CHAPTER- V

RESEARCH FINDINGS AND RECOMMENDATIONS

5.1 Key Research Findings
5.2 Scheme of Recommendations
5.1 KEY RESEARCH FINDINGS

IMPACT OF VISUAL CUES {VISUAL CRAVING—VISUAL APPEALS ARE MEGASCOPIC- (ENLARGED AND VISIBLE TO THE NAKED EYES)}

(a) In general perspective, it is observed that only fifty percent of respondents agreed to a greater extent that beautiful color of the chosen brands attracts the customers as a visual cue under sensory cues. However, remaining fifty percent of them are of the view the visual cue pertaining to color visualization have lesser influence as a sensory cue. Furthermore, more than one third of respondents tend to agree that they would prefer to state what they mean as a visual cue under sensory cues. Sixty percent of respondents are not in a position to put into practice as they state orally. On the other hand, with regard to the recognition of the people by their faces as a visual cue is one sub-component of visual cue, three fourth of respondents agree, while one fifth of respondents accept the fact that they are not able to recognize people by their faces. It is also noticed that most of times people would watch and learn from others as a critical visual cue, as sixty nine percent of respondents are positively inclined towards this issue. By this, we can infer that visual cue has a predominately higher effect in recognizing people by their faces and also learning many things by watching; as a part of sensory cues, people are becoming a ‘visual audience’.

(b) The analysis of another component of visual cue that is related to friends spending their leisure time watching TV, Video/movie, gaming etc., reveals that sixty percent of respondents agree that their friends spend leisure time watching visual based entertainment programs rather than audio- based programs. Interestingly one fourth of respondents remain neutral and fifteen percent of respondent
strongly disagree that most of their friends spend their leisure time watching TV, video/movie, gaming etc., as a visual cue under sensory cues. With forty percent of respondents rejecting that leisure time is being spent on visual-based programs, we can infer that there is an influence of audio-based programs. Further, the analysis of the respondents’ preference towards watching ads on television/online/movies as a visual cue reveals that only fifty percent of respondents agree and some of them strongly agree to the above issue. With nearly one fifth of respondents remaining neutral and another one fifth of respondents strongly disagree to this issue, we can infer that a considerable proportion of respondents seem to be lesser addicts as a visual cue under sensory cues.

(c) Although sixty four percent of respondents are positive to the issue that people would evaluate others based on their appearance as a visual cue, it is meeting people face to face at any time is better as a visual cue; more than eighty percent of respondents are of the view that latter have a better visual cue effect as compared to appearance. Furthermore, it is observed that seventy percent of respondents agree that most of the time, they recognize people by their faces and the remaining thirty percent are in the range between those respondents remaining neutral and those disagreeing the fact that one could recognize others by their faces as a visual cue under sensory cues. Regarding the rating of the selection of new dress-based on their physical appearance, it is observed that three fourth (about seventy six percent) of respondents are positive, thus indicating visual cue play an important role in the selection of brand for their own use. In totality, only three components/dimensions namely recognizing people by their faces, learning things by watching others and selection of apparels in accordance with their physical looks seem to be based on visual cue. However, majority of the respondents are also in favor of face-to-face interaction.

(d) The analysis of the sensory cues---especially the visual cue’s influence on demographics such as gender, age, income, education---reveals that there is no statistical evidence to infer that visual cues significantly differ among men and women respondents. In essence, the ranking for visual cues is the same for both men and women respondents. In the case of visual cues, the ranking is 4.0 indicating that the reception of advertisements is more or less agreeable. However,
there is a significant (statistically) difference across age groups with respect to visual cue. The result shows a significant difference between the age group of 15 to 25 and 35 to 45 years, thus indicating that lower age group has better agreement to visual cues as compared to the responses of middle age group respondents. Likewise, there is a significant (statistical) difference among the educationally qualified respondents with respect to visual cue. The results indicate that higher qualified respondents are in better position to visualize the advertisements as compared to lesser qualified respondents.

(e) As an integral part of the study, we sought to explore the sensory cues’ impact on the cellular service provider selection (Airtel, Vodafone, etc). We tested the hypothesis whether visual cues are independent of service providers. It is observed from the chi-square test that visual cues are independent of service providers. It is observed from the chi-square test that visual cues are independent of service providers. It is observed from the chi-square test that visual cues are independent of service providers. It is observed from the chi-square test that visual cues are independent of service providers.

(f) The analysis of the impact and relationship of visual cue on brand identity reveals (from the test of association analysis) that the brand identity is significantly influenced by the visual sensory cues used by the operators in advertising their brands and services. Similarly, brand recall is also significantly influenced by the visual sensory cues used by the operators in advertising their brands and services. Likewise, brand recognition is significantly influenced by the visual sensory cues used by the operators in advertising their brands and services. Finally, it is also observed that purchase intention is significantly influenced by the visual sensory cues used by the operators in advertising their brands and services.

(g) Finally, the correlation analysis of visual with the entire four analyzed dimensions (i.e. Brand Identity, Brand Recall, Brand Recognition and Purchase Intention) is found to be positive and significant (at 1% level of confidence). It indicates that more and more of visual cues help in identifying the brand more easily, more quickly recall the brand name, faster brand recognition, increase of probability of purchasing intention of services. However, observing the correlation values, the relationship between visual cue and dimensions such as brand identity, brand recall, brand recognition and purchase intention is weak.
IMPACT OF AUDITORY CUES

(a) Certain sub-scales in the form of questions have been administered to the respondents to measure the perception of the auditory cues. It is observed that only forty percent of respondents agree to a greater extent that they would prefer to talk to people over phone rather than meeting them (under sensory cues). However, one fourth of respondents remain indifferent. About thirty five percent of them indicate that they are not much inclined to talk to people over phone and prefer to meet them. Nearly fifty of percent of respondents believe that the auditory cue is an indispensable catalyst while talking to people.

(b) Rating the issue whether they would prefer to hear a jingle/songs from ads on FM radio as auditory cue, it is observed that the ratings (cumulative) of fifty percent of respondents are positive and about thirty percent of respondents strongly disagree to the fact that they would prefer to hear a jingle/songs from ads on FM radio as auditory cue (under sensory cues). This shows that half of the sample respondents are not inclined strongly towards auditory cues.

(c) Furthermore, in order to ascertain the perception towards auditory cues, (when enquired about whether they would like to spend their leisure time listening to music or reading a book) the responses of seventy percent of respondents are positive. Interestingly, one fifth of respondents remain neutral to this issue. Yet, majority of them are of the view that they would like to spend their leisure time listening to music or reading a book as auditory cue under sensory cues.
When enquired about whether they would consider the comments from their friends before buying a new product/service as auditory cue, it is observed that only about forty percent of respondents are positive to this issue and again nearly one fourth of respondents preferred to stay neutral. On the contrary, one fourth of respondents categorically are pessimistic and that they would consider the opinions (word of mouth) from their friends before buying a new product/service as auditory cue under sensory cues. Again, it shows that nearly half of the respondents are unlikely to consider opinions (word of mouth) from their friends before buying a new product/service.

(d) When enquired about whether they could recognize people by their voice/tone as auditory cue, it emerged that seventy percent of respondents agree to this issue, while one fifth of respondents remain neutral. This indicates majority of respondents accept that they can recognize people by their voice/tone as auditory cue under sensory cues. Furthermore, when enquired about whether they are good listeners, it is observed that about seventy percent of respondents are positive to this issue, while one fifth of respondents remain neutral. It also shows that majority of respondents seem to be good listeners as auditory cue under sensory cues.

