CHAPTER-V

CONCLUSION

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The discussion on impact of T.V. Advertisement on buying behaviour is gaining ground in every sector of India. In view of the literature survey the researcher believed firmly that there is significant role of T. V. advertisement on the buying behaviour of consumers. The main objective of the present research work was to study the rural consumers satisfaction level associated with products of selected FMCG companies of India. The rural consumers view point on the traditional mechanism of services delivery, expectations level and perception level regarding the FMCG products offered by the selected FMCG companies of India had been studied. This study demonstrated the usefulness of the GAP Analysis as a quality measure for FMCG Products. This analysis not only highlights areas for specific action and also addresses shortcomings. The study of expectation and perception level of rural consumers using FMCG products offered by the selected FMCG companies revealed, inter-alia,

- that the overall unweighted (0.69) and overall weighted (9.31) GAP score both were in positive zone meaning thereby that the rural consumers’ perceptions were more than their expectations regarding FMCG products offered by the selected FMCG companies of India. Rural consumers perceived the FMCG products provided to them were of good quality.

- that the respondents accorded maximum weight to Good Quality (16.80) closely followed by Low Price (16.70) and Ethical Advertising (16.24) dimensions of FMCG Products. Sales Promotion Schemes (15.19) ranked fourth closely followed by Product
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Availability (14.46), Brand Name (11.60) and Brand Ambassador (9.36) was ranked lowest in FMCG products dimensions. Meaning thereby, the rural consumers were more concerned with Good Quality, Low Price and Ethical Advertising FMCG products as compare to other dimensions of FMCG products offered by selected FMCG companies. The rural consumers were ready to compromise on Sales Promotion Schemes, Product Availability of the employees, Brand Name and Brand Ambassador offered by the sample FMCG companies of India.

- that the overall dimension wise unweighted and weighted gap score in all of the dimensions of FMCG products were found to have positive gap, implying that rural consumers expectation regarding FMCG products dimensions were met by the selected FMCG companies of India. Rural consumers were consistently more satisfied with Low Price dimension [both in unweighted (0.85) and weighted (13.71) gap score] which was ranked higher than all other FMCG product dimensions.

- that there was a significant correlation, both positive and negative, existing between most of the dimensions of FMCG products offered by the selected FMCG companies of India.

- that the rural consumers rated the quality of FMCG products provided by Indian Tobacco Company Limited (ITC) [both unweighted (0.46) and weighted (6.17) GAP score] were above than their expectations and higher than the other FMCG companies. The Indian Tobacco Company Limited (ITC) was also accorded the best Unweighted and Weighted GAP score in all the seven dimensions of FMCG products offered.
It is pertinent to note that all the selected FMCG companies of India were providing FMCG products at or above par than expected by their respective rural consumers. However, the perception level of Indian Tobacco Company Limited (ITC) rural consumers was significantly higher than the rural consumers of remaining the selected FMCG companies of India.

Although all the selected FMCG companies of India were providing FMCG products at or above par than expected by their customers. As quality improvement is a never ending process, governing bodies of these FMCG companies should train personnel professionally, upgrade information communication technologies and media channel to improve overall rural customers’ experiences.

The results of the study indicated that the GAP scale could make a valuable contribution by enhancing the understanding of the perceived quality of FMCG products in FMCG Sector of India. The measurement scale also serves to identify symptoms and the underlying problems that inhibit the effective provision of quality FMCG products in FMCG sector of India.

A vital aspect of the present research was to analyze the level of influence of T. V. advertisement on buying behaviour of rural consumers. While Comparing the awareness level and purchase intension, both before telecast of T. V. advertisement and after telecast of T. V. advertisement by the selected FMCG companies of India, it was revealed, inter-alia, that in the case of overall awareness level after telecast of T. V. advertisement, the overall mean value of all the selected FMCG companies had exceptionally increased i.e. from 3.44 to 5.24. This showed that the rural consumers were more satisfied.

- that the rural consumer awareness level mean value of all the selected FMCG companies of India had improved after telecast of T. V. advertisement. It was also clearly depicted that the rural consumers of Indian Tobacco Company Limited (ITC) [by replacing Hindustan Unilever Limited (HUL) (5.13)] were having high mean
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score (5.46) after experiencing FMCG Products. It indicated that rural consumers of ITC were more satisfied regarding overall awareness level.

– that in the case of purchase intension after telecast of T. V. advertisement, the overall mean value of all the selected FMCG companies regarding purchase intension was admirably increased i.e. from 3.41 to 4.86. This showed that there is a significant positive impact of T.V. advertisement on purchase intension of rural consumers.

– that the individual purchase intension mean value of all the selected FMCG companies of India had enhanced after telecast of T. V. advertisement. It was also revealed that the rural consumers of Godrej Consumer Products Limited (GCPL) [by replacing Nestle India Limited (NIL) (4.94)] were having high mean score (5.00) after telecast of T. V. advertisement, which showed that the rural consumers of Godrej Consumer Products Limited (GCPL) were more overall satisfied.

