CHAPTER – 7

SUGGESTIONS

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Suggestions in General:

On the basis of the critical examination of the finding in this research and their logical linkages we can put forward some concrete suggestions as to how to design ads campaign especially for such region.

In the present study we have tested the effectiveness of advertisements in the light of process testing of ads. How the design of the advertising and its execution helps to change the attitude of the consumers towards advertising. The study is important here because the advertising industry has been concerned with improving public image (Mittal, 1994). At the same time researchers from the advertising industry as well as academia have been interested in the effect of attitude towards advertising on the effectiveness of advertising (Greyser, 1972) because final objective of advertising industry and manufacturer is that consumer purchasing behavior which is affected by attitude towards advertisements (Bush, Martin, 1999). Several researches in this area states that to test attitude there is a need to consider the demographic segmentation because different classes of people hold different types of attitude. In the light of the above fact in the present study we have also designed our research in the light of different categories of people and the socio-cultural and economic dimension of the respondent. The socio-cultural and economic scenarios of the respondents in the present study are that the referent district (i.e.; Cachar) represents middle and lower middle class people. Majority of the people are from middle & lower middle income groups (77% as per the criteria set in the research) and the educational attainment is also moderate as most of the people (49%) have primary to intermediate level education. Exposure level, however, is relatively high to the tune of 58%( as per the criteria set in the research) due to high availability of TV and cable connection with the respondents and comfortable exposure to outdoor and in-store display to the advertisements for fast moving consumer goods products here in Cachar. Regarding the print media exposure it is not very encouraging as exposure in this category is 7% only. In nutshell respondents included in this study reflects on the socio-economic status in the Cachar districts as lower and middle class composition in the society. When we relate this composition with the standard model of socio-cultural characteristics of this class of people based on numerous studies in this regard we can derive their probable response towards the advertisements of fast moving consumer goods in this area. When we further analyze the proposition just derived in relation to advertising demand grid for fast moving consumer goods.
goods (ref Ch. no-2), we get some concrete results regarding the preferences and liking for fast moving consumer goods advertising. It reads that there is a great inclination for fast moving consumer goods advertisements when advertisements or ad design contains features like higher emphasis on outdoor advertising, higher urge for local language and tune in ad design and their airing on TV, well known models have crucial role in creating ad effectiveness for the respondents here, Cultural specification in ad design is highly imperative and Price related information has substantial content value for an effective advertising.

The result of the study clearly identifies the socio-economic scenario of this region, liking and preference of the respondents as well as availability of different media vehicles. With this scenario some psychographic dimension emerged from the discussion. These are community involvement, trust, leadership, price consciousness, brand consciousness and gender conservatism. Based on the preceding discussion we strongly suggest that these variables assist the advertising agencies in the development of appropriate creative strategy based on the demographic profile of the respondents in a particular region including ours to change the attitude of the consumers towards advertisements.

Several researchers proved that to change attitude of the consumers there is need of selecting proper media and approaches of these media (i.e. appeal) that increases the motivation and ability to process ad information which generates interest in the mind of consumers as a whole. (McInnis & Jaworski, 1989). In the light of the above fact our present study reveals 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 which generates more response in the mind of consumers and also attracts more. Based on the result we can suggest that apart from traditional media, there is an ample scope for the advertiser to increase the exposure level of the respondents through market exposure where all the categories of respondent are more exposed by supplying better marketing infrastructure and ambient marketing atmosphere to motivate people to come out and move around not simply under the compulsion rather for recreation and enjoyment.
To support our view the result of the present research also proved that market exposure of the consumers increase the awareness level towards brand and price. This is true fact because in market exposure consumers get ample scope to search verity of products in a particular place and they can collect the information as per their requirement. It is also important for the manufacturer and retailer if they designed their market where consumers will get all the opportunities under the single roof then the awareness level of the consumers as well as effectiveness thereof will also increase. 

So, we can strongly put our opinion that if advertisers increase their concentration to market development including the convenience an ambience besides congenial atmosphere to move around in the market place then it will itself be proven as important advertisement media and supportive agent to enhance ad effectiveness itself by increasing quality and intensity of exposure.

The present research also recommends that highlighting brand attribute in television advertising generate more response and helps the consumers to memorize the ads for long time. If advertiser follow this mechanism then one way it will increase brand loyalty and other way it will decrease the repetition of ads. Both are mostly important in front of advertiser and for manufacturer.

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 consumers mind outdoor and in-store display also carry the 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 created or tried to be created by repetition as in the present fast and fluid life conditions. If there is no static images in terms of outdoor media forgetting the ads and its messages may be fast vanishing specially in low involvement products in other words if there is no static things in an around our fluid life scenario to ponder upon slip and miss are natural outcomes. We can suggest in the strongest possible manner that billboard and pamphlets, store window display and on-package advertising should be utilized in best of the service to enhance the effectiveness of advertising of products and ideas.

The strategy, therefore, towards outdoor ads and investment therein needs higher investment in this regard.
Many researchers opine about the importance of cultural dimension in ad design. The results as shown in the present research work applying fabricated ad design for the purpose to test this phenomenon indicated about the role it has played in creating interest towards ads using this aspect in the ad design. However, media and the advertisers have used generalized ads designs here as usual and not specified ads in such a way. We found from the different researches that they consider this dimension in usual way and not culture wise. So the deliberation of general ad design is more than specific ads designs. Our study proved that if advertisers design their contents in the line of specific socio-cultural dimension of the people then the advertising would be more effective and the liking of ads will be higher. From the discussion we can suggest to make the advertising more effective as well as interesting by applying cultural dimension as one of the basic guiding principle of ads copy designing.

One interesting and notable finding 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 from 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.

From the result we can strongly suggest that as the specific cultural ad designs are more acceptable among the respondents, it is the most probable that if advertisers use the local celebrity/models in place of national one it would be much more successful in attracting attention of the respondents in this regard.
Suggestions for Future research:

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’s 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. More research is also needed before these tentative ideas can be confirmed by cross sectional studies in different parts of India. A Meta analysis of similar kind of studies would be the most productive.

The result of the present research in this region proved that cultural specific advertising design is more effective than the design of ads in general. Further research needs to extrapolate the research findings to other cultural type domain to specifically point out and establish the role of culture in ad effectiveness in spick and span manner.

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