Chapter 6

Synthesis of Findings

This chapter briefs the researcher’s analysis of outcomes from the data collected through structured questionnaires and review of the same and other form of secondary data. The findings were generated through the analysis of the questionnaire using SPSS statistical tools and have been analyzed with the aim of providing response to research objectives. In developing the questionnaire and analyzing the response, the researcher was guided by theoretical knowledge gained on the subject presented in the chapter of literature review. In addition, the researcher also paid attention to the perceptions of respondents towards preference of media for advertising and print advertisements of personal care FMCG products. The researcher also tries to summarize the findings on impact of media context, advertisement appeal and use of celebrity endorsement on the response of consumers towards the ads of new and existing personal care FMCG products. The findings can be summarized as follows:

6.1 Confidence Interval test

6.1.1 Preference of advertising media: Highest perceived confidence in preference of advertising media was demonstrated by respondents in statement that they get the information required for purchase of personal care FMCG products from the advertisements. Lowest perceived confidence in preference of advertising media was depicted by respondents in statement that they prefer newspapers and magazines (print media) to other media (television, radio, internet, billboards, etc.) for information on personal care FMCG product advertisements.

6.1.2 Perception towards print advertisements: Highest perceived confidence in perception towards print advertisements was demonstrated by respondents in statement that advertisements are essential, followed by the statement that overall respondents considered advertising a good thing. Lowest perceived confidence in perception towards print advertisements was depicted by respondents in statement that advertisements help them know which products reflected the kind of person they are.
6.1.3 Response of consumers towards advertisements: Highest perceived confidence in response of consumers towards advertisements was demonstrated by respondents in statement that the advertisement shown to them was attention drawing. On the other hand, lowest perceived confidence in response of consumers towards advertisement was depicted by statement that the respondents would recommend the advertised brand to others.

6.2 Correlation

According to the study, there is a significant association between independent variables namely Advertisement appeal, newness of brand, media context and use of celebrity and dependent variable which is consumer response to advertisement. The association between advertisement appeal and consumer response to ad is moderate. Thus it can be said that type of ad appeal (emotional and rational in this study) is only moderately associated with the consumer response to advertising.

The association between newness of brand and the consumer response to advertisement is low and on the negative side. This can be explained by the fact that consumers might be sceptical when a new brand is launched in personal care FMCG sector. Thus their response towards an advertisement might not be positive.

The association between use of celebrity in an ad and the consumer response to that ad is high. This means consumers are affected by the use of celebrity in an advertisement compared to advertisement where non-celebrity models are used. This may be because the category of products under study is personal care FMCG brands.

6.3 Regression

According to the study a simple correlation exists between type of advertisement appeal (emotional and non-emotional) and the response of consumer towards advertisement shown which can be seen by the value of R which is 0.605. However the degree of correlation is moderate. The value of R sq. is 36%. It indicates
a moderate impact of the type of advertisement appeal (independent variable) on the consumer response to advertisement (dependent variable).

A simple correlation exists between the newness of brand (new and existing brands) and the response of consumer towards advertisement shown which can be verified by the value of R which is 0.296. However the degree of correlation is low. The value of R sq. is 8.8%. It indicates a low impact of the newness of brand (independent variable) on the consumer response to advertisement (dependent variable).

A simple correlation exists between the media context (emotional and rational) and the response of consumer towards advertisement shown which can be verified by the value of R which is 0.224. However the degree of correlation is low. The value of R sq. is 5%. It indicates a low impact of the media context (independent variable) on the consumer response to advertisement (dependent variable). Thus the context in which the ad is placed does not affect the consumer’s response to that ad much.

A simple correlation exists between the use of celebrity in the ad and the response of consumer towards advertisement shown which can be verified by the value of R which is 0.859. Also, the degree of correlation is high. The value of R sq. thus comes to 74%. It indicates a high impact of the use of celebrity (independent variable) on the consumer response to advertisement (dependent variable). Consumers aspire to look like celebrities and therefore using celebrities for ads in personal care FMCG sector has a high impact on the response of consumers towards ads.

6.4 MANOVA

It can be deduced from the study that the response of consumers towards an advertisement is dependent on the type of advertisement appeal (emotional or rational), media context (emotional and rational) and newness of brand (new or existing brand). There is an interacting effect between the above mentioned three elements of the marketing communication which ultimately affects the way a consumer perceives and responds to an advertisement.

From the second test of MANOVA it can be clearly understood that the response of consumers towards an advertisement is dependent on the type of
advertisement appeal (emotional or rational), media context (emotional and rational) and use of celebrity in the advertisement. There is an interacting effect between the above mentioned three elements of the marketing communication which ultimately affects the way a consumer perceives and responds to an advertisement.