(e) On similar lines, when enquired about whether they can easily recollect the names of the people they meet as auditory cue. Interestingly, only fifty eight percent of respondents agree that they could easily recollect the names of the people known to them, while one fourth of respondents could not state whether they could recollect or not. However, fifteen percent of respondents stated that they are likely to fail to recollect the names of the people they meet as auditory cue under sensory cues. This shows that a majority of respondents are able to recollect the names as part of auditory cues. In totality, only three components/dimensions namely spending more time in listening to music in leisure time, recognizing people by their voice/tone and being good listener seem to be more effective as auditory cue. On the contrary, a considerable proportion of respondents feel that meeting people physically is still the most preferred option rather than talking over the phone, thereby giving lesser importance to auditory cue.
(f) From the analysis of the sensory cues – especially the auditory cue’s influence on demographics such as gender, age, income, education, it is observed that there is a statistical evidence to infer that auditory cues significantly differ among men and women respondents. In other words, there is a statistical evidence to infer that auditory cues significantly differ among men and women respondents. In essence, the men are slightly better in receiving of auditory cues as compared to women respondents. However, there is no significant (statistically) difference among age groups concerning the auditory cue. In other words, the perception of respondents towards auditory cue remains same across five levels of age group. Likewise, there is a significant (statistically) difference among the educationally qualified respondents with respect to auditory cue. The result shows a significant difference between degree and post graduation qualified respondents; lesser qualified respondents are better (as compared to higher qualified respondents) with the auditory cue.

(g) As an integral part of the study, we sought to explore the sensory cues’ impact on the cellular service provider selection (Airtel, Vodafone, etc.). We tested the hypothesis whether auditory cues are independent of selection of service providers. It is observed from the chi-square test result that auditory cues are dependent on the selection of the mobile phone service provider selection. The analysis of the impact and relationship of auditory cue on brand identity, reveals (from the test of association analysis) that brand identity has a moderate association and influenced by auditory sensory cues used by the operators in advertising their brands and services. Similarly, brand recall is also moderately influenced by the auditory sensory cues used by the operators in advertising their brands and services. Likewise, auditory sensory cues used by the operators in advertising their brands and services are significantly influence the customers in brand recall by the operators in advertising their brands and services.

(h) It is also observed from the analysis that purchase intention is highly influenced by the auditory sensory cues used by the operators in advertising their brands and services.
(i) The correlation analysis of auditory with all the four analyzed dimensions (i.e. Brand Identity, Brand Recall, Brand Recognition and Purchase Intention) is found to be positive and significant (at 1% level of significance). It indicates that more and more of auditory cues help in identifying the brands more easily, and more quickly recalling of the brand name, leading to faster brand recognition, increase the probability of purchasing intention of brands. However, observing the correlation values, it shows that the relationship between auditory cue and dimensions such as brand identity, brand recall, brand recognition and purchase intention is moderate.

IMPACT OF KINESTHETIC CUES

It is observed that only fifty percent of respondents agree to a greater extent that lingering taste of the coffee/tea (an example) is what they remember as a kinesthetic cue under sensory cues. However, remaining fifty percent of them are of the view the visual cue pertaining to color visualization have lesser influence as a sensory cue. Further, when enquired about the prevalence of any emotion in the action and dialogue concerning what they remember as kinesthetic cue, it is observed that about fifty five percent of respondents are positive to this issue. Interestingly, thirty percent of respondents remain neutral and twenty percent of respondents disagree to the prevalence of emotion in the action and dialogue, what they remember as kinesthetic cue under sensory cues. This clearly explains that there is a moderate influence of kinesthetic cue in the form of emotion and dialogue to which people able to remember.
Likewise, expressing their views concerning whether they would sport or do physical activity to spend their time as kinesthetic cue, it is observed that more than fifty percent respondents are positive to this issue, while one fourth of respondents remain neutral and nearly one fifth of respondents are not able to do any sport or physical activity to spend their time. This indicates that only half of respondents are able to do sport or do physical activity to spend their time as kinesthetic cue under sensory cues. On similar lines, it is observed that about sixty percent of the respondents state that they can catch up with their friends on the walk, sports etc., as kinesthetic cue indicating that there is a sense of getting attached to somebody in the form of making friends during their morning walk or while playing any kind of sports.

Another interesting observation about kinesthetic cue, which is addressed to the respondents, is whether that they remember people’s handshake/hugs, it is observed that more than sixty percent of respondents are positive to this issue. About one fourth of respondents remain neutral and one fifth of respondents state disclosing that they fail to remember people’s handshake/hugs as kinesthetic cue under sensory cues. On similar note, when enquired about whether they can remember people based on some incidents/scenes associated, it is observed that more than seventy percent of respondents agree to the above statement, thus, indicating that they can obviously remember some incidents/scenes associated which reflects the influence of kinesthetic cue under sensory cues.

Furthermore, when enquired about whether they feel good when they wear a new dress as kinesthetic cue, more than three fourth of respondents are positive to this issue. Perhaps, this percentage looks obvious and expected, given the fact that any individual would feel good when he/she wears a new dress which again reflect the magnitude of influence of kinesthetic cue under sensory cues. On the other hand, expressing their views on feeling good or bad about others without knowing the reasons, it is observed that about forty percent of respondents are positive to this issue, while nearly the same percentage of respondents failed to provide any cue and another one fourth of respondents strongly deny that unless
they understand the reasons, it is not fair to feel good or bad about others. Perhaps, this is a critical perception of respondents as far as kinesthetic cue is concerned.

(e) The analysis of the sensory cues—especially the kinesthetic cue’s influence on demographics such as gender, age, income, and education—reveals that there is no statistical evidence to infer that kinesthetic cue significantly differs among men and women respondents. In essence, the ranking for visual cues is the same for both men and women. However, there is a significant (statistically) difference across age groups with respect to kinesthetic cue. The result shows a significant difference between the age group of 15 to 25 and 25 to 35, between 15 to 25 and 35 to 45 years. As the mean score (mean =3.61) of respondents belonging to age group of 15 to 25 is slightly higher (mean =3.47) than 25 to 35 age group, we infer that lower age groups are better in agreement with Kinesthetic cue as compared to the responses of the middle age group respondents. A similar scenario is observed concerning the age group of 35 and 45.

(f) As an integral part of the study, we sought to explore the sensory cues’ impact on the cellular service provider selection (Airtel, Vodafone, etc.,) we tested the hypothesis whether kinesthetic cue is independent of service providers. It is observed from the chi-square test result that kinesthetic cue (touch and feel) have no impact in the service provider selection. This is because the services of ‘getting network connection’ is more of intangible to the customers in terms of touch and feel factors.

(g) The analysis of the impact and relationship of kinesthetic cue on brand identity, reveals (from test of association analysis) that brand identity is significantly influenced by the kinesthetic sensory cues used by the operators in advertising their brands and services. Similarly, brand recall is also significantly influenced by the kinesthetic sensory cues used by the operators in advertising their brands and services. Likewise, brand recognition is significantly influenced by the visual sensory cues used by the operators in advertising their brands and services. Finally, it is also observed that kinesthetic sensory cue and purchase intention is dependent on each other. The touch and feel factors have major influence in making customers make their purchase intentions.
(h) The correlation analysis of kinesthetic with all the four analyzed dimensions (i.e. Brand Identity, Brand Recall, Brand Recognition and Purchase Intention) is found to be positive and significant (at 1% level of confidence). It indicates that more and more of kinesthetic cues help in identifying the brand more easily, more quickly recall the brand name, faster brand recognition, increase of probability of purchasing intention of brands. However, observing the correlation values, it shows that the relationship between kinesthetic cue and dimensions such as brand identity, brand recall, brand recognition and purchase intention is moderate.

IMPACT OF BRAND IDENTITY

(a) With regard to brand identity, the respondents have been asked to measure the brand identity perception on rating scales. It is observed that three fourths (about seventy five percent) state that their current service provider is very popular in the market, which clearly shows that identity, plays a critical role not only in terms of market share but also in the minds of the customers. Further, when enquired about whether the ads of the service provider uphold the culture of the society as a brand identity, surprisingly, only one third (about thirty three percent) of respondents are positive to this issue and nearly half of the respondents (about forty seven percent) are not able to arrive at a concrete judgment and thus remain neutral. On the other hand, one-fifth of respondents firmly reject the fact that the ads of the service provider uphold the culture of the society as brand identity which clearly shows that there is a larger section of customers who feel that ads currently shown by the service providers have failed to uphold the culture of the society.

