Chapter V

Findings, Conclusions and Suggestions
5.1 Introduction

Advertisement is a prominent component of promotion mix. It is used to persuade the target audience into taking some actions regarding the products or services that the advertisers are offering. It is a major and a crucial element for the economic growth of the market and its stakeholders. Advertisements contribute in the development of the economy by improving the income and creating demand for the products and services. It acts as a motivator, which influences people to consume better goods and services, thus improving their standard of living. Effective advertisements are useful in generating employment opportunities as well, since they create a demand for the different products which in turn affect the production and finally production needs more human and physical resources.

Advertisements usually notify the general public about the new arrivals, discounts and offers, pricing and the improvements made in the existing products in order to influence their buying behaviour. It is a type of mass communication and a paid form of publicity stunt by marketers or advertisers who use several traditional media such as commercial radio, television advertisements, newspapers, outdoor advertising and modern media such as blogs, websites and text messages in order to influence the buying behavior of consumers. Furthermore, the advents of innovation, creativity and technological enhancements have also made the impact of advertisements more persuasive.

It was revealed from the past studies that marketers use advertisements to influence the buying behaviour of consumers. Many scholars have also focused on the pattern upon which an advertisement works. They revealed that advertisement and consumer behaviour are significantly and positively related with each other where beliefs, knowledge and perception of the people are responsible for the formation of attitude towards the products or services. Some scholars were of the view that advertisements impact the attitudinal buying behavior of consumers. They revealed that consumers prefer watching those advertisements which affect their attitude. In many studies it was
found that consumers were easily convinced by the advertisements because they are the strongest means of the communication media. While some explored that entertainment and awareness are the two useful strategies in the field of advertising. They further disclosed that advertising of various kinds are the major source of awareness for consumers or buyers. They explained that advertisements are the means of creating awareness about the products or services among the consumers, which in turn shape and affect their attitude. Attitude can be considered as an ‘affect’ towards the brand; an affect is commonly described as an evaluative tendency used to form a belief about the brand.

Marketers use two different kinds of appeals in advertisements to influence the attitude of consumers. These two appeals are product or rational appeal (related to the features or qualities of the product advertised) and emotional appeal (associated with product consumption). Many studies have been conducted to find out the main constructs behind the consumer’s behavioural pattern and they found that consumers frequently purchase those products from which they are emotionally attached. The studies revealed that marketers use different kind of emotional appeals in their communication in order to evoke the feelings of the consumers towards the brand. The use of celebrities in advertisements also makes a high impact on the buying behaviour of consumers.

Celebrity endorsements ensure high degree of recall and reliability. It was found that consumers were more inclined towards those advertisements which were endorsed by Indian Film stars. Consumers tends to be familiar with the film stars therefore, they feel good and confident while using the products endorsed by them. Majority of the consumers considered celebrities as an important aspect of advertisements as famous stars elaborate the product’s features in a better way. It was also revealed that a proper association between the celebrity and the product is crucial as it creates a good impact, forms a brand identity and attracts most of the people towards the brand. It was also disclosed that Indian film stars or celebrities were helpful in refreshing the brand identity, changing the interest and style of the people, thus, encouraged consumers towards the brand. Celebrity endorsements have an impact on the brand image of the products as well. It was found that companies were roping for the celebrities due to several factors like to enhance the image of the product, for brand awareness, recall, retention and for credibility. Moreover, in many studies it was revealed that those products which were endorsed by famous and big celebrities were having more market
Consumer buying behavior is the study of individuals, groups, or organizations and all the activities that are associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. It is an inter-disciplinary social science that studies behavioural economics, social anthropology, sociology, ethnography and psychology. It was found that consumer buying behaviour was mostly influenced by television advertisements and the impact of television advertisements on consumers was far more than the impact of advertisements of other media. It was also revealed by several studies that the influence of television advertisements on buying decisions was larger because of its audio and visual medium, it attracted viewers more easily. Researchers also found a significant and an effective impact of internet advertisements on consumer buying behaviour as internet advertisements contained sufficient information related to the product types and identified consumers with respect to their affecting factors. Marketers select appropriate strategies that greatly contributed to the process of purchasing and ultimately customer loyalty.

Marketers invest in all type of advertising media with the view of getting maximum responses from the consumers. The consumers today are bombarded with different type of advertisements everyday due to the increased competition especially in electronic market where it has become quite hard for them to react for every electronic brand. “A study conducted by ASSOCHAM and NEC estimated that demand of electronic products in India is expected to grow at a CAGR (compound annual growth rate) of 41% during 2017-2020 to reach $400 billion by 2020, the domestic production which is currently growing at a CAGR of 27% may touch $104 billion leaving a huge gap for import to the extent of $300 billion”. Both organizations suggested that India is becoming a home to the growing middle class population. Increasing disposable income has led to increased consumer demand for electronic products especially in advanced television’s, mobile phones and computers.

