CHAPTER IX
CONCLUSIONS

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CHAPTER IX
CONCLUSIONS

As mentioned earlier, the hypothesis of the survey was that, in the opinion of equal number of respondents, the seven psychological values are equal in the copy-elements i.e. headlines, sub-headlines, slogans, illustrations, texts and layouts of all the five selected press-advertisements of the refrigerator. The findings of the survey do not match with this hypothesis. The chi-square tests, which involved calculation of values on the basis of inter-brand and intra-brand data, also show that the calculated values are much higher than the tabulated values at 95% confidence level, and 12 & 21 degrees of freedom. As such, the conclusions of this preference distribution analysis are of great importance to the advertisers. In this chapter, an attempt has been made to summarise the
findings, to comment upon them & to suggest recommended actions
for improvement in the copy-elements of the advertisements to
make them more effective, creative, purposeful and socially
justifiable.

SUMMARY OF FINDINGS

9-A: 1) An overview of the psychological valves in the copy
elements of selected five advertisements of refrigerator reveals
as follows:

(a) Head-Line

The headline in the voltas advertisement is the most
attractive as well as instinctive. It is the most suggestive,
memorable, educative and instinctive in the advertisement of
Kelvinator, while the most convictive in Godrej advertisement.
It is seen that headline in Kelvinator advertisement and in
Voltas advertisement are equally instinctive. Headline in Allwyn
advertisement is the most sentimental.

(b) Sub-headline

It is observed that the sub-headline in the Godrej
advertisement is the most attractive, suggestive, memorising,
sentimental, educative & instinctive. Convictivity is the
highest in sub-headline of Allwyn advertisement. Thus sub-
headline of Godrej advertisement contains all valves except
conviction value higher than others.

(c) Slogan

Slogan in Godrej advertisement is the most attractive while
it is most suggestive, rememberable, sentimental, educative,
convictive and instinctive in the Voltas-advertisement.

(d) Illustration

Illustration in Godrej-advertisement is the most
attractive, suggestive and rememberable. It is the most
sentimental, convictive and instinctive in Voltas-advertisement
while the most educative in Allwyn-advertisement.

(e) Text

Text is the most attractive & educative in advertisement of Philco. Text of Voltas advertisement is the most suggestive and educative, (equally educative with text of Philco). Text of Godrej-advertisement is the most memorising, sentimental and convictive. Instinctivity is the equally highest in the advertisements of Godrej and Voltas.

(f) Lay-Out

Lay-out of Voltas-advertisement is the most attractive, sentimental, educative, convictive and instinctive, while it is the most suggestive and rememberable in the advertisement of Godrej.

9-A: 2) The least values are observed in copy-element of following advertisements

(a) Head-line

It is found that headline in the Allwyn advertisement is the least attractive, suggestive, rememberable, educative, convictive and instinctive, while it is the least sentimental in the advertisement of Kelvinator.

(b) Sub-headline

Sub-headline in the Philco-advertisement is the least attractive & suggestive. It is the least rememberable, sentimental, educative, convictive and instinctive in the advertisement of Voltas.

(c) Slogan

Slogan is the least attractive & suggestive in the advertisement of Philco. It is the least rememberable, sentimental and instinctive in the advertisement of Allwyn. The text of Kelvinator advertisement is the least educative and convictive.
(d) **Illustration**

Illustration in the advertisement of Philco is the least attractive, suggestive, sentimental and convictive. It is the least rememberable and instinctive in the advertisement of Kelvinator. While in Voltas-advertisement, it is the least educative.

(e) **Text**

Text in Voltas-advertisement is the least attractive, while it is the least suggestive, rememberable, sentimental, educative, convictive and instinctive in the advertisement of Kelvinator.

(f) **Lay-Out**

Lay-out of the Allwyn-advertisement is the least attractive. It is the least suggestive and educative in the advertisement of Philco, while the lay-out of Kelvinator-advertisement is the least rememberable, sentimental, convictive and instinctive.

9-A: 3) The best copy-elements are found in the following advertisements

(a) **Head-Line**

Headline of the Kelvinator-advertisement is the best, followed by Godrej, Voltas, Philco & Allwyn.

(b) **Sub-head-line**

Sub-headline of Godrej-advertisement is the best, followed by Kelvinator, Allwyn, Philco & Voltas.

(c) **Slogan**

Slogan in the Voltas-advertisement is the best, followed by Godrej, Kelvinator, Philco & Allwyn.

(d) **Illustration**

The best illustration is of Voltas-advertisement, followed by Godrej, Allwyn, Kelvinator & Philco.

(e) **Text**
Text is the best in advertisement of Godrej & it is followed by Philco, Voltas, Allwyn and Kelvinator.

(f) Lay-Out

The best lay-out is of Voltas-advertisement & followed by Godrej, Allwyn, Philco & Kelvinator.

9-A: 4) Existence of 'Attention Value' in different copy-elements of various selected advertisements is found as under

(a) Head-Line

The attention value is very high in the head-lines of Voltas, Kelvinator, Godrej advertisements.

It is high in Philco advertisement, while moderate in the headline of Allwyn-advertisement. Headline of Allwyn-advertisement is less attractive than other headlines which draws attention of about 56% of the respondents, while other headlines of different advertisements draw attention of between 85% and 94% of them.

(b) Sub-headline

The attention-value is very high in the sub-headline of Kelvinator and Godrej advertisements, while high in the advertisement of Voltas, Allwyn and Philco. Sub-headline of Philco-advertisement is the least attractive, which draws attention of 81% of the respondents, while other sub-headlines of various advertisements draw attention between 85% and 94% of them.

(c) Slogan

The attention value is very high in the slogan of Godrej, Kelvinator and Voltas advertisements. It is high in the advertisement of Philco & Allwyn. The attention value is comparatively low in the slogan of Allwyn advertisement, which draws attention of about 88% of the respondents, while the slogans in remaining advertisements draw attention of between 83%
and 94% of them.

