CHAPTER V
SUMMARY AND CONCLUSION

INTRODUCTION

The concept of advertisement has attracted considerable interest in marketing research as it has huge impact on marketing of goods or services or ideas and it plays vital role in demand creation for goods or services or ideas. Among different medium of advertisements, media advertisements rule the advertising world. Methodologically, media advertisements include

a) Television advertisements
b) Internet advertisements and
c) Movie advertisements.
d) News Paper advertisement

There has been increasing interest among scholars all over the world in the concept of media advertisements and in empirical assessment of level of impact of the media advertisements on marketing of goods or services or ideas especially in assessing the impact of advertisements on consumer’s buying perceptions of mobile phone.
This study also focuses on assessing the impact of advertisements on consumer’s buying perceptions, but it studies about impact of advertisements on consumer’s buying perceptions of mobile phones in Chennai city.

Various perceptual studies all over the world have attempted to assess level of impact of media advertisements on consumer’s buying perceptions by studying the influences of many variables like personal characteristics, content of advertisements, reliability of advertisements, creativity of advertisements etc... on consumer perceptions.

This study considers two more important constructs namely social responsibility and effectiveness of advertisements to assess the impact of advertisements on consumers’ buying perception of mobile phone.

Apart from advertisements, consumer perceptions have been influenced by number of factors like personal characteristics, values, attitudes, culture, social factors etc. Among them values and attitudes play significant role in modeling consumer perceptions. Hence, this study considers attitudes of consumers towards advertisements and perceptions of consumers on advertising values so as to have in depth analysis and understanding of level of impact of media advertisements on consumers’ buying perceptions.
The main objectives of this research are to assess level of impact of advertisements on consumers’ buying perceptions, to analyze attitudes of consumers towards media advertisements and to examine perceptions of consumers on advertising values.

**METHODOLOGY**

Primary data needed for the study were collected from 1152 consumers in Chennai city using a structured questionnaire. The sample consumers belong to both working category and non working category like, student and house wife. Convenience sampling was adopted to collect primary data considering approachability of consumers.

The scales developed for measuring the core variables have been tested for their reliability and are found satisfactory.

The data analysis was carried out using mean scores, medians, percentages and standard deviations. One way ANOVA (F test) and students’ “t” test were used to identify the significant differences in the perceptions of consumers’ buying perceptions on the basis of their demographic variables, to identify the significant differences in the perceptions of consumers attitudes towards media advertisements on the basis of their demographic variables and to identify the significant differences in the perceptions of consumers on advertising values.
Chi-square test was applied to identify relationship between consumer preferences and demographic variables of sample consumers, to identify relationship between impact of medium of advertisements on consumers’ buying perceptions and demographic variables of sample consumers and to identify relationship between media advertisements and demographic variables.

Pearson’s correlation analysis was used to identify the intercorrelation among basic variables of this study namely consumers’ buying perceptions, consumers’ attitudes towards media advertisements and advertising values and to identify correlation among consumers’ buying perceptions, consumers’ attitudes towards media advertisements and advertising values and demographic variables of consumers.

Multiple regression analysis was used to identify the factors influencing consumers’ buying perceptions.

Factor analysis was used to examine further whether certain basic variables could differentiate between consumers’ buying perceptions and other variables.

Cluster analysis was used to examine the existence of distinct unknown groups among consumers.
MAIN FINDINGS OF THE STUDY

The main findings of this study may be summarized as follows:

ANALYSIS OF CONSUMERS’ PREFERENCES:

The consumer preferences of the sample show certain distinct features which are listed below:

DIFFERENCES BETWEEN DEMOGRAPHIC CHARACTERISTICS AND CONSUMERS’ BUYING PERCEPTIONS:

