CHAPTER

8

Conclusion and Implications
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8.1 - CONCLUSION

Advertisement may be provided in two different way, in the first way of presentation the consumer may be influence to use or enhance the product utilisation or consumption. But the second way advertisement is quite different in which qualities, benefits, information or the product will be provided to the users or consumers. There are mainly some basic idea or purposes in regards with the advertisements such as to inform about the product and its availability, to interact for immediate sale of product, to introduce price deal about product, to enhance the primary demand, to create a reputation for reliability and service, to build brand insistence or brand recognition and to provide help to the salesmen by enhancing awareness about the product. Advertisement also helps to increase sale figures. But in the tribal area advertisement it is said that it reduce cost of product and increase profit margin of the company. Advertisers provide variety of product with very often prices and stresses quality of product. This will provide indirect benefit with guarantee of the consumers. Finally advertisement is very useful for consumers to know when, where and in which quantity the product is available. Basically advertisement reduce the shopping time of consumers.

The presentation, massage of advertising has become more and more educative. Once the product introduce in the market place it is becoming essential to educate the common man about the concept of the product. As the time is changing, the style and application of advertising is improving. Non-commercial advertising which is mostly done for society, is also making waves. With the advent of new technologies, the use of computers has become a necessary. This change in technology has changed both, design and presentation of advertisement. Computer technologies are becoming a very powerful tool in making of advertisement commercials. Computer graphics, morphing and mixing techniques made advertising commercials very effective and humorous.

Modern Advertisement as a means of representation has been so frequently used to promote the produce. Advertising language is always special being it is easy to understand. It should have the function to influence and attract people so that they are interested in the product. Therefore if companies want to successfully promote their product for sales, the advertisement makers must be concentrate on modern effects and computer, graphics uses. It will directly attract the people attention. Since long time advertising has been
principally a one way process, but with in this modern era of advertisement with this new interactive technology, people can give feedback to advertising as the sender in this communication process. With the help of modern techniques the advertisement may be introduce with a systematic way in the tribal area. The consumers residing to this tribal area even though has far away from the purchasing capability but they like to enhance their lifestyle with this modern advertisement effects.

8.2 - RECOMMENDATION

The general discussion can be said that advertisement is a tool of marketing communication. Therefore it recommended that it should be structured and composed with modern technology so that companies and consumer both can be benefited. It is said that there are four important dimensions of advertising i.e. communication, marketing, social and economic. So that advertisement campaigning indirectly effect the area development and this is an opportunity to develop tribal area with the modern advertisement tools.

The Age influences awareness level of the consumer towards the Modern Advertisement Modes. Hence it is confirm that, Age can become a significant demographic factor in influencing the awareness level of the respondents. The respondents having Age 18-30 & 31-40 can be considered as a probable target segment for retention program. It is recommended that people in the Age group 41-50 should be focused for marketing since they form the major target market.

The Education of the respondents also strongly influences the awareness level towards modern advertisement modes. Education is a demographic variable which should be treated as the target market for the implementing this in the tribal area.

The Income of the respondents can also become strongly influences the awareness level towards modes of modern advertisement in tribal area. Therefore it is recommended that Income is a demographic variable which should be treated as the target market for the attracting consumers. Majority of respondents are belonging to the lower class and it can be a measure for determining their socio-economic status.
The extent of the quality advertisement which can surely effects the Respondents to continue with advertisement provided in Tribal area through all modes. This means that Quality Advertisement effects the consumers to continue with Advertisement provided in Tribal Area with all modes or media. Therefore it is recommended that presentation and effects of Advertisement which can surely significant development factor for advertisement through all modes.

The respondents giving first preferences towards modern format with 207 respondents, while 142 respondents are preferences to traditional advertisement and 51 respondents are having both the side. It recommended that Modern formats of Advertisement is their first preferences for getting into it and it required improvement for better growth.

The consumers having positive attitude towards requirement of modern advertisement modes in tribal area for their better lifestyle. The study indicates that respondents are having high awareness level towards electronic and digital advertisement improve the business environment and they understand it improve the business and service quality.

The respondents agree that digital modes successfully focus on consumer and improved purchasing concepts. It is clearly indicates that Respondents feels Advertisement effects moral values in your life. There in tribal area a good prospects for modern types of advertisement since consumer may be effects by it. Digital Modes should promote for best practices than Electronic media with a very large extent.

It is clearly indicates modern advertisement is a way of achieving and developing tribal area with better lifestyle. It can be used in establishments of higher standard of living in the tribal area. Some of region have adopted the system but they are into the primary stage. Reviewed examples of respondents show that through modern advertisement they gained improved communication. Therefore it is further recommended by the researcher that increased computer, graphics usages in advertisement which directly effects the consumer mind.
8.3 - SUGGESTIONS

Modern Advertisement can become a powerful tool in the developing tribal area with high living standing and proper education. The key elements to a successful implementation of modern advertisement is, identify your targeted consumer, improve computer graphics usages, including social campaigning and must be focus on refining the process with quality effect. The present study has made an attempt to analyze the respondents opinion about Modes and Prospects of Modern Advertisement in Tribal Area and they are summarized in form of suggestions as follows.

- It is suggested that the stakeholder like government, companies, society and NGO’s should actively involve in promoting the modern advertisement in the tribal area.
- The stakeholder should design the advertising campaign by highlighting the other consumers experience.
- It is suggested that invest in advertisement as it also focus on education and other social part.
- It is suggested that more importance should be given to developing advertisement in tribal area because it is both useful for social complaining and develop the area as well.
- It is suggested that Government should develop channel integration for effective promotion of advertisement.
- It is suggested that the benefits should be increased in regards to consumers and development of the area.

The researcher has tried to address and highlight general principles and prospects of Advertisement in Tribal Area and different terms related to the concept of advertisement and most of them have been described in details were as required. The researchers hope that this document could provide a comprehensive understanding of the subject and quality in practice for stakeholders, companies. In addition, the researcher wishes that they could use this document as a self-training document to educate responsible people & society with proper development.
8.4 - SCOPE FOR FUTURE RESEARCH

A solid foundation is necessary by way of legislation, policy framing at different levels of popularize the development of advertisement it has good prospects overall. Its modern impact which can be replacement or reduction in the usage of old practices. It is observed that the respondents approach is party technological and remaining traditional right now. It will be uphill task in motivating the remaining respondents due to lack of knowledge and internal resistance, lack of education background. The proper education and training to respondents will help them to maximize the development through advertisement. It will make benefits for them.

Since there is tremendous and marvelous scope in this field, concerned authorities must come forward to appreciate and enhance the scope of the study so that the nation economy and society will be in a position to be a developed country. A good beginning has been made in the area of advertisement and issues discussed in recommendation and suggestions have been taken up as a future road map in this regard.