(d) Illustration

It is observed that attention value is very high in the illustration of all advertisements under study. It is comparatively less in illustration of Philco-advertisement than others. It draws attention of about 88% of the respondents, while other illustrations draw attention of between 91% and 97% of them.

(e) Text

The attention value is very high in the text of Philco, Allwyn, Godrej & Kelvinator advertisements. It is high in the text of Voltas advertisement only. It is comparatively less attractive and draws attention of about 83% of the respondents, while texts of other advertisements draw attention of between 92% & 96% of them.

(f) Lay-Out

The attention value is very high in the lay-out of the advertisements of Voltas & Godrej. It is high in the advertisements of Philco, Kelvinator and Allwyn. Attention value is comparatively less in lay-out of Allwyn-advertisement, which draws attention of about 85% of the respondents, while lay-outs of other advertisements draw attention of between 92% and 94% of them.

9-A: 5) Existence of 'Suggestive-Value' in different copy-elements of different advertisements under study is as follows

(a) Head-Line

The suggestive value is very high in the headline of Kelvinator advertisement. It is high in the headlines of Voltas, Philco & Godrej advertisements. It is moderate in the headline of Allwyn-advertisement only. In comparison, headline of Allwyn advertisement is less attractive than others, which draws
attention of about 72% of the respondents while headlines in remaining advertisements draw attention of between 85% & 97% of them.

(b) Sub-head Line
The suggestive value is high in the sub-head line of Godrej advertisement & followed by Kelvinator, Allwyn, Voltas & Philco advertisements respectively. Sub-headline of Philco advertisement is comparatively less suggestive which suggests about 81% of the respondents, while other sub-headlines are suggestive of about 81% and 87% of them.

(c) Slogan
The suggestive value is very high in the slogan of Voltas advertisement, while high in the slogans of Kelvinator, Godrej, Allwyn & Philco advertisements respectively. Slogan of Philco-advertisement is less suggestive than others. About 81% of the respondents said that slogan of Philco offers suggestion while between 84% & 92% of them said that slogans of Voltas, Kelvinator, Godrej & Allwyn advertisements offer suggestions.

(d) Illustration
The suggestive value is very high in the illustrations of Voltas, Godrej, Kelvinator, Allwyn & Philco accordingly. It is less suggestive in the advertisement of Philco in the opinion of about 89% of the respondents, while remaining illustrations in different advertisements are suggestive of between 89% & 96% of them.

(e) Text
The suggestive value is very high in the text of all advertisements under study i.e. Volgas, Godrej, Philco, Allwyn & Kelvinator accordingly. The text in the advertisement of Kelvinator is less suggestive in the opinion of 92% of the respondents while other texts offer suggestions between 94% & 95%
9-A: 6) Existence of 'Memorising Value' in various copy-elements of the selected advertisements under study is found as follows

(a) Head-Line

Memorising value is high in the headlines of Kelvinator, Voltas, Philco, Godrej advertisements, respectively. It is moderate in the headline of Allwyn advertisement only. About 72% of the respondents can remember it while other headlines of remaining advertisement can be remembered of between 81% & 94% of them.

(b) Sub-headline

The memorising value is high in the sub-headlines of Godrej, Kelvinator & Allwyn advertisement. It is moderate in the sub-headlines of Philco & Voltas advertisements. Sub-headline of Voltas & Philco can remember by between 65% & 72% of the respondents, while between 81% and 87% of them can remember the sub-headlines of other advertisements.

(c) Slogan

The memorising value is very high in the slogan of Voltas advertisement, while high in the slogans of Godrej, Philco, Kelvinator & Allwyn advertisements. Approximately, between 81% & 90% of the respondents can remember the slogans in the advertisements of Godrej, Philco, Kelvinator & Allwyn, while 94% of them can remember the slogan of Voltas advertisement.

(d) Illustration
The memorising value is very high in the illustrations of Godrej, Voltas, Philco, Allwyn advertisement while high in the illustration of Kelvinator advertisement only, which can remember by about 91% of the respondents only. Other illustrations of remaining advertisements are rememberable between 88% & 96% of them respectively.

(e) Text

The memorising value is very high in the texts of all advertisements under study i.e. Godrej, Allwyn, Philco, Voltas & Kelvinator. Above 91% & below 93% of the respondents can remember the text of Voltas & Kelvinator advertisements, while between above 95% & below 97% of them can remember the texts of remaining advertisements.

(f) Lay-Out

The memorising value is very high in the lay-out of Godrej & Voltas advertisements, while high in lay-out of Allwyn, Philco & Kelvinator advertisements. Between 81% & 91% of the respondents can remember the lay-out of Allwyn, Philco & Kelvinator advertisements, while below 98% of them can remember the lay-out of Godrej & Voltas advertisements.

9-A: 7) Existence of 'Sentimental Value' in the copy-elements of selected press advertisements is revealed as follows

(a) Head-Line

Head lines of all advertisements have very high sentimental value. These headlines do not hurt the sentiments of not even 4% of the respondents.

(b) Sub-headline

Sub-headlines of various advertisements under study contain very high sentimental values. These sub-headlines of Kelvinator, Godrej, Voltas, Philco do not hurt the sentiments of not even 6%
of the respondents. Only sub-headline of Allwyn advertisement is less sentimental in the opinion of 13% of them.

(c) Slogan

Slogan in the all advertisements of refrigerator have very high sentimental value. These slogans do not hurt the sentiments of not even 6% of the respondents.

(d) Illustration

Illustrations in the advertisements of selected five advertisements have very high sentimental value. These illustrations do not hurt the sentiments not even 3% of the respondents.

(e) Text

Texts of the advertisements of five brands of refrigerators have very high sentimental value. These texts in different advertisements do not hurt the sentiments not even 3% of the respondents.