(b) On similar lines, it also observed from the survey that the ads of the service providers are truly inspiring as a brand identity and has a moderate magnitude of acceptance, while about forty percent of respondents are positive to this issue and one third of respondents remain neutral and nearly one fifth of respondents are strongly negative to this issue. There is, thus, a general perception among a considerable chunk of respondents that the ads of the service provider are not truly inspiring as a brand identity. Furthermore, it is observed that nearly sixty percent of respondent agree to the fact that their cellular service providers as an industry leader in terms of brand identity. Yet, with more than one fourth of respondents
not being able to make any clear-cut judgment and thereby staying neutral reflects that their cellular service provider as an industry leader has not been confirmed.

(c) It is observed that thirty five percent of the respondents agree and eight percent of them strongly disagree that most of their friends feel associated with their brand as youth iconic as part of brand identity. About forty four percent of respondents are positive to this issue. On the other hand, thirty six percent of respondents remain neutral, while fourteen of them disagree and another six percent strongly disagree to the fact that most of their friends feel associated with their brand as youth iconic as a brand identity. It is observed that forty four percent of the respondents agree and eight percent of them strongly disagree to the fact that they would prefer the present service providers mostly because of the splendid customer care/service. About fifty-two percent of respondents are positive to this issue. On the other hand, twenty eight percent of respondents remained neutral, while fifteen percent of them disagree and another five percent strongly disagree to the fact that they would prefer the present service provider mostly because of the splendid customer care/service.

(d) The analysis of the perception of brand identity’s influence on socio-demographics such as gender, age, income, education, reveals that there is no statistical evidence to infer that brand identity significantly differ among men and women respondents. In essence, the ranking for brand identity is the same for both men and women respondents. Similarly, there is no significant (statistically) difference across age groups with respect to brand identity. A similar scenario is observed concerning the educational qualifications. Furthermore, scrutiny of the existence of any significant difference in brand identity scores across six service providers reveals that there is no significant difference with regard to brand identity across service providers indicating the customers believe that there is symmetry in perception towards brand identity. Finally, the correlation analysis of brand identity with purchase intention is found to be positive and significant indicating that more often the identification of brand will lead to higher purchase intention although the correlation seems to be weak.
IMPACT OF BRAND RECALL

(a) With regard to brand recall, the respondents have been asked to measure the brand recall perception. Accordingly, it is observed that about thirteen percent of respondents agree that red is the background color of Idea cellular services. On the other hand, twenty eight percent of respondents remain neutral, while one fifth of respondents disagree and another thirty seven percent strongly disagree that red is the background color of Idea cellular in terms of brand recall. Furthermore, it is observed that forty percent of the respondents agree and thirty two percent of them strongly agree that zo-zo ads are creative as a part of brand recall dimension. About seventy two percent of respondents are positive to this issue. On the other hand, twenty percent of respondents remain neutral, while six percent of them disagree and another three percent strongly disagree to the fact that ‘zo-zo’ ads are creative as an element of brand recall.

(b) The response to whether they feel jingle/songs in the ads are what make them remember cellular phone service providers as a part of brand recall dimension, reveals that sixty percent of respondents are positive to this issue. On the other hand, one fourth of respondents remain neutral and about fourteen percent strongly disagree, which indicates a considerable proportion of respondents feel jingle/songs in the ads are what make them remember cellular phone service providers as a brand recall. Thus, among the various dimensions of brand recall, it is the jingle/songs in the ads that make customers recall the brand faster.

(c) It is observed that twenty four percent of respondents agree that expressing oneself is the punch line of Vodafone as part of brand recall dimension. On the other hand, about thirty seven percent of respondents remain neutral, while about forty percent of respondents disagree to the fact that expressing oneself is the punch line of Vodafone as an element of brand recall. Furthermore, expressing their opinion on celebrities representing as brand ambassadors of a particular brand (as part of brand recall dimension) it is observed from the survey that only thirteen percent of respondents are positive to this issue. On the other hand, thirty percent of respondents remain neutral, while twenty seven percent of them disagree and another thirty percent of them strongly disagree to the fact that
representation of celebrities as brand ambassadors of a particular brand has not been successful in brand recall spectrum.

(d) A similar scenario emerged when enquired about the representation of movie celebrities on behalf of mobile service providers will symbolizes youths with ideas as a part of brand recall dimension, it is observed that about forty seven percent of respondents are positive to this issue with about thirty two percent of respondents remain neutral, and about twenty percent of them strongly disagree to the fact that movie celebrities representing youth with an idea to sell has less than fifty percent of acceptance in terms of brand recall.

(e) The analysis of the perception of brand recall’s influence on socio demographics such as gender, age, income, education reveals that there is a statistical evidence to infer that brand identity significantly differ among men and women respondents. In essence, our survey has revealed that men have slightly better ability of recalling an advertisement quickly as compared to women respondents. Similarly, there is no significant (statistically) difference across age groups with respect to brand recall. A similar scenario is observed with educational qualification also. Furthermore, checking the existence of any significant difference in brand recall scores across six service providers, it is observed that there is no significant difference with regard to brand recall dimension across service providers indicating that customers believe there is uniformity in perception towards brand identity. Finally, the correlation analysis of brand identity with purchase intention is found to be positive and significant indicating that more often the identification of brand will lead to higher purchase intention although the correlation seems to be moderate.

IMPACT OF BRAND RECOGNITION

(a) The respondents have been asked to measure perception of brand recognition. Accordingly, when enquired about whether uninterrupted services is what make them remember their cell phone service providers, it is observed that about more than sixty percent of respondents agree to this issue, thus, indicating that uninterrupted is one of the critical parameters in recognition the brand of service
providers although nearly one third of respondents are not in a position to give any consent to this issue. Furthermore, almost a similar percentage (about sixty six percent) of respondents agree that quality of network connectivity is appreciable as a critical factor that has an influence on brand recognition dimension, although nearly one third of respondents are not in a position to give any consent to this issue.

(b) On similar lines, the rating for the fact that price/tariffs is what makes the customers to remember as a part of brand recognition dimension, reveals that slightly more than fifty percent of respondents are positive to this issue and interestingly, nearly one third of respondents remain neutral. On the other hand, about sixteen percent strongly disagree to the fact that the price/tariffs make their service providers remembered for as brand recognition. It is clear that perception towards reduction in price/tariffs will have long lasting remembrance of the service providers’ name. Perhaps there can be some other external factor that influence on a greater scale for remembrance of service providers.

(c) In addition, it is observed that about seventy percent of respondents agree that the color, logo, ambassadors (celebrities who endorse the brand), cartoons used in the TV commercials are very easy to remember as a part of brand recognition dimension. On the other hand, about twenty percent of respondents remain neutral and ten percent of them strongly disagree to the fact that the color, logo, ambassador, cartoons used in the TV commercials are very easy to remember as brand recognition. Thus, it clearly indicates that visual cue in the form of aforesaid ingredients has a greater influence on brand recognition. Finally, it is observed that fifty five percent of respondents agree that internet/other value-added services are what distinguish the service features of their service providers as a part of brand recognition dimension. On the other hand, thirty percent of respondents remain neutral, while about fifteen percent disagree to the fact that internet/other value added services distinguish the service features of their service providers as brand recognition. Like the logo and color dimension, internet as a value added services impress only fifty percent of respondents.
(d) The analysis of the perception of brand recognition’s influence on socio-demographics such as gender, age, income, education, reveals that there is no statistical evidence to infer that brand recognition significantly differ among men and women respondents. In essence, there is homogeneity in brand recognition between men and women respondents. Similarly, there is no significant (statistically) difference across age groups with respect to brand recognition. A similar scenario is observed with educational qualifications. Furthermore, checking the existence of any significant difference in brand recognition scores across six service providers, it is emerged that there is no significant difference with regard to brand recognition across service providers indicating that people believe there is uniformity in perception towards brand recognition. Finally, the correlation analysis of brand recognition with purchase Intention is found to be positive and significant indicating that more often the recognition of brand will lead to higher purchase intention, although the correlation is weak.