Sony and Samsung have constantly been contributing towards the growth of Indian electronic market. Sony is a worldwide famous Japanese Electronic Brand, engaged in the developing, designing, manufacturing, and selling of electronic equipment and
devices such as televisions, mobiles, smart phones, laptops etc. Sony almost uses all media of advertising for promoting their products. Sony’s ads can be found in newspapers, on televisions, on billboards, in magazines, radio and web marketing.

Whereas, Samsung Electronics Co., Ltd. is a South Korean multinational electronics company having it’s headquarter in South Korea. Presently Samsung is managing more than 120 subsidiaries around the world and uses diverse forms of promotion for marketing its products such as televisions, refrigerators, mobiles, smart phones, laptops, washing machines etc. Just like Coca-Cola and Nike, Samsung also believes that advertising is one of the best forms of promotions which help in engaging the potential consumers. Apart from advertisements, the company also uses other approaches and tactics to attract the customers in order to buy the products.

Both brands deliver almost a similar range of electronic products and use fierce advertising strategies to promote their products. That is why there was a need to study the present topic which is incorporating the consumption behaviour of respondents of Aligarh city towards the above mentioned brands. Aligarh is in the list of 100 smart cities of India and constantly growing in terms of delivering the products or services of multinational companies (MNCs). The city is well known all over the world for its lock industry and University.

In India very little or almost no literature is available where researchers have explored the impact of advertisements on the buying behaviour of consumers of Aligarh city. Therefore, the present study is an attempt to fill some of the gaps in the existing knowledge by exploring the influence of advertisement on consumer buying behaviour of Aligarh city.

To summarise, the present study aims at exploring the impact of advertisements of Sony and Samsung’s electronic products on the buying behaviour of consumers of Aligarh city. The present study is a contribution towards the different models of advertising. The models that have been developed earlier by researchers describe a series of stages on which the advertisement passes through in order to influence the buying behaviour of consumers. The present study has identified learning, attitude, brand preference and purchase intention as the stages that an advertisement elapse to impact the consumer buying behavior.
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➢ Objectives of the Study

- To review the concept of advertisement and consumer buying behavior.
- To identify the key factors of consumer buying behavior that are affected by the advertisements of electronic products of Sony and Samsung.
- To develop a comprehensive scale for measuring the impact of advertisement on consumers buying behavior towards electronic products.
- To investigate the impact of advertisements of Sony and Samsung's electronic products on the buying behavior of consumers of Aligarh city.
- To suggest and propose appropriate measures of advertisement that shape or affect the consumer buying behavior towards electronic products with special reference to Sony and Samsung.

➢ Hypotheses of the Study

- \( H_01 \); There is no significant impact of Advertisements of electronic products on the Learning of the respondents of Aligarh city.
- \( H_02 \); There is no significant impact of Advertisements of electronic products on the Attitude of the respondents of Aligarh city.
- \( H_03 \); There is no significant impact of Learning on the Brand Preference of the respondents of Aligarh city.
- \( H_04 \); There is no significant impact of Attitude on the Brand Preference of the respondents of Aligarh city.
- \( H_05 \); There is no significant impact of Brand preference on the purchase intention of the respondents of Aligarh city.
- \( H_06 \); There is no significant impact of Advertisements of electronic products on the purchase intention of the respondents of Aligarh city.

➢ Advertisement and Consumer Buying Behavior

The present chapter gives a thorough insight of advertisement and how it affects the buying behavior of the consumers. Advertisement is a paid form of publicity and a mass communication stunt by advertisers who used different traditional as well as modern media to influence the buying behavior of consumers. The impact of advertisements has also
become more persuasive with the introduction of innovation, creativity and technological enhancements.

Advertisement uses different kind of message strategies and advertising appeals to influence the consumers on account of taking action towards the purchasing of a brand. Message strategy is the basis of achieving the advertising goal, where emotional as well as rational appeals are produced or combined in a way that it affects the cognition of the recipients. Advertising appeals are a way to lure the attention of the consumers towards the purchasing of the products. It is believed by the researchers and scholars that consumers consider both facets before making any purchase of some specific products. Execution of an advertising message also walks hand in hand along with message strategies and advertising appeals. The executional framework refers to the message approach or method that the advertisers use in an advertisement. It also decides upon which advertisement appeal a message is going to be accompanied with in order to communicate with the target audience. Each executional style focuses on how well it can attract the attention of the consumers.

