

*CHAPTER IV*

*RESULTS AND DISCUSSION*

## CHAPTER IV

### RESULTS AND DISCUSSION

The results of the study entitled, “**Advertisement Effectiveness of Select FMCG Brands from Urban Customer Perspectives** ”, has been presented under the following headings.

- ✓ 4.1 Demographic and socio-economic profile of the respondents.
- ✓ 4.2 Advertisement viewing behaviour of the respondents.
- ✓ 4.3 Advertisement effectiveness scores.
- ✓ 4.4 Advertisement awareness, remembrance and memorability.
- ✓ 4.5 Brand positioning and advertisement effectiveness.
- ✓ 4.6 Advertisement effectiveness score and demographic and socio economic profile of the respondents.
- ✓ 4.7 Advertisement effectiveness score and its impact on purchase behaviour of the respondents.
- ✓ 4.8 Impact of advertisement of select FMCG brands.
- ✓ 4.9 Association between demographic and socio economic profile of the respondents and unique criteria for memorability of advertisement.
- ✓ 4.10 Impact of advertisement and memorability of advertisement.
- ✓ 4.11 Determinants of effectiveness of advertisement.

#### **Demographic and socio-economic profile of the respondents**

Consumer profile stands for details of consumers. The consumers seen from socio-economic angle have greater bearing on the marketers plan, strategies towards making the marketing mix matching their needs and moods.

#### 4.1. Distribution of the respondents based on the Demographic and socio-economic profile

**Table 4.1**

Demographic and socio-economic profile of the respondents is presented in the table 4.1

Variables		No. of respondents (200)	Percentage
Age ( In years )	Below 25	88	44.0
	26-30	62	31.0
	31-35	24	12.0
	36-40	11	5.5
	Above 40	15	7.5
Gender	Male	85	42.5
	Female	115	57.5
Marital Status	Married	130	65.0
	Unmarried	70	35.0
Educational	School level	76	38.0
	Graduate	54	27.0
	Post Graduate	50	25.0
	Professional	20	10.0
Occupation	Student	18	9.0
	Professional	21	10.5
	Business	39	19.5
	Employee	78	39.0
	Home maker	44	22.0
Annual Income ( ₹ in lakhs )	Below 2.0	44	22.0
	2.0 - 2.5	24	12.0
	2.5 - 3.0	57	28.5
	3.0 - 3.5	41	20.5
	3.5 - 4.0	21	10.5
	Above 4.0	13	6.5
Nature of Family	Nuclear	127	63.5
	Joint	73	36.5
Watching television hours per day	None	15	7.5
	Less than 1	39	19.5
	1 - 2	42	21
	2 - 3	36	18
	More than 3	68	34
Listening to radio hours per day	None	34	17
	Less than 1	71	35.5
	1 - 2	39	19.5
	2 - 3	37	18.5
Reading magazines hours per day	None	19	9.5
	Less than 1	102	51
	1 - 2	63	31.5
	2 - 3	22	11
	More than 3	9	4.5
Reading newspapers hours per day	None	4	2
	Less than 1	41	20.5
	1 - 2	125	62.5
	2 - 3	22	11
	More than 3	8	4

Browsing internet hours per day	None	48	24
	Less than 1	48	24
	1 – 2	52	26
	2 – 3	38	19
	More than 3	14	7
Social networking hours per day	None	68	34
	Less than 1	28	14
	1 – 2	27	13.5
	2 – 3	29	14.5
	More than 3	48	24

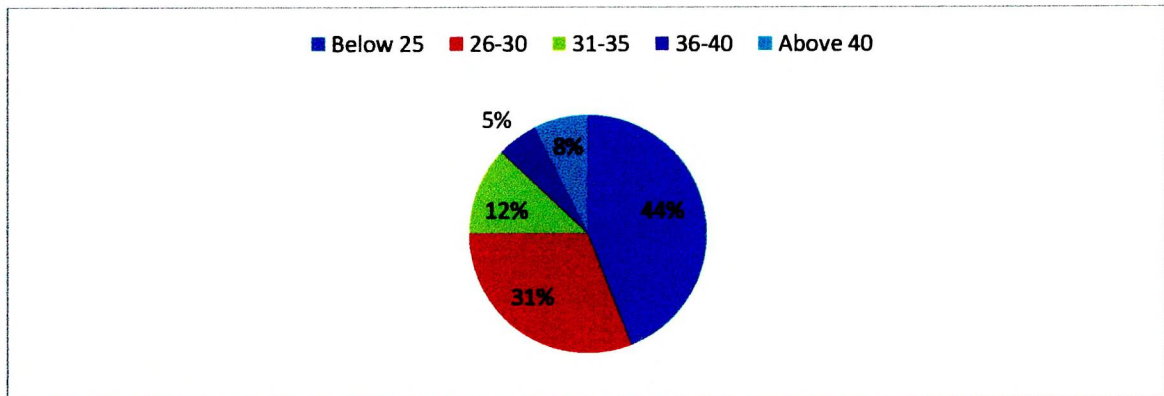
Source : Primary data.