PURCHASE INTENTION

(a) The respondents have been asked to state their perspectives on the purchase intention. It is observed that about forty six percent of them agree that their decision to buy the current services is more of feeling- based and interestingly more than one third of respondents remain neutral. About eighteen percent of respondents disagree to this issue. This is a clear indication that the buying decision of current services is not based on feeling among more than half of the chosen respondents and the perception that a considerable proportion of respondents are of the view that their decision to buy the current services is not based more on emotion that would result in higher probability of purchase intention.

(b) About seventy percent of respondents are found to be positive to the fact that their buying decision is substantially based on the functional aspects of the brand/service as a part of purchase intention dimension. Similarly, when enquired about whether they would intend to change the service providers as part of purchase intention dimension, it is observed that one fourth of respondents agree to this issue of changing the service providers and nearly one third of them state
that they are not in a position to decide on retaining the current service providers or need for a change. On the other hand, one third of respondents have categorically no intention to change their service providers.

(c) It is observed from the result that fifty two percent of respondents agree that they would consult someone before making their next purchase as a part of purchase intention, while one third of them state that they do not intend to consult someone before making their next purchase and the rest fifteen percent strongly disagree to this issue. This clearly shows purchase intention is not significantly dependent on others’ feedback/word of mouth. Furthermore, when enquired about whether they would think about their decision of selecting the brand reflects their personality purchase intention dimension, it is observed that more than forty five percent of respondents are positive to this issue and one third of respondents remain neutral. Thus, the selection of a particular brand perhaps does not strongly reflect the brand personality. Finally, disclosing their views on the statement whether they make their purchase decisions based on the brands look, style, and performance etc., it is observed that that more than sixty percent of respondents are positive to these brand features/attributes; about one fourth of respondents remain neutral to this issue.. In totality, it reveals that purchase decision is largely based on brand’s looks and style and its performance.

(d) The analysis of the perception of purchase intention influence on socio-demographics such as gender, age, income, education, reveals that there is no statistical evidence to infer purchase intention significantly differs among men and women respondents. Similarly, there is no significant (statistically) difference across age groups with respect to purchase intention. A similar scenario is observed with educational qualifications. Furthermore, checking the existence of any significant difference in purchase intention scores across six service providers, it is observed that there is no significant difference across service providers with regard to purchase intention.
MEDIATING EFFECT/ INTERVENING EFFECT

Mediation effect can be called as an intervening effect. A mediator is a predictor link in the relationships between two other variables. Normally, a mediator variable can become an exogenous and endogenous variable at same time. In mediation, we consider an intermediate variable, called the Mediator that helps explain how or why an independent variable influences an outcome. According to (Zainudin Awang, 2010) the mediation have three types mediator which is full mediation, partial mediation, and non-mediation.

For full mediation:
1) The regression coefficient of X1 on Y (or B1) is not significant.
2) The regression coefficient of X1 on X2 (or B3) is significant.
3) The regression coefficient of X2 on Y (or B2) is significant.

For partial mediation:
1) The regression coefficient of X1 on Y (or B1) is significant.
2) The regression coefficient of X1 on X2 (or B3) is significant.
3) The regression coefficient of X2 on Y (or B2) is significant.
4) The value B1 is lower than the product of (B3 multiply B2)

For non-mediation:
1) The regression coefficient of X1 on Y (or B1) is not significant.
2) The regression coefficient of X1 on X2 (or B3) is not significant.
3) Both regression coefficient (B1 and B2) are significant but B1 is higher than B3*B2.

In present context of our SEM model, Brand identity, Brand recognition and Brand Recall acts as a mediator between Visual Sensory and Purchase Intention. Similarly, the mediation effect of Brand identity, Brand recognition and Brand Recall between Auditory and Purchase intention with both direct and indirect effects would also be observed. The same is repeated with kinesthetic dimension also.
Firstly, the indirect effect should be taking into account of Independent variable → Mediator variable → Dependent variable of which value of standardized regression weight for both path should be multiplied (e.g.: value of Independent and Mediator * value of Mediator and Dependent). In the accordance of Baron & Kenny (1986) which inherits the Sobel (1982) technique, indirect effect should be higher than direct effect to indicate the mediation effect is occurs in a structural modeling. Means that, anything value related on mediator variable should be higher than causal effect. In order to fulfill the requirement of the mediation effect occurs, probability value should be significant (P-value < 0.05) or confidence interval 95%. If either one or both path is insignificant presented stating that the mediation effect is not supposed to be occurs.

For Partial Mediation

For Full Mediation

For non-mediation:
| **Brand Identity with Visual**  
| **(Fig 4.57)** | **Brand Recall with Visual**  
| **(Fig 4.58)** | **Brand Recognition with Visual**  
| **(Fig 4.59)** |

- The indirect effect from Visual to Purchase Intention via Brand Identity is $\approx 0.29 \times 0.17 = 0.049$. This is found significant (p-value is 0.01) through bootstrapping.
- The direct effect from Visual to Purchase Intention without mediator is $= 0.094$. This is statistically significant (p-value is 0.017).
- The direct effect from Brand Identity to Purchase Intention is $= 0.174$. This is statistically significant (p-value is 0.001).
- Partial Mediation occurs

- The indirect effect from Visual to Purchase Intention via Brand Recall is $= 0.10 \times 0.18 = 0.018$. This is found significant (p-value is 0.011) through bootstrapping.
- The direct effect from Visual to Purchase Intention without mediator is $= 0.13$. This is statistically significant (p-value is 0.01).
- The direct effect from Brand Recall to Purchase Intention is $= 0.18$. This is statistically significant (p-value is 0.001).
- Partial Mediation occurs

- The indirect effect from Visual to Purchase Intention via Brand Recognition is $= 0.07 \times 0.19 = 0.014$. This is found significant (p-value is 0.001) through bootstrapping.
- The direct effect from Visual to Purchase Intention without mediator is $= 0.13$. This is not statistically significant (p-value is 0.099).
- The direct effect from Brand Recognition to Purchase Intention is $= 0.19$. This is not statistically significant (p-value is 0.124).
- Full Mediation occurs
<table>
<thead>
<tr>
<th>Brand Identity with Auditory (Fig 4.60)</th>
<th>Brand Recall with Auditory (Fig 4.61)</th>
<th>Brand Recognition with Auditory (Fig 4.62)</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ The indirect effect from Auditory to Purchase Intention via Brand Identity is ( = 0.18 \times 0.18 = 0.032 ). This is found significant (p-value is 0.01) through bootstrapping.</td>
<td>✓ The indirect effect from Auditory to Purchase Intention via Brand Recall is ( = 0.09 \times 0.18 = 0.016 ). This is found significant (p-value is 0.008) through bootstrapping.</td>
<td>✓ The indirect effect from Auditory to Purchase Intention via Brand Recognition is ( = 0.10 \times 0.19 = 0.18 ). This is found significant (p-value is 0.006) through bootstrapping.</td>
</tr>
<tr>
<td>✓ The direct effect from Auditory to Purchase Intention without mediator is ( = 0.12 ). This is statistically significant (p-value is 0.03).</td>
<td>✓ The direct effect from Auditory to Purchase Intention without mediator is ( = 0.14 ). This is statistically significant (p-value is 0.01).</td>
<td>✓ The direct effect from Auditory to Purchase Intention without mediator is ( = 0.14 ). This is statistically significant (p-value is 0.001).</td>
</tr>
<tr>
<td>✓ The direct effect from Brand Identity to Purchase Intention is ( = 0.174 ). This is statistically significant (p-value is 0.01).</td>
<td>✓ The direct effect from Brand Recall to Purchase Intention is ( = 0.18 ). This is statistically significant (p-value is 0.001).</td>
<td>✓ The direct effect from Brand Recognition to Purchase Intention is ( = 0.19 ). This is statistically significant (p-value is 0.007).</td>
</tr>
<tr>
<td>✓ Partial Mediation occurs</td>
<td>✓ Partial Mediation occurs</td>
<td>✓ Partial Mediation occurs</td>
</tr>
<tr>
<td>Brand Identity with Kinesthetic (Fig 4.63)</td>
<td>Brand Recall with Kinesthetic (Fig 4.64)</td>
<td>Brand Recognition with Kinesthetic (Fig 4.65)</td>
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<tr>
<td><img src="image" alt="Diagram of Brand Identity with Kinesthetic" /></td>
<td><img src="image" alt="Diagram of Brand Recall with Kinesthetic" /></td>
<td><img src="image" alt="Diagram of Brand Recognition with Kinesthetic" /></td>
</tr>
</tbody>
</table>