Different type advertising media has also been discussed. The traditional media that has been discussed in the chapter above are audio/visual, outdoor and print media where the modern media of advertising includes product placement and direct media. Each media tries its best to convey the information to its target audience. Advertisers analyze their target audience altogether prior choosing the media on which the advertisement is going to run in order to determine, that which media will make the best impact on their buying behavior.

Consumer buying behavior is the study of individuals, groups, or organizations and all of the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. It analyses all the dimensions of buying behavior i.e. from pre purchase behavior to post purchase utilization, evolution, experiences, and disposable activities.

Advertisement serves as a one-way communication that bridges the gap between the product and a consumer. Advertisement is a type of external communication which organizations or advertisers use to reach out, to their target consumers. In order to make
an effective advertisement, the advertiser has to be well acquainted and fully certain that
the message they are encrypting to their target audience is going to be decoded by them
without any hurdle, that is why before making any advertisement, marketers study their
target audience thoroughly. Many advertising models such as AIDA, DAGMAR and
Hierarchy-of-effects model have been given by different academicians and professionals
to know the behavioural pattern of consumers that how an advertisement makes an
impact on their cognition or what are the factors that should be focused while preparing
an advertisement communication. The models give an insight about the series of stages, a
consumer passes through while encountering an advertisement. These stages have been
identified as ‘ladder’ or ‘steps’ by authors, which suggest that a consumer climb each step
one after another and that each step takes them further in their buying process.

A Behavioral model called AIDA (Attention, Interest, Desire and Action) was developed
by Strong in 1925. The aim of the model was to elaborate to marketers that
advertisements impact the buying behavior of consumers in a series of stages. The stages
incorporated Awareness and interest followed by desire and action. It was found that an
effective advertisement is one that lets the consumer passes through all four stages of
AIDA model, with each being uniformly important. Where DAGMAR model was
expressed in the following quotation; “All commercial communications that weigh on
the ultimate objective of a sale must carry a prospect through four levels of
understanding.” The sole objective of DAGMAR was to set the objectives for
advertisements and then measuring its results. The six steps Hierarchy-of-effects model
developed by Lavidge & Steiners was different from the above models on account of
being convincing or persuasive. The model postulates that a consumer does not go from
being totally uninterested to interest in one step only; it believes that it takes six steps
(awareness, knowledge, liking, preference, conviction and finally purchase) to convince
the consumer to buy a brand.

The present study is a contribution towards these models where the researcher has
established her own model. The stages that the researcher has chosen to establish the
models are as follow; Learning/Brand awareness, Attitude, Brand preference and
Purchase intention.
Brand awareness is a combination of brand recognition and brand recall. Authors have identified brand recognition as a consumer’s ability to recognize a product’s category when he is exposed to several brands at a time. Brand recall on the other hand is a process of recalling the brand name from the memory set. Brand awareness is a key to shape the attitude of consumers. Attitude can be defined as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor". Attitude was considered as an ‘effect’ towards a brand; an effect is commonly described as an evaluative tendency used to form a belief about the brand. Thus it can be said, that attitude of the consumers leads them towards the brand preference, “Brand preference is a consumer’s disposition to favor a particular brand over others”. Brand preference, along with attitude and learning shapes consumers purchase intention. Purchase intention can be considered as a consumer’s decision to purchase a brand. It can be called as the index for evaluating consumer’s behavior towards a particular brand. Purchase intention is used in measuring the likelihood of the consumers to make a purchase, the higher the purchase intention is, the higher the likelihood that the consumer is going to make a purchase. Consumers tend to have a positive intention regarding purchase when they have a positive or favourable attitude towards the advertisement of the brands.

Sony, Samsung and Indian Electronic Market

Indian Electronics industry has been valued at $1.75 trillion and is considered as the largest and the fastest growing industry in the world. From the above noted discussion, it can be concluded that there lays a huge potential for the firms (foreign and domestic), manufacturing electronic products in India. India is a potential market for electronic products as the demand of these products in India is expected to grow at a CAGR (compound annual growth rate) of 41% during 2017-2020 and to reach $400 billion by 2020.

Prior to 1984, electronic industry of India was reserved for public sector only but after the technological revolution and liberalization, privatization and globalization of Indian economy in 1991, there was a rapid rise in the demand of electronic products. Many big multinational brands of electronics have started their operations in India due to the opening up of Indian economy. Electronic brands like Sony, Samsung and LG started their operation in India during the decade of 1990’s.
There was an increase in the employment opportunities as well, due to the economic reforms of 1991 which led to the improvement in the living standard of the masses. Availability of new and advanced technology of the world at the door step and rise in the income and the living standard, contributed in the growth of electronic products in India, as it can be witnessed from the example that, the production of Computers rose from 7,500 units in 1985 to 60,000 units in 1988 and to an estimated 200,000 units in 1992. India is not only manufacturing electronic products for its domestic consumption but also exporting them to the rest of the world.

