CHAPTER - 6
FINDINGS AND CONCLUSIONS

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General Findings on Socio-Cultural and Economic Profile of Cachar:

Some important findings emerged from chapter no - 2 i.e. Socio-economic and cultural profiles of consumers in Cachar that gives us the idea of the social structure, cultural dimension and economic status of the consumers in Cachar. That will help us to know the consumer’s preference and from where we can assume their expectation regarding the advertisements and the liking of ads in the line of their preference and socio-cultural status.

1. As per economic status of the people in this region it was found that majority of the population belongs from middle and lower middle class. The per capita income is 5833 which is not so high and the report also found that sources of income of the majority of the people in this region belong to agriculture domain. Apart from agriculture, other income is from service and few from industry too. The social status of this region is rich because of education, health and family welfare. As far exposure level is concerned it was found that media exposure level of the population is relatively high (S.S: Majumder, Acharjee & Bhattacharjee, 1998., Mazumder, 1996).

2. The important finding became visible when we see the cultural status of the people from different literature, the major findings are majority of the people from Bengali community and preferable language is Bangla language Shelithi dialects. Cultural self identity is high and committed in traditional outlook in nature such as liking for local and conventional culture. Great liking and craze to observe and participate in festivals, huge participation in most of the Melas and celebration. It was also found that adaptation of modern culture and status is increasing very fast same as in other region of the country thanks to electronic media reach (Cencus of India, 1991., Deb, 200., Das 2000).

Important Observations of Media cum Advertising Exposure on Consumer in Cachar – Nature, Characteristics and Features:

Major findings from chapter no-3, where, we have discussed media cum advertising exposure on consumers in Cachar- natures, characteristics and features.

3. The exposure level of different media are relatively high, the result found that 46% of the respondents follow ads in newspapers. In case of newspapers, it was found that local/ regional newspapers readership is much higher than other language newspapers. Bengali newspapers are the most preferable newspapers among the
respondents in this area. However the exposure level of the readers in terms of popular magazines is very low here, only a few of Bengali and English magazines are in vogue here among the respondents. The result also found that practice of reading Hindi newspapers and magazines are very low. Further it was also found that the exposure level of female groups in magazines is higher than male whereas in case of newspapers more exposure was reported for male groups of respondents (S.S.\textsuperscript{1}: Makkar & Dhyani, 2010).

4. The result of the study also proved that the exposure level of television is highest scorer of exposure among all the media and within television Bengali and Hindi is the most preferred channels and the respondents spend their time on some specific program like serial, movies and some event program. Results also found that exposure level of female are higher than male in relation to television exposure. Interest towards advertisements is higher among the respondents of television exposure which results into more recall in ads.

5. Another notable finding came across from the results that the exposure level of outdoor media of the respondents is also higher. Results state that 49% of the respondents were found exposed to the outdoor media at the time of purchase. But when we see the expenditure scenario it is seen compared to other media it is very negligible. So the result indicates like other media outdoor media is a considerable part of exposure and plays a vital role to change the attitude of the consumers in this region, still spending on this media is comparatively lower.

General Observations on Fast Moving Consumer Goods Advertising – Contents and Characteristics:

Some major findings emerged from the chapter no-4 i.e. Fast moving consumers goods advertising: nature, characteristics and feature. In the present research we have analyzed all the fact of this chapter with the help of secondary data. The major findings are....

6. This chapter highlights some important problems which are faced by the advertisers. These are designing of ads in the line of the locally preferred language of the people from different community, socio-cultural differentiation among different classes

\textsuperscript{1} S.S. stands for Supporting Studies
of people and the designing of ads incorporating rural and urban specification, timings of
the ads and finally the competition of local player and their promotional strategy where
price is a determinant factor. So, it is difficult for big player to advertise the product but
at a low cost.

7. Another finding states the advertising scenario of India. The data of the result
state that the expenditure level of television and print media is increasing every year but
at the same time it was found lack of concentration of the advertising industry towards
outdoor media especially for fast moving consumers’ goods product category. As it is
one of the powerful media of ad effectiveness there is a need for increased investments in
it.

