor through various media”. So we can say that without the help of advertising, any product in the market cannot create expected demand move. The research subject – “Impact of advertising on consumer behaviour –A study with reference to selected consumer durable and non-durable goods” provides answers to crucial questions on deals with consumer behaviour viz., behaviour of consumer specially on buying the goods and services they require; how the behaviour of consumer takes shape to buy a particular product; how do they reach a decision to buy a product. The main aim behind this research is to know how the advertising plays an important role in this context. Creating demand for consumer goods, which satisfy our personal wants like, food, clothing, and other household items is of utmost significance in marketing promotion

Advertising is an essential ingredient in successful marketing as a promotional strategy used by the Indian retailers. The research is conducted on media in which most of the retailers advertise their product or services. T.V and Radio are found to be the most successful media because of their popularity. Further due to the advertising consumer gets, specific and beneficial information about the product. The research in the consumer behaviour is part of marketing not only to explore business but to expand the scope of the consumer base and attract new consumer for the product.
The selection of target consumer by applying a number of segmentation factors is the crucial stage in the marketing process. It gives the base for analyzing the consumer behaviour. There are always certain changes in the consumer behaviour over a period of time. In such a situation it becomes necessary to keep track the changing consumer behaviour. The objectives behind the consumer behaviour research are to analyze the behavioral pattern of the certain section of the consumers. In field research no single factor can contributes in the selection of target consumer. The research of consumer behaviour is the foundation for any marketing strategy, as it is the oxygen of the marketing. One cannot prepare any marketing strategy or plan or policy without considering the findings of the consumer behaviour. In this context we research many factors that may be shaping up or influencing the consumer behaviour and no product can be successfully designed without knowing the perspectives of the existing and potential buyers.

To influence any consumer we need to know the various factors that influence the consumer or persuade or motivate the consumer in making a buying decision process. Some products are purchased by the consumer for their daily necessities. On the other hand, some products are purchased by the consumer for the purpose of luxury, known also as “the lifestyle products”. The behaviour that leads to a consumer purchase for each of the product category is different from each other. A person who is single, his/her buying decision-making is based on a certain set of priorities, which is different to his/her decision-making when he/she is married and is responsible for a family.

**General Findings**

1. Advertising is one of the most important tools of promotion in marketing, while others being personal selling publicity and sales promotion. All are part of the growth 'P' of marketing, namely “Promotion”.

2. Advertising is considered to be of great use to the consumer. It makes him aware of a variety of goods marketed by a large number of manufacturers, which facilitates a choice. Advertising communication also aims at changing consumer behaviour in favour of the product or service advertised. Advertising media are now in mass media. Advertising is as old as the invention of printing in the 15th Century. However, as far back as 3,000
years ago advertising was practiced in Egypt, Babylonia, Greek and Rome through “Town Criers”. The Indian consumer market is growing more rapidly since, the liberalization of the economy that began in 1991. The middle class in India is 360-420 million strong, which is higher than total population of the USA. However, India is still considered to be a ‘seller’ market and consumers experience shortage of goods and high prices. Studies made by economies indicates that there is an indirect relationship between advertising and sales in the ‘S’ shaped curve, which means that there is a lagged response of sales to advertising.

3. A consumer exposed to a product or brand advertising will be encouraged to try that product, and if satisfied it will become part of his evolved setoff behaviour as defined in the ‘Howard-Seth Model’ of buyer behaviour. In the case of consumer durables advertising will increase consumer awareness and it will also direct him towards favorable response.

Literature Survey

4. The impact of advertising on consumer behaviour has been studied from various angles. Economists like Joel Dean, W. Duncan Reekie and Jonathon N. Crook have studied the relationship of advertising and sales which they have plotted into an ‘S’ shaped curve. It means a lagged effect of advertising in sales. And secondly, a spurt in sales during the initial advertising period, which later slopes down in spite of increasing advertising expenditure.

5. Modern marketing, however, looks at the role of advertising promotion as a vital input in moulding consumer behaviour. Growing competition between different brands makes advertising promotion an important element in consumer purchasing decisions.

6. The research survey on management by ICSSR which covers marketing in its volume II, shows that except for a few consumer preference studies on textiles and territorial variations in consumer expenditure, not much research was conducted in India on the impact of advertising until the 1970’s. Recent seminars on the progress of advertising, on the creativity angle like advertising works, as well as books on advertising such as by Prof. Mahendra Mohan of IIM-A have highlighted the role of advertising in marketing.
7. In USA, however, research in this area has entered an advanced stage. For example, a research by Bogart Tolley and Orenstein tested the hypothesis that advertising produces an immediate effect on the very few people who were ready to buy a product and are predisposed to attend to the message with more than casual interest. Similarly, Stidsen has evolved a paradigm for advertising viewed from the customer's communication system.

8. In India, Ayaz Peerbhoy S., Founder Director of MAA communications, studied the role of advertising and research and advocated scientific research methods and techniques to understand the effectiveness of advertising and its response by consumers. G.C. Bahl who wrote on outlook on advertising also suggests that to overcome consumer resistance pre-testing and post testing of advertising campaigns are necessary to make it more effective.

9. Recent research in USA analyses the close relationship of advertising and consumer behaviour. Jung, Hyungshik, has shown that advertising includes higher consumer expectations, which in turn leads to a positive disposition towards the product. A 1991 dissertation by Malaviya at North Western University in USA entitled advertising context effects on consumer memory and judgment developed a dual process model of elaboration, which shows how consumers encounter advertising and how it influences their reaction to the product.