6.5 One-way ANOVA

6.5.1 Socioeconomic classes

From the test it can be concluded that there is no statistically significant difference in the preference of advertising media between different socio economic groups taken for the study. SEC A and B have only been taken as the study sample. People in SEC groups A and B do not prefer different media for information on FMCG brands. A statistically significant difference is found in the perception of print advertisements between different socio economic groups taken for the study. Respondents belonging to SEC group A (A1, A2, and A3) and B (B1 and B2) perceive print advertisements differently. From the test it can be seen that there is no statistically significant difference in the consumer response to the advertisement shown, between different socio economic groups taken for the study. Consumers who were shown the advertisement in the dummy newspaper did not respond differently to the advertisements.

6.5.2 Age

From the test it can be concluded that there is a statistically significant difference in the preference of advertising media, perception of print ads and consumer response towards advertising between consumers belonging to different age groups taken for the study. With age the perception of consumers towards print ads changes. They also prefer different media for advertising. Younger consumers prefer internet/digital media more than other types of media. The way consumers respond to advertisements also differs with age.

6.5.3 Occupation

According to the test, there is no statistically significant difference in the preference of advertising media among consumers belonging to different occupational groups. Since the sample consists of consumers belonging to socio-economic classes
A (A1, A2, A3) and B (B1 and B2) only, therefore there is not much difference between occupations of respondents and therefore the preference of advertising media also doesn’t differ. There is a statistically significant difference among the respondents of various occupation groups regarding the perception of print ads and the consumer response to advertisement shown. Consumers belonging to different occupations have different perceptions because of which they also perceive print advertisement for FMCG brands differently.

6.5.4 Education

It can be deduced from the test that there is no statistically significant difference among the respondents of various educational groups and the preference of advertising media. Consumers who belong to different educational groups do not prefer different media for the information on FMCG brands. A large number of people amongst the sample taken were highly educated which might have led to no difference in their preference of advertising media. The test however states that there is a statistically significant difference among the respondents of various educational groups regarding the perception towards print advertisements of FMCG brands. Consumers who belong to different educational groups might have different notions regarding the purpose of advertising which might have led to a difference in their perception towards print advertisements of FMCG brands. The test also states that there is a statistically significant difference among the respondents of various educational groups and the response of consumers to advertisement. Consumers who belong to different educational groups responded differently to print advertisement shown in the dummy newspaper. Differences in the thinking ability because of different educational backgrounds might have led to this result.

6.6 Mann Whitney test

According to the test there is no significant difference between consumers belonging to different genders regarding the preference of advertising media, perception of print advertisements and consumer response towards advertisements. The test results clearly depict that consumers belonging to different genders perceive the advertisements in the same manner and also prefer the same advertising media for information on FMCG brands.
6.7 Factor analysis

Factors affecting celebrity endorsement in personal care FMCG products have been reduced using the principal component analysis. The first factor is physical appearance of celebrity which is affected by how much do consumers consider the celebrity to be attractive, classy, beautiful and sexy. Physical appearance of a celebrity is of high importance in the personal care FMCG products category as the consumers aspire to look like celebrities. Thus physically attractive celebrities are better preferred by consumers. The second factor is truthfulness of celebrity which is affected by how much do consumers consider the celebrity to be honest, reliable and sincere. Consumers do not wish to be misled by the promises made by companies. Thus it is important for the consumers to believe the celebrity. Therefore consumers prefer celebrities who are truthful. The third factor is competency of celebrity which is affected by how much do consumers consider the celebrity to be an expert in his/her field, experienced, knowledgeable, qualified and skilled. Other than these three major factors there are three other factors which have been reduced. They are grace, dependability and reliability of celebrity. These three factors can be interpreted as factors which do not play a major role in consumer response to advertisements.

6.8 Cross tabulation

6.8.1 Cross tabulation for Perception towards Print Media

Most favourable response towards preference of print media over other types of media is seen in the age group of 31-45, whereas most unfavourable response towards print media is seen in the age group of 18-30. This can be attributed to the fact that respondents in the age group of 18-30 may prefer digital media more over print media. No major difference is seen in the preference towards print media for various gender groups, occupation groups, education groups and SEC groups.

6.8.2 Cross tabulation for Perception towards Print ads of Personal Care FMCG Products

The findings show that there is no major difference in the perception towards FMCG print ads for various gender groups. As far as age groups is concerned, maximum favourable responses were found in the age group of 18-30 and most unfavourable responses were exhibited by age group 46-60. It can be said from the findings that respondents in the age group of 46-60 may be more sceptical towards
print ads of personal care FMCG products. Private employees were seen to have most favourable response for FMCG print ads. Professionals and SEC A1 groups were also found to have the most favourable responses for FMCG print ads.

6.8.3 Cross tabulation for Ad appeal and Media context with respect to Existing brands

6.8.3.1 For age groups: According to the findings, respondents belonging to age group 18-30 exhibited the most favourable response in two cases: first when both media context as well as ad appeal used were emotional and second when both ad appeal as well as media context used were rational. Respondents belonging to age group 31-45 exhibited the most favourable response when emotional media context was used with non-emotional advertisement appeal. For existing brand of FMCG personal care segment, age group 31-45 exhibited the most favourable response when using non-emotional context with emotional appeal.