8. In the same way some important evidences were found on the nature of rural and
urban people and their media interest. The result bring into being that urban people
prefer all the high reached media which the advertiser placed their ads in general. But
rural people like tailor made communication, liking of traditional media with
entertainment, spending more time in Haats and Melas, more gathering in local festivals.
The above point highlights that liking and preference of advertising and the media of
advertising differ among different groups of people (S.S.: Neelegham, 1986 and Parikh,
2008).

9. One of the important and notable finding derived from the present research is that
though electronic media is important in advertising but to create strong image within the
consumer mind, outdoor and in-store display also carry same importance because it gives
instantaneous and material stimulation as cue for the recall, recognition and interest
towards the product. In this sense we can say that motion ads are important but static ads
also act as a catalyst factors for the motion ads and act as a stimulant for motion ads.
Outdoor media supports the electronic media as a sustainer and a stimulator of images
positioned or tried to be positioned in the mind of the consumers by repetition of ads in
the present fast and fluid life conditions. If there is no static image in terms of outdoor
media forgetting the ads and its messages may be fast especially in low involvement
products. In other words, if there is no static thinks in an around our fluid life scenario to
ponder upon slip and miss are natural outcomes. So advertisers need to develop their
strategy towards outdoor ads and there is a need for higher investments in this sector
Findings on Objective No-1

In the present research we have considered two objectives, first one regarding advertising appeal. The important findings are:

10. The present study proved that advertising appeal is an important component to measure the effectiveness of advertising. The results were derived to test the interest level of the consumers on the basis of advertising appeals. It shows that sources of different appeals i.e. exposure creates awareness and the awareness creates interest in return in two ways: recall and recognition. So, it is proved that appeal in advertising helps to increase interest level and this interest changes the attitude of the respondents towards the advertised product. Another result originated from the present study that exposure directly affects in creating interest among the respondents towards advertising. Sufficient exposure level increases the recall and recognition level of the respondents. So, appeal at the time of advertising plays a significant role to change the attitude of the consumers (S.S.: Barry, 2002).

11. The results of the study delineate that appeal through print exposure, television exposure and market exposure play significant role in creating awareness in the mind of respondents. So from the results it was found that these are the important components of sources of appeal generate more response in the mind of consumers and also attract more attention and form positive attitude. The result also indicates that brand and packaging which are the components of awareness is more effective to make interest level of the respondents in both the cases i.e. recall and recognition (S.S.: Robinson, 2009).

12. The study reveals that appeal through television media creates more response in the mind of consumer as well as generates interest level and consumer can recall the ads in a better way which has been reflected into change in the attitude of the respondents towards ads. Whereas print, television and variety of product exposure increase interest level of consumers which helps them to recognize the ads in a better way and that ensures change in their attitude (S. S.:Papazian,2007., Pongiannan, 2009).

13. The present research portraits that among different categories of respondents' exposure create significant difference and in case of awareness it is same. From the result it is established that approaches of different appeal creates different exposure level among different groups of respondents and that exposure creates different level of attention among different categories of respondents. So, the result indicates that ad
appeal plays a significant role in all categories of respondents and take part in formation of changing attitude (S.S.: Choudhury, 2004; Schiffman, 2004; Bradly, 1995; Choudhury, 1998).

14. The result depicts that print exposure, market exposure and store exposure are the major components of exposure where the consumers are exposed more. The result also supports the same in different classes of respondents. In addition, it was found that the television exposure also plays a vital role in positioning the impressions in the mind of consumers basically those who belong from rural classes (S.S.: Surendar, 1999).

15. The analysis of the present research also established that different categories of respondents have shown their different response towards different components of awareness like awareness regarding brand, price and packaging create different perception among different categories of respondents. So, it is common to say that ads appeal play a vital role to create different awareness level among different classes of respondents (S.S: Lokhande, Naidu, Chandrasekhar., Singh & Singh, Bradly, 1995).