- The indirect effect from Kinesthetic to Purchase Intention via Brand Identity is $0.38 \times 0.13 = 0.049$. This is found significant (p-value is 0.02) through bootstrapping.
- The direct effect from Kinesthetic to Purchase Intention without mediator is $0.18$. This is statistically significant (p-value is 0.01).
- The direct effect from Brand Identity to Purchase Intention is $0.13$. This is statistically significant (p-value is 0.03).
- Partial Mediation occurs

- The indirect effect from Kinesthetic to Purchase Intention via Brand Recall is $0.21 \times 0.15 = 0.031$. This is found significant (p-value is 0.000) through bootstrapping.
- The direct effect from Kinesthetic to Purchase Intention without mediator is $0.20$. This is statistically significant (p-value is 0.01).
- The direct effect from Brand Recall to Purchase Intention is $0.15$. This is statistically significant (p-value is 0.001).
- Partial Mediation occurs

- The indirect effect from Kinesthetic to Purchase Intention via Brand Recognition is $0.05 \times 0.19 = 0.010$. This is found significant (p-value is 0.001) through bootstrapping.
- The direct effect from Auditory to Purchase Intention without mediator is $0.14$. This is not statistically significant (p-value is 0.237).
- The direct effect from Brand Recognition to Purchase Intention is $0.19$. This is not statistically significant (p-value is 0.107).
- Full Mediation occurs
To sum up, we maintain with strong conviction and belief that VAK is the epicenter of customer driven marketing. Customers are, therefore, seen as ‘in-bound’ marketing. VAK is an intensely personal event involving rational elements (what goes on); emotional elements (how we feel); and political element (why it is right for us). The service brand attributes (as stated in the following chart) are the appropriate foci in the VAK spectrum.

<table>
<thead>
<tr>
<th>Visual</th>
<th>Auditory</th>
<th>Kinesthetic</th>
</tr>
</thead>
<tbody>
<tr>
<td>picture</td>
<td>scream</td>
<td>feel</td>
</tr>
<tr>
<td>flash</td>
<td>shout</td>
<td>warm</td>
</tr>
<tr>
<td>bright</td>
<td>listen</td>
<td>grasp</td>
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<tr>
<td>sharp</td>
<td>tone</td>
<td>sharp</td>
</tr>
<tr>
<td>clear</td>
<td>whisper</td>
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<td>cold</td>
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<td>dark</td>
<td>nasal</td>
<td>joyful</td>
</tr>
<tr>
<td>large</td>
<td>squeal</td>
<td>fuzzy</td>
</tr>
<tr>
<td>blue</td>
<td>quiet</td>
<td>hard</td>
</tr>
</tbody>
</table>

Source: Personal Enquiry Notes

*NOTE: The percentages stated above are rounded off to the nearest digit*
5.2 SCHEME OF RECOMMENDATIONS

These recommendations are grouped into two divisions. The first one is Macro-level recommendations and the second one Micro-level recommendations.

The macro-level recommendations are the imperatives emanating from the personal enquiry with the respondents and the experts in the field including service providers. The personal enquiry notes are the issues other than the issues sought from the chosen respondents through the structured questionnaire administered. None-the-less, these issues are critical.

The micro-level recommendations are the imperatives emerging from the survey findings. These recommendations are captured from the chosen respondents through the structured questionnaire administered.

Both macro level and micro level recommendations are not coterminous.

MACRO-LEVEL RECOMMENDATIONS

1. An advertising appeal refers to the approach used to attract the attention of the customers and/or to influence their feelings toward the network services of mobile service providers. It's something that moves people, speaks to their needs, and excites their interest. Often it is the underlying content of the advertisement appeal; the service providers should think of it as a “movie script”. Customer purchase decisions are often made on the basis of both emotional and rational motives, and attention must be given by the service providers to both elements in developing effective advertising appeals. The crux is “Do All Advertising Appeals Influence Customer Purchase Decision?” No communication is complete without feedback or reaction. The intent behind ad appeals is to persuade customers to purchase and repurchase the services over and over again, but does the customer respond to all communications sent by the service providers? The human brain has a limited processing capacity and customers have the tendency to process the most useful and appealing information first. Service providers use different types of appeals and demonstrations to attract and retain
customers, Appeals are specific ways service providers connect with their target customers. These represent the foundational channels of all human communication, but each kind of appeal is only appropriate (or effective) for certain kinds of messages. It is for this reason we recommend the service providers to focus on the ‘differential’ influence various advertising appeals particularly VAK create on customer purchase decisions.

2. It is imperative for the service providers to focus on the following strategies while using the VAK appeals in their advertisements:

- **Cognitive Strategy:** This approach to advertising appeals seeks to convince the audience through rational argument. The service provider will be using logic and reason to convince the customers. This is the "head" approach and it emphasizes features/attributes, differential advantages, competitive strengths, claims and proofs. Cognitive strategies often come in the form of comparative ads, hyperbole ("the best on the planet!"), and unique selling propositions. Ad appeals with a cognitive approach are typically considered a "hard sell"; they may or may not be forceful in their approach, but they will certainly be direct.

- **Affective Strategy:** An effective strategy usually seeks to reach customers on an emotional level. The goal is to touch the customers through emotions and feelings. A resonance approach seeks to connect with customers’ experiences. Either method will make use of emotional appeals. These ad appeals are considered "soft sells" because they are indirect and instead attempt to make a connection with the heart.

- **Brand Transformation Strategy:** With this approach, service providers seek to establish a brand identity or personality. Brand personality exists when a relationship is formed between the customer and the brand itself independent of the actual functions or benefits of the brand. One way this is achieved is through the use of associations (with a type of person, a lifestyle or other characteristic). A good brand transformation approach will create attention, awareness, interest, recognition and recall.
Perception, or Persuasion Strategies: Here, the goal is to change attitudes about a given subject (perhaps a brand, perhaps not), and/or to create conviction and preferences. Persuasive ad appeals often make use of unique selling propositions.

Behavior (or Conative) Strategy: The goal of this strategy is to stimulate action. We are concerned less with what our ad appeals make people think, but what they make them do. Behavior ads will usually have a clear call to action, a point in the ad appeal that directly asks the customers to make a purchase, call a phone number, visit a website, or take some other action.

