CHAPTER 7
SUGGESTIONS FOR FUTURE RESEARCH

The last word on improving practises in media planning has never been said and never will be said. There is always room for improvement in methods of media planning. This thesis will be incomplete without pointing out the direction for further improvements. In this chapter we sketch some of the areas for further development:

7.1. The Question of Unequal Probabilities

The software that we have developed for evaluation of a plan when assumption of equal preference is relaxed needs to be refined. Also, the optimization procedure we have outlined will have to be modified when the assumption of equal preference is relaxed.

In Chapter 4 we had assumed that the ratio of p/q is known. In practice this ratio will have to be obtained by pulling the judgement of the media planner and members of the marketing division who are in the field. How should this be done is a practical question of interest? Should one work with only one number or should one treat
p/q as an unknown quantity and use subjective probability distribution is another question of interest?

Considering the practical importance of relaxing the assumption of equal preference, the research and the questions we have outlined should get priority.

7.2. Extension of These Approaches to Other Media Particularly TV:

TV is gaining importance in India. The extension of this method in planning in the medium of TV is another area of research that should receive high priority. We do believe that these methods could be extended without difficulty.

7.3. Use of Response Functions:

Both in evaluation and selection we have used the approach of reach and frequency. It will be desirable to explore methods that will evaluate the response in advertising campaign and that will select the media vehicle so as to maximise the response. This area offers considerable challenge to people from different disciplines and is also of considerable practical importance.