Research Methodology

10. The scientific objectives of the research are to make a comparative analysis of the 'impact of advertising on consumer behaviour', of consumer goods categorized by brands purchased and demographic variables. Furthermore, to research the 'advertisement observing habits' of the buyers and their 'advertisement preferences', productions trends and market shares of consumer brands are studied. The growth of mass media and consumer preferences among various media are also covered.

11. On the basis of objectives, several hypotheses have been developed for testing during the research. For example, that advertising not only has a positive impact on buyers but it also improves their knowledge, memory and brand choice behaviour. Further more, it is hypothesized that the impact of
advertising on buyers varies according to their demographic characteristics like gender, age, income, education and occupation. It is also assumed that, such variations exist in advertisement observing habit and in media preferences, as well.

12. Sample research of 385 buyers of consumer goods was conducted in the twin cities of Hyderabad and Secunderabad. The sample was nearly equally divided by 187 male and 198 female buyers. Further more, clusters were fixed for different demographic variables. The products covered in this research, are five consumer durables such as Refrigerator, TV, Electric Fan, Washing Machines and Mixer and Grinder. The five consumer non-durables are toilet soaps, detergent powder, tooth paste, cosmetics and shampoo. In each product category, 3 leading brands for which advertising regularly done are covered. The primary data was obtained through response to structured questionnaires, by the personal interview method.

Advertisement business & Media Growth

13. There has been a tremendous growth in Indian advertising and media during recent years. In 2009, mobile and internet advertising grew by 18.1% and 9.2% respectively. Older media advertising declines -10.1% (TV), -11.7 % (Radio), -14.8 % (Magazines) and 18.7%(news papers).

14. A research by Price Waterhouse Coopers (PWC) India reveals that India’s growing market in the Global Entertainment and Media (E&M) space will have a size of over Rs 100,000 crore by 2011. Driven by a sharp growth in the digital media space as well as the traditional segments like TV, Radio and Films, the global E&M industry will grow at a compound annual rate of 6.4% to $2 trillion in the same period, the research says.

15. India will be the fastest growing country over the next five years at 18.5% Compound Annual Growth Rate (CAGR), while China will continue to record double-digit annual gains that will average 16.8%. It is interesting to note that the United States, the largest market in the world, would grow at the slowest pace – growing at 5.3% CAGR to reach US $754 billion by 2011. The global outlook research’s India’s entertainment and media industry revenue at Rs 120,871 crore in 2011, as against Rs 51,715 crore in
2006, according to PwC Executive Director Timmy S Kandhari. Internet advertising is expected to emerge as the fastest growing segment over the next five years, driven by the growing number of internet users.

16. The growth of Indian print media at a respectable 9% over next 4-5 years. Interestingly, the researched compounded annual growth of Gaming is the highest with 33.3% followed by Internet which stands at 27.9% CAGR. That should really put smile on a lot of faces. The agency has also upgraded its forecast for global advertising industry growth from 0.9% to 2.2% for 2010. The Indian economy withstood the test of global slump and grew at 6-7% in 2009.

17. Newspaper advertising, which grew 5% in 2009, is likely to see 7-8% annual growth this year. Rising literacy levels and better distribution in the regions are steadily improving the reach of newspapers. The total ad expenditure for India is researched to touch Rs23,631.9 crore this year. In 2009, the ad expenditure was Rs21,602.5 crore. 6.0% Global Advertising Spend Growth in 2008, 4.9% in 2009.

18. At least two other advertising surveys have predicted 12-13% growth for Indian advertising. The ad industry will see 13% growth in 2010 to touch a turnover of Rs. 21,145 crore. Globally the worst-hit markets are stabilizing and will return to growth in 2011.

19. The press media however remains paramount. There were 9,300 registered periodicals, including dailies, weeklies and monthlies, in 2007 with a total circulation of 27 million. By 2007 they have grown to 24,700 periodicals with a circulation of 69 million and by 2008 the number increased to about 79 millions.

**Consumer Goods**

20. Before independence India produced much kind of factory – made goods like steel, cement, paper, jute etc., In the consumer goods sector. A Cotton textile was the biggest industry. Tea, sugar, bicycles, electrical fans, radios were also made at that time. After independence there has been a tremendous growth in Indian industry under protection and regulation by the industrial policy resolutions and the industries development and regulations Act, 1951. On major benefit of the licensing policy as well as later
pronouncements was the protection given to small scale industry with benefits like reservation of a number of industries which satisfy consumer demand. The five year plan has also helped rapid industrialization.

21. The trends in the general index of industrial production and for the sectoral indices indicate that under the Govt. of India’s policies for promoting heavy industry and the public sector, the growth rate of basic and capital goods industry remained higher than the growth rate of consumer goods industry, throughout the four decades since 1950.

22. The consumption expenditure of the Indian people increased tremendously during the 1980’s. There has been a rapid growth both in rural areas as well as in urban areas. A significant feature of the rise in consumption expenditure is the decline in the proportion spent on food items and the increase in that on non-food items from 39% of the total in 1991-92 to over 47% by 2008-09.

**Branded consumer Non-durables**

23. Among the oldest industries, soap is one of the largest and oldest industries. Toilet soap is basically made in the large scale sector which is dominated by multinationals like Hindustan lever. The soaps market is estimated at 730,000 tonnes including small imports. Premium soaps are estimated to have a market volume of about 80,000 tonnes. This translates into a share of about 14 to 15%. However, by value it is as much as 30%. Although, soap is a widely consumed and necessary item, the total quantity sold is only about 9 lakhs tonnes valued at about Rs. 2900 crores. This shows that the per capital consumption of soap is less than ½ kg an year while the world average is more than 1 kg.