(f) Lay-Out

Lay-out of studied advertisements have very high sentimental value. These lay-outs do not hurt the sentiments not even 4% of the respondents.

9-A: 8) Existence of 'Educative-Value' in the copy-elements of studied five advertisements of refrigerators is found as under

(a) Head-Line

Head-line in the advertisement of Kelvinator is highly educative and moderately educative in the advertisements of Godrej and Voltas. However, it is lowly educative in the advertisements of Philco & Allwyn. Headlines of Philco & Allwyn advertisements educate not even 59% of the respondents while the other headlines in the remaining advertisements educate between 65% & 83% of them.

(b) Sub-headline
The sub-headlines of Godrej, Allwyn and Kelvinator are highly educative, while it is moderately educative in the advertisement of Philco. Only in the Voltas advertisement it is lowly educative. Sub-headlines of Voltas & Philco educate not even 56% of the respondents while sub-headlines in remaining advertisements educate between 80% & 89% of them.

(c) Slogan

The slogans in all the advertisements are highly educative. These slogans in selected five advertisements of refrigerator educate between 82% & 87% of the respondents.

(d) Illustration

The illustration in the advertisement of Allwyn is highly educative while it is moderately educative in the advertisements of Philco, Kelvinator, Godrej & Voltas, respectively. Illustration of Allwyn advertisement educates 82% of the respondents, while remaining educate between 72% & 82% of them.

(e) Text

The texts are highly educative in the advertisements of Philco, Voltas, Allwyn, Kelvinator & Godrej, respectively. These texts of various advertisements of refrigerator educate the respondents between 80% & 86% of the respondents.

(f) Lay-Out

The lay-out in the advertisements of Voltas, Godrej and Kelvinator are highly educative while it is moderately educative in the advertisement of Allwyn & Philco. Lay-outs of Allwyn & Philco educate about 82% of the respondents, while lay-outs of remaining advertisements educate between 82% & 92% of them.

9-A: 9) Existance of 'Conviction Value' in the copy-elements of studied advertisements of refrigerator is as below

(a) Head-Line
The conviction-value is high in the headlines of Godrej, Voltas & Kelvinator advertisement, while moderate in Philco-advertisement and low in the headline of Allwyn-advertisement. Headline of Allwyn-advertisement is convictive only for 60% of the respondents, while between 65% & 88% of them have conviction in the headlines of remaining advertisements.

(b) Sub-headline

The sub-headlines in the advertisement of Kelvinator, Philco & Allwyn are highly convictive while it is moderately convictive in the advertisements of Godrej & Voltas. Between 71% & 76% of the respondents have conviction in the sub-headline of Godrej & Voltas advertisements, however, between 84% & 86% of them have conviction in the sub-headlines of other advertisements.

(c) Slogans

The slogans in the advertisements of Voltas, Allwyn and Philco are highly convictive while it is moderately convictive in the advertisements of Godrej & Kelvinator. Above 72% & below 78% of the respondents have conviction in the slogan of Godrej & Kelvinator advertisements, while between 85% & 88% of them have conviction in the slogans of Voltas, Allwyn & Philco advertisements.

(d) Illustrations

The illustration of Voltas advertisement is highly convictive, however, it is moderately convictive in the advertisements of Kelvinator, Godrej, Allwyn & Philco. In the opinion of about 80% of the respondents Illustration of Voltas-advertisement is convictive, while between 70% & 85% of them have conviction in illustrations of remaining advertisements of refrigerator.

(e) Texts

The text is highly convictive in the advertisements of
Godrej, Voltas, Allwyn & Philco, however, it is moderately convactive in the advertisement of Kelvinator advertisement. Text of Kelvinator advertisement is convactive about 72% of the respondents, while between 85% & 88% of them have conviction in the texts of remaining advertisements.

(f) Lay-Out

The lay-out is highly convactive in the advertisements of Voltas, Godrej, Allwyn & Philco while moderately convactive in advertisement of Kelvinator. About 77% of the respondents have conviction in the lay-out of Kelvinator, while between 84% & 86% of them have conviction in the texts of remaining advertisements of refrigerator.

9-A: 10) Existance of 'Instinct Value' in the copy-elements of various selected press advertisements of refrigerator is as follows:

(a) Head-Lines

None of the head-line of any advertisement has high instinct value. It is moderate in the headline of Kelvinator, Voltas, Godrej & Philco, while low in the headline of Allwyn advertisement. Less than 42% of the respondents said that headline in the advertisement of Allwyn has instinct value. More so, between 70% & 75% of them said that head-lines in the advertisement of Kelvinator, Voltas, Godrej & Philco have instinct values.

(b) Sub-headlines

The sub-headlines in the advertisements of Kelvinator, Godrej & Allwyn are moderately instinctive, while lowly instinctive in the Philco & Voltas advertisement. None of the sub-headline has high instinct value. Not even 56% of the respondents find the sub-headline of Voltas & Philco advertisements instinctive. However, between 70% & 75% of them
said that sub-headlines of remaining advertisements have instinct values.

(c) Slogans

The slogans of all the advertisements under study are moderately instinctive. None of the slogan has high or low instinct value. Between 69% & 78% of the respondents said that these slogans of various advertisements have moderate instinct values.

(d) Illustrations

The illustrations in the advertisement of Voltas, Godrej and Allwyn have moderate instinct values, while it is low in the illustration of Philco & Kelvinator advertisements. Approximately, 56% of the respondents said that illustration of Kelvinator & Philco advertisement have lowly instinct values.

(e) Texts

The texts in all advertisements are moderately instinctive. None of the text in any advertisement under study is highly or lowly instinctive. Between 69% & 73% of the respondents said that the texts in the studied advertisement have instinct values.

(f) Lay-Outs

The lay-out of all advertisements selected for study are moderately instinctive. None of the lay-out in any advertisement is highly or lowly instinctive. Between 66% & 75% of the respondents said that the text of different advertisements of refrigerator have instinct values.

