<table>
<thead>
<tr>
<th>No.</th>
<th>Particulars</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1</td>
<td>Major findings &amp; conclusions</td>
<td>200</td>
</tr>
<tr>
<td>7.2</td>
<td>Policy implication</td>
<td>204</td>
</tr>
<tr>
<td>7.3</td>
<td>Scope for further research</td>
<td>207</td>
</tr>
<tr>
<td>7.4</td>
<td>In culmination</td>
<td>208</td>
</tr>
</tbody>
</table>
7.1 MAJOR FINDINGS & CONCLUSIONS

In previous two chapters, we have presented data analysis and technical analysis. In this chapter, this interpretations and observations are seen as major findings. On the basis of the findings and conclusions a list of recommendations is drawn. Some policy implications are also evolving from the study, which are discussed in this chapter. The main objective of any marketing research exercise is to develop an in depth understanding of the behaviour of the market and its constituents, to lead to the development of policies and/or strategies for enhancing the efficiency and effectiveness of all the players in the market. The revolutionary concept for building brand is working tremendously, and the findings break the market myth that brand cannot be built without using mass media.

On the analysis of the data, in context of the research objectives the following findings and conclusions are drawn.

1. Mass media has long been the corner stone of brand building, but due to the rising cost, fragmentation and many other problems with the mass media, market is slowly and gradually diverted from mass media for building brand. There are so many examples presented in secondary findings of those who have built the brand without using mass media advertising. The experience of building brand without mass media, not only saving the cost and effective reach to the target audience but the brand has created an edge of marketing on competitors because of differentiated brand.

The brand building concepts and to create the research objective clear the first objective was kept that the ways of building strong and differentiated brand. Referring to the secondary data, the
above generalization is drawn in context of the first objective of the research study

2. It has been proved that brand can be build without using mass media. Up to now there is no special discipline available in the market that can say; they can build brand without using mass media. The examples available from the secondary research were most successful in building brand without mass media, but they were not aware about bypassing of mass media when they have started this new concept. This research was systematic effort to endorse that brand can be build with out using mass media. The objective number two is thus fulfilled by the technical analysis done with the help of Friedman two-way analysis.

3. Rising cost was the main reason for inhibiting marketing from mass media. The five non mass media vehicle were referred to the respondent with the costing factor. The study reveals that non mass media is very cost effective with out losing effectiveness in brand building. Referring to responses to question, asked to each of group categorized in the questionnaire for cost effectiveness; the above generalization is drawn in context of the third objective of the research study.

4. Let Brand Strategy Drive your Business Strategy. It is very typical marketing situation when any brand is fighting for survival, the business strategy can be the brand strategy for your company. The brand building effort when brand is fighting for survival, the non mass media is very helpful to the marketers. In that situation the company has constraints like limited budget, negative brand image, and tough competition. The non mass media is most
effective in this situation because of its quality like cost effectiveness, return on investment with reference to reach and growth in sale.

Referring to responses to question, asked to each of group categorized in the questionnaire for effectiveness of non mass media when brand is fighting for survival; the above generalization is drawn in context of the forth objective of the research study.

5. The characteristics of non mass media like identifying prospects, deciding which customers should receive a particular offer, deepening customer loyalty and reactivating customer purchase. This reveals that the best quality in non mass media is that it is known, where the marketer is communicating. Companies that know their individual customers can customize their product, offer, message, shipment method, and payment method to maximize customer appeal. So with the help of non-mass media, a company can achieve much more target-market precision than it can under mass marketing.

These findings derived from analysis of responses to question asked to each of group categorized in the questionnaire that non mass media has better reach to the customer; help fulfill the objective number fifth of the research study.

6. Most of the companies decide brand-building strategy when entering in the market. During different stages of product life cycle people were changing the different combination of mass media vehicles. These situations were tested with non mass media. The respondents have given overwhelming response, because of the
unique characterizing over mass media which can match with business strategy.

For the each stage of product life cycle, four questions were framed for each group of non mass media vehicles. Total 20 questions were analyzed and the above finding derived from the findings of these analyses.

7. No marketing effort can ignore the presence of competitors. The marketers will try to build up product/brand policy and marketing efforts to have some competitive edge. Non mass media can help to achieve this marketing edge by the qualities like cost effectiveness, return on investment and direct impact on the mind of customer. The differentiated approach of brand building and able to understand customer need better than competitors’, non mass media is very useful when brand building is carried out in highly competitive market.

Referring to responses to question, asked to each of group categorized in the questionnaire that non–mass media is very useful when brand building is carried out in highly competitive market. The above generalization is drawn in context of the seventh objective of the research study.

8. As per the research design and in order to fulfill the objective of the study, it was decided to test the hypothesis developed along with the objectives formulation. The first hypothesis was for over all study about the effectiveness of non mass media. For the five different vehicles of non-mass media five different set of hypothesis are developed. These sets of hypothesis were tested through Friedman two-way analysis and the results interpreted.
These interpretations of the results of Friedman analysis lead us to conclude that there is a definite difference in the various policy parameters of non-mass media for building brands.

9. For the sake of focus and brevity three more hypotheses are developed as shown in the research design, it was decided to test the hypothesis developed along with the objectives formulation. In fact there are five different groups of non mass media vehicle identified, and in each, for non mass media vehicles different sets of hypothesis are developed. These sets of hypothesis were tested through Chi-Square analysis and the results interpreted. These interpretations of the results of Chi-Square analysis lead us to conclude that there is a definite difference in the various non mass media vehicles for brand building.