Demonetization of Currency notes of Rs. 1000 and Rs. 500 by Indian government on 8th November 2016 also contributed in the demand of electronic products as Indian Govt. focused on making India a less cash economy. Apart from demonetization many other development programs and policies of Indian Govt. like ‘skill India’ and ‘Make in India’ also contributed to the boom of electronic market. In July 2017, Samsung invested Rs. 4,915 crores to expand its NOIDA plant. The new facility of the company is expected to double the production of Samsung mobile phones from 67 billion units to 120 billion units annually.

Sony is a worldwide famous Japanese Electronic Brand which was founded in 1946 by Nihonbashi, Tokyo, Masurulbaka and Akio Morita with the start-up capital of 190,000 yen. It started its operations with the manufacturing of radios but today, it is famous for developing, designing, manufacturing, and selling of electronic equipment and distribution of motion pictures, home entertainment, television products, recorded music and financial services. Sony was the first Japanese company who offered shares in US in the form of “American Depository Receipts”. Sony had a net worth of $100 billion in the year of 2000 which by December, 2011, plunged to $18 billion and further rose to 860.6 Billion yen as on 31 March 2017.

In November 1994, Sony Corporation of Japan started its operations in India, where the main focus of the company was on the sales and marketing of electronic products. Sony has become India’s foremost consumer electronics brand within merely 25 years of its operations, due to the excellence of Sony in the world of digital lifestyle. In India, Sony is known for its excellence and is recognized as a benchmark for new age technology, superior quality, digital concepts and personalized services that has ensured loyal customers and nationwide acclaim of the industry. There are many famous and well-
known brand names of Sony like BRAVIA, Xperia, Alpha, Headphones, Handycam, Cyber-shot, Xplod, Sony hi-fi, Memory stick and PlayStation. Sony has a big distribution network of over 20,000 dealers and distributors. Besides this, there are more than 300 exclusive outlets, 365 service centres and 25 branch locations of Sony situated in India.

Sony is using all kind of media of advertisement for promoting its products. In India, Sony’s products are mostly endorsed by many big celebrities like Kareena Kapoor, Katrina Kaif etc. The company is spending a huge amount of money on their promotion and advertising campaigns in order to target the audience and to beat the rivals. The SWOT analysis of the company revealed some of the important strengths of Sony which tells that, Sony is a strong brand having a diversified business where many of its products are profitable which have no other substitute available in the Indian electronic market. The company has certain weaknesses as well like it doesn’t have a dominant mobile phone category available in market; it has a vulnerable data base where many of its products can easily be imitated by other electronic companies. Sony can capture the electronic market by diversifying its business and by developing new products with rapid innovation; these can be considered as the opportunities that Sony can grab in order to earn huge profits. Cyber-attacks, tough competition from the rivals, companies’ software piracy are some of the threats for Sony.

Samsung is a Korean electronic brand which was established in 1969, having its headquarters in South Korea. The company is famous worldwide for its high ended electronic products like TV, refrigerators, mobiles, washing machines etc. In the initial years of its establishment, Samsung mainly focused and invested on its Research & Development programs which led to an ultimate success of the brand globally. In the year of 1991, Samsung produced its first mobile handset. Samsung became world’s number one brand of TV in 2006. Presently, it is recognized globally as an industry leader in technology and has been ranked among top 10 global brands.

In 1995, Samsung started its operations in India by establishing its plant in NOIDA, within a very short span of time it became successful. In 2007, the company opened its second plant and three other research centres in Tamil Nadu. The company also focused on CSR activities in India with a project, named “Samsung Hope Project”. The Economic Times ranked Samsung at 27th place out of top 100 trusted brands in India.
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Samsung also uses a diverse form of promotion for marketing its products. Just like Coca-Cola and Nike, Samsung also believes that advertising is one of the best forms of promotion which helps in engaging the potential consumers towards the brand. Apart from advertising, the company also uses other approaches and tactics in order to attract the attention of the customers towards the purchasing of the products. Samsung also introduces discounts, sponsors events and engages itself in national and worldwide festivals. Therefore, it can be said that “Samsung marketing strategies help the organization progress in different aspects”.