6.8.3.2 For gender groups: It can be seen from the findings that males exhibited the most favourable response when both media context as well as ad appeal used were emotional. For existing FMCG personal care brands, females exhibited the most favourable response when using emotional context with non-emotional appeal. For FMCG personal care existing brands, females exhibited the most favourable response when using non-emotional context with emotional appeal. Males exhibited the most favourable response when non-emotional media context as well as non-emotional ad appeal was used.

6.8.3.3 For occupational groups: For existing FMCG personal care brands major variance is seen for the combination of emotional as well as non-emotional media context and ad appeal in the occupational group of private employees.

6.8.3.4 For educational groups: The findings suggest that graduates exhibit the most favourable response when both media context as well as ad appeal used were emotional. For FMCG personal care existing brands, post-graduates (general) exhibited the most favourable response when using emotional context with non-emotional appeal. For existing brands of FMCG personal care segment, graduates exhibited the most favourable response when using non-emotional context with
emotional appeal. Professionals exhibited the most favourable response when non-emotional media context as well as non-emotional ad appeal was used.

6.8.3.5 For Socio-economic classes: The findings suggest that SEC B2 exhibited the most favourable response when both media context as well as ad appeal used were emotional for existing brands of personal care FMCG segment. On the other hand, SEC A2 exhibited the most favourable response when using emotional context with non-emotional appeal. SEC A2 exhibited the most favourable response when using non-emotional context with emotional appeal and SEC A1 exhibited the most favourable response when non-emotional media context as well as non-emotional ad appeal was used.

6.8.4 Cross tabulation for Ad appeal and Media context with respect to new brands

6.8.4.1 For age groups: Findings depict that age group 18-30 exhibited the most favourable response when both media context as well as ad appeal used were emotional. For advertisements of new brands of FMCG personal care segment, age group 18-30 exhibited the most favourable response when using emotional context with non-emotional appeal, whereas age group 31-45 exhibited the most favourable response when using non-emotional context with emotional appeal. Age group 31-45 exhibited the most favourable response when non-emotional media context as well as non-emotional ad appeal was used for new brands.

6.8.4.2 For gender groups: Findings suggest that females exhibited the most favourable response when both media context as well as ad appeal used were emotional in case of advertisements for new brands of personal care FMCG segment, whereas males exhibited the most favourable response when using emotional context with non-emotional appeal. Females also exhibited the most favourable response when using non-emotional context with emotional appeal while males exhibited the most favourable response when non-emotional media context as well as non-emotional ad appeal was used for new brands.

6.8.4.3 For occupational groups: Findings show a major variance for the combination of emotional as well as non-emotional media context and ad appeal in the occupational group of private employees.
6.8.4.4 For educational groups: In case of advertisements for new brands of FMCG personal care segment, respondents whose educational level was HSC/SSC exhibited the most favourable response when both media context as well as ad appeal used were emotional, whereas professional post-graduates exhibited the most favourable response when using emotional context with non-emotional appeal. General post-graduates exhibited the most favourable response when using non-emotional context with emotional appeal. Professional post-graduates also exhibited the most favourable response when non-emotional media context as well as non-emotional ad appeal was used for new brands.

6.8.4.5 For socio-economic classes: The findings depict that SEC B1 exhibited the most favourable response when both media context as well as ad appeal used were emotional in case of advertisements for new brands in personal care FMCG segment. SEC A1 exhibited the most favourable response when using emotional context with non-emotional appeal as well as when using non-emotional context with emotional appeal. SEC A2 exhibited the most favourable response when non-emotional media context as well as non-emotional ad appeal was used for new brands of personal care FMCG segment.

6.9 Graphical representation

Data collected and represented graphically regarding the general awareness of consumers for FMCG products and their usage frequency shows that the highest awareness amongst respondents for personal care FMCG segment is for hair care and skin care products, followed by fragrances. In accordance with the awareness of hair care products, skin care products and fragrances, data shows that their usage is also the highest amongst respondents. The chart depicting usage frequency of personal care FMCG products suggests that 50% of the respondents buy personal care FMCG products 4 to 8 times in a year, followed by 30% of the respondents who buy 8 to 12 times in a year.

The researcher has also tried to find the percentage of respondents who read newspapers and magazines as well as the type of newspapers and magazines read by them. This has been included in the study as the research mainly focuses on advertisements in print media. 94% of the respondents read newspapers and out of
them 84% read general newspaper. This high percentage of respondents reading newspaper can be attributed to the fact that only SEC A and B have been considered for this study. 77% of the respondents read magazines, out of which majority of respondents read lifestyle, business and entertainment magazines.