It is understood from the Table 4.1, that the majority of the respondents (44 per cent) belong to the age group below 25 years (Exhibit 2), female respondents constitutes 57.5 per cent and the remaining 42.5 per cent were male. Majority of the respondents (65 per cent) were married and only 35 per cent were unmarried. The classification of the respondents based on education showed that 38 per cent of the respondents had education up to school level, 27 per cent were graduate, 25 per cent were post graduate and remaining 10 per cent of respondents were professionals.

As far as the occupation is concerned 39 per cent of the respondents were employee, 22 per cent were homemaker, 19.5 per cent were doing business, 10.5 per cent were professionals and rest of nine per cent of respondents were students, who depends on their parents for all their need (Exhibit 3). The classification based on annual income shows that about 28.5 per cent of the respondents have annual income of ₹.2,50,000 to 3,00,000, 22 per cent of the respondents have annual income below ₹.2,00,000, 20.5 per cent of the respondents had annual income between ₹.3,00,000 to 3,50,000, 12 per cent of the respondents between ₹.2,00,000 to 2,50,000 and 10.5 per cent respondents belong to the income level of ₹.3,50,000 to 4,00,000 and the rest six point five per cent have income above ₹.4,00,000. Most (63.5 per cent) of the respondents live in nuclear family and remaining 36.5 per cent of the respondents were in joint families. With regards to the time spent on leisure time activities, 34 per cent of the respondents were spent time on watching television for more than three hours per day (Exhibit 4) and 35.5 per cent of the respondents spent their time by listening to radio for more than one hour, 51 per cent of the respondents were not engaged themselves in any other leisure time activities, spent time on reading newspaper for more than one hour, 26 per cent of the respondents browsing internet spent for one to two hours per day and 34 per cent of the respondents engaged in social networking.

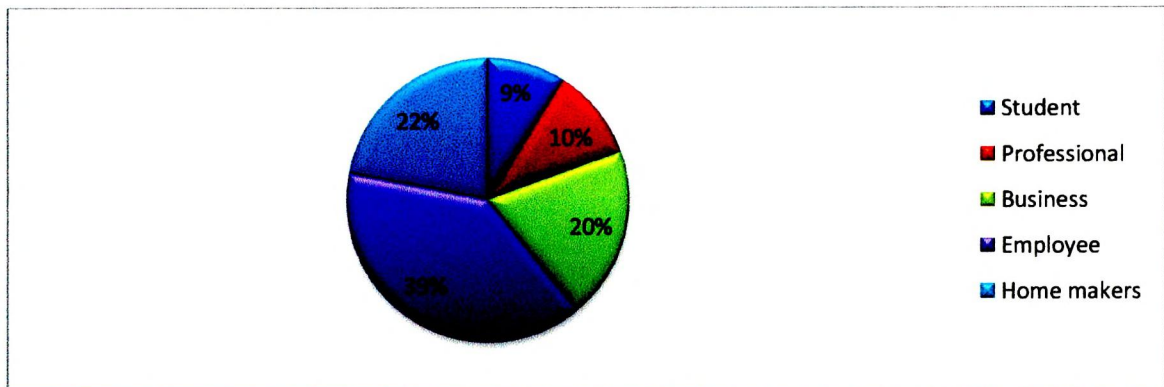
## EXHIBIT 2

### Age of the Respondents (In Years)



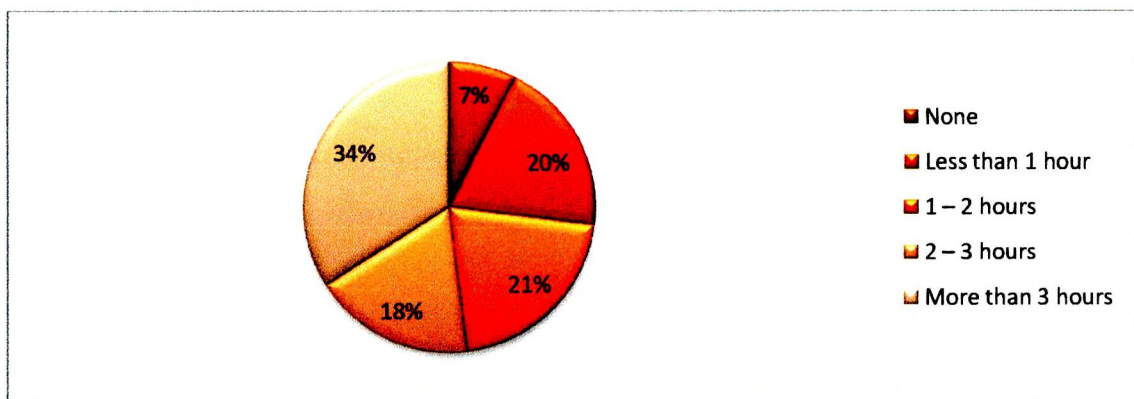
## EXHIBIT 3

### Occupational status of the Respondents



## EXHIBIT 4

### Watching television hours per day



It is inferred from the above distribution that majority of the respondents were in younger age group of below 25 years, predominantly female respondents, married and live in nuclear families. Majority of the respondents were employees with education earning above ₹.3,00,000 per annum with majority of the respondents spending their leisure time by reading newspaper for more than one hours.

