RECOMMENDATIONS
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"Recommendations succeed 'Findings' in the preceding chapter and are the culminating part of the research. Recommendations are presented for all elements of 'Perception Process' identified for the study against customers demographic classifications"

OBJECTIVE I

"To ascertain the impact of 'Exposure' on perceptions of Large Scale Retail Store customers"

Print Media

*News paper and Magazine*

Ads and Promos of both are to be 'highly' relied upon for effective formation of 'Perception' among all demographic groups of large Scale Retail Store customers.

Electronic Media

*Television, Radio and Internet*

Ads and Promos of TV to be 'Superseded' over Radio and Internet for effective formation of 'Perceptions' among all demographic classifications of customers of large Scale Retail Stores

Self Selection

*Skipping Channels and Scenes & Muting*

These are the boons of technology that need to be considered while creating all Ads and promotions of Large Scale Retail Stores aiming at effective formation of customer 'Perceptions' and requires a 'High' level consideration.

Personal Goals

*Immediate, Short Term and Long Term Goals*

Promotions & Ads of Large Scale Retail Stores need to accord 'High' and 'Equal' weightage for above goals, since they address personal aspects, in turn to effectively formulate customer 'Perception' in all demographic groups.
OBJECTIVE II

“To ascertain the impact of ‘Attention’ on perceptions of Large Scale Retail Store customers”

Selective Attention

Time, Communication, Interest Stimuli and Concentration

Promotions and Ads of Large Scale Retail Stores must extend ‘High’ consideration for above elements to effectively formulate ‘Perceptions’ among LSRS customers of all demographic groups barring education.

Stimulus

Size, Intensity, Colour and Movement, Position, Format, Contrasting Nature and Information quality,

Promotions and Ads of Large Scale Retail Stores must treat the above elements with ‘High’ priority for effective formation of ‘Perceptions’ among LSRS customers in all demographic groups barring isolation.

Individual Factors

Interest, Need, Lifestyle, Immediate goal, Long term goal and Searching

All above elements need a ‘High’ degree treatment in Ads and Promos of LSRS for establishing effective customer ‘Perceptions’ since they address personal and individual aspects of customers.

Situational Factors (Left Brain)

Time, Environment, Disposition and Media

All above elements deserve a ‘High’ consideration in Ads and Promos of LSRS for establishing effective customer ‘Perceptions’ since they address personal and situational aspects of customers.

Pleasant Environment

The above element needs to be accorded nearly ‘High’ weightage in all Promotions and Ads of LSRS for effective Perception formation among its customers in all demographics.

Non Focused Attention (Left Brain)

Verbal, Symbolic and Conscious

These are various abilities of customers aiding illustration of their experiences, Promotions and Ads of Large Scale Retail Stores must attach ‘High’ Priority for
above elements to enable effective formulation of ‘Perception’ among LSRS customers of all demographic groups.

**Non Focused Attention (Right Brain)**

*Pictorial, Geometry, Non-Verbal and Unconscious*

These are experiences which customers find difficult to explain,” Low’ or no consideration is appropriate for these elements to avoid negative influence on ‘perceptions’ of customers of Large Scale Retail Stores from all demographics.

**Subliminal Stimuli**

*Speed, Softness, Masking Low Audibility and Low Visibility*

Above elements impede effective ‘Perception’ formation in customers of Large Scale Retail Stores from all demographics, thus, ‘Low’ consideration is recommended for above elements.

**OBJECTIVE III**

“To ascertain the impact of ‘Interpretation’ on Perceptions of Large Scale Retail Store customers”

**Individual**

*Gender, Language, Learning, Images and Temperature*

All the above elements influence effective ‘Perception’ in Large Scale Retail Stores customers of all demographics from the findings and thus, a ‘High’ level treatment is recommended in all Ads and Promos.

**Situation Factors**

*Personal and Physical needs*

These are very prominent and need a ‘High’ level treatment for effective ‘Perception’ formation among customers of all demographics of Large Scale Retail Stores.

**Stimulus**

*Product Attributes, Veracity of Products, Package, Advertisement and Sales Presentation –*
All the above elements influence effective ‘Perception’ in Large Scale Retail Stores customers of all demographics from the findings and thus, a ‘High’ level treatment is recommended in all Ads and Promos.

**Semiotics**

*Pictures, Music, Odor, Gesture, Products, Prices and Colors*

All above elements deserve a ‘High’ consideration in Ads and Promos of LSRS for establishing effective customer ‘Perceptions’ since they address personal and situational aspects of customers.

**Direct**

*Brand name, Product Appearance and Retailer Reputation*

All above elements are very prominent and need a ‘High’ degree treatment in Ads and Promos of LSRS for establishing effective customer ‘Perceptions’ since they address personal and individual aspects of customers.

**Indirect**

*Country of Origin and MNC*

Promotions and Ads of Large Scale Retail Stores must treat the above elements with ‘High’ priority for effective formation of ‘Perceptions’ among LSRS customers in all demographic groups barring isolation.

**Message**

*Over all style, Visual Background, Auditory Background and Verbal*

Above elements impede effective ‘Perception’ formation in customers of Large Scale Retail Stores from all demographics, thus, low consideration is recommended for above elements.