The SWOT analysis of Samsung considered that the company’s huge expenditure on its R&D, is one of its biggest strength as it allowed the company to know the needs and wants of their target customers better. The analysis also revealed that Samsung is India’s leading brand in mobiles and also offers a wide range of product categories with higher technology which allows the consumers to remain loyal towards it. The SWOT analysis also put forth some of the weaknesses of the electronic brand which highlights that the company cannibalizes its own mobile phones by providing the best technology which makes the consumers always expect for higher quality as well as better technology from the brand. However, triple protection ACs, customized mobile phones for rural consumers, increase in the growth of mobile users in future and the strong financial position which can help the company to further diversify its business operations are some of the opportunities that the brand can grab in the existing market. The electronic market which is surrounded by various electronic brands also poses some threats for Samsung as various other brands of mobile like OPPO, VIVO and other Chinese brands are emerging in the market which can lead towards the brand switching behavior of consumers. The company may also face brand dilution if a failure in one product line makes an impact on the other.

It can be concluded from the above discussion that both companies are competitors of each other as both of them are the global electronic brands which are almost selling the same range of electronic products. In order to reduce this stiff rivalry both the companies also entered into a Cross-License Agreement in the year of 2004. The agreement between both the companies was related to the mutual usage of patent portfolios that were owned by the two companies. But this agreement did not last for long as in 2011 Sony has extricated itself from the joint venture with Samsung. Thus it can be
concluded, that both brands i.e. Sony and Samsung are the world’s leading brands of electronics where both of them uses their advertising strategies quite wisely in order to gain the edge over the other. Sony and Samsung have left no stone unturned in becoming the global brands.

5.2 Findings based on the hypotheses testing

- Advertisement and learning

The results of the hypothesis testing revealed that advertisements of Sony and Samsung electronics products make an impact on the learning of consumers, as the null hypothesis was rejected at 95% confidence level. Majority of the respondents found advertisements of Sony and Samsung’s electronic products as informative. Moreover, the advertisements of electronic products of both the companies easily communicated with the target audience, hence, it can be said that the advertisers of the two companies were pretty much successful in selecting the appropriate strategy for targeting the audience. The results of the hypothesis testing, unearthed that both the companies opted for the combination of emotional and rational appeals in their advertisements. It was also found that advertisements provided necessary information to customers related to the pricing and discounting of products. Both Sony and Samsung were successful in procuring the essential information in the mind of customers about their brands through their advertisements.

- Advertisements and attitude

It was found that significant relationship existed between the advertisements of Sony and Samsung’s electronic products and the attitude of consumers as the p-value was less than 0.05. The results of the hypothesis testing indicated that the advertisements of both companies led to the formation of positive attitude of consumers towards the brands. The respondents of Aligarh city were found to be highly influenced by those advertisements which were endorsed by famous celebrities. According to them, advertisements endorsed by celebrities ensure high degree of recall and reliability which in turn make the attitude of consumers favourable towards the brands. It can be further concluded that advertisements of electronic products helped the respondents in making better and intelligent choices by influencing their cognition and evoking their feelings for the brand.
Overall, majority of the respondents found advertisements of electronic products as trustworthy.

- **Attitude, Learning and Brand Preference**

  The results of hypotheses testing showed that attitude of consumers made a significant impact on their brand preference, however, learning did not. Null hypothesis related to the attitude was rejected as its p-values was 0.00 (p<0.05) when tested at 95% confidence level whereas the null hypothesis related to learning was accepted with p-value 0.086. The results of the study found, that advertisements of Sony and Samsung’s electronic products were successful in creating awareness and shaping the attitude of the respondents. Though, it was only their attitude that was affecting their preference for the brand. Furthermore, respondents were relying on their peers and friends (WoM) for the learning or information about the product or brand. Most of the respondents considered quality and after sale services of the brand as the essential determinants of brand preference. The results also manifested that informative or rational advertisements were given importance over emotional advertisements for electronic products as electronic products demand a huge amount of money and a long term commitment. Pricing of the products was another important constraint of brand preference for electronic products. It was also disclosed, that advertisements of electronic products of both the brands were very much successful in delivering the necessary information to the customers. There was more than one advertisement of the same product, where each ad focused on the different attributes of the product.

- **Brand preference and Purchase Intention**

  The hypothesis that was measuring the significant impact of brand preference on the purchase intention of consumers was having p-value less than 0.05 suggesting, that brand preference does make a significant impact on the purchase intentions. It was revealed that advertisements of both, Sony and Samsung electronic products successfully influenced the customers in taking the purchase action by evoking the desire for the product. Majority of the respondents spend considerable time in gathering the relevant information about the products before making the final purchase. Moreover, it was also disclosed that respondents were willing to wait longer for getting offers and
discounts on such products. Lastly, the design and features of the electronic products also served as the important factors while purchasing.