9-A: 11)

It is observed that all the respondents who find the headline, sub-headline, slogan, illustration, text and lay-out of the advertisement of the refrigerator attractive, do not find them suggestive, memorising, educative, convictive or instinctive.
9-A: 12)

It is also revealed from the survey that most of the educative values in various copy-elements of selected press advertisements for study are lower than the conviction values. With which it can be concluded that the respondents may find headline, sub-headline, slogan, illustration, text or lay-out of the advertisement convincing while it does not educate them. However, most of the respondents have faith in the copy-element which is educative or suggestive.

9-A: 13)

The copy elements i.e., headline, sub-headline, slogan illustration, text or lay-out which is believable do not promote the readers to purchase the refrigerator. Approximately, 10% & 40% of the respondents have conviction in the different copy-elements of all selected advertisements of refrigerator, but they are not promoted to purchase the relevant advertised refrigerator of the particular brand. Accordingly, about 44% of the respondents found the copy-elements attractive while they are not encouraged or forced to purchase that particular refrigerator immediately.

9-A: 14)

A factor-wise analysis of the values in copy-elements of the various advertisements of refrigerator reveals that most of the values, the total values and the average values are relatively high in the selected groups of respondents. The copy-elements are much more effective & impressive for these groups in comparison to the other groups. Comparative analysis exhibits that in most of the copy-elements, these values are higher for females than for males, in the lower age groups (below 45 years) than in the higher age groups (above 44 years), for the higher
secondary groups & the post graduate groups than for graduates and professional & technical degree holders, for students & 'others' than for teachers or servicemen, for those who earn below Rs.5000/- than for those who earn above that.

9-A: 15)

The survey also reveals another important revelation that, in general, the respondents have a very high liking for the different copy-elements in the advertisement of the refrigerator they own.

9-A: 16)

The study also exhibits that all the 18 groups of the respondents - classified on the basis of their sex, age, education, occupation and income gave preferences to the copy-elements of the advertisements of refrigerator as under

(a) The respondents gave first, second & third preferences to the headline of Kelvinator advertisement, Godrej & Voltas advertisements and Philco advertisement, while last preference to the headline of Allwyn advertisement.

(b) They gave first, second & third preferences to the sub-headline of Godrej advertisement, Kelvinator advertisement, Allwyn advertisement and fourth & fifth preferences to Philco advertisement and Voltas advertisement.

(c) The respondents gave first, second & third preferences to the slogan of Voltas advertisement, Godrej advertisement & Kelvinator advertisement. Fourth & fifth preference was given to Philco advertisement & Allwyn advertisement.

(d) Accordingly, their first, second & third preferences were to the illustrations of Voltas, Godrej & Allwyn advertisements while fourth & fifth to Kelvinator & Philco advertisement.

(e) The respondents gave first, second & third preference to the text of Godrej, Philco & Voltas advertisements and fourth & fifth
to Allwyn & Kelvinator advertisements, respectively.

(F) Their first, second & third preferences to the lay-out of Voltas, Godrej, Allwyn advertisements and fourth & fifth preference to Philco & Kelvinator advertisements, accordingly.

Thus, apart from the sex, age, education, occupation, income of the respondents, they believe that the different copy-elements of the advertisements of Voltas, Godrej and Kelvinator refrigerators incorporate more values to a higher extent and consequently, are more effective than the copy-elements in the advertisements of Philco & Allwyn refrigerators. On the basis of these seven psychological values the respondents opined that the copy elements in the advertisement of Voltas refrigerator are the most effective and the least effective in the advertisement of Allwyn advertisement.

9-A: 17) The copy-elements in the five selected press advertisements of refrigerators serve a social purpose. These are educative, suggestive and do not hurt the sentiments of the society.

9-A: 18) The copy-elements in the different advertisements of refrigerators under study are quite effective to satisfy the "AIDA" formula.

9-A: 19) The copy-elements in the advertisements of the refrigerators under study are much enough effective to build up product image, in expanding & competitive markets successfully.

9-A: 20) The copy-elements in the five selected press advertisements of refrigerators are quite effective to make the total advertisement dynamic, creative and fruitful from the commercial point of view of point of purchasing.
Advertising is today a necessity both for the producer and the consumer. The consumer does not know what he wants until he is told about it. But this drawback is removed rapidly due to increase in different advertising media. Press-radio and television advertising has proved that advertising is an essential activity in the modern competitive and ever-growing, globle economy. This dynamic, creative and fruitful advertising is assisting the society to improve the standard of living also. Reach of advertising in a middle class family takes precedence over the acquisition of refrigerator, airconditioner and washing machine. New consumer durables are also entering middle class households, thanks must be offered to successful advertising.

Advertising is an important marketing input for the achievement of marketing objectives such as increase in sales, profits, market shares and so on. Role played by advertising in economic, industrial, commercial & social development can not be under estimated. It has become one of the separate & specialised branch of commerce today. Though advertising is criticised to much on different levels, it is developing rapidly because of it's qualities such as - it tends to make for better products at lower cost, it informs the people about new products, new developments & new uses, it helps to raise the standard of living, it fosters understanding of competitive business enterprise, a service vital to continuance of our free way of life, it develops employee pride in the company and demonstrates management's pride in the workers.

In India, the expenditure on advertising was about 2050 crores of rupees in 1991. And increasing day-by-day as it has proved that expenditure on advertising is a good investment for
future. Refrigerator advertisers spent about Rs.25000 to
Rs.50000 on preparation of a press copy and spend lacks of rupees
on its carrier. This huge expenditure can be turned into
investment only if the copy appeals to the senses of the readers.
The success of a copy depends upon its qualities & creative
strategies regarding copy elements and existence of
attractiveness, suggestiveness, remembrance, sentimentality,
educativeness, conviction and instinctiveness therein. "It is
far easier to write ten passably effective sonnets, good enough
to take in the not too enquiring critic than one effective
advertisements that will take in a few thousand of the uncritical
buying public".(1)

Advertising can be a great force for good, if it is
approached ethically by the advertisers and with common sense by
the consumers.