The analysis of differences between demographic characteristics and consumers’ buying perceptions reveals that there are significant differences in consumers’ buying perceptions on the basis of their age, occupation and monthly income. However, there are no significant differences in consumers’ buying perceptions on the basis of consumers’ education and marital status. Who are adult; in professional occupation and have higher income level (more than Rs 30000) seem to have more positive consumer buying perceptions than other sample respondents.
DIFFERENCES BETWEEN DEMOGRAPHIC CHARACTERISTICS AND CONSUMERS’ ATTITUDE TOWARDS MEDIA ADVERTISEMENTS:

The study shows that there are significant differences in consumers’ attitude towards media advertisements on the basis of age, occupation, monthly income and marital status. However, no significant variation in consumers’ attitude towards media advertisements is found when analysis is done on the basis of education. From these empirical results and interpretations, a comprehensive profile of consumers, highlighting the conceptualization of consumers’ attitude towards media advertisements from their level of perceptions is presented in the next paragraph.

Significant predictors of consumers’ attitude towards media advertisements are personal characteristics of namely age, occupation, monthly income and marital status.

DIFFERENCES BETWEEN DEMOGRAPHIC CHARACTERISTICS AND CONSUMERS’ PERCEPTIONS ON ADVERTISING VALUES:

The study indicates that significant differences are observed in advertising value for all selected demographic variables (age, occupation, monthly income, education and marital status). It is clear from this that advertising value is perceived differently by different sample based on their demographic variables considered.
for this study. The consumers who are middle aged, non-graduate, unmarried, self employed and having high level of monthly income (Rs 30001 to Rs 50000) possess the most positive perceptions on advertising value than other sample. At the same time, the consumers in lower age group who are married, having professional qualification and working in government offices with moderate monthly income level of Rs 20001 to Rs 30000 possess the least level of perceptions on advertising value.

ASSOCIATIONS BETWEEN CONSUMERS DEMOGRAPHIC VARIABLES AND THEIR CONSUMER PREFERENCES:

The study results for associations between demographic variables and consumer preference reveal that consumer preferences are influenced by age, occupation, monthly income and marital status of sample in most of the cases. Education does not influence consumers’ preferences.

ASSOCIATIONS BETWEEN DEMOGRAPHIC VARIABLES AND IMPACT OF MEDIUM OF ADVERTISEMENTS ON CONSUMERS’ BUYING BEHAVIOUR

The chi-square result for associations between demographic variables and impact of medium of advertisements on consumers’ buying perceptions reveals that level of impact of medium of advertisements on consumers’ buying perceptions is influenced by
age, occupation, monthly income and marital status of sample. Education does not influence impact of medium of advertisements on consumers’ buying perceptions.

ASSOCIATIONS BETWEEN DEMOGRAPHIC VARIABLES AND MEDIA ADVERTISEMENTS

The chi-square tests for associations between demographic variables and media advertisements reveal the following results;

1. Recall of media advertisements is influenced by age occupation and monthly income of sample. Education and marital status do not influence recall of media advertisements.

2. Characteristic of media advertisements that induces to recall that media advertisement differs on the basis of age, occupation, monthly income and marital status of sample.

3. Agreement of portrayal of good image of in media advertisements differs on the basis of all demographic variables selected for this study.

4. The preference of brand which portrays good image of in media advertisements is influenced by age and occupation.
ANALYSIS OF RELATIONSHIP AMONG THE SELECTED INDEPENDENT VARIABLES:

Relationship among the selected independent variables namely consumers’ buying perceptions, consumers’ attitude towards media advertisements and advertising values are analyzed to examine relationship among them. The result indicates that consumers’ buying perceptions is significantly correlated with advertising value (0.043). But, it is not significantly correlated with consumers’ attitude towards media advertisements.

Consumers’ attitude towards media advertisements is significantly correlated with advertising value (0.289). But it is not significantly correlated with consumers’ buying perceptions.

Advertising value is significantly correlated with consumers’ buying perceptions (0.043) and consumers’ attitude towards media advertisements (0.289).