Thus, from the results of hypotheses testing, it can be generalised that advertisements of Sony and Samsung electronic products make a significant impact on the buying behaviour of consumers in different ways. Advertisements not only act as the source of rendering awareness but also responsible for the final purchase made by consumers. Advertisements of Sony and Samsung’s electronic products have been considered as trustworthy by the respondents of Aligarh city as both brands are quite old and also enjoy the position of being the market leader in their respective flagship products.

- **Findings based on the Comparison between Sony and Samsung**
  1) It was found that most of the consumers preferred SAMSUNG’s electronic products (56.9%) over SONY’s (43.1%) as Samsung has been consistent in providing the quality along with the advanced technology in their products.
  2) It was found, that learning or information collected from the advertisements of Sony and Samsung electronics products was different as the hypothesis related to it, was rejected. It was also revealed that both companies were adopting different type of advertisement strategies for promoting their products.
  3) Most of the advertisements of Sony were endorsed by celebrities whereas Samsung focused on disseminating of essential information among consumers about their electronic products.
  4) It was revealed that respondents who showed positive attitude towards the advertisements of Sony and Samsung were buying their products. Whereas, those respondents who were having a negative attitude towards them, did not buy any of their electronic products and preferred some other brand.
  5) It was found that SAMSUNG was spending a huge amount of money on their advertisements and promotional campaigns, which was affecting the positive cognition of the respondents. Hence, it was successful in making more favourable attitude towards the brand.
  6) It was also disclosed that among the advertisements of different range of products, the ads of Samsung mobiles created most learning/awareness and finally influenced the buying behaviour of the respondents of Aligarh city.
7) It can be inferred from findings of the study that most of the advertisements of Sony were focusing on creating awareness about its TV segment only.

8) The researcher found that celebrity endorsements ensure high degree of recall by consumers, which means that advertisements of those products which were endorsed by celebrities or models created a larger impact on the minds of consumers as they can easily recall the products because of the celebrities.

8) Apart from advertisements, quality and goodwill of an electronic brand are the two other things which affect the buying behaviour, followed by after sales services.

➢ **Findings based on frequency of Advertisements**

1) TV advertisements were the most influential media of advertisement followed by Internet advertisements and print media ads.

2) It was also unearthed that majority of the respondents watch advertisements on daily basis.

3) Advertisements were almost unavoidable for the respondents. Most of the people watch advertisements as they help in making easy comparison among the products.

4) The results of the study revealed that majority of the respondents were having a high impact of advertisements on their buying behaviour.

5) It was found that creativity and information were the two most influencing elements of advertisements followed by celebrity endorsements, music and slogans.

➢ **Findings based on t-test and ANOVA**

1) It was found that influence of Sony and Samsung advertisements on male and female respondents was almost similar, as no differences existed between the gender with respect to attitude, learning, brand preference and purchase intentions.

2) Respondents belonging to different income groups were having significant differences in their learning from the advertisements of electronic products, as the respondents belonging to lower and middle income groups were more concerned about the price and discounts offered.
3) The result of one-way ANOVA revealed that there were significant differences in the attitude of respondents at different level of educational qualification with respect to advertisements of electronic products.

4) Furthermore, the results of ANOVA also indicated that respondents belonging to different occupational groups were not having significant differences in their attitude, learning, brand preference and purchase intentions.

5) Lastly, no significant differences existed in the attitude and buying behaviour of the respondents who preferred Samsung electronic products over Sony.

**HYPOTHESES SUMMARY**

**Hypotheses Testing Results (Measuring Variables Impact)**

<table>
<thead>
<tr>
<th>Statements</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_01$: There is no significant impact of Advertisements of electronic products on the Learning of the respondents of Aligarh city.</td>
<td>Rejected</td>
</tr>
<tr>
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<td>Rejected</td>
</tr>
<tr>
<td>$H_03$: There is no significant impact of Learning on the Brand Preference of the respondents of Aligarh city.</td>
<td>Accepted</td>
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<td>$H_04$: There is no significant impact of Attitude on the Brand Preference of the respondents of Aligarh city.</td>
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</tr>
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<td>$H_06$: There is no significant impact of Advertisements of electronic products on the purchase intention of the respondents of Aligarh city.</td>
<td>Rejected</td>
</tr>
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</table>

Source: Prepared by Researcher

**Hypotheses Testing Results of Demographics**

**Hypotheses for Gender**

<table>
<thead>
<tr>
<th>Statements</th>
<th>Results</th>
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<tbody>
<tr>
<td>$H_07a$: There is no significant difference between the male and female consumers with respect to their Learning from the Advertisements of Electronic Products.</td>
<td>Accepted</td>
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</table>
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$H_07b$: There is no significant difference between the male and female consumers with respect to the perception regarding Advertisements of Electronic Products.