16. Another notable finding from the research was that in many cases the interest level of respondents was not different in different category of respondents except rural and urban category. In case of rural urban different responses are counted with the different components of awareness. So, except rural and urban other classes of the respondent have reported the same interest level with the different components of ads recall (S.S: Agarwal, 2002). When we examine the interest level in terms of recognition level among different classes of respondents. The result shows that different interest levels have been counted among different classes of respondents towards message and model/celebrity. So it indicates these two create different perception among different classes of people but other components of recognition the perception of respondents are almost same (S.S.: Parikh, 2009., Bhatia Tej K, NSRC, 1995).

17. One important finding comes out in form of the result that highlighted the socio-economic status and its relation to ad appeal (S.S.: Aaker, 2000; Aaker & Maheswaran 1997; Aaker & Sengupta, 2000.Aaker & Williams, 1998). Though the status, choice and income of the rural and urban people are different and in our present research we have considered both the area i.e. rural and urban. It is common that the urban people income is high and they are always trying to match themselves with modern culture and maintain high standard of living and the result supports that the packaging appeals are more
important for urban consumers. We can suggest that if advertiser or manufacturers increase their attention towards packaging, the product or advertising of the same product will be more effective and this effectiveness will directly affect the buying attitude of the consumers.

18. In the present research we have tested the preference of different components of ads in the light of different socio-cultural dimension of the respondents. The result found that cultural specific message design (local language) and design of message in general in ads give equal response and preferences. It is also reported that response towards message appeal is very less among different classes of respondents. So, it indicates design of message appeal on the basis of socio-cultural dimension does not play effective role to change the attitude of consumers (S.S.: Tsc, Belk & Zhou, 1989., George, 1997., Cabllero., Zeitlin & Westwood, 1986).

19. One of the chief and notable finding derived from the present research is that if the advertiser set up the layout design and background of the advertising in the light of different socio-economic dimension then the advertising will work as an effective tool to change the attitude of the consumers. In this sense our research shows that cultural specific ad design and its appeal is more preferable by the consumers than design of ads in general (S.S.: Schumann et al, 1998., Haugtvedt, 1994). Though this is very complex and expensive route of effectiveness. The advertiser can not apply this concept in the electronic media because it is very expensive and difficult to set up ads on the basis of particular socio-cultural dimension of the consumers. So, while from this statement it is unambiguous that if advertising industry invests more for the print and outdoor media then they will get more triumph regarding the effectiveness of advertising. We can firmly suggest here that this is very effective way to form and change the attitude of the consumers favorably and to make sure effectiveness of advertising.

20. The present study also investigates the importance of model/ celebrity appeal in advertisement. The result indicates that designing of model in local context is not so effective in comparison to design of well known model/celebrity in general but less difference has been counted regarding the response of the respondents. However significant difference has been found among different classes of respondents towards model/celebrity (S.S.: Patra, Datta, 2009., Atin & Hsuck, 2002., Petty et al, 1983., Perk & Young 1986., Singh & Dalal, 1993).
Findings on Objective No - 2

The second objective of our study was to study the effectiveness of components of advertising. The important findings of the study are:

21. The research in this field proved that if level of exposure is increased, the awareness level of the respondents will also increase (S.S.: Scott et al, 1990). So there is relationship between exposure and awareness. Our research results also support this empirical evidence and also proved that exposure and awareness are correlated with each other. Advertising model also suggests that for effectiveness of an advertisement first it requires of sufficient awareness and the awareness level helps to generate interest among the consumers and that turns into favorable buying attitude of consumers. The present research also supports the same view which is established by the model and here it was found that awareness and the interest which is measured by recall and recognition are significantly associated. The study found that consumers having high awareness can recall an ad in a better way and the same is true in case of recognition.