ANALYSIS OF RELATIONSHIP AMONG DEMOGRAPHIC VARIABLES AND SELECTED INDEPENDENT VARIABLES:

Relationship among the selected independent variables namely consumers’ buying perceptions, consumers’ attitude towards media advertisements, advertising values and demographic variables (age, occupation, monthly income, marital
status and education) are analyzed to examine relationship among them. The result indicates the following relationships among them.

1. Consumers’ buying perceptions is significantly correlated with advertising value, age, occupation, monthly income and marital status. But, it is not significantly correlated with consumers’ attitude towards media advertisements and education.

2. Consumers’ attitude towards media advertisements is significantly correlated with advertising value and marital status while it is not significantly correlated with consumer perceptions, age, occupation, monthly income and education.

3. Advertising value is significantly correlated with consumers’ behaviour, consumers’ attitude towards media advertisements, occupation, marital status and education. But, it is not significantly correlated with age and monthly income.

4. Age is significantly correlated with consumers’ buying perceptions and monthly income. It is not significantly correlated with consumers’ attitude towards media advertisements, advertising value, occupation, marital status and education.
5. Occupation is significantly correlated with consumers’ buying perceptions, advertising value, monthly income and marital status. It is not significantly correlated with consumers’ attitude towards media advertisements, age and education.

6. Monthly income is significantly correlated with consumers’ buying perceptions, age, occupation and education. It is not significantly correlated with consumers’ attitude towards media advertisements, advertising value and marital status.

7. Marital status is significantly correlated with consumers’ buying perceptions, consumers’ attitude towards media advertisements, advertising value, occupation and education. It is not significantly correlated with age and monthly income.

8. Education is significantly correlated with monthly income and marital status. It is not significantly correlated with consumers’ buying perceptions, consumers’ attitude towards media advertisements, advertising value, age, and occupation.
IMPACT OF CONSUMERS’ ATTITUDE TOWARDS MEDIA ADVERTISEMENT AND PERCEPTIONS OF CONSUMERS TOWARDS ADVERTISING VALUE ON CONSUMERS’ BUYING PERCEPTIONS

To examine impact of attitudes of consumers towards media advertisements and perceptions of on advertising values on consumers’ buying perceptions, multiple regression analysis was used and the result reveals that consumers’ attitude towards media advertisements has, significant impact on consumers’ buying perceptions and that advertising value has impact on consumers’ buying perceptions, but, it does not have significant impact on consumers’ buying perceptions.

IMPACT OF CONSUMERS’ BUYING PERCEPTIONS AND PERCEPTIONS OF CONSUMERS TOWARDS ADVERTISING VALUE ON CONSUMERS’ ATTITUDE TOWARDS MEDIA ADVERTISEMENT

To examine impact of consumers’ buying perceptions and perceptions of on advertising values on attitudes of consumers towards media advertisements, multiple regression analysis was used and the result reveals that consumers’ attitude towards media advertisements have significant impact on consumers’ buying perceptions and advertising value.
IMPACT OF CONSUMERS’ BUYING PERCEPTIONS AND CONSUMERS’ ATTITUDE TOWARDS MEDIA ADVERTISEMENT ON PERCEPTIONS OF CONSUMERS TOWARDS ADVERTISING VALUE

To examine impact of attitudes of consumers towards media advertisements and consumers’ buying perceptions on perceptions of advertising values, multiple regression analysis was used and the result reveals that consumers’ attitude towards media advertisements have significant impact on advertising value and that consumers’ buying perceptions has impact on advertising value, but, consumers’ buying perceptions does not have significant impact on advertising value.

RELATIONSHIP AMONG VARIOUS FACTORS

In this study, to understand perceptions of consumers’ buying perceptions and media advertisements, three variables “i.e.” consumers’ buying perceptions, consumers’ attitude towards media advertisements and advertising value, are analyzed by using “Extraction method”.

Factor analysis reveals that consumers’ buying perceptions is influenced by consumers’ attitudes towards media advertisements and consumers’ attitudes towards media advertisements are in turn influenced by consumers’ buying perceptions. Further, both consumers’ buying perceptions and consumers’ attitudes towards
media advertisements are influenced by advertising value perceptions of consumers.