$H_07c$: There is no significant difference between the male and female consumers with respect to their Attitude towards the Advertisements of Electronic Products.

$H_07d$: There is no significant difference between the male and female consumers with respect to their Brand preference from the Advertisements of Electronic Products.

$H_07e$: There is no significant difference between the male and female consumers with respect to their buying behaviour from the Advertisements of Electronic Products.

Source: Prepared by Researcher

<table>
<thead>
<tr>
<th>Hypotheses for Income</th>
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<tr>
<td><strong>Statements</strong></td>
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<td>$H_08a$: There is no significant difference between the different levels of Family Monthly Income of respondents and their Learning from the Advertisements of Electronic Products.</td>
</tr>
<tr>
<td>$H_08b$: There is no significant difference between the different levels of Family Monthly Income of respondents and their perception regarding Advertisements of Electronic Products.</td>
</tr>
<tr>
<td>$H_08c$: There is no significant difference between the different levels of Family Monthly Income of respondents and their Attitude towards the Advertisements of Electronic Products.</td>
</tr>
<tr>
<td>$H_08d$: There is no significant difference between the different levels of Family Monthly Income of respondents and their Brand Preference from the Advertisements of Electronic Products.</td>
</tr>
<tr>
<td>$H_08e$: There is no significant difference between the different levels of Family Monthly Income of respondents and their purchase intention from the Advertisements of Electronic Products.</td>
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Source: Prepared by Researcher
Hypotheses for Educational Qualification

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<tr>
<td>$H_0^9b$: There is no significant difference between the different levels of Education Qualification of respondents and their perception regarding the Advertisements of Electronic Products.</td>
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<tr>
<td>$H_0^9c$: There is no significant difference between the different levels of Education Qualification of respondents and their Attitude towards the Advertisements of Electronic Products.</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_0^9d$: There is no significant difference between the different levels of Education Qualification of respondents and their Brand Preference from the Advertisements of Electronic Products.</td>
<td>Accepted</td>
</tr>
<tr>
<td>$H_0^9e$: There is no significant difference between the different levels of Education Qualification of respondents and their purchase intention from the Advertisements of Electronic Products.</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Source: Prepared by Researcher

Hypotheses for Occupation

<table>
<thead>
<tr>
<th>Statements</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_0^{10}a$: There is no significant difference between the different Occupations of respondents and their Learning from the Advertisements of Electronic Products.</td>
<td>Accepted</td>
</tr>
<tr>
<td>$H_0^{10}b$: There is no significant difference between the different Occupations of respondents and their perception regarding the Advertisements of Electronic Products.</td>
<td>Accepted</td>
</tr>
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<td>Accepted</td>
</tr>
</tbody>
</table>
### Findings, Conclusions and Suggestions

<table>
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<tr>
<th>Hypothesis</th>
<th>Description</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_010d$:</td>
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<td>$H_010e$:</td>
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</table>

Source: Prepared by Researcher

#### Hypotheses for SONY and SAMSUNG

<table>
<thead>
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<th>Results</th>
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</thead>
<tbody>
<tr>
<td>$H_011a$:</td>
<td>There is no significant difference between the respondents of SONY and SAMSUNG with respect to their Learning from the Advertisements of Electronic Products.</td>
</tr>
<tr>
<td>$H_011b$:</td>
<td>There is no significant difference between the respondents of SONY and SAMSUNG with respect to their perception regarding the Advertisements of Electronic Products.</td>
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</tr>
<tr>
<td>$H_011e$:</td>
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</tr>
</tbody>
</table>

Source: Prepared by Researcher

### 5.3 Suggestions

1) Effectiveness of an advertisement depends upon the right selection of determinants. Advertisers should focus on different categories of demographic profiles of the target audience as well as the suitability of the product while designing an advertisement.
2) Quality has been considered as one of the most powerful factor while purchasing of electronic products. Therefore, the electronic brands i.e. Sony & Samsung should never neglect the quality determinant in their message strategy.

3) Advertisements of electronic products should focus on impacting the cognition of the target audience by creating goodwill and faith in their mind. Both the brands must incorporate the core principles of uniqueness, reputation, believability and reasonable claims.

4) Advertisements of Sony and Samsung electronic products should be designed in a way that they can attract the interest of consumers; they should be attractive so that they can catch the attention of consumers towards the brand and can be easily recalled by them.