24. Synthetic detergents have completely eclipsed the washing soap market. In this sector, small scale industry like Nirma chemical works is the leader with a market share of nearly 50%. Hindustan level with surf and Wheel is No.2. But if we look at detergent cakes only, Hindustan lever’s Rin is the No.1 brand in India. Recently, the synthetic detergent market has become sophisticated with the entry of micro enzyme concentrated powders like Procter & Gamble’s Ariel and surf excel.
25. Toothpaste is another consumer product with a long history of manufacturing in India. However, it is completely dominated by multinationals like Colgate Palmolive and Hindustan Lever. Colgate Palmolive India is the largest manufacturer of toothpaste in India with a market share of around 60% today. The only major competitor for Colgate was Promise made by Balsara Hygiene products which reached a level of 16% market share by 2007. The resulting welfare between Close Up and Colgate Gel has increased their market shares at the expenses of the number two brand in India recently with a market share of 20% while Promise and Babool have declined to 13%

26. The Shampoo marketed is now growing rapidly. Multinationals like Colgate Palmolive and Hindustan Lever dominates the scene with a variety of modern and synthetic shampoos as against the older coconut oil shampoo made by TOMCO. The introduction of sachets since 1985 has revolutionized the demand with distribution covering all types' convenience stores including 'Panvala soaps'. The small-scale marketers have also made a big dent with low price shampoos like Velvette of Chennai, which has become the No.1 brand in South India. The recent years, Head & Shoulders is world’s No.1 anti-dandruff shampoo. The entire shampoo market is dominated by HLL with a whopping market share of around 46%. Globally, Head & Shoulders has come out with some highly creative campaigns which were not replicated in India by the agency. The brand is now available in a new look and with the aggressive campaigns; the brand hopes to keep its Head high.

**Branded- Consumer Durables**

27. The refrigerator market is the biggest among the consumer durables. The last few years stiff competition for leadership in the Indian refrigerator market, especially among Whirlpool, Electrolux Kelvinator Ltd (EKL), Godrej, LG and Samsung. The market leader in Frost Free segment, BPL, and one of the older players in the category, Godrej, has witnessed a decline in share in the last three years. LG is now the leader in the Frost Free segment, having displaced Whirlpool in 2003-04. Its market share increased
to 31.7 per cent from 20 per cent the previous fiscal. Whirlpool is the second largest player with a share of 25.7 per cent during 2003-04. The market for refrigerators in 2006-07 was about 6.5 million units. The growth of refrigerator segment is researched to be between 18 to 22 per cent over the next 5 years.

28. TV is only 40 years old in India. Since, the introduction of colour TV in 1982. There has been a rapid growth in this market to reach, 13 lakhs CTV’s sold in 1990. In 2008, LG held 23% of the market share, behind Samsung’s 37% and was closely followed by Sony with 21 to 22%. Las Vegas: LG Electronics India, the second largest LCD television player in the country after Samsung, is looking at becoming the largest player in the LCD TV segment. In 2008, LG held 23% of the market share, far behind Samsung’s 37% and was closely followed by Sony with 21 to 22% control over the segment.

29. Electric Fan is one of the oldest engineering industries in India although, Orient, Crompton greaves, Polar, Khaitan and General Electric company dominated the market in premium priced brands, Indian companies like Jai engineering works(Usha) and oriental general industries became market leaders. Since, this industry has been protected for the small scale sectors new units like Polar and Khaitan have also become leading.

30. Washing machines are one of the latest consumer durables which have found a market in the Indian households because of the servant problem and the trend towards working women although; this industry began in the small-scale sector with brands like Everest and Bajaj. Since 1985, Videocon has become the market leader. In recent years, fully automatic single-tub machines have been introduced and multinational brands like Bosch and Whirlpool have made on entry. LG is another strong extent. The sales of washing machines has grown from about 780,000 units to 1,948,000 units during the period, fiscal year 1999-2009, registering a near 12.2% annual growth rate.

31. The household Mixer/Grinder has become a common item in urban areas where electricity is available. It was Sumeet which started the trend. This industry has been dominated by the small scale units like Sumeet. However, since, economic liberalization there has been a qualitative growth in this
market with multi-featured food processors being offered by not only Sumeet but also by large scale manufacturers like Maharaja, Preethi and Usha. Maharaja Whiteline was enjoying a market share of about 22 per cent in home appliances. The group's turnover was Rs.350 crore in during 2008-09. It was targeting to reach Rs. 500 crore in 2009-10 with the launch of new products. Research studies indicate Preethi enjoys a dominant market share of over 45% of the mixer grinder market in the South and nearly 25% of the All India market, which includes even the unorganized and unbranded players. Sumeet, which commands close to a 24 per cent market share of the Rs 400-crore mixer-grinder segment, hopes to hit a Rs 1,000-crore turnover target in the next five years. "Once the products are out, we can easily post a sales turnover of Rs 350 crore within the next couple of years".

Impact of Advertising on buyers

32. The brand usage data of the 379 survey respondents in the highest usage rate by Lux at 16% followed closely by Mysore Sandal at 27.7% of the total respondents. Hamam Soap was used by 15% respondents while Lifebuoy and Liril (any other) were favoured by 24.5% respectively.

33. TV was the single most important media source of advertising for toilet soaps among the survey respondents at 56.9% to follow by outdoor media at 10.9%. Print at 11.9% and radio at just at 8.6%. As many as 11.7% were not influenced by any toilet soap advertisements. The tabulation by age indication that TV happens to be most important media for 41-50 years age group while 34-41 years age group on TV and Print Media are equally important. TV media have a greater influence on sales comparatively to all age groups.

34. The brand preference for toothpaste indicates that Colgate was used by 42.6% of the respondents followed by Close-up at 32.5% and Pepsodent at 20.5% and other products at 4.4%, each. Again, TV is the single most important media influence for toothpaste buyers at 61% followed by outdoor media and press. As many as one third of the Colgate buyers did not need any advertising influence.

