Further, when a new opportunity is being provided, consumers are ready to try with more certainly the advertised brands coming under highly creative group (3.39) than conventional (3.01). In the case of consumer response regarding the product claims made in the Advertisements towards highly creative Advertisements (3.48) and that of conventional group (3.06). Thus, it is evident that there is significant difference between highly Creative group and conventional Advertisements with respect to Brand Loyalty of Advertised Brands.

CONCLUSION

This chapter highlighted both the descriptive and inferential analysis of both highly creative and conventional advertising group and its impact on consumer buying behaviour.

CHAPTER - V

SUMMARY OF FINDINGS AND CONCLUSION

The final chapter of the thesis restates the research problem and reviews the major methods used in the study. It further summarizes the results, put forward conclusions, admits the limitations and gives the implications and recommendations based on the results.

It is an accepted fact that all advertisements do not work, and are not equally effective. But the reasons or factors responsible for success or failure of the advertisements are not clearly known to the interested groups. This opens up a series of questions to be answered academically. In the present study, some questions were
raised relating to Advertising Creativity and its interplay on Advertising Effectiveness. Whether the degree or level of Creativity is a contributing factor in the effectiveness or success of an advertisements? Does Communication-Effect differ strong with the level of Creativity? Does Purchase Behaviors differ strongly with the level of Creativity?

Thus, this study is an attempt to measure the impact of differences in the degree or intensity levels of Advertising Creativity on Communication-effect and consequent consumer Purchase Behaviors. By this study, the researcher wants to resolve a query regarding the active role of Creativity element in Advertising. In fact, this is to relate the influence of Advertising Creativity on Communication-effect and Buying Behaviour of consumers.

In the process of conversion of this actual problem faced by accredited advertising agencies in the industry into a research problem, the researcher could locate the relevant problem area in the concerned theoretical context of advertising discipline. In effect, the broad area of concern of the study is ‘reduction of communication risk’ from the point of view of advertising agencies and ‘minimization of advertising wastage’ from the point of view of client companies. In this connection, the following objectives and hypotheses are framed for the study, based on the insights and the literature review.

OBJECTIVES OF THE STUDY

The objectives of the study are:
7) To examine the impact of Creative Advertising in communication brands like mobile, internet and DTH on Communication-effect and Consumer Buying Behavior.

8) To evaluate the level of Communication-effect in terms of Advertising Effectiveness, among highly Creative Advertising and Conventional Advertising.

9) To observe the differences in Communication-effect in terms of fulfilling Communication Objectives, in two groups of advertising.

10) To appraise and compare the approach towards Advertisements generated by the two types of advertisements.

11) To determine the effects of highly Creative Advertising and Conventional Advertising on short run Consumer Buying Behavior.

12) To verify the relationship, if any, between and within Communication-effect of Advertising and Consumer Buying Behavior.

STATEMENT OF HYPOTHESES

In the present study, an attempt has been made to test hypotheses. The formulated hypotheses are:

7. There is no significant relationship between highly Creative Advertising and Conventional Advertising towards more Communication-effect in terms of Advertising Effectiveness.
8. There is no significant difference between highly Creative Advertising and Conventional Advertising with respect to Attitude towards advertisements.

9. There is no significant difference between highly Creative Advertising and Conventional Advertising with respect to Communication-effect in terms of fulfilling Communication Objectives.

10. There is no significant difference between highly Creative Advertising and Conventional Advertising with respect to Brand Purchase Intention, a Communication Objective.

11. There is no significant difference between highly Creative Advertising and Conventional Advertising with respect to Brand Attitude, Belief and Persuasion.

12. There is no significant difference between highly Creative Advertising and Conventional Advertising with respect to Brand Loyalty of advertised brands.

The second chapter deals with earlier research studies. The third chapter depicts the overview of Advertising Industry in India. Fourth chapter deals with the analysis and interpretation. The final chapter consolidates the findings of the research, gives suggestion and concludes by setting out directions for future research.

FINDINGS OF THE STUDY

1. The chi-square test for relationship between age group and mobile connection used by the respondents exhibits that the p value is 0.826 at 5% level. Hence, it is concluded that there is no association between age group and mobile connection used by the respondents.
2. The chi-square test for relationship between age group and internet connection used by the respondents reveals that the p value is 0.534 at 5% level. Hence, it is concluded that there is no association between age group and internet connection used by the respondents.