The present study reveals the extent to which headline, sub-
headline, slogan, illustration, text & lay-out are attractive,
suggestive, remmemberable, sentimental, educative, convictive and
instinctive in the selected press advertisements of
refrigerators. In view of these findings, following suggestions
can be offered for improvement in the advertisements:

9-B: II Advertisement copy of Godrej-refrigerator:
A) Head-Line

Headline of Godrej advertisement is very highly sentimental
and attractive in the opinion of more than 91% of the respondents,
while more than 81% of them find it highly suggestive, convictive
and memorising. Yet there is much scope to make headline more
attractive by adding unique selling preposition i.e. any special

(1) Quoted by T.A.A.Lalit, Marketing Management (New Delhi- Deep
& Deep Publications, 1985) p.296
technological feature of Godrej refrigerator different from other refrigerators, instead of 'puf' because today everybody know that puf is used in every refrigerator. This change may help to increase suggestive, convictive & memorising values also. Only Headline of Godrej is moderately educative & instinctive. Informative headline may prove useful to increase these values.

B) Sub-headline

Sub-headline of Godrej advertisement is very highly sentimental & attractive in the opinion of more than 94% of the respondents. It is highly suggestive, memorising & educative in the opinion of more than 84% of them. It is moderately convictive & instinctive. More technically informative sub-headline may assist to incorporate instinctivity, as well as convictivity of sub-headline instead of present plane & simple worded sub-headline.

C) Slogan

Slogan of Godrej advertisement is very highly attractive & sentimental in the opinion of more than 91% of the respondents. In the opinion of more than 85% of them, it is highly memorising, suggestive & educative. Of course, 'Godrej' itself is well established & well known name in the market. Any change in "Godrej with Puf" may make slogan more educative & suggestive that will assist to increase its convictivity as well as instinctivity in present competitive marketing condition.

D) Illustration

Illustration of Godrej advertisement is very highly sentimental, memorising, attractive & suggestive according to the opinion of more than 95% of the respondents. More than 72% of them said that it is moderately educative, convictive and instinctive, which requires further modification in it.
Advertisement is contributed by three pictures that diversify the concentration of the readers. Hence it can not establish psychological relation with readers. Single model's design along with 'puf-man' may increase the instinctivity of the illustration in Godrej advertisement.

E) Text

Text of Godrej advertisement is very highly sentimental, suggestive, memorising & attractive in the opinion of more than 94% of the respondents, while more than 80% of them find it highly educative and convictive. These values can be increased by adding more technological information in simple language that will also assist to increase instinctivity of the Godrej-text.

F) Lay-Out

In the opinion of 97% of the respondents lay-out of Godrej advertisement is very highly sentimental, memorising & attractive, while more than 86% of them find it highly suggestive, educative and convictive. Instinct value is only moderate. About 28% of the respondents do not find low or inexisting instinctivity in it. This "two in one" type lay-out is unable to concentrate the full attention of the readers on any of the model. If each model separately advertised along with 'puf-man' it may be more effective to increase creditibility of the lay-out of Godrej advertisement.

9-B: II] Advertisement copy of Voltas-refrigerator

(A) Head-Line

Headline of Voltas refrigerator is very highly attractive & sentimental in the opinion of more than 94% of the respondents. More than 84% of them find it highly suggestive, rememberable & convictive. It is moderately educative & instinctive. Of course the style of headline of Voltas is attention getting but less informative & less educative. Little change in headline may
increase educative & instinctive value to a great extent. Addition of words such as 'auto-defrost', 'adjustable bottle racks', 'donfors compressor' may assist to make present head line more effective.

(B) Sub-head Line

Sub-headline of Voltas advertisement is very highly sentimental in the opinion of more than 94% of the respondents while more than 81% of them find it highly attractive & suggestive. Above 72% of them find it moderately memorable & convictive while about 45% of them find low or in existence educative or instinct values therein. As sub-headline is not informative it does not incorporate educative value. Hence, if possible informative, feature showing sub-headline may help to increase these values.

(C) Slogan

Slogan of Voltas advertisement is the best slogan. It is very highly attractive, suggestive, memorising & sentimental in the opinion of more than 88% of the respondents, while in the opinion of more than 82% of them it is highly educative and convictive. Only instinctive value is moderate. Little efforts are essential to use any technical terminology for more impression on readers.

(D) Illustration

Illustration of Voltas-advertisement is also very effective. In the opinion of more than 95% of the respondents it is very highly attractive, suggestive, memorising and sentimental. Convictive value is high while more than 70% of them find it moderately educative & instinctive. Combination of mother, child & refrigerator is too much impressive for readers. But if refrigerator is shown filled up with different items in suitable places, it will be able to prove multi-utility of the
refrigerator to the prospective. The instinctivity can be increased.

(E) Text

Text of Voltas-advertisement is very highly suggestive, memorising, sentimental as per the opinion of more than 92% of the respondents, while more than 83% of them find it highly attractive, educative and convictive. Only instinct value is moderate therein. Readers have to go through the detailed text to understand the technical features of the Voltas refrigerator. If characteristics, technical developments are shown / presented / printed in bold letters, readers will be able to know them very easily. This will help to increase instinctivity of the text of Voltas-advertisement. Of course, the text of Voltas is superior.

(F) Lay-Out

Lay-out of Voltas advertisement is very highly attractive, memorising & sentimental in the opinion of more than 90% of the respondents. More than 85% of them find it highly suggestive, educative and convictive. Only instinct value is moderate that should be increased by showing different vegetables, fruits, water-bottles, eggs, etc. in refrigerator. Empty refrigerator fails to create instinctivity.