22. From the result it was found that the different components of awareness help to create interest towards the ad and consumers can recall more. If consumers are able to recall any ads it supports the idea that some motivational factors are working in the mind of consumers. These motivational factors increase the awareness level and the effectiveness of advertising also increase thereafter. When we measured the interest level through the recall test in the present study, the results suggest that brand awareness take an important part in recall and with different components of interest in recall like slogan, background, layout design and model are significantly associated with brand. From the statement it appears that brand is a vital component of awareness and if advertisers are able to create brand awareness through the exposure the interest level of the consumers will increase towards the advertisements in total and the ad will be more effective. So, this result states that combination of these elements in advertising is crucial for effectiveness. (Our finding supported by Burke, Desarbo, Oliver & Robertson, 1988., Pechman, 1996., Shimp, 1978).

23. Model is also an effective component of ads. It is proved by the scholar that the advertisements of fast moving consumers’ goods models grab attention of the respondents and create appeal for the ads and increase the interest level of the
respondents. (S.S.: Atkin & Block, 1983, Petty & Cacioppo, 1983., Steingberg, 2005). This research has found that the respondents’ preference towards model is towering and all the component of awareness are significantly correlated with models/celebrity. It indicates that attractiveness of the models/celebrity increase the interest level of the advertisements and increases the effectiveness of ads in the result.

24. The layout design in advertising is also an important part of effectiveness. The result shows all the components of awareness are correlated with layout design. Layout design in ads attract the consumer more and store some basic components of ads in their memory which helps them to recall, so layout design acts as an imperative components of interest (S.S.: Bagozzi, 1983). The present research also proved that background imagery also act as an important elements of interest where high responses have been counted and consumers in this region also prefer the good as well as localized background design. So, overall it is established that layout and background design also an effective components of interest preferred by the respondents.

25. Like other components of ads, in the present study we have considered tune is as important components to judge the interest level of the consumers’ in relation to recall. Several researchers opined that tune helps in making an advertisement more appealing to the viewer by simply making it more attractive and more esthetic. McLaren opined that tune function as a nonverbal identifier for certain groups with different taste. Because it is undoubtedly the greatest tool advertiser have for portraying and distinguishing various styles, at the same time it creates unique identification of the advertised products. But in our present research it was found that recall of tunes in ads is not so high. 21 percent of the respondents have shown their preference in tunes. So here we can say that like other components of recall responses of the respondents towards tune are comparatively low (S.S.: Beltman 1979., Singh & Cole 1985).

26. The present research also suggests that to increase the interest level of the consumer using the print media and outdoor media, designing of message is important. The study supports that consumers usually recognize messages more in comparison to other components of recognition (S.S.: Gallup George, 1922., Starch., Scott & Strong). The result supports that when the print and outdoor media convey the message in local language the acceptance rate of message is high. From the result it was found that in case of recognition it was missing and not preferred for model/celebrity. It is a matter of speculation and further investigation that what would have been the response of the
respondents in this regard had it been the case where local model/celebrity were used in the ads.

27. The present research again proved that the importance of different media exposure. The important finding here is that though we know that print and electronic media always play crucial role in finding effectiveness of advertisements but in this region findings supports that it is coming from the market exposure side. It suggests that if advertisers are able to design their market in a way which can increase the movability of the consumers in different markets to select their products it should be effective components of exposure than print and other media. If advertiser or manufacturer apply some motivational tools in market designing like promotion of market, availability of product in the market, designing of specific components of ads in market would be of great helping hand in this regard. (S.S.: Well, 1964., Copland, 1988., Lucas & Britt, 1963., Haskin, 1964 and Bagozzi & Silk).

28. From the regression analysis it was found that among different components of exposure, market exposure, store exposure and print exposure are more important components of exposure which easily captures the consumers’ attention to increase their awareness level towards the advertised product. When we analyzed the same fact among different categories of respondents the same response has been counted. So this is important to say that respondents in this region proved that to get more exposure proper design of market and store as well as print media advertising has been proved relatively more important without disclaiming the usual importance of other media of exposure viz; television and mass product exposure etc (S.S.: Giannetto, 2007., OAAA,2007., Haubal & Triffs, Li-Dougherty).