3. Visual elements are more easily remembered than text or dialogue. However, viewing an image doesn't require as much brainpower as reading or listening to words and then creating an image in the mind's eye. So whenever possible, try to coax the viewer into creating their own mental image of the scene—this will establish a more personal connection with your ad and your audience will remember it longer. Executional Frameworks for Advertisement Appeals is recommended. We recommend the following five Executional frameworks to reach the target customers with the help of VAK ad appeals: (a) slice-of-life, (b) dramatization, (c) testimonials, (d) authoritative, and (e) demonstration.

Slice-of-Life

Executional frameworks incorporate the use of appeal concepts like humor and music to convey their USP. This strategy invokes emotions so that customers will take action. For instance, marketers will implement various common types of appeals such as rationality, scarcity, fear, and humor in their Executional framework, to stir feelings in prospects so that they will inquire further about the product. One such framework is the slice-of-life concept. In slice-of-life campaigns, the marketer’s objective is to offer solutions to common challenges that customers address. Typical slice-of-life frameworks introduce a challenge then explain how their product/service can help solve them. This strategy typically includes the following four components: (a) the encounter, (b) the problem, (c) an interaction, and (d) the solution.
Dramatization Frameworks

Executional frameworks that include dramatization strategies can invoke a powerful experience to rouse immediate customers’ action. The greatest value in this case comes from an organization’s ability to deliver a dramatic message with absolute clarity so that customers become excited about them. Dramatization models are similar to slice-of-life models in that they introduce a problem and offer their product/service as the solution with compelling storylines. Dramatization frameworks add thrilling stimulation and drama to help make a brand’s message memorable.

Testimonial Strategies

Another effective strategy that marketers implement to transmit their messages is the use of testimonials. When a customer genuinely shares a positive experience, that testimonial becomes an effective. Consumers believe what others say about a service because they are not paid spokespeople. In other words, their testimonials provide a believability factor that is greater than any self-proclamations a service can state because they are made by everyday people who are eager to boast or complain about the products/services they invest in.

Authoritative Structures

Advertisers that execute an authoritative framework want to influence customers to subscribe that their product/service is superior. Marketers use this framework to help prove their product is exceptional by employing experts to transmit their messages. Most people trust them as licensed practitioners and proven masters in their field.

The Demonstration Approach

Demonstration Executional framework strategies are extremely effective in communicating the service benefits because customers can witness the benefits first hand.

4. We recommend the service providers to innovate in providing the network of services to their customers: Innovation is most difficult because it is by its nature and definition dichotomous Creativity is the wonderful activity to envision anything and see the impossible working and innovation is the application of creativity. Simply put,
innovation is creativity plus application. In its empirical form, creativity is basically the theory, idea, thought and vision. The moment that creativity is applied in paint to a canvas, notes to a score or design for a building, it becomes innovation. It must be applied and that is what changes everything—the creative component is now affecting the mobile network services. It is all about the experience the customers have with the brand. Developing new ideas fast in a rapidly changing environment is a must. A fully integrated strategy will ensure that every touch-point the customers have is positive, effective, and memorable. It is imperative to achieve innovation beyond customers’ imagination.

5. We also recommend the service providers to recognize the power of emotion in navigating the VAK ad appeals because emotion triggers such advantages as creating a stronger connection to the services; providing a potentially broader umbrella for a line of services and outliving the technology or aesthetic. This will create a mammoth customer experience.

6. We also recommend that the service providers monitor the cultural values of their target customers to bring about appropriate word of mouth brand communication strategies in respect of services. While using VAK ad appeals, Hofstede’s cultural dimensions on word-of-mouth behavior are quite useful in this context. Service ‘culturization’ is the need for service providers which will enable them to increase the level of awareness of services with a view to ‘live the promise’. “Culture is the mother of service businesses.”*

7. It is imperative for the service providers to practice multi-sensory marketing which facilitates formation, retention and revisit memory of the customers when all five senses are engaged. Uni-sensory environments may not be of much use to the service providers.

8. We recommend the following distinctive attributes** be incorporated in the ads of service providers:
   - Sensory: Visual, Sound and sense of arrival
   - Expertise: Innovation
   - Special: Customization, individualization and personalization
   - Service: Speed, Hassle-free and convenience

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 Guarantee: Unconditional, 100% satisfaction
 Value: Price, time and feelings
 Emotion: Self-esteem, sense of humor and sexuality
 Design: Color, style and symbol

9. We recommend that the service providers use DREAM concept (acronym for Differentiation, Relevance, Esteem, Awareness, customers minds’ eye) while advertising the services.

10. Visual vocabulary is a sine qua non for service providers. Visual vocabulary is the visual translation of a brand into a flexible set of images, symbols, colors, overall style and ownable messages.

11. Tagline is indispensable. Tagline is an expressive series of words or short phrases used to communicate/dramatize the services’ emotional and functional benefits to customers and potential customers in an effort to influence how customers feel about the services. Taglines are an internalized sum of expressions. Taglines have traditionally been referred to and defined as ‘jingles’ or ‘slogans’. In creating an harmonious service brand’s architecture, the taglines play an unique and distinct role. Service brand identity and recognition are the byproducts of taglines.

12. The concept of FRED (familiarity, relevance, esteem and differentiation) must be embedded in ads of services.

13. Customer service is the heart and soul of genuine service brands. There is a need to discover/rediscover new paradigms for services. The service providers should recognize that customer service is not like stepping up to the plate in baseball. Exceptional customer service should enter into customers’ minds through well crafted and well documented VAK. Customer service should be forward looking. Customer service should have a strong back up with innovations. Innovations in services seek to

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*"Living Brands” by Raymond. A. Nadeau, THM Publications, 2007 page 4
** Adapted from “The Brand Mindset” by Duane E Knapp, TMH Publications, 2003, P 43
constantly looking for better ways of thinking and acting; to constantly cultivate a creative mindset; to focus on the future goals and building a path to get there; to focus on applying technologies to open up new opportunities; to look for ways to translate raw data into useful information; to learn how to predict and even create trends and profit from them; to seek to remain adaptive and to master changes; to seek to maximize the differential advantage; to seek to integrate strategy, technology and people; to go looking for problems they can turn into opportunities.*

- **Internet resources**

The crux is to make the service brand a preferred choice among the customers. Exceptional customer service pays off and is one of the great frontiers for a service business to explore. Customer delight is not adequate enough. The service providers should aim at creating ‘legendary customer service’.

14. The service providers need to manage such dimensions of customer experiences as rational experience (what goes on); emotional experience (How we feel); political experience (what is right) and spiritual experience (where it leads us or ‘whither’. By managing these dimensions, the customers can benefit enormously. However, the management of these dimensions requires right dream; right team; right program; right improvement; and right involvement. Using imagination to understand customer experience is the job of service providers.

15. Service providers should seek to create a genuine brand for their services with the following fundamental traits that differentiate a genuine service brand in the customers’ minds.

- Internalized sum of impressions through VAK
- Distinctive position in the customers’ minds through VAK
- Perceived functional and emotional benefits of services through VAK.

16. Multimodality is needed for piloting VAK stream. Multimodality is a theory of communication and social semiotics. Multimodality describes communication practices in terms of the textual, aural, linguistic, spatial, and visual resources - or modes - used to compose messages. Where media are concerned, multimodality is the use of several modes (media) to create a single artifact. The collection of these modes,
or elements, contributes to how multimodality affects different rhetorical situations, or opportunities for increasing an audience's reception of an idea or concept. Everything from the placement of images to the organization of the content creates meaning. This is the result of a shift from isolated text being relied on as the primary source of communication, to the image being utilized more frequently in the digital age.

17. The service providers need to focus on the brand knowledge framework. The following chart exhibits the various dimensions of brand knowledge.

18. The service providers need to create brand insistence. The following chart portrays the various dimensions of brand insistence.
19. The service providers need to integrate service brand awareness, recognition and recall.

20. When faced with low service brand recognition, the service providers need to adopt marketing strategies: The following chart exhibits the various marketing strategies to deal with low service brand recognition.