9-B: III] Advertisement copy of Kelvinator-refrigerator

(A) Head-Line

Headline of Kelvinator advertisement is very highly attractive, suggestive & sentimental in the opinion of more than 88% of the respondents. It is highly memorising, educative and convictive in the opinion of more than 82% of them, while only instinct value is moderate. Present headline can be made more instinctive by distinctive feature explaining in headline therein. Of course, present headline is so simple & so effective too.
(B) Sub-head Line

Sub-headline of Kelvinator advertisement is very highly attractive and sentimental in the opinion of more than 94% of the respondents. It is highly suggestive, memorising, educative & convictive in the opinion of more than 80% of them. Only 25% of them find low or inexistence of instinct value in it. Informative sub-headline can increase educative as well as instinct value. Feature or technical innovation causing to deep freezing can be included in present sub-headline.

(C) Slogan

Slogan of Kelvinator advertisement is very highly attractive & sentimental in the opinion of more than 94% of the respondents, while more than 85% of them find it highly suggestive, memorising and educative. While more than 72% of them said that it is moderately convictive and instinctive. Present slogan requires to make it more educative because "Domestic Deep Freezers" is not sufficient to create convictivity & instinctivity.

(D) Illustration

Illustration of Kelvinator advertisement incorporate very high attention, suggestive and sentimental values in the opinion of more than 91% of the respondents. Memorising value is high, while it is moderately educative and convictive. Instinctive value is very low. Illustration of Kelvinator exhibits different models at once, hence reader's concentration is diversified. Educative & convictive values must be increased which may result in greater instinct value.

(E) Text

Text of Kelvinator advertisement incorporates very high attention, suggestive, memorising and sentimental values in the opinion of more than 91% of the respondents. Educative value is high, while instinct and conviction values are moderate. To
increase these two values technological information as well as special technique adopted must be included in present text. It must be fully explained with explaining particular examples how it helps to save more in simple language.

(F) Lay-Out

Lay-out of Kelvinator advertisement is very sentimental, while it is highly attractive, suggestive, memorable, educative in the opinion of more than 82% of the respondents. But conviction and instinct values are moderate. Sometimes so fully loaded refrigerator’s illustration seems to be exaggeration. More pictures do not concentrate reader’s attention. The text in very small type may cause to avoid reading of it interestingly. This correction may increase lay-out’s instinctivity as well as convictivity to great extent.

9-B: IV] Advertisement copy of Allwyn-refrigerator

(A) Head-Line

Headline of Allwyn refrigerator is very highly sentimental. In the opinion of more than 56% of them it is moderately attractive, suggestive and memorising while below 60% of them said that it is lowly educative, convictive and instinctive. Allwyn refrigerators is very simple worded headline hence more emphasis may be laid on making it more attractive, suggestive and memorising, that will help to increase other values as educative, conviction & instinct. Addition of Allwyn’s special feature i.e. 'Allwyn presents "Durable vacuum sealing refrigerator", or New innovation of 'Hitachi-technology' in compressor for Allwyn' etc, which will creditibility of present headline.

(B) Sub-headline

Sub-headline of Allwyn advertisement is very highly sentimental. It is highly attractive, suggestive & memorising, educative & convictive. Only instinct value is moderate. The
advertiser must try to make it more instinctive by adding economical benefit in it.

(C) Slogan

Slogan of Allwyn advertisement is very highly sentimental & highly attractive, suggestive, rememberable, educative & convictive. Little efforts are required to make it more instinctive.

(D) Illustration

Illustration of Allwyn-advertisement copy incorporates very high attention, suggestive, memorising & sentimental values in the opinion of more than 88% of the respondents. Educative value is high while conviction & instinct value is moderate only. Correct positioning style of the model & refrigerator may be helpful for increasing convictivity & instinctivity of the illustration.

(E) Text

Text of Allwyn refrigerator is very highly attractive, suggestive, memorising and sentimental while it is highly educative and convictive. Only such efforts are required to make the text more instinctive. Of course, text of Allwyn is very effective one.

(F) Lay-Out

Lay-out of Allwyn advertisement is highly attractive, suggestive, memorising and convictive while it is very highly sentimental. Lay-out is moderately educative and instinctive. Rearrangement of illustration, trade name, slogan, sub-headline may increase its educative value along with its instinctivity too.

9-B: VI Advertisement copy of Philco-refrigerator

(A) Head-Line

Headline of Philco advertisement copy is very highly
sentimental and highly attractive, suggestive, rememberable. It's conviction and instinct values are moderate and educative value is low only. Though it is much more attractive, but emphasis must be taken for making it informative, that will assist to increase educative, convictive as well as instinctive to a great extent.

(B) Sub-headline

Sub-headline of Philco advertisement is very highly sentimental and highly attractive, suggestive, convictive. It is moderately memorising & educative, but lowly instinctive. Hence, advertiser must emphasis to make it more educative as well as instinctive too.

(C) Slogan

Slogan of the Philco advertisement is very highly sentimental, while highly attractive, suggestive, rememberable, educative and convictive. It is moderately instinctive. Greater emphasis on human instinct may be incorporated in it.

(D) Illustration

Illustration of Philco advertisement is very highly attractive, suggestive, memorising, sentimental. It is moderately educative & convictive but lowly instinctive. It is primary importance that the advertiser must incorporate educative value. Informative coloured illustration will increase convictivity & instinctivity.

(E) Text

Text of Philco-advertisement is very highly attractive, suggestive, rememberable & sentimental, while it is highly educative and convictive. Instinct value is moderate. Efforts are necessary to make text more instinctive therein only.

(F) Lay-Out

Lay-out of Philco-advertisement is very highly sentimental
and highly attractive, suggestive, memorising and convictive. Educative and instinct values are moderate only. By using colours in copy and human appeals the lay-out can be made more educative and instinctive.