29. The regression analysis also found that price, brand, quality and packaging are the important components to increase the awareness levels of the consumers towards products. However, if we compare the individual value of these components it was found that among different classes of respondents within a group have shown their supplementary preferences towards quality. So it is a good finding that there is a need to lay emphasis on quality at the time of advertising. The same result has been derived when we analyzed the fact among different categories of respondents like gender wise, age wise etc.
30. In case of interest, it was found that at the time of measuring interest level by the help of the recall test message, background and slogan in ads induce crucial effect in the recall process. The respondents of different groups have shown clear preference towards it. So it highlights that designing of ads in cultural set up where these components get more priority will help the advertisers to increase interest level among the consumers towards advertisements.

Conclusions Relating to Hypothesis No. - 1

Some important observations on hypothesis no-1 i.e. Fast Moving Consumer Goods advertising have no effect on buying attitude of consumers.

31. The results proved that the enhancing the interest level of the consumers or changing the buying attitude of consumers there is a requisite of sufficient awareness among them and awareness emerges from the level and quality of exposure. This is the basic rule for testing advertising effectiveness. In this sense the present research also supports that advertising of fast moving consumers goods have some impact on buying attitude of consumers. This buying attitude is reflected by the level of interest of the respondents. The result also supports that this interest level emerged from the awareness level as well as exposure of the respondents.

32. Several researchers also found that if the exposure level increases then the interest level of the respondents will augment through the central routes of persuasion. They also proved exposure and interest level of consumers which are significantly associated with each other and which helps the consumers in changing their attitude. Our research also suggests that if advertisers select the appropriate media and increase their exposure level through the media among all classes of consumers then the interest level of the consumers will also increase. The result has proved that exposure of respondents have some impact on buying attitude of consumers for fast moving consumer goods product advertising (S.S.: Aakar, Stayman & Hgerty, 1986., Finn., 1988, Ha, 1996., Olsen, 1994., Pieters & Pe, 1993).

33. In the present research we have measured the interest level of consumers in form of recall and recognition test and in recall test it was found that message, background design, slogan and model are the most important dimension where the responses of the consumers are highly positive (S.S.: Schemann, Petty & Clemons, 1990 and Unava &
Barn Krant, 1991). The result shows highest recall in these components. So higher recall shows the more involvement and at the same time shows more interest of the respondents. This interest turns into the favorable buying attitude of the respondents. Many studies in this regards have proved that to measure the effectiveness of ads, recall and recognition test are very essential and the television exposure espouses higher recall also. In this sense we can say that designing of ads in television in proper way helps to generate more interest among the consumers and form the positive buying attitude. So we can say that for fast moving consumers’ goods advertising has some definite roots of impacts on buying attitude.

34. Another important finding and idea emerged from the present research and which emphasizes that if advertiser tries to increase interest level towards ads with the help of print and outdoor media and advertiser gives importance to socio-cultural features and local imagery at the time of designing advertisement in print and outdoor media it will surely help the consumers to recognize the ads in a better way i.e. the attention towards the print media and outdoor media advertisements will increase. The result of the present study shows that ads in these media respondents have shown their greater preference towards brand and message and recognition rate is at the pinnacle. So, proper designing of these components increase the interest level and helps to change the buying attitude of the respondents that makes the advertisements more effective (S.S.: Janiszewski, 1998., Krugman et al, 1998 and Pieters, 2000).

Summary result of the test of hypothesis no-1:

If we summarize the above facts in the light of our present research, it is established from the result that in case of fast moving consumer goods product advertising, the advertisement plays a role in positioning ads in the mind of consumers to make favorable buying attitudes. Result found that from exposure to interest all the relevant variables are significantly associated which states that change in one variable creates change in other. So, when we see the sufficient interest level of the respondents that indicates there is a clear role of awareness as well as exposure. In other way components of exposure and awareness separately create significant impact on different components of interest. Likewise it was found from the result that different components of exposure like print, television, market and store exposure are significantly associated with awareness and its components like brand, price and packaging are also significantly associated with different components of interest like message, model/celebrity, layout design and
background imagery. So we can say all the components are internally correlated and also associated with different categories of respondents. The result also speaks at the time of measuring interest all the components have shown their contribution to generate interest level in the mind of consumers. This evidences states that advertising have distinct and material role in formation of favorable buying attitudes in the consumers mind.