3. The chi-square test for relationship between age group and DTH connection used by the respondents states that the p value is 0.006 at 1% level. Hence, it is concluded that there is association between age group and DTH connection used by the respondents.

4. The chi-square test for relationship between gender and mobile connection used by the respondent’s shows that the p value is 0.303 at 5% level of significance. Hence, it is concluded that there is no association between gender and mobile connection used by the respondents.

5. The chi-square test for relationship between gender and internet connection used by the respondents shows that the p value is 0.927 at 5% level. Hence, it is concluded that there is no association between gender and internet connection used by the respondents.

6. The chi-square test for relationship between gender and DTH connection used by the respondents reveals that the p value is 0.522 at 5% level. Hence, it is concluded that there is no association between gender and DTH connection used by the respondents.
7. The chi-square test for relationship between marital status and mobile connection used by the respondents reveals that the p value is 0.641 at 5% level of significance. Hence, it is concluded that there is no association between marital status and mobile connection used by the respondents.

8. The chi-square test for relationship between marital status and internet connection used by the respondents shows that the p value is 0.374 at 5% level. Hence, it is concluded that there is no association between marital status and internet connections used by the respondents.

9. The chi-square test for relationship between marital status and DTH connection used by the respondents exhibits that the p value is 0.094 at 5% level. Hence, it is concluded that there is no association between marital status and DTH connections used by the respondents.

10. The chi-square test for relationship between occupation and mobile connection used by the respondents states that the p value is 0.169 at 5% level. Hence, it is concluded that there is no significant relationship between occupation and mobile connections used by the respondents.

11. The chi-square test for relationship between occupation and internet connection used by the respondents reveals that the p value is 0.034 at 5% level of significance. Hence, it is concluded that there is significant relationship between occupation and mobile connections used by the respondents.
12. The chi-square test for relationship between occupation and DTH connection used by the respondents shows that the p value is 0.548 at 5% level. Hence, it is concluded that there is no significant relationship between occupation and DTH connections used by the respondents.

13. The chi-square test between factors and influence of purchase decision-making among the respondents shows that the p value is less than 0.01. Hence, it is concluded that there is association between both.

14. The findings relating to recognition of advertisements are that highly creative advertising has higher recognition value as compared to conventional group. It is evident that Sun Direct DTH has highest 98% recognition level as compared to Reliance broadband with only 79%, which comes under conventional group. It may be stated that recognition of advertisements is also related to the intensity of creativity involved in it. Importance of recognition is also established in the literature with the finding that a remembered advertisement is valuable because widely recognized advertisement may not necessarily achieve success but promptly forgotten advertisement can be counted to fail.

15. The t test for significant difference between highly creative and conventional advertisements towards communication-effect in terms of advertising effectiveness measured by interest or cognitive affect reveals that p<.01 at 1% level. Hence, it is concluded that there is no significant difference between highly creative and conventional advertisements towards communication-effect in terms of advertising effectiveness measured by interest or cognitive. Even
then, consumers do not express much dislike towards conventional group. It is likely that advertisements with lower level of creativity can also have positive and moderate cognitive affect.

16. It is found that there is noticeable perceptual difference among the creativity group with regard to the level of perceived informativeness of advertisements and the highly creative advertising with a mean score of 3.72 as compared to 3.27 has significantly more information content. In fact, one reason why an advertisement is interesting is because of its information content and the audience also feels that an informative advertisement is persuasive.

17. The t test for significant difference between highly creative and conventional advertisements towards communication-effect in terms of advertising effectiveness measured by attitude towards advertisements reveals that p value is 0.00 at 1% level. Hence, it is concluded that there is significant difference between highly creative and conventional advertisements towards communication-effect in terms of advertising effectiveness measured by attitude towards advertisements. This finding is very much supported by the observation of Donthu (1992) that the average attitude scores for any particular advertisement would be directly related to the intensity of creativity in the advertisement. This seems a self-explanatory study which highlights the role of creativity in securing positive or higher level of attitude. Consumer may have some liking or dislike towards some product groups, but it seems clear from the present study that consumer’s final attitude towards advertisements depends on the creativity element involved in it.
18. Highly creative advertising has significantly more communication-effect in terms of fulfilling communication objectives, compared to conventional advertising. The scores of different communication objective measures like brand purchase intention, brand attitude, brand attitude benefit belief shows the pattern in favour of highly creative group.