35. The brand preference for detergent powder buyers indicates, that 8.9% of the respondents print, followed by TV at 58.6% and outdoor media at 11.2%.
The media preference by TV is more popular while in the case of Radio and other media have greater influence.

36. The brand usage for Shampoo shows that Clinic plus/Special, Pantene and Head & Shoulders the three most important brands in that order. TV remaining the most important source of Head & shoulder shampoo advertising influencing for 32.1% of the respondents and Pantene TV advertising was favouring by 30.3%. However, in the case of Clinic Plus/Special buyers only 23.2% have cited TV as their media sources for shampoo advertising.

37. Out of 385 respondents own a refrigerator that for Whirlpool at 40.6% of the refrigerator. The largest brand ownership is that for LG at 39% of the refrigerator owners, followed by 17.2% for Samsung. TV is the single most important media influence for refrigerator owners at 53.2% followed by press at 17.1%. Again TV media is more popular among females and press among the males.

38. LG TV had the largest brand ownership among the respondents at 24.9% followed by Samsung at 27.5%. Sony at 38.4% and other brands at 9.1%. As many as 53.4% of the 384 TV owners influenced by TV advertising followed at 205 by TV advertisements. Gender wise analysis shows that, a female buyer seems to favour the TV media.

39. As many as 385 respondents own an electric fan, of them 36.7% own Usha followed by Khaitan at 31.8% Bajaj at 23.2% and other brand by 8.3%. Comparatively more number of electric fan buyers were influenced by TV advertising at 57.1% only. Moreover, in the case of new brands non-media source like ‘other media’ and friends influenced 15.6% of the owners as against just 25% for TV.

40. Samsung washing machines were owned by 37.1% of the 383 respondents who have got a washing machine. The next most preferred brand is LG at 29.8% followed by Electrolux at 20.1% each. TV is cited as the single most important sources of advertising by 57.6% buyers followed by Print media at 8.9% and outdoor advertisements at 15.7%, Although TV remains the most important source of advertising, in the case of Samsung Washing Machine buyers as many as 12.8% were not influenced by media.
41. Sumeet is largest-owned brand of mixer/grinder among the survey respondents, followed by Preethi and Maharaja. As many as 18% of the 383 mixer/grinder buyers have cited ‘other media’ as the single most important source of advertising influence, compared to TV as cited by 38.9% of the owners looking gender wise TV is seven times as more important source for female buyers compared to male buyers of mixer/grinder.

**Advertisement observation Habits**

42. The ad observation habit among newspaper readers, by sex and age, indicates that more than 70% of the age group below 26 – 33 and 34-41 years observe ads in newspapers. This is slightly high in the case of females at 92.89%. While it is 93.44% for males, in the same age-group. There is a sudden drop of ad observation in newspapers among females in the higher age group of 34-41 years, at 50.7% only. In the case of males, this proportion drops gradually to reach 55.3% by the 51-60 years age group.

43. Out of the 380 sample respondents, 47.9% of male respondents are watching TV in the morning and more than 51.8% of female’s respondents are not watching the TV advertisements in the morning. In gender wise the ad observation habit for both male and female is 47.8%. As many as 60% of the females in business observe ads in TV while in the case of house-wives, it is only 36%.

44. Out of the total survey respondents 47.9% watch advertisements on TV in the morning, 75.5% watch advertisements on TV in the evening, while the rest 69.7% watch TV in week ends. The proportions are higher for males at 55.2% for those who watch ads on TV, while only 81% of the females watch ads on TV. Although males in lower age-group have high ad observation habit on TV at about 46.9%, it is only about 30% among younger age group; the TV ad observation habit is high among age groups for both males and females.

45. Radio advertisements are more interesting than regular programs, it is found that out of total population of 385 majority of the respondents 50.4% have said that those Radio advertisements are not more interesting than regular programmes, only 33.2 percent of respondents said that those Radio advertisements are more interesting than regular programmes and rest of them
no idea about Radio advertisements are more interesting than regular programmes.

46. The results of research imply that involvement is the major factor for dissonance existence. It is found through the research that for service category choice is significant factor of dissonance. Research attempted to find relation between involvement decision and choice. It found that of all factors “Decision dilemma” of involvement is correlated to decision and choice i.e. higher the decision dilemma higher the choice. Regarding evaluation parameters the research found that the price highly co-related with the factors to the brand and the brand is co-related to price quality is associated with price and company’s image.

47. The research reveals that advertising reduces the dilemma of decision and also provides reinforcement of buying for consumer and also research further reveals that advertising helps in search and taking decision the research implied that dissonance reduction occurs through the search of information and helps in deciding and buying the product. The conclusion is that advertisement reduces dissonance by providing support regarding search of information consideration of brands evaluation of alternatives and decision making in consumer decision making process.

Buyers Opinion on Advertisements & Media

48. Buyer’s opinion on advertising and media indicates that females in the youngest age-group of below 34-41 years show the largest preference for consumer durable ads at 58.3%. For males this preference is higher in the age group of 26-33 years, at 5%3.7.

49. Preferences for consumer non-durables ads are again highest in the case of females below 34-41 years age-group at 48.7%, while for males is 26.3%. But it rises significantly at 48% for males in the age group of 26-33 years and for females to 36.9%.

50. When we look at entertainment advertisements for brands are associated with cinema, the highest preference of 40% is seem in the same age-group of 34-41 years, for both males and females. The same is the case for ads regarding services.
51. Looking at by gender and income we find that it is in the higher income group of above Rs. 2, 00,001-4, 00,000 that there is a significant preference for consumer and 51.4% for females. The proportions is about the same for consumer non-durable also. However, in the case of entertainment and services ads, the maximum female preferences at 44% are in the lowest income group of up to Rs. 2, 00,000.

