6: Findings, Conclusions and Suggestions
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I. Findings

II. Conclusions and Suggestions
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I. Findings

From the analysis of the data collected following are the findings:

Part I: For Consumers of FMCG Products

1. All the customers contacted have come across advertisements regarding FMCG products.

2. Television and newspaper are main media through which customers come across advertisements.

3. Televisions, newspapers, magazines and journals are top rankers in media viewed/read by customers.

4. Medium of advertising are liked by the customers due to high quality of audio-video, clarity of message and cost involved.

5. Advertising companies focus mainly on price, benefits and compression of products in advertising messages.

6. Messages are conveyed to customers mainly regarding attributes, uses, occasions and methods of use of the products.

7. Main objective of advertising are to create awareness, remind persuade, retain customers and neutralize competition effect.

8. Most of the time favorable or one sided message are conveyed through advertising.

9. In print media attention is paid on shape and size, body and headlines, colour composition and illustration.

10. Newspaper and magazines are read more in morning and evening by customers.

11. Televisions and radio are watched listen in evening and night mainly by customers.
12. Shorter and frequent advertisements have seen mainly on electronic media, print media, trade fairs and exhibitions.

13. Longer and not frequent advertisements are come across in newspaper and posters.

14. Television, radio and newspapers are more effective media respectively to communicate to customers.

15. On the basis of role in advertising, television, newspapers and radio are ranked first, second and third respectively.

**Part-II: For Media Planners of Company/Agency**

16. All media planner accepted that they are facing tough completion in advertising.

17. To be more effective in advertising the companies are going for strategic planning and spending on affordable basis.

18. Main tasks of advertising managers are media planning, scheduling and budget fixation mainly.

19. In strategic planning the main objectives of advertising are to create awareness, remind persuade and retain customers.

20. While preparing message the planners pay attention on meaningful message, understanding target audience and uniqueness of products mainly.

21. For designing message the focus of planners is language, colour composition, ideas and contents.

22. Most preferred media for advertising are TV, newspapers and radio mainly according to planners.

23. For selection of media the factors considered by planners are cost, coverage, effectiveness and availability of media.

24. Mainly seasonal type of schedules are used and others period pulse and steady pulse.

25. For selection of media, reach, frequency continuity and costs are main factors considered.
26. Media planners use mainly national and specific market media plan in strategic media planning.

27. Main elements in media strategy of planners are media mix, use of media, geographical allocation and scheduling strategy.

28. Basis for fixing advertising budget is combination method is used by majority of media planners.

29. For measuring advertising effectiveness the techniques used by media planners are DAGMAR approach, pre-testing and post testing techniques. DAGMAR is main out of these techniques.

30. In advertising in FMCG sector in India, HUL, P&G and Colgate are top three ranked companies by planners.

31. Media planners have evaluated the effectiveness of strategic planning for advertising good and very good.

II. Conclusions and Suggestions

On the basis of findings of the research conclusions and suggestion are given:

1. Customers awareness regarding advertising is very high. It should be kept in mind by companies for communication purpose.

2. Use of televisions and newspapers are more planners also should use these media to reach to maximum number of viewers/readers.

3. Media are liked by customers due to their positive features. These points of high quality of audio, video, clarity of message and cost involved should be taken care of specially in advertising campaign.

4. Message needed by customers is clear message. Media planner should give message regarding attributes, prices, benefits, uses and occasions for use properly to improve effectiveness of advertising campaign.

5. Objective of advertising are more in use. The objectives should be reviewed time to time so it can contribute in target achievement effectively.
6. Mainly one sided message are given in advertising. When it is required and not harmful then two sided message should be given by the media planners.

7. In print media advertising copy attracts customers. To do so further more attention should be given on shape, size, body and headings, colour and composition etc.

8. Readers read newspapers mainly in morning and evening in a day. Media planners should focus on morning and evening both edition of the newspapers to reach to more readers with messages.

9. Television and radio are used by customers in evening and night. The planner should select schedule in these hours to communicate to more viewers/listeners.

10. Short advertisements on TV and radio, lengthy advertisement should be given in newspapers and magazines.

11. On the basis of ranking television, newspapers and radio should be more in use for effective advertising campaign.

12. Tough competition is being faced by companies in market media planners should be more careful in giving message to the customers.

13. Effectively in advertising campaign is highly expected to achieve this the planners should have proper media strategic planning and spend according to capacity.

14. Media planners are playing important role major areas of advertising. The top level management should take care of them to satisfy, motivate and retain them in the current job.

15. In preparing message media planners pay proper attention. In future they should be more careful for improvement in advertising campaign.

16. Media selection factors are proper and these should be focused more carefully by media planners. Proper selection of media would give satisfactory results.

17. Different types of schedules are being used and for selection of media all relevant factors are considered. Proper care should be taken in future to sustain progress.
18. Media plans used by the planners are as per the need and proper. It should be maintained in future too.

19. Main elements of media strategy used by planner are proper and these should be used in future without fail.

20. Importance of measuring advertising effectiveness is known to planners. In future it should be measured periodically with proper attention.

21. Techniques used for measuring advertising effectiveness are large in number proper and selective techniques are to be focus for better implementation.

22. Methods used for fixing advertising budget are adequate. Their uses should be reviewed time to time. One method may not be suitable for all times.

23. Strategic planning effectiveness is good and sincere efforts should be taken by planners to improve its result to very good and excellent.