5) There should be a sense of integration between the brands and the advertisements

6) Advertisers of both companies should focus on adopting such strategy that can highlight the importance of the product in the day to day life of the target audience.

7) Samsung and Sony should focus more on their advertisement campaigns so that they can create the good image of trustworthiness for their brands.

8) Advertisers of both electronic brands should provide the necessary information or facts regarding their products. This may help them in maintaining the reputation and goodwill of their brand.

9) In order to evoke positive feelings towards the brand, the advertisers should focus on presenting the right message through their advertisement campaigns of electronic products.

10) Marketers should provide necessary and important information related to price and discounts through their advertisements of electronic products as this information will help consumers in the final purchase.

11) Rather than roping for celebrity endorsement and spending millions on them, advertisers should focus more on the creativity and innovative ideas in their promotional campaigns so that they can attract consumer’s attention.

12) Type of appeal in advertisements also makes an impact on the buying behaviour of consumers. Therefore, advertisers should use different kind of appeals to influence the buying behaviour of consumers.
13) Advertisements are used to create brand trust as well, therefore, advertisers should take full advantage of this technique in a very effective way by showing consistency in their advertisements.

14) In order to receive immediate response and maximum consumers, both brands should adopt convergence marketing strategy.

15) Both companies should invest their time and resources in market research also as it may help them in knowing their target audience closely and in a better way. The present advertising industry is surrounded by many new challenges and opportunities therefore; it is the task of advertisers to constantly advertise their products. They must concentrate on creativity, innovation and developing new ideas so that it can lead to the growth in market share and in profit.

16) The advertisers should not mislead the target audience by exaggerating things or giving false information about the attributes of the products.

17) Sony and Samsung should focus on the social factors, legal constraints, changing buying motives and habits and competitive environment while designing an effective advertisement strategy.

18) The brands should have the adaptability of incorporating those essential features, that different demographic profiles demand in the electronic products. Fulfilling the demand of the consumers and presenting it in a well organised manner through advertisements is a key to affect the buying behaviour of consumers positively towards the brand.

19) The brands i.e. Sony and Samsung should choose a proper combination of advertising strategies and executional styles in their advertisements in order to influence the buying behaviour of consumers.

20) The advertisements of electronic products should also incorporate ethics. Since, ethical advertising helps in generating confidence among general public which affects their perception and finally their purchase decisions towards the brand.

21) The advertisers should be persistent in their choice of advertising media and time of broadcasting advertisements. Television and radio are frequently used in evening and night by viewers/listeners thus, in these hours they can easily communicate with the mass audience.
22) The advertisers should also focus on attractive colours, size and shape, headings and body for the text or copy while using print media for the advertisements of electronic products.

23) Young people collect their information regarding the products from television and internet advertisements, whereas, older people rely on print media like newspaper for the information regarding the products. The advertisers should focus on both evening and morning edition of the newspaper in order to reach out to their target audience.

24) The advertisers should focus on increasing the brand awareness through brand recognition. A consumer can only recognize a brand from the cue when they have some kind of differentiation in their mind regarding the products.

25) Advertisements should also promote after sale services of the products because merely selling a product is not enough, retaining their consumers and their loyalty is also vital.

Thus, from the above suggestions it can be concluded that an effective advertising strategy can influence the buying behaviour of consumers. Both, Sony and Samsung design their advertising campaign in such a way that it leaves a lasting impact on the mind of consumers but due to a range of products, it has become quite difficult for consumers to differentiate among them. It will be more beneficial for both companies if they emphasize more on their after sales services since advertisements just lead consumers to purchase a particular brand but it is the quality and after sales services that make them loyal towards it.

5.4 Scope for Future Research

The present research can be considered as a useful study, measuring the impact of advertisements on consumer buying behaviour towards the electronic products of Sony and Samsung in Aligarh city. The study has made a humble attempt to achieve its objectives and produced significant implication for theory and practices. But this study is not exhaustive still there is an ample scope for future research in this field that may be concluded in India and also in similar countries. Findings, discussion and recommendations can be useful for future researchers, academicians as well as government. Still there is a scope for further researchers in the following cases.

1) Future studies can be done to know the impact of advertisements on other dimensions of consumer buying behaviour.
2) Researchers can find out the impact of advertisements on consumer buying behaviour on other brands of electronic products such as LG, Videocon, Philips, Apple etc.

3) Future studies can be done taking the impact of other dimensions of promotion mix on the buying behaviour of consumers such as direct selling, sales promotion, door to door promotion etc.

4) Future researches can be done on different advertisement’s scales.

5) Researchers can find out the role of advertisements on other products in different parts of the country like cosmetics, pharmaceuticals, leather products etc.