52. When asked about the role of advertising in their brand of product purchase behaviour, a majority of the respondents considered advertising helps in improving their market knowledge and in deciding about a brand or product to be purchased. More females in the age-group of 26-33 years, than in others considered that advertising gives information about competitive brands. The preferences by respondents indicate that TV is the most preferred media at about 40% for both males and females, followed by print at about 30%.

53. Print scores as a preferred medium among the highest income group as well as in the highest education groups for both male and female. Similarly, print scores over TV and Radio among employees of public service versus those in private services who prefer TV. However, there are more females in private services while male out number females in public services.

54. The first hypothesis was 'Consumer is not much affected by advertisement'. On the basis of data collected on the buying behaviour pattern of consumer, it is proved that consumer gets affected by the advertisement. So, the researcher can say that the first hypothesis is rejected.

55. Consumer is affected by advertisement this statement can be supported by the previous chapter about the consumer buying behaviour and advertising. When a consumer watches the advertisement he may not register the advertisement at that point of time but somewhere in the back of his mind and there is always a memory of that advertisement. For e.g. a consumer watches an advertisement of a shampoo say a dandruff proof shampoo HEAD & SHOULDERS, when the consumer sees the advertisement of Head & Shoulders in the Television he may not give much importance but when he faces the problem of dandruff himself and goes to buy a dandruff proof shampoo, the advertisement he has seen before for the
product head & shoulders will be flashed to him at the time of purchase. So, the researcher can say that consumer does get affected by advertisement.

56. Advertisement plays a crucial role in shaping the behaviour of consumer. Imagine the world without advertisement. If the consumer aware of any product and services, how he is going to make the purchase for the same. So, indeed advertisement is an important element of consumer behaviour.

57. The researcher had taken the second hypothesis as “Advertisements used for FMCG products are more or less of same type”. With the support of data collected for the various types of advertisements given in the previous chapter IV can say that, advertisements used for different products is different. It has to be different as otherwise a consumer will not be not able to distinguish between two brands. So, the researchers say that the above hypothesis is rejected. According to the rules prescribed in ASCI and DOORDARSHAN CODE, no two advertisements can be of same type or one can say that the context cannot be the same. It’s an offence if one product advertisement is similar to another. There are copy rights prescribed for each and every advertisement. If the two products of same category advertised are of the same type indeed the consumer will get confused. For e.g. there are two FMCG products say washing powder, TIDE and SURF EXCEL. Now both these products are of same type. But, the advertisement used for both the products are different. TIDE depicts the punch line as iss se saffed aur kuch nahi while surf excel says that daag acche hai. So, both the products though FMCG products the strategies, the way of posing the advertisement is different. So the researcher can say that the advertisement used for FMCG product is different for different kinds of products.

58. The researcher had taken the third hypothesis as there is a direct relationship between consumer behaviour and advertising. The researcher can say that the above hypothesis is accepted as the advertisement changes the behaviour of the consumer also changes. No consumer can behave in the similar manner as far as buying of FMCG products are concerned. As the trend, the fashion, the style changes similarly the behaviour of the consumer also changes if we compare the advertisement of 80’s that of today we will witness lot of difference in 80’s advertisement, there was no
inclusion of special effects, colour advertisement were very few. But, nowadays the scenario has completely changed. Today we see advertisement of special effect for e.g. The PEPSI advertisement showing a man falling from a mountain, earlier all these things were not possible. So, the researcher can say that there is a direct relationship between the advertisement and the behaviour of the consumer.

**Statistical Findings**

(Chi-Square Test Analysis)

1. **Gender Profile and Advertisement observing habits of newspaper readers.**
   **Decision:** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the sex of the customer does not influence the observing habits of newspaper reading.

2. **Age Profile and Advertisement observing habits of newspaper readers**
   **Decision:** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the age of the customer does not influence the observing habits on newspaper reading.

3. **Age Profile and advertisement observing habits of watching on TV programmes**
   **Decision:** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the age of customers does not influence the observing habits of watching advertisements on TV programmes.

4. **Gender Profile and advertisement observing habit of watching on TV programmes**
   **Decision:** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the watching advertisements on TV programmes are dependent on gender of customers.

5. **Gender Profile and Preference of ETV channel**
   **Decision:** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis
which indicates that the ETV Channel preferences of customers are dependent on their Gender is accepted.

6. **Gender Profile and Preference of Gemini channel** Decision: Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the gender profile of the customers does not influence the preference of Gemini Channel.

7. **Gender Profile and Preference of Star TV channel** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the gender profile of the customers influence the preference of Star TV Channel programmes.

8. **Gender Profile and Preference of TV9 Channel** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the gender profile of the customers influence the preference of TV9 Channel programmes.

9. **Gender Profile and Preference of NGC (National Geographical Channel)** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the gender profile of the customers does not influence the preference of NGC Channel programmes.

10. **Age Profile and Preference of Discovery Channel** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the age profile of the customers influence the preference of Discovery Channel programmes.

11. **Age Profile and Preference of HBO Channel** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the age profile of the customers influence the preference of HBO Channel programmes.

12. **Gender Profile and watching Advertisements provide involvement level in purchasing consumer durables** Taking into consideration the obtained value
of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the gender profile of the customers influence while Watching advertisements provide involvement level in purchase of consumer durables goods.

13. Gender Profile and watching Advertisements provide involvement level in purchase of consumer non - durable goods Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the gender profile of the customers influence while Watching advertisements provide involvement level in purchase of consumer non - durable goods.