Cluster analysis reveals the existence of two groups among consumers. The first group exhibits high perceptions of buying perceptions, attitude towards media advertisements and advertising value. The second group shows high perceptions of advertising value and moderately high perceptions of attitude towards media advertisements and buying perceptions. All the three variables are highly significant at 1% level of significance. The first cluster has been named as “the ideal consumers group” and the second cluster has been named as “Motivated consumers group”.

**IMPLICATIONS OF THE STUDY**

The study clearly focuses on assessing level of impact of advertisements on consumers’ buying perceptions by considering attitudes of consumers towards advertisements, perceptions of consumers on advertising values, ability of recall and recognition of advertisements and perceptions of consumers on portrayals of wrong image of in media advertisements. The study seems to suggest that creative, credible, informative, effective and socially responsible media advertisements, which do not portray wrong image of and which have good advertising values will induce attitudes of consumers towards media advertisements positively which in turn influence consumers’ buying perceptions on advertised product or service or idea positively.
1. Consumers prefer innovative and creative media advertisements with good advertising values. Therefore, the creators of media advertisements should focus on creation of innovative, creative, credible and socially responsible media advertisements.

2. Media advertisements influence majority (78.6%) of consumers’ buying perceptions. It can be said that good media advertisements play vital role in invoking consumers towards advertised product or service or idea. Hence, the companies may significantly resort to media advertisements rather than other medium of advertisements to reach the consumers. At the same time, if the companies are able to create creative, credible, informative, effective and socially responsible media advertisements, which do not portray wrong image of and which have good advertising values, then, the companies can influence all consumers’ buying perceptions positively.

3. Education has not been constraint for formation of attitude towards advertisement. It indicates that positive attitude can be formed all kind of consumers irrespective of their educational qualification. Therefore, advertisements should aim at formation of positive attitudes among consumers.

4. Advertisements are influenced by age, occupation and monthly income of sample. Therefore, it is suggested that
advertisements should be created in such a way which will enable all consumers to recall advertisements irrespective of their age, occupation and monthly income of target audiences.

To conclude, it can be stated that consumers buying perceptions, attitudes of consumers towards advertisements and advertising values need not be treated as independent perceptions, but they are seemed to be interdependent.

Attitudes of consumers towards advertisements have significant relationship with both consumers’ buying perceptions and perceptions of consumers on advertising values and consumers’ buying perceptions and perceptions of consumers on advertising values have significant relationship with attitudes of consumers towards media advertisements.

At the same time, both consumers’ buying perceptions and perceptions of consumers on advertising values have relationship among them. From these results of this study, it can be stated that attitudes of consumers towards advertisement plays significant role in determining consumers’ buying perceptions and that attitudes of consumers towards advertisements are considerably shaped by perceptions of consumers on advertising values.
Practical observations made by consumers in written statements reveal that are more sensitive to issues on portrayal of wrong image of in media advertisements, sexual content in media advertisements and children and adult misleading media advertisements. They expect creative, credible, non-exploiting and fair treating media advertisements. It seems that if media advertisements do not meet the expectations of consumers, then, such media advertisements are likely to create negative attitudes among consumers towards media advertisements as well as negative buying perceptions among consumers on advertised product or service or idea.

SUGGESTIONS FOR FUTURE RESEARCH

More perceptual studies are needed to understand level of impact of advertisements on consumers’ buying perceptions particularly consumers’ buying perceptions. An in depth focus on factors influencing perceptions of consumers on advertising values such as unfair treatment of, sexual and misleading contents etc and level of impact of media advertisements (especially internet advertisements) on adults, and men are to be done in India. Further, level of impact of culture on media advertisements and advertising values shall be studied in such a way to understand their effect on consumer buying perceptions. Replicative studies also need to be conducted for generalization of the present study results.