21. Service brand recognition is an offshoot of service brand identity. We, therefore, recommend the service providers to focus heavily on the following types of service brand identity: (a) Core identity: It creates a strong thrust for the customer. It reflects the service brand aspiration. It contains four concepts namely, quality, innovation, fun/entertainment and value; (b) Extended identity. It includes all of the brand identity elements (service brand personality) that are not in the core, organized into meaningful groupings; (c) Service brand essence which includes all the elements that resonate with customers and drive the value proposition. It captures the soul of the service brand.
MICRO-LEVEL RECOMMENDATIONS

These recommendations stem from our interactions with the customers and the service providers through structured questionnaires and interview schedules.

1. Visual Cues

Our analysis has shown that visual cue has a predominately higher effect in recognizing people by their faces and also learning many things by watching as a part of sensory cues. We, therefore, recommend that more emphasis should be given to visual-based activities/promotions that would result in higher purchase intention. Furthermore, analyzing the respondents’ preference of watching ads on Television/online/movies as a visual cue, it emerges half (fifty percent) of respondents agree and some of them strongly agree to this issue. With nearly one fifth of respondents remaining neutral and another one fifth of respondents strongly disagree for the above statement, it is again seen that a considerable proposition of respondents seem to be lesser addiction as a visual cue under sensory cues. In totality, only three components dimensions namely recognizing people by their faces, learning things by watching others and selection of apparels in accordance with their physical looks seems to be based on visual cue. On the contrary, majority of the respondents are also in favor of having face to face interaction. We recommend that these three dimensions should receive focus in the visual spectrum.

In continuation, from the mediation analysis it is seen that the brand identity as a mediator between visual cue and purchase intention have partial influence in purchase intention of the customers. It is observed clearly from the analysis that there is a significant influence of visual cue (seeing the advertisement through TV, billboards etc.) on purchase intention (willingness to go for a particular cellular provider). However when brand identity is introduced as a mediator to analyze whether the brand plays a critical role in influencing the purchase intention of the sample customers, it is observed that brand identity mediates partially in influencing the purchase intention, therefore, we recommend that more emphasis should be given to visual cue along with the brand identity. A similar scenario is noticed with brand recall acting as the mediation factor.
Brand recognition is highly influenced by the visual sensory cues used by the operators in advertising their products and services and with regard to **Brand Recognition** as a mediating factor, it is observed that there is a full mediation between visual and purchase intention, in other words brand recognition plays a influencing role in selecting a particular cellular service provider, when people go through visual cue. We, therefore, recommend that more emphasis should be given in developing the brand recognition which would influence the purchase intention.

2. Auditory Cues

On enquiry about how much respondents prefer to talk to people over phone rather than meeting them, it is observed that only forty percent of respondents agreed to a greater extent that *they would prefer to talk to people over phone rather than meeting them* under sensory cues. However, one fourth of respondents remain indifferent and about thirty five percent of them indicating that they are not much inclined to talk to people *over phone and prefer meeting them*. One would draw an inference that nearly fifty of percent of respondents believe that auditory cue has become a necessary catalyst in talking to people. This would indicate majority of respondents accept that they can **recognize people by their voice/tone** as auditory cue under sensory cues. Furthermore, when enquired about whether they are good listeners, it is observed from the result that seventy percent of respondents are positive to this issue and one fifth of respondents remain neutral. It shows that majority of respondents seem to be **good listeners** as auditory cue under sensory cues.

From mediation analysis, it is observed that brand identity influences selection of cellular service provider based on auditory cues portrayal. We recommend the service providers use ‘brand identity prism’ in their promotional strategies.

3. Kinesthetic Cues

As far as Kinesthetic cue is concerned, when enquired about any **emotional element in the acting and dialogue is what they remember** as kinesthetic cue, it is observed that 55 percent of respondents are positive to this issue and only 20 percent of respondents disagree to this issue. This explains that there is an influence of kinesthetic cue in the form of emotion and dialogue to which people able to remember.
Another interesting sub-component of kinesthetic cue which is addressed to the respondents is whether that they remember people's handshake/hugs. It is observed from the survey that more than sixty percent of respondents are positive to this issue and only one fifth of respondents disagree to this issue. On similar note, when enquired about whether they can remember people based on some incidents/scenes associated, it is observed that more than seventy percent of respondents are positive to this issue, thus indicating that they can indeed remember some incidents/scenes associated which reflect the influence of kinesthetic cue under sensory cues.

Analyzing the impact and relationship of kinesthetic cue on brand identity, it is observed from test of association analysis result that Brand Identity is highly influenced by the kinesthetic sensory cues used by the operators in advertising their products and services. Similarly, brand recall is also highly influenced by the kinesthetic sensory cues used by the operators in advertising their products and services.

With respect to kinesthetic cue, it is observed from mediation analysis that brand recognition has a vital role towards influence the purchase intention. We recommend that the advertisement should not be of more of abstract and should influence those contents where there is a scope for sensation, feeling, personal touch & emotion. On the other side, both brand identity and brand recall are mediation factors which influence the purchase intention of cellular service provider based on kinesthetic cue.

4. Brand Identity

Our analysis shows that more than half of the respondents agree and another one fourth of them even strongly agree to the fact that their present service providers are very popular in the market which retrospectively indicate the quantum of influence on customers as part of brand identity. On similar lines, nearly half of the respondents are of the opinion that their respective service providers are industry leaders and almost a similar percentage of respondents disclose that this is because of good customer care services. These aspects truly reflect the brand identity and we recommend that service providers should continue to keep up the trust that it has built over the years. The crux is that brand identity needs to be punchy, memorable,
focused and motivating. Besides, half of the respondents also feel that they could not imagine to their life without cell phone and its service even for a day. This shows the penetration of cellular providers in their day to day activities. Finally, it is observed from the survey that there is a considerable proportion of respondents accepting the fact that ads of service providers is truly inspiring. We recommend for service providers to lay more emphasis on improving the ads concepts, maintaining the market share and being in the top position as part of brand identity.

5. Brand Recognition

Certain aspects pertaining Brand Recognition are placed before the respondents. Accordingly, more than sixty percent of respondents unanimously endorse positively that the quality of network connectivity and also acknowledge the uninterrupted services enable them to select the present service providers. Competitive price structure also leads them to remember their present cellular service providers for a long time. Furthermore, it is observed from the study that color, logo and cartoons used in the TV commercials as part of advertising strategy leads a considerable proportion of respondents to have more brand recognition of service providers. Thus, it is clearly evident from the study that efforts on improving the brand promotions have consistently been made by the cellular service providers so that their Brand is easily recognized by the customers. We recommend that additional efforts are required in brand recognition module in order to increase the percentage of respondents from present sixty percent to seventy five percent in near future. Aggressive promotional efforts are called for through an umpteen below-the-line promotions and also through event marketing activities. Besides, the key to service brand’s recognition is its commitment to being distinctive and offering value. A service brand is both perception and reality and the service providers must deliver on both

6. Brand Recall

On the issue of Brand Recall concept, it is observed from the study that two factors namely the background music – in the form of jingles/songs in the ads and the zo-zo ads--- results in recalling of a particular cellular brand. This is because more than half of the respondents strongly agree to these two aspects. The third factor that influences the brand recall is the endorsement by film personalities as youth icon. We recommend that more emphasis has to be placed on these three aspects such as
adopting good and relevant background music and developing ads concept similar to zo-zo ads and also roping in more number of film icons in their ads that result in recalling the brand more often.

7. We recommend that more emphasis should be laid holistically on brand identity, brand recognition, and brand recall, when the service providers think of going in for visual cue-based, auditory cue-based and kinesthetic-cue based promotions of their services. It is the combined effect of VAK in promotional campaigns that triggers the brand-identity, brand-recognition, brand-recall and purchase-intention. This emphasis should be accompanied by splendid customer service particularly the networking and allied value-added services.