14. Educational background and watching Advertisements provide Choice availability in purchase of consumer durable goods Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the Customer opinion towards watching advertisements provide choice availability in purchase of consumer durables goods does not depend on their educational profile.

15. Educational background and watching Advertisements provide Choice availability in purchase of consumer non - durable goods Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the educational profile of the customers does not influence while watching advertisements provide choice availability in purchase of consumer non durable goods.

16. Educational background and watching Advertisements provide decision dilemma in purchase of consumer durable goods Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the educational profile of the customers does not influence while watching advertisements provide decision dilemma in purchase of consumer durable goods.

17. Gender profile and Advertisements provide sufficient information about purchasing a product Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected
accepting the alternative hypothesis which indicates that the gender profile of
the customer's influence Advertisements provide sufficient information about
purchasing a product.

18. **Gender profile and advertisements creates a positive feeling about a
product** Taking into consideration the obtained value of Asymmetry
significance (2-sided) it is concluded that null hypothesis is rejected accepting
the alternative hypothesis which indicates that the gender profile of the
customers influence Advertisements provide create a positive feeling about
purchasing a product.

19. **Gender profile and message advertisements with price clarity solve the
decision making dilemma** Taking into consideration the obtained value of
Asymmetry significance (2-sided) it is concluded that null hypothesis is
rejected accepting the alternative hypothesis which indicates that the gender
profile of the customers influence message Advertisements with price clarity
solve the decision making dilemma.

20. **Gender profile and message advertisements with product benefits solve the
decision making dilemma** Taking into consideration the obtained value of
Asymmetry significance (2-sided) it is concluded that null hypothesis is
rejected accepting the alternative hypothesis which indicates that the gender
profile of the customers influence message Advertisements with product
benefits solve the decision making dilemma.

21. **Gender profile and message advertisements with brand personality solve the
decision making dilemma** Taking into account the obtained value of
Asymmetry significance (2-sided) it is concluded that null hypothesis is
rejected accepting the alternative hypothesis which indicates that the gender
profile of the customers influence message Advertisements with brand
personality used in the advertisements solve the decision making dilemma.

22. **Age profile and message advertisements with brand personality solve the
decision making dilemma** Taking into consideration the obtained value of
Asymmetry significance (2-sided) it is concluded that null hypothesis is
rejected accepting the alternative hypothesis which indicates that the age profile
of the customers influence message Advertisements with brand personality used
in the advertisements solve the decision making dilemma.
23. Gender profile and advertisements help in decision making through information search stage. Taking into account the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the gender profile of the customers influence advertisements help in decision making through information search stage.

24. Gender profile and advertisements help in decision making through Evaluation of the brands. Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the gender profile of the customers influence advertisements help in decision making through evaluation of the brands.

25. Age profile and Advertisements changes buyer preference in buying process. Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the age profile of the customers influences advertisements changes buyer preference in buying process.

26. Age profile and advertisement changes in buyer involvement in buying process. Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the age profile of the customers influences advertisements changes buyer involvement in buying process.

27. Gender profile and Preference of electronic media (TV, Radio, Mobile, Internet etc). Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the gender profile of the customers does not influence to prefer electronic media (tv, radio, internet and mobile).

28. Age profile and Preference of electronic media (TV, Radio, Mobile, Internet etc). Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the age profile of the customers does not influence to prefer electronic media (tv, radio, internet and mobile).
29. Gender profile and media was influenced by advertising in selecting brand of refrigerator Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that type of media advertisement in selecting the brand of refrigerators is dependent on their gender profile.

30. Gender profile and media was influenced by advertising in selecting brand of television Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the type of media advertisement in selecting a brand of Television is dependent on their gender profile.

31. Age profile and media influenced by advertising in selecting the brand of toilet soap products Taking into account the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the age profile of the customer is not influenced by advertising in selecting a brand of toilet soap products.

32. Age profile and media influenced by advertising in selecting the brand of shampoo products Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the type of media advertisement in selecting the brand of shampoo product does not influence their sex profile.

33. Gender profile and distribution of watching of Television in the morning Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the customer opinion towards watching television in the morning is independent of their gender profile.

34. Age profile and distribution of watching of Television in the morning times Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the Customer opinion towards watching television in the morning is dependent of their age profile.

35. Age profile and Switch over the other channels during advertisements Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is a accepted rejecting the alternative
hypothesis which indicates that the age profile of the customer is does not switch over to other channel during the advertisements.

36. **Age profile and print advertisements are more interesting to read than regular news items.** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the customer interests towards print advertisements are independent of their age profile.

37. **Gender profiles and advertising increases price of the products** Taking into account the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the customer opinions towards advertising increases price of the products are independent of their gender profile.

38. **Gender profiles and Celebrity endorsement must for advertising the buying of consumer durables** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the customer opinion towards celebrity endorsement must for advertising the buying of consumer durables is dependent on their gender profile.

39. **Age profiles and Celebrity endorsement must for buying of consumer durables** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the customer opinion towards celebrity endorsement must for buying the consumer durables is dependent on their age profile.

40. **Gender profiles and Celebrity endorsement is necessary for product advertisements** Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the gender profile of the customer's opinion about celebrity endorsement is must for product advertisements.

41. **Gender profiles and Celebrity endorsement is a must for service advertisements** Taking into account the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the gender profile of the
customer's opinion about celebrity endorsement is must for service advertisements.

42. Age profiles and impact of celebrity endorsed advertisements influence in purchasing decision Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the age profile of the customer's opinion about celebrity endorsed advertisements influence for purchasing decision.

43. Age profiles and Celebrity endorsed advertisements influencing in purchasing decision Taking into account the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the Celebrity endorsed advertisements influence for purchasing decision of customer are dependent on their sex profile.