7.2 POLICY IMPLICATION

The Ultimate objective of any research work is futile or incomplete if it does not serve any purpose. The purpose of this research is to bring the company's product or brand nearer to the target consumers with the aid of the communication through the most effective media. A purpose in terms of being able to evolve a theory or a policy that serves a larger mass of population. The research results should lead to certain normative axioms, principles that could guide in decision making in reference of the variables, and the impact of variating the values of these variables on operational efficiencies and effectiveness.

It is very obvious from the outcome of the research and overwhelming response of the Industry and respondents that the concept of building brand without mass media is very effective and efficient.
With the increase in cost of the mass media vehicles and the large amount fragmentation and multiplicity of options, Mass media vehicles are losing its charm as the main brand-building tool. It becomes necessary to identify the options for building brands through more effective and cost effective media, which would also offer an opportunity for higher creativity and variety to attract the customer eyeball.

The following are a few of the policy implications to the Government, Marketers for brand building and Society at large that can be derived from the foregoing discussion.

1. The Government mostly playing as third party for supporting brand building activity and always endorsing heavy budget represented by any party/organization which is sponsored by Government. Mostly in the case of taxes and valuation, where Government is playing role of controller, does not have any option to control cost for brand building activity.

2. This research will provide option to the Government to pressurize the companies to control the budget and also imposing taxes correctly for valuation of brand building activities.

3. Reduced use of mass media advertising shall bring down the pressure on the broadcast and print media. This would lead to the savings of funds not only for the advertisers and corporate but also for the Government, which provides the infrastructure and resources for both. For example government subsidies the newspaper, the use of which could come down.

4. New media option shall increase the scope for creativity and thereby lead to generating fresh employment opportunities for the
designer and artist. At the same time indirect employment shall also go up. Since alternative media shall make use of different material to develop the message carriers.

5. With an increased use of non mass media options, the ad-message shall now be directed more accurately towards the target audience, thereby reducing the wastage in course of the message going also to non target audience. This will also help reduce the negative impact of the spill effect of mass media. For example young children are coming across advertisement message for contraceptive devices.

6. The differentiated approach of brand building and able to understand customer need better than competitors', non mass media is very useful for brand building and giving competitive edge in the market. The option of mass media was very costly and the media is highly fragmented. Small-scale industry can't effort to go for mass media. This new media scene is giving option to go for branding with a very small budget and in-house capability of building brand.

7. In-house capability in the lead media is important for real and sustainable competitive advantage. If the lead-media implementation is outsourced, it easily can be copied. When it is actively managed internally then the resulting effectiveness and efficiency of the program can represent significant barriers to competitors.

8. The major advantages with non mass media are that the strategy can be adjusted to meet the requirements of the buyers. The sellers get to know the prospective buyers’ reaction almost
instantaneously and able to mould their offers with reference to feedback they receive from target customers.

9. The main source for preparing marketing strategy is information from the customer. The marketer can collect information about the buyers, markets and environment and prepare strategy which can satisfy them immediately this all is very difficult in the case of mass media. If marketers is giving some effect like special schemes or price discount after the competitors action then it is meaning less, so the personalize characteristic of non mass media is very powerful arm with the marketers.

10. Marketers can cultivate long-term relationship with the customer by providing technical and commercial information to the buyers regarding the market and environment. It is very small things for the customer but power tool for marinating customer relationship and building strong brand.

7.3 **SCOPE FOR FURTHER RESEARCH:**

Quality and attributes are become compulsory and brand is become necessity in today’s era to survive and win the marketing war. This is the area relatively new for the research studies in India. So a number of new concepts, which are, tested with reference to foreign market need to do further research with reference t Indian market.

- A study may be undertaken for the effect of media vehicle with reference to different culture.

- A study may be undertaken with reference to real cost calculation for each individual non mass media vehicle for showing tangible return to brand builder.
- Brand has become the new dimension starting from corporate brand. Brand Finance, Quality brand, so brand is become the real identity of any organization. One can research brand-building activity with reference to interdisciplinary activity.

- Brand value for any organization and its contribution and position in the balance sheet of the organization which is really very helpful to any management to show accounting value of brand building.

7.4 In Culmination:

We work in an age when a sweeping revolution brought about by the convergence of telephone and computer technologies is irrevocably changing the commercial landscape. Today, companies in every category are ready to strike out in the new directions. This is a humble effort to touch this revolutionary approach i.e. "Building Brand without mass-media". Brands today are seen not as a source of identification, but as strategic assets, which are a source of competitive advantage. Brands derive their value by getting trust among the customer. The biggest challenge for the brand manager is to maintain brand relevance while maintaining the brand values.

A distinguishing characteristic of modern marketing has been its focus upon the creation of differentiated brands. Market research has been used to hop identity develop bases of brand differentiation, unique brand associations have been established using product attributes, names, packages, distribution strategies and advertising with new and effective media.

In today's era, creating a strong brand is not easy in any communication effort. Mass media advertising is ineffective, costly
and highly fragmented. Interactivity is the new power offered by the info-tech environment. The non-mass media promises a more human face on market place exchanges through relationship without losing the scale economies of mass media. With the help of non-mass media, an entire marketing mix can be customized to suit individual requirements on one-to-one basis even when the number of customers exceed millions, and are spread across the world. Non-mass media marketing is more than sales approach and even more that an integrated marketing approach. The process of non-mass media marketing is thus characterized by interactivity, which involves ability to individually address, ability to remember the response and finally, ability address once again with unique proposition.

The process essentially is of customization, which is a combination of marketing customization and operational customerization. A company is customerized when it is able to dialogue with individual customers and responds by customizing its products, services and messages on a one-to-one basis. The company pursues this objective by continuously updating a deep understanding of each customer's present and future needs, and by tailoring the choice, delivery and communication of its value proposition to these needs, as closely as is economically feasible

This research work has been a humble attempt to touch brand-building concepts, and it will defiantly helpful to the academician, students and brand-building practitioners.