Though certain changes in the copy-elements in advertising copies of refrigerators have been suggested, the advertiser should not lay down much more emphasis on one copy-element only or on any one value in the copy element. Optimum combination between copy elements i.e. headline, sub-headline, slogan, illustration, text, lay-out, etc. and seven psychological values i.e. attention, suggestive, memorising, sentimental, educative, conviction and instinct must be maintained by the advertiser keeping in mind the great significance of equilibrium between copy-elements & psychological values. As the press advertisement are published in thousands of newspapers and magazines and are noticed & read by a lot of readers. It is a tool of emotional persuasion that yeilds better results through influencing the impulse buying behaviour of the customers. Every change in the advertisement may leave a great impact on its effectiveness. Hence, the changes require so much caution because the very success of advertising depends on the effectiveness of the advertisement copy. The advertisements of refrigerators will be more effective, if above suggested changes in foregoing paragraphs are made. The amended copies will be appreciated by the readers to a great extent. Effective and impressive advertising is especially essential in marketing consumer-durables like refrigerators, cars, V.C.R., V.C.F. etc. It will help to induce the readers to buy the particular brand while creating favourable brand image & company image in the society. Todays huge expenditure on press advertising of consumer durables like refrigerators will be justified. It will also helpful in
increasing sales turnover of consumer durables. Due to this it will be gainful for manufacturing companies as well as for the society. People will be aware of advantages of refrigerators, modern & latest technology adopted therein, they will know technological knowledge about it. Standard of living will be increased. People purchasing & investing huge amounts in consumer- durables like refrigerators can obtain maximum satisfaction by purchasing a suitable & the best one. Thus, the press advertising in India can be justified from the socio-economic view points.

Today, India is one of the fast developing country. Rapid industrialisation has took place in the country. Automation, computerization & foreign collaboration are not new for India today. Due to industrialisation Indian markets are full of variety of commodities and services. The growing magnitude of competition, the positive trends in industrialisation & urbanisation and rising disposable income in the hands of masses make a call in favour of expanding the preview of marketing from the sales-orientation to consumer-satisfaction.

In India, we have rural markets along with urban markets which exist in towns & cities. The Indian rural market is today a Rs. 5000 crore market & growing further very fastly. More than 75% of the country's consumers live in the rural area & more than 50% of the national income is generated in the rural markets. Such is the marketing potential of the Indian rural market. India's population in the year 2000 would touch the one billion mark, of which 700 million would be in rural areas. According to Mr. Rajan Kapur of Ogilvy and Mather, there would be 50 million households of which 50% would be in rural India. At the turn of the century, urban areas would have relatively more poor people than rural India. Mr. Kapur also (Vision of Indian Consumers - The
Sunday Times of India 6th February, 1994) viewed it that the Indian enterpreneur would have to shift the focus from the urban to rural, from national to regional markets, to communicate right down to the local dialect level to promote regional & sub-regional product brands. These Indian rural markets have turned out to be the "Gold Mine" for marketeers in the nineties.

Because the rural market scenario is fast changing due to various factors such as rise in rural income & consumption expenditure, increasing literacy rate, socio-economic & cultural changes taking place in rural areas & change in the outlook & life-style of rural population. There is quite good demand for consumer durables also. In fact, the urban markets are now saturated & so manufacturers have to turn to rural markets which provide ample scope for sales promotion. It is a challenge and also an opportunity before Indian manufacturers. But to succeed in Indian rural market marketing efforts must be supplemented by good press advertising. To hit the rural scene with renewed vitality & vigour is the crying need of the hours. A one time Chairman of Hindusthan Lever, Mr. Turner, a long time ago emphasised the urgent need to know the people & their preferences as they are conditioned by their different social, cultural & religious background. (2) Thus, press advertising in Indian condition is a tough task which needs scientific approach, particularly while creating the advertising copy. Today various media are developing rapidly i.e. T.V., Films, Cable satellite programmes, etc. Per-capita expenditure on advertising is increasing. The creation of advertisements must be done with proper care taking into account the taste & behaviour of rural


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population. The Indian Ad-Industry & the creative advertisers will have to concentrate their attention & efforts to change the traditional attitude of Indians - "Old is Gold" as especially Indians are much more interested & sentimental in keeping & presenting old things in their homes handing over them from one generation to next generation. This orthodox attitude can be changed with effective advertising to tune with continuous technological developments & innovations in different consumer-durables. Under present situation advertising has become a four-dimensional weapon having social, socio-economic and political & socio-economic-political and educational orientation. Social responsibility of advertising has now become an accepted feature. It is no longer a question of whether to use it, but how to use it. (3) Advertisers have to view the latest developments made in the business-world & have to frame their advertising strategies accordingly. In the Indian context, the advertising men have to assign the weightage to the suggestive & educative aspects of the advertising theme or appeal. The sex value should not be copied as the western style.

Lastly, in the Indian perspective, the advertising research also needs special attention. No doubt, the small business houses lack the capability of conducting the advertising research. In this context, the government should extend co-operation to advertising agencies. The researchers in advertising will maintain economy. Not only this, it will also bring effectiveness in the advertising campaigns. The decision making criterions also need special care, particularly while

(3) D.Dakshinamoorthy & C.S.G.Krishnamacharyulu. New perspective in Advertising, Planned Selling. op. cit. p.11-14
creating the theme or message. Advertising research will prove itself as a long term input.

Advertisers and manufacturers & business men should also encourage students, teachers & research scholars to conduct research in the field of advertising. They must be supported with financial help for conducting research, surveys & publication of the reports. Necessary information must be made available for their research work. Their research should not be under rated. But today situation is quite opposite. Researchers are ready to conduct research but lack of information & finance they are helpless to do so. Hence, trade associations, Chambers of Commerce, advertising associations, consumers organisations must consider this issue very seriously. Advertising & advertising research should not be considered as a waste of time, it is the most sensitive tool of promotion mix. But the whole thing would depend on the attitude of the business community.