Apart from the above facts the significance value of both Paired Samples t-TEST [overall awareness level (0.000) and purchase intension (0.000)] (Exhibit No. 16.0 & 17.0) strongly confirmed that there was a significant positive influence of Telecast of T. V. Advertisement on awareness level and purchase intension of rural consumers regarding products of selected FMCG companies of India.

Correlation between T. V. Advertisement and Rural Consumer Satisfaction was an important focus area of the study. It was observed that in the first case i.e. before watching T. V. Advertisement, it was observed that significant positive correlations existed between both the variables. Interestingly in the second case i.e. after watching T. V. Advertisement, it was observed that the level of significant positive correlations has been increased marginally between both the variables (Exhibit No. 46.0).
The result revealed that there is a very marginal impact of T. V. Advertisement on overall satisfaction level of rural consumers after watching T. V. Advertisement. In the context of FMCG companies of India, it could be concluded that T. V. Advertisement may increase the repurchase intention but consumer satisfaction level dependents upon characteristics of purchased product.

A significant aspect of the present research was to analyze the reasons of structural gap between the advertisers and sales management team. For this purpose, prominent reason statements (CGI, 2004) had been identified by the various studies, included for the same. The result pointed out, inter-alia,

- that the employees of the sample FMCG companies strongly believed that the statement ‘Advertisement initiatives launched without a strategy’ was the major reason (mean 5.77) of structural gap between the advertisers and sales management team.

- that the individual results of the selected FMCG companies employees responses regarding ‘reasons of structural gap’ were diverse from overall results.

- that a significant relation existed between ‘statements related to structural gap’ of Advertising initiatives and selected FMCG companies.

Hence, the top officials of the selected FMCG companies must take immediate steps to control/eliminate all these factors considered as sources of structural gap between the advertisers and sales management team.

A vital aspect of the present research was to evaluate factors relevant for effectiveness of television advertisements for rural consumers. The foremost factors like Type of Product, Entertainment, Brand Name, Language, Education Level of Audience, Reliable and transparent information, Brand Ambassador, Transmission time, Target audience, Programmes, Contextual Relevance and Broadcasting/Telecasting Quality, etc. had been included in
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this study. The results firmly indicated, inter-alia,

that on the overall basis Type of Product (mean 4.10) was assigned first rank and Broadcasting/Telecasting Quality (mean 8.87) was assigned last rank by the employees. Meaning thereby that the employees strongly admitted that the Type of Product was the most effective factor and Broadcasting/Telecasting Quality was the least relevant factor for the effectiveness of television advertisement for rural customers.

− that the results of inter comparison of the selected FMCG companies’ employees responses regarding relevant factors related to effectiveness of television advertisements for rural consumers were diverse from overall results.

− that a significant relation existed between relevant factors related to effectiveness of television advertisements for rural consumers and selected FMCG companies.

Hence, the officials of the selected FMCG companies’ should take instant steps to consider these relevant factors related to effectiveness of television advertisements for rural consumers as sources of impetus to enhance the effectiveness level of advertising strategy.

A noteworthy aspect of the present research was to analyse the challenges faced by advertising agencies while developing advertisement for rural consumers. Key challenges faced by advertising agencies viz. Religion/Societal Customs, Education Level of Audience, Generation/Age Group Gap, Transmission Cost, Festival Seasons Government Regulations, Non availability of Infrastructure Support, Low Creative/Technical Skills, TV Viewing Habits and Competitor Advertising Strategy etc. were incorporated in this regard. The results firmly indicated, inter-alia,
that on the overall basis Religion/Societal Customs was assigned first rank (mean 3.11) meaning thereby that the employees considered it as major challenge faced by advertising agencies while developing advertisement for rural consumers. While competitor advertising strategy related factors (mean 8.11) were considered least important by the respective employees.

that the individual results of the selected FMCG companies’ regarding challenges faced by advertising agencies while developing advertisement for rural consumers were diverse from overall results.

that a significant relation existed between factors related to customer retention process and the selected FMCG companies except Government Regulations variable (ANOVA Sig.=0.56).

Hence, the governing bodies of the selected FMCG companies should take instant steps to manage all these factors considered as key advertising challenges.

The battle for customer satisfaction and retention has never been more intense. Deregulation, diversification and globalization have stimulated a dramatic rise in competition - and these unforgiving marketplace realities have forced FMCG companies of India to switch from a product-centric approach to a customer-centric approach. In today’s competitive business environment, customer retention by increasing the level of awareness through efficient T.V. Advertising strategy, and by improving the quality of products is the core focus of almost all the FMCG companies of India. Therefore, FMCG companies of India are now focusing more on effective and efficient marketing strategy for rural consumers. The integration of Advertising and Sales Management efforts to have synergy effect is a challenging task. Technology alone cannot do this. The FMCG companies also need to understand how they
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are going to fill these gaps. It is a journey. Any company committed towards customer retention must continuously invest in its relationship with its customers because this is the only competitive advantage remaining to an organization.