8. We also maintain that VAK spectrum creates ‘customer experience’ with the brand which is a precious gift for the service providers. The customers’ brand experience needs the practice of ‘legendary customer service’ with customer delight, and customer enchantment. The concept of legendary customer service is explained below:

**Legendary Customer Service** *

**Business As usual**

- OK service—no worse than the rest
- Greater focus on product quality than the service experience
- One priority among many
- Adequate to stay in business—at least for now.

**Good Service**

- Service spoken about as a high business priority
- Satisfying and occasionally delighting the customer
- Eager to copy what the competition is doing
- Possibly winning well-known service awards.
Legendary Service
• Uniquely achieving what only we can do
• Redefining the expectations of one’s industry or sector
• Joyfully living deeper service values
• The value of service drives everything else in the business
• Customers spread the legend by word of mouth.

The concept of customer delight is explained below:

Customer Delight
• A customer can respond in one of three distinctly different ways to performance on a specific product/service benefit, and that response classifies product/service benefit into:
  • A satisfier is a benefit which pleases customers when we provide it well and displeases them when we do not.
  • A dissatisfier is a benefit which goes unnoticed when we provide it, but upsets customers when we do not. Customers expect dissatisfiers to be done well and will be very displeased if we do not provide them.
  • A delighter is a benefit that delights customers if we provide it but they would not notice its absence because they have never thought of it.
• Customer satisfaction suffices but customer delight dazzles.

Customer delight is critical
• To reward loyal customers
• To hold back the potential defectors
• To attract the fence sitter and to serve up an unparallel value to customers
• Customer delight is a mind shift mantra.
• It states that the customers are best satisfied when they least expect it.
Components of customer delight include:
• Fulfillment of latent needs that the customers are not yet aware of

• A quality product/service that they do not consider possible from marketers
• Complete personalization of a standard product/service
• An unexpected benefit that does not result in profit for the company.
• Solutions to customer problems

**Justification for customer delight**
• Only continuously rising satisfaction level can holdback potential defectors
• Every rising value strengthens the loyalist’s resolve not to switch to the competition
• The promise of constant surprise turns experimenters into life-long customers
• Entry barriers are raised for new competitors
• The compulsion to innovate constantly

**Generating customer delight requires**
• Strive constantly to provide additional value in every transaction
• Use a flexible product/service envelope around the core product/service to general surplus benefits.
• Constantly surpass the expectations that the customer has built around the product/service
• Treat every customer s though he/she is the only customer whom the company wants.
• Look for expectation-performance gaps in order to identify opportunities to delight.
• Companies are now using terms like ‘customer astonishment’ ;and ‘wowing the customers’—all these terms convey the meaning of giving a pleasant shock/surprise to the customers through under promising and over delivering

The concept of customer enchantment is explained below:

**Customer Enchantment**

Customer enchantment/service extravagance does have a role in any promotional effort, because it promotes customer’s love. Three benefits:
• Service extravagance releases employee power
• Service extravagance keeps service quality top of the mind
• Service extravagance builds team work at its best.
The legendary customer service, customer delight, customer enchantment creates ‘WWW SYNDROME’ which refers to an element of surprise to shock the customers in a pleasant way. The customers are not only satisfied but remain loyal under this syndrome. **We strongly recommend that the VAK should be reinforced with these ‘nutrients’ backed by the following ingredients:**

- Gastronomy strategy which targets customers who seek highly personalized service and a great deal of interactions and long contact. Such a strategy is focused on high-end products/services and at limited customers.

- Formula strategy which targets larger market than a gastronomy strategy while still offering personalized services. Service customization blended with appropriate pricing is the hardcore of this strategy.

- Magnetic/electrifying customer care which includes: (a) Encourage customers’ curiosity; (b) Identify the comfort zone of customers; (c) Soak the services mix into charisma; (d) Give customers occasional miracles.

- Service heart** which implies that we cannot win the hearts of customers unless we have heart ourselves. The service providers need to give ‘as good as they get’

9. Since the VAK needs a strong thrust on ‘sensory marketing’; the various segments of the sensory marketing are noteworthy. We can divide the concept of sensory marketing into the following segments:

- **Visual marketing:** Sight is the most used sense in marketing, as it is the most stimulated by the environment. The choice of colors and forms in the conception of a product, the layout of a point of sale, the realization of promotion campaign are key factors of success (or failure), well understood by marketers.

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**171** **Ibid page 160**
Auditory marketing: To use sounds is known in advertising: to associate music to a message is a good way to make the consumer remember it. However, music is also important for sensory marketing users, since researches underlined the impact of music on behavior, in a point of sale for instance.

Tactile marketing: Marketers try to take in account the emotions sparked off by this touch during the conception of the product or its conditioning.

Gustative marketing: This refers to the intrinsic attributes of a product which account for being an efficient way of differentiation notably in the alimentary market. In a promotional way, companies often use gustative marketing to convince customers.

Word-of-mouth marketing which implies the best practices of managing the 'moments of truth'.

Discovery marketing is the cornerstone of success from service providers, capturing key insights of customer neurological behavior. It delivers prescription for what is required to be successful in services business, it also embodies quest for perceptual constructs.

The following are the additional specific inputs for the service providers for enhancing the utilitarian value of their mobile phone services:

✓ Our research enquiry reveals that majority of the respondents (52%) are found using 2G internet services. We recommend that the service providers initiate upward migration from 2G to 3G through aggressive promotion.

✓ Our research enquiry reveals that youth respondents (age-group of 15 to 25) are susceptible more to visual and kinesthetic cues. We, therefore, recommend that at the time of crafting the ad campaigns these two adv appeals should be predominantly considered.

✓ Our personal enquiry with the respondents reveals that the ads of service providers are not considerably inspiring. We, therefore, recommend that the ad campaigns should be more inspirational and aspirational.

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172 *** also called viral marketing, avalanche marketing

**** Moment of truth is specific mental snapshots which the customers take our business and use to run their own personal firm of how well we are servicing them

***** “Living Brands” by Raymond A. Nedeau mhm publications, 2007 Page1
✓ Our research enquiry reveals that a big chunk (>60%) of respondents are not responding to the celebrity adv of service providers; they are unable to identify themselves with the distinct mode of living of the celebrities (used by the service providers). We, therefore, recommend that more ‘regional icons’ be projected in the celebrity ads of service providers, because we believe that the celebrity ads may lead to high probability of increase in purchase intent.

✓ Our research enquiry reveals that the punch-line/tagline associated with the service are not capable enough to stimulate the purchase intention. We, therefore, recommend that the punch-line/tagline along with jingles should be made to capture the attention of the customer enough to catapult the purchase intentions of the customers.

To sum-up, it is our belief and conviction that if the aforesaid recommendations are not pigeonholed, they go a long way to enable the service providers to navigate the VAK dashboard effectively. VAK dictates the service providers to know their customers, live with them, breathe them and internalize them. Advertising campaigns are not driven by dreams but by the ideas which stem from VAK. VAK is more appropriate because customers are in the ‘sensorama’*173. This is where the VAK adv appeals come in. Our analysis calls for nothing less and nothing more than placing more emphasis on the brand recognition (VAK is a powerful trigger of brand recognition, brand identify brand recall, purchase intention) in the advertising campaigns. The service providers need to fortify the brand recognition through VAK dashboard. Brand ‘photosphere’**174 is in the VAK architecture. There are other adv appeals ***175 but the VAK (more particularly visual and kinesthetic appeals) appeals need to be put in the ‘driver’s seat’ for bolstering up of the effectiveness of advertising campaigns of mobile phone service providers. Sculpting the advertisement campaigns with VAK appeals is the main theme of our research investigation.

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*Sensorama: Customers using their senses
**Brand photosphere is the sensory elements that customers describe when interacting with the service brand.
***Contra: Taxonomy of Advertisement Appeals pp 11-25.