Today, the refrigerator, a consumer durable, is found to be an essential requirement by the middle class families also in India. Production of refrigerators is continuously increasing. New companies are entering in this field. Hence, it is very very important for the refrigerator advertisers to advertise more frequently & more effectively. Advertisers must be aware of proper positing, wording of copy elements while observing that these all copy elements incorporate the all seven psychological values to a great extent. Then only the advertisements will be effective and successful in making consumer-durable items in short as well as long run. Undoubtedly, the press advertising will remain always ahead in competing with other media in future too.
9:C SUGGESTIONS FOR FURTHER RESEARCH

Research is a continuous and an unending process. Research widens the scope for further developments, innovations and achievements. So that, it is significant that every research report must enlight the scope for and content of further research in the light of the findings of the study. Methodology for further research study should be explained.

The suggestions offered for further research not only helpful in applying proper research methodology but also making research more purposeful and useful. Goode and Hatt write that "Finally, the study may end with some suggestions for future research or a statement of further problems which were uncovered by the investigation". (4)

The present research study inter alia reveals that the all seven psychological values i.e. attention, suggestive, memorising, sentimental, educative, conviction and instinct, differ in the copy-elements i.e. headline, sub-headline, slogan, illustration, text & lay-out of the tested five press advertisements of Godrej, Voltas, Kelvinator, Alwyn & Philco refrigerators. It also focus on the usership pattern of these consumer-durable brands & exhibits the number & percentage of the respondents who opine that the copy-elements in the tested five press advertisements are attractive, suggestive, rememberable, sentimental, educative, convictive and instinctive.

It is suggested that further researches can be conducted as under:
1) The extent to which advertising campaigns are attractive, suggestive, rememberable, sentimental, educative, convictive & instinctive in the selected television-advertisement.

(4) W.J. Goode & P.K. Hatt. op.cit. p.371

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2) The reasons for attractiveness or unattractiveness of the selected television-advertisements. Similarly, efforts may be made to find out the reasons for high, moderate or low psychological values of advertising themes of T.V. presentation.

The audience size affects television more than any other medium. Survey methods dominate print media audience measurement; while (1) Diary (2) Meter (3) Coincident telephone and (4) Personal interview recall methods are important in television-audience survey.

The following tests may be used for measuring effectiveness of T.V commercials:

1) Unaided Recall Test

It is suggested that unaided recall test in conducted to find out how much the T.V. observers/respondents remember about the T.V. commercials of the selected advertisements.

A suitable hypothesis may be developed. The hypothesis can be that the various elements of the selected T.V. advertisements are equally recalled by the respondents.

The researcher may select a representative sample of consumers in a city or in different cities. After interviewing them and noting what they could recall, the data should be edited, tabulated & scaled. The results should be analysed and interpreted. The sample may be classified on the socio-demographic variables like age, sex, education, occupation, income, etc. It could be followed by testing of hypothesis i.e. studying with the help of appropriate quantitative technique whether findings of the study approve or reject the hypothesis.

2) Aided Recall Test

Aided recall test may also be conducted to discover how much the customers remember about various elements of the T.V.
advertisement campaign. The methodology as mentioned earlier under 'Unaided Recall Test' may be followed with the difference that in aided recall test the researcher may give some clue or hint about the T.V. campaign to be tested to the respondents. Thus, the respondents may be given some aid in recalling the T.V. advertisements.

3) Controlled Experiments

Controlled experiments may be conducted on a small scale. Researcher must make efforts to determine the relative effectiveness of selected T.V. advertising campaigns by this method. The problem is to find out the impact of those advertisements on sales. The hypothesis can be that the impact of the selected T.V. advertisement campaigns on sales is equal. The researcher may select certain shops & study the increase of decrease of sale over the time & compare it. Thus, the relative effectiveness of T.V. advertisements can be determined. The hypothesis must be tested with the help of an appropriate test.

4) Sales-Area Test

To test T.V. advertising campaigns, the 'Sales-Area Test' may also be conducted. The hypothesis of the research can be that the impact of running T.V. campaigns on sales is the same in the test area. The researcher has to select two areas - 1) Test area; and 2) Control area. In each area, there may be more than two cities. The number of test area depends upon the number of T.V. campaigns to be tested. The T.V. ads. should be run in the test area. Then the researcher should collect information about increase in sales in the test area. The data should be compared with that of the control area in which T.V. advertising campaign was not observed or run. By proper analysis and interpretation of data, the effectiveness of the T.V. campaign can be determined. At the end, the hypothesis must be tested.
While conducting further studies the researcher should take care of the following:

1) Advertisements of different brands & products may be tested & thus the area of further research should not be restricted to the advertisement covering of refrigerators as done in the present study.

2) A careful selection of campaign testing method should be made. Such selection should be guided by the objectives of advertising, investment, availability of time, energy and money.

3) Researches should also be repeated after a period of time to analyse the trend.

4) The general procedure of conducting research may be as under
(a) Conducting exploratory studies.
(b) Identification & specification of the problem.
(c) Formulation of hypothesis.
(d) Designing the sample- determination of the universe, sample size & sampling technique.
(e) Collection of data by diary method, telephone method or personal interview method.
(f) Tabulation & editing of data.
(g) Scaling of data.
(h) Analysis & interpretation of data on the basis of socio-economic demographic variables i.e. sex, age, education, occupation, income, etc.
(i) Testing of hypothesis.
(j) Preparation of research-report.

5) The findings of the research should be used to supplement & guide judgement & not to replace judgement.

6) There is an enormous need for copy/campaign testing in India because advertising research is yet in preliminary stages in
India. It is not good that not even two percent of the advertising expenditure is spent on research. (5)

Of course, researcher should not be over-enthusiastic about T.V. campaign testing. At least great care and caution must be taken while conducting copy/campaign testing by the researcher.

5 The Economic Times -- January 5, 1986.