19. The t test for significant difference between highly creative and conventional advertisements towards communication-effect in terms of advertising effectiveness measured by brand purchase intention reveals that p value is less than 0.01 at 1% level. Hence, it is concluded that there is significant difference between highly creative and conventional advertisements towards communication-effect in terms of advertising effectiveness measured by brand purchase intention. It seems obvious that even though both creative styles of advertising fulfil the purchase intention objectives, in order to push the consumers for purchase by creating strong intention, an advertisement needs to be very creative. Unlike the findings reported in the above, the current findings show that conventional advertisement with lower creativity cannot easily lead the consumers to the purchase intention level.

20. The results regarding the attitude towards advertisement and purchase intention show that there is strong association between attitude towards advertising and brand purchase intention. The overall attitude towards advertisement in case of Airtel is 3.82 with purchase intention mean score of 3.91 as compared to 3.29 and 2.04 in case of BSNL. This means, higher the attitude, higher the purchase intention and vice-versa. The brand wise observation of both the items reiterates
the better position of advertisements with higher level of creativity. Attitude towards the advertisements and purchase intention are higher for highly creative group.

21. With regard to creating positive brand attitude, the role of advertising seems very important in this study. Theoretically speaking, brand attitude is one of the communication objectives of advertising. While viewing the results, it is evident that consumer have significantly more positive attitude towards those brands, the advertisement of which are grouped as highly creative. The recalling ability of a commercial any role is brand attitude. If we compare different commercials which are doing exactly the same job, we find better recalled commercials seem to change attitudes better than less well realized commercials.

22. The findings with regard to relationship between brand attitude and brand purchase intention reveal that the correlation co-efficient between overall attitude towards advertisements and brand purchase intention is 0.802, which shows a positive and higher correlation. The results indicate overall significance of p 0.02 at 1% level.

The t test for significant difference between highly creative and conventional advertisements with respect to brand attitude beliefs and persuasion shows 15.24 and 14.04 with p value less than 0.01. Hence, it supports the hypothesis that there is significance between highly creative and conventional group.

23. The findings regarding persuasion, there is noticeable difference between two groups with mean scores of 3.14 in case of highly creative and 2.49 in case of
conventional group, and this difference is significantly more towards highly creative advertising. It is clear that the intensity of advertising creativity determines its persuasive power, and an advertisement to be persuasive should have high standards of creativity.

24. The brand loyalty of advertised brands belonging to highly creative group is 2.41 which is significantly more than 1.80 mean value in case of the conventional brands, both in terms of brand status and duration of purchase. But in an integrated and competitive marketing environment, based on this study alone, it would be inappropriate to conclude the reasons for customer’s brand loyalty.

Highly Creative advertising brands have higher levels of Top-Of-mind-Awareness (TOMA) both in terms of TOMA of brand and TOMA of advertisement, measured by category-aided spontaneous awareness.

25. The TOMA levels as per category aided recall expressed a positive and significant correlation between TOMAb and TOMA advertisement. It explains an association that wherever a higher level of TOMAad exists, there is higher TOMAb. Without TOMAb, it is very difficult to push the advertisement up to the TOMAad level of consumers.

Brand aided recall results show higher responses for all brands both in terms of brand recall and advertisement recall. Highly creative group Airtel, Tata Photon and Sun Direct DTH with 98%, 95% and 96% is compared to conventional group BSNL, Reliance and Tata Sky with 88%, 84% and 82% respectively. The reason for relatively higher percentage of responses as compared to unaided and
category - aided recall is that it requires no memory exercise when a list of brands are provided. The results indicate higher responses in favour of brands and ads representing highly creative group which show the need and importance of advertising creativity.

26. Advertisement aided brand recall results indicate the consumers easiness to relate the advertisement shown with their relative brands. This could be the reason for scoring almost near scores in all the cases. Highly creative group Airtel, Tata photon and Sun direct DTH with 95%, 81% and 90% is compared to conventional group BSNL, Reliance and Tata Sky with 79%, 76% and 75% respectively. Brand recall and advertisement message recall of advertisements belonging to highly creative group occupy the highest position.