44. Gender profiles and advertisements are misleading and unethical Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the Customer opinion towards advertisements is misleading and Unethical are dependent on their gender profile

45. Age profiles and Advertisements are misleading and unethical Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the customer opinion towards advertisements are misleading and Unethical are independent of their age profile.

46. Age profiles and outdoor billboards advertisements helps (to get informed) in buying a product) Taking into account the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is accepted rejecting the alternative hypothesis which indicates that the opinion towards outdoor advertisements helps to get information in buying a product are independent of their age profile.

47. Age profiles and outdoor billboards advertisements helps (to reduce conflicts) in buying a product Taking into consideration the obtained value of Asymmetry significance (2-sided) it is concluded that null hypothesis is rejected accepting the alternative hypothesis which indicates that the opinion towards
outdoor advertisements helps to reduce the conflicts in buying a product of customer's are dependent on their age profile.

Conclusion & Suggestions

1. The above analysis indicates that print is losing its foremost position among various media, to the TV media. Since, more females prefer TV over press; media planners should give priority for TV ads. Since, female are becoming decision makers not only for consumer durables but also for non-consumer durables as well. Although, radio is losing its popularity. It is a cheaper media and can be well utilized by small-scale consumer goods marketers and also as a remainder medium. The research has covered all the major objectives as outlined in the research methodology section, in chapter I above. Looking at the hypothesis presented therein, we can now conclude that the survey findings bear out their validity. We can positively state that the hypothesis stand tested.

2. It is recommended, that advertisements which and enhance product/brand knowledge should also prove to be more useful to customers. Although, TV ads remain more popular among the survey respondents, print ads have a greater impact on educated respondents, especially males. Print ads need to be more colorful and appealing to attract younger buyers, especially female. The research equips marketing people to identify strategic components in the formulation of advertising for durables and non-durables and indicates the way they are perceived by consumer durables. It would also help marketers to come up with different marketing initiatives or actions to execute those strategies successfully for the desired long-term results. To prove the objectives of the research due importance is given to all stakeholders who directly or indirectly influence the purchase decision and/ or marketing of consumer durables and non-durable products.

3. It is statistically proved that brand awareness largely depends on exposure to media sponsorships and positioning of the products on studies. TV is the major source of awareness for both consumer durables and non-durables. After Television, News papers are playing a significant role in creating awareness of the products. Modern technology, brand image, quality are playing dominant role in attracting and building associations with the chosen

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consumer-durables brands for non-durables quality plus the product and brand image attractive aspects that can build associations. Companies should concentrate on the quality of the product which will retain existing customers and helps in attracting new customer base. Company should take measures which can improve brands image of the product. For products like, toilet soaps, free gifts with main product are also come attractive aspect.

4. Consumer perceives reliability, competency and value in the brand of chosen consumer durables and non-durables. The technology of the products, price and quality are the predominant factors that motivate the consumer to purchase a durable product but price, quality, brand image and free gift with the product are the important factors that motivate the retailer to convince the consumer to purchase the non-durable goods using the hypothesis testing it is statistically proved that, the age of the customer does not influence the purchase decision of a television.

5. The research has thrown light on vital components of advertising strategy and marketing programs. Keeping them in view, following suggestions are made to help marketing create effective advertising on consumption pattern of consumers. Different sets of advertising strategies are requested for all the durable and non-durable products under research as no similar treatment appears effective. Each age group needs to be treated differently as their needs expectations and advertising knowledge widely vary.

6. Celebrities act as major opinion leaders as science awareness levels are low, Celebrities play a major role in brand recall. Celebrities are helpful in initiating a desired state of need among the people. The respondents usually pay attention to these advertisements using celebrity icons. The research revealed that to some extent celebrities initiates an action to buy a product. Whether a product is endorsed by any celebrity or not respondents are loyal towards any particular product irrespective of the celebrity advertising.

7. Marketers should see to it that they position their brand properly. Instead of going around for big celebrities they should choose celebrities who match the brand or product. Companies should choose celebrities who are not overexposed, as they do only little good to the brand. Marketers should be careful in not letting the celebrity overshadow the brand by overwhelming popularity of the star. In some cases, a celebrity can give rise to skepticism...
because it might be a bit too much for the masses to believe that celebrities who are rich and who can afford the best in the world are actually using a mass product advertised on television.

8. Celebrity in advertisements some what help to remember? But, they do not bring sustainability credibility to any advertising message. People would not stop buying a brand only because its endorsing celebrity is involved in any controversy. Film stars are identified as mostly preferred celebrity followed by models and sports star. People would like to see kids, animals, cartoons and animated characters. The important aspect that companies must note is that celebrity endorsements cannot replace the completed brand building processes. The celebrity does not have the control to improve or weaken the competence and features of the core product.

9. The research indicates that even those who use consumer products may consider the advertisements of these products to be unethical. This fact should act as a warning for marketers and advertisers while designing their commercials. Some of the previous studies also suggest that racial and sexual discrimination, which are vivid in advertisements of consumer products are considered by most of the customers as unethical. Moreover, research discovers that the advertisements of some consumer products arouse feelings of fear and threat among the customers. It is also recommended that pre-testing of advertising campaigns, which contain threatening messages, should be done before fully launching a product. To conclude, the research gives a clear idea of such consumer products advertisement which are able to trigger negative emotions, it is thus a good for marketers to think a while designing before such future advertisements campaigns.

10. The huge population of the Indian youth as estimated high as 60% of the total population certainly need to be focused more by marketers and advertisers as they are the family leaders of tomorrow. Each income group needs to be treated differently as their needs, expectations, purchase power and brand knowledge widely vary. Brand awareness is created by celebrity advertising but celebrity should have recognition for high positive effect and high appropriateness to the brand. Companies can create advertising for
brand equity through proper channel line extension, brand extensions, co-
branding and vertical extension/brand stretching.