Conclusions Relating to Hypothesis No. - 2

Some important observations on hypothesis no-2 i.e. message and background set up are more effective than model/celebrity.

35. In the present study we have measured the interest level of respondents which is basic parameter in the present study to know the liking and preferences of the respondents therefore effectiveness of advertising campaign under the present design of research mechanism. In this regard when we have tested our second hypothesis i.e.: message is more effective than model/celebrity by comparing different components of exposure with these two components of interest mentioned above it was found that model/celebrity had received more favorable response from the respondents. So it indicates that to generate interest in the mind of consumers and help them to recall the ads in a better way model/celebrity are more important than message. This further indicates that model/celebrity is more effective components of interest than message.

36. In the same way when we have tested another aspect of the second hypothesis, that is, background set up is more effective than model/celebrity it is accounted that though background is more important component of interest compare to message but comparatively model/celebrity is still more influential actor in generating ad effectiveness.

Summary result of the test of hypothesis no-2:

If we summarize the above two results it is found that model/celebrity is an important dimension to generate interest level of the respondents to sustain the ads in the mind of consumers for the longer period of time and create better impact to remind the ads. In this regard our present study supports that for fast moving consumer goods advertising model/celebrity plays a crucial role to make interest level of the respondents. Results also show that model/celebrity creates more impact compare to message and background set up as a component of interest.
Conclusions Relating to Hypothesis No. - 3

Some important observations on hypothesis no-3 i.e. Cultural specific ad design is no more different in effectiveness than general ad design.

37. Although we know that every media deliver advertisement in general but it was found that less emphasis was given to socio-cultural dimension in ads design put into action which is not desirable and self defeating as our research has found (S.S: Loudon & Bitta, 1994, Foxall & Goldsmith., Ralphs 1993, Wilkie) that this consideration has universal importance. So the deliverance of general ad design is more in practice than specific ads designs which is not productive as per our study. Our study proved that if advertisers design their contents in the line of specific socio-cultural dimension of the people of the particular region having unique characteristics and identity, the advertising would be more effective and the liking of ads will be at its peak. Though it is difficult to apply in electronic media, due to cost factors or the other reasons, it is beneficial to do so. Our study also proved that market and store display exposure are given the same importance by the respondents. So if they apply cultural dimension in these media of exposure then the cost will be under limit and the effectiveness of advertising would definitely be higher as a whole (S.S.: Jugneheimer & White 1980).

38. Another important finding that can be reported here in the present study is that the model/celebrity is one of the most important components that have a proven role in enhancing ad effectiveness. Our research further found that the preferences to local faces and national celebrity are different; nonetheless, it was also appeared that difference is at best minor only. Results should be seen in the light of the fact that we have used local faces and not the local celebrities in different walks of life in the fabricated ad designs. It would have been different results, had it been tested with local celebrities. But interestingly the way local faces have fared well with national/well known celebrity, we have reason to believe that local celebrities and well known faces would have surpassed national/well known celebrities in this preference parade (S.S.: Douglas & Craig, 1997; Choi, et al, 2005 and Kelman 1961).

Summary result of the test of hypothesis no - 3:

When we examined our present hypothesis, that cultural specific ad design is no more different in effectiveness than general ad design the present study did not support this
hypothesis and proved that in cultural specific ad design plays a crucial role in shaping the perception and psyche of the respondents. If the advertisers design their advertisements in such a way where the components of ads should be as per the socio-cultural dimension of the people, the responses, preference and liking towards advertisement must increase and also helps to change the attitudes of the consumers. This would be more significant strategy to make the advertisements more effective (Our finding supported by Stanton & Futrell, Loudon & Bitta, 1994 and Cacioppo, Haugtredt & Petty, 1992).
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