27. Among the various factors influencing the purchase decision, advertisement pull has only fourth place in the minds of consumers with mean rank of 3.97, whereas brand pull and company image get first position with mean ranks of 5.44 and 5.36 respectively.

RECOMMENDATIONS

Even though a single study cannot provide a sound basis for the practice of advertising, this study and other studies with similar findings would suggest that the professionals in advertising agencies should not underestimate the value of creativity in its effectiveness and should give due consideration for this aspect in advertising. The communication-effect results may open up a new advertising planning discussion on
how to minimize the communication risk in advertising. In fact, advertisers and copywriters may find these results interesting for a number of reasons.

This study has offered a new perspective based on empirical evidence, which should help to face criticisms of creativity applications. Given the intensity of social criticism of highly creative tactics, clients of advertising agencies may express reluctance concerning their use. In response to such concerns, advertising executives can use the current study as a mandate for serious, more objective considerations in conjunction with careful empirical assessment. Additionally, this study provides more tangible evidence for the consideration of high creativity strategy in advertising. Advertising strategy can look at the choice of such a strategy as viable options considering all the performance concerns thereto. For practitioners, these results also suggest that higher levels of creativity provide a higher probability of changing brand choice than would otherwise be the case. Results from this approach serve as a feedback to the creative process, thus reducing the likelihood of future unfavorable outcomes.

The main contribution of this study is in operationalising the advertising creativity parameters. The creativity norms used in this study provide clear benchmarks for advertisers to judge the success of their advertising in communicating their strategy against agreed upon action standards. The findings also offer some insight to those whose must develop their own guidelines concerning the use of creativity in advertising.

Based on this study, advertisers can interpret how consumers form attitudes towards the ads and for their brands. Armed with such an understanding, advertisers can develop practical guidelines for more effective advertising planning. This is where
this particular study makes a substantive contribution by providing more detailed insight into just how different factors interact and how such interactions can be more effectively used to shape consumers perceptions.

In short, this study has proved useful in its effort to identify some definable ways of making more effective advertising and hope it will continue to grow in the hands of diligent and inspired advertising people. This new learning about how advertising work can be systemically applied towards developing advertising that sells.

CONCLUSION

In conclusion, the empirical results show that intensity of Advertising Creativity is a contributing factor in the effectiveness of an advertisement. These results also confirm strong, positive relationships among Creativity in Advertising, Communication-effect and Purchase Behaviour. It is quite obvious that highly Creative Advertising has more Communication-effect both in terms of Advertising Effectiveness and Communication Objectives and it leads to higher advertising response in terms of Consumer Purchase Behaviour.

In short, the findings of this study are that higher advertising creativity leads to greater effectiveness. This study investigated several issues regarding the use of creativity in advertising. This investigation fills the gap in the literature by bringing together the opinion of leaders in advertising community and real consumers at the grass root level. The researcher has great confidence in these conclusions, because the pattern of findings, makes a great deal of intuitive sense.
In this study, the researcher only investigated the effect of the intensity of creativity in advertisements. However, the results show that by accounting for the creativity intensity alone, the researcher is able to uncover significant differences in advertising effectiveness. This does not mean that other factors are not relevant. They are beyond the scope of this study and hence have been ignored.

DIRECTION FOR FUTURE RESEARCH

The findings of this study provide some benchmarks for those who wish to study the issues further. This survey study addressed some issues in an explorative way to provide some preliminary findings in order to stimulate further research on this topic. This has definitely paved the way for subsequent work, which will give a better feel for the expansive applicability of much of what the researcher found. Yet, there is more to be pursued in the deliberate and well thought out fashion and to be accomplished. The research possibilities for extended, systematic replications are quite numerous, and potentially well worth the effort. In fact, replications of this work are needed to further substantiate its conclusions and to give conclusive evidence regarding the reasons behind these findings.

In continuation to the present study, additional academic research is needed which determines the performance of different creativity forms. Hopefully, it will initiate research on the development of taxonomy of the many creative techniques, which can be used to aid in the communication of key messages in various product categories. It is believed that the methodology used in this study can extent itself to