FINDINGS
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Findings of the study are presented precisely in coherence and sequence of the objectives enunciated for the research. This is the preculminating part of the study depicting the findings in the backdrop of demographic factors identified for the research.

OBJECTIVE I

"To ascertain the impact of ‘Exposure’ on perceptions of Large Scale Retail Store customers”

Print Media

News paper and Magazine - Higher ratings in Age and Gender groups. Moderate plus rating in Education, Occupation and Income classifications.

Electronic Media

Television - Higher ratings in Age and Gender groups. Moderate plus rating in Education, Occupation and Income groups.

Radio & Internet - Moderate plus ratings for TV, Internet and Radio in Education, Occupation and Income groupings.

Self Selected

Skipping Channels and Scenes - Higher ratings for Age and Gender groups. Moderate plus rating in Occupation and Income groups

Personal Goals

Immediate, Short-term and Long-term Goals - Higher ratings in Age and Gender groups

Moderate plus rating in Education, Occupation and Income groups
OBJECTIVE II

"To ascertain the impact of ‘Attention’ on perceptions of Large Scale Retail Store customers."

Selective Attention

Time, Communication and Interest - Higher ratings in Age, Gender, Education, Occupation and Income classifications.

Stimuli and Concentration - Moderate plus rating in Age, Gender, Education, Occupation and Income classifications.

Stimulus

Size, Intensity, Color and Movement - Higher ratings in Age, Gender, Education, Occupation and Income classifications.

Position, Format, Contrasting Nature and Information quality - Moderate plus rating in Age, Gender, Education, Occupation and Income classifications.

Individual Factors

Interest, Need, Lifestyle, Immediate goal and Searching - Higher ratings in Age, Gender, Education, Occupation and Income groups.

Long term goal - Moderate plus rating in Age, Gender, Education, Occupation and Income groups.

Situational Factors (Left Brain)

Time, Environment, Disposition and Media - Higher ratings in Age, Gender, Education, Occupation and Income groups.

Pleasant Environment - Moderate plus rating in Age, Gender, Education, Occupation and Income groups.

Non Focused Attention (Left Brain)

Verbal, Symbolic and Conscious - Higher ratings in Age, Gender, Education, Occupation and Income groups.

Non Focused Attention (Right Brain)

Pictorial, Geometry, Non-Verbal and Unconscious - Low ratings in Age, Gender, Education, Occupation and Income groups.
Subliminal Stimuli

*Speed, Softness, Masking Low Audibility and Low Visibility* - Low ratings in Age, Gender, Education, Occupation and Income groups.

**OBJECTIVE III**

*To ascertain the impact of ‘ Interpretation’ on Perceptions of Large Scale Retail Store customers.*

**Individual**

*Gender, Language, Learning, Images and Temperature* - Moderate to High ratings in Age, Gender, Education, Occupation and Income groups.

**Situational Factors**

*Personal and Physical needs* - High ratings in Age, Gender, Education, Occupation and Income groups.

**Stimulus**

**Structure**

*Product Attributes, Veracity of Products, Package, Advertisement and Sales Presentation* – High ratings in Age, Gender, Education, Occupation and Income groups.

**Semiotics**

*Pictures, Music, Odour, Gesture, Products, Prices and Colours* – Moderate to High ratings in Age, Gender, Education, Occupation and Income groups.

**Direct**

*Brand name, Product Appearance and Retailer Reputation* - High ratings in Age, Gender, Education, Occupation and Income groups.

**Indirect**

*Country of Origin and MNC* - High ratings in Age, Gender, Education, Occupation and Income groups.

**Message**

*Over all style, Visual Background, Auditory Background and Verbal* - Moderate to High ratings in Age, Gender, Education, Occupation and Income groups.