11. Companies should concentrate on TV and newspapers as sources of
awareness to each maximum potential customer. Companies should update
by adapting to latest technology as modern technology, brand image, quality
are playing dominant role in attracting and building association with the
brand. By maintaining quality the product companies can retain existing
customers and attract new customer’s bases. Companies selling consumer
durable should provide value added services for their hard core loyal
customers. Fewer complaints in the product and advertisements with
emotional factor will bring loyalty towards the brand in both consumer
durable and non-durable.

12. If the company upgrades the product then consumer is interested in
considering the purchase of the new upgraded product. To bring about
increased brand loyalty, companies should focus on advertisements brand
image and less complaints. Companies selling consumer durables products
would do well by segmenting their market based on gender, age, sex,
educational qualification and occupation and income levels of the customers
so as to cater to each of those groups’ individual preferences resulting in
better customer satisfaction and reliability, values and competency in the
brand. Technology is a major influencing factor in promoting the consumer
durable products among people companies should always strive to bring in
latest technology in their products, which law always upholds the brand in
predominant position.

13. The advertisement with emotional factor is showing significant impact on
consumer durables to bring loyalty among them, and hence so companies
plan advertising strategy in accordance with it. As gender, age, sex,
educational qualification and income level do not have any influence on
customer satisfaction of consumer non-durables, companies need not setup
different strategies for their groups or segment. The market is based on the
groups, attractive aspect, reliability, nature of loyalty and factors influencing
a consumer of non- durables. To bring loyalty among them, companies plan
advertising strategy in accordance with it. Companies selling consumer
durables can boost their online advertising/marketing by suitables adopting
any of the 4 webs based Models Company owned online services, auction sites, web portals and B2B2C.

14. Consumer attitude towards advertising impacts brand attitudes and purchase decisions. Thus, it is imperative for marketers to create advertisements that are believable and contain relevant information about the product. The advertising claims should be relevant and not deceitful. The message should focus on product benefits and attributes. The advertisers should depict social responsibility in their ads. Ads towards children should be controlled. The government and various regulatory bodies have come up with guidelines from time to time but the organizations should also be self-regulatory as consumers are found to be concerned about this aspect.

15. It is suggested to the advertising agencies to make more reliable advertisements. The advertisements shown in the media include lot of exaggeration that should be avoided. When it comes to FMCG products it is suggested to the manufacturing companies to provide consumers with proper packaging. Packaging in India is not given much importance. The packaging should be very comfortable for the consumer to unpack the product. For e.g. the packaging of PICKLE bottles or JAM bottles is very hard to open. So, that should be avoided. It was observed in my research that there is unhealthy competition between the manufacturers of FMCG products that should be avoided as far as possible.

16. Finally it is concluded that FMCG products are very important goods to consumers. The behaviour of the consumer makes a lot of difference in shaping the advertisement of the product. Consumer behaviour changes as the advertisement of the product changes. Young consumer is much more impacted by the advertisement depicting the bollywood celebrities. Radio broadcasting advertisement is more effective among Indian Consumers, specially the Television advertisement. In India the sale of FMCG products increases during any festive season.

17. In an age of advertising where the consumers are exposed to ads in all kinds of media, it becomes essential for advertisers to differentiate their message to catch the attention of the consumers. A lot of improvements are needed to be done to break away from the traditional methods of advertising. Advertisements have a youthful and fresh appeal. They should not only
inform, but should also entertain, so that people enjoy watching it. The younger generation forms a big segment of the prospective buyer's goods and services these days. Therefore, it is important for the marketers to address the concern of this segment and try to develop the ads that carry an appeal to this segment of customers.

**Scope for further research**

There is more scope for future research on the topic. The impact of advertising on consumer behaviour is so dynamic that is always worth researching it. The present research is conducted in a limited region of Hyderabad and Secunderabad. There is a lot of scope to research the same at rest of the places and can even be of applied to other consumer products. These studies will always help the companies in marketing consumer products to be taken up and implement a right mix of advertising strategies which will always enable them to understand customer and have competitive edge over their rival companies.

To extend the limitations, this research topic explored certain aspects of advertising on consumer behaviour in consumer decision making only in areas such as decision dilemma. Advertising is supposed to help in reducing the decision dilemma of buying product or service. It is found that dissonance in decision making occurs mostly at stages of information search, evaluation and final decision making. It can be said the dissonance can occur at any stage.

The advertising of the durables should have the details, product quality features and technology. Regarding message execution style, non specific style can be concrete but emotional and brand personality play a role in consumer decision making as social risk and psychological risk influences the making of the consumer. The limitations as the sample of the researchers results can be extended to youth market of urban and to others general applicable for markets to generalize the results.

The present research work has focused on of the attitude of the youth towards advertising in general. Although the younger population in India is increasing and so, is their spending power, the present research can be expanded to include the opinion and attitude of other age groups and the future research can compare and contrast the reasons for the difference in the attitude (if any) among different age groups.
The future research may be taken to understand if certain types of ads (e.g. humorous ads etc) are more effective in generating positive attitudes in comparison with other kinds of advertisements. Also, the research can be taken forward by researching the role of media (e.g. Television, Web, Print etc) in affecting the attitude towards the advertising.

Research and similar endeavours always equip the manufacturing and service providers companies with valuable knowledge pertaining to significant factors influencing purchasing decisions by the advertisements consisting of product features, celebrity endorsement, general public endorsement, precise/short, length and detailed types, product price and discounts, decent features (without violence and vulgarity), reality features and demonstrating features. This further helps the companies in formulation of different strategies of long term and short term.