#### 4.2 Advertisement viewing behaviour of the respondents.

Advertisers spend a lot of money to keep individual interested in their products. To succeed, the need to understand what makes potential customers behave the way they do.

**Table 4.2**

Advertisement viewing behaviour of the respondents

Variables		No. of respondents (200)	Percentage
Reason for viewing advertisements	Gather information	17	8.5
	Make purchase decision	21	10.5
	No valid purpose	25	12.5
	shopping for a particular product	37	18.5
	Know free product offers	55	27.5
	When offered discounts	45	22.5
Advertisement impact	Attempt for quick purchase	29	14.5
	Suggest for best among alternatives	71	35.5
	Providing conviction value	24	12.0
	Enabling product description	76	38.0
Advertisement create intention to purchase	Yes	125	62.5
	No	75	37.5
Main message of advertisement	Try to sell the product	30	15.0
	Entices people	30	15.0
	Big discount	43	21.5
	Product is of high quality	50	25.0
	Brand awareness	47	23.5
Characteristics of advertisement	Informative	19	9.5
	Irritating	26	13.0
	Emotional	32	16.0
	Humorous	18	9.0
	Boring	13	6.5
	Cheerful	25	12.5
	Attention gathering	39	19.5
	Active	28	14.0
Perception towards advertisements	Power the economy	27	13.5
	Sports and culture	63	31.5
	Create social awareness	32	16.0
	Benefit consumers	78	39.0
Advertisements are fun to watch	Yes	91	45.5
	No	109	54.5

Talk about advertisement	Yes	105	52.5
	No	95	47.5
Advertisements have positive reaction	Yes	105	52.5
	No	95	47.5
Like advertisement which are fun positive	Yes	120	60
	No	80	40
Like to purchase the product offered	Yes	115	57.5
	No	85	42.5

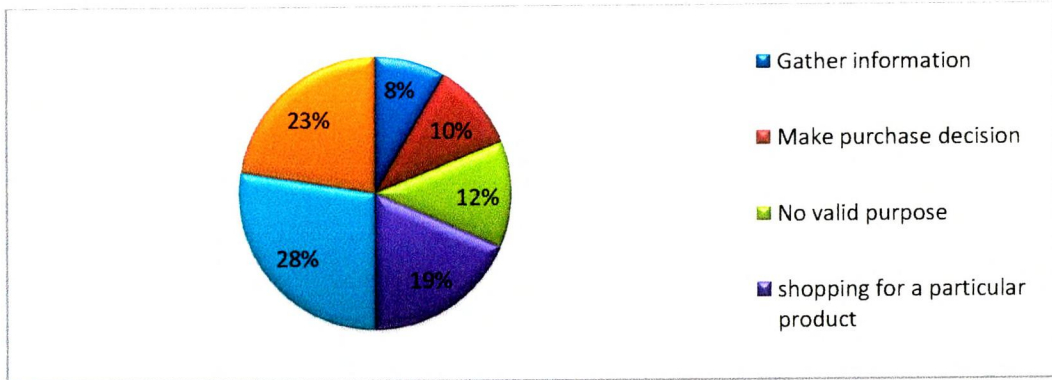
Source : Primary data

It is noted from table 4.2 that, majority (27.5 per cent) of the respondents were viewing the advertisement for in order to get to know free product offers, 22.5 per cent were viewing the advertisement to know the discount offers, 18.5 per cent were to do shopping for a particular product, 12.5 per cent were viewing advertisement with no valid purpose, 10.5 per cent were viewing the advertisement in order to make purchase decision and rest of eight point five per cent were viewing the advertisement to gather information (Exhibit 5). “Advertising presents the most persuasive possible selling message to the right prospects for the products or service at the lowest possible cost”. It has to persuade people to complete the marketing strategy which is designed to sell at a profit what the marketing department believes people are willing to buy. Advertising has to influence choice and also at the end buying decision. The respondents viewed that advertisement had good impact on their purchase behaviour. 38 per cent of respondents felt that advertisement enabled them to understand the product description, 35.5 per cent of respondents considered it as suggest for the best among available alternatives, 14.5 per cent of the respondents used advertisement as source of information for quick purchase, for 12 per cent of the respondents advertisement provide a conviction value (Exhibit 7). Majority (62.5 per cent) of the respondents were felt that advertisements are create intention to purchase (Exhibit 6).

From a semiotic perspective, every marketing message has three basic components: an object, a sign or symbol and an interpretant. The object is the product that is the focus of the message. The sign is the sensory imagery that represents the intended meaning of the object. The interpretant is the meaning derived. ( Michael Solomon). With regard main message used in advertisement, majority (25 per cent) of the respondents expressed that its claim on ‘high quality’, creating brand awareness was felt by 23.5 per cent of the respondents, discount offers announcement were noticed by 21.5 per cent of the respondents, 15 per cent were expressed that the main message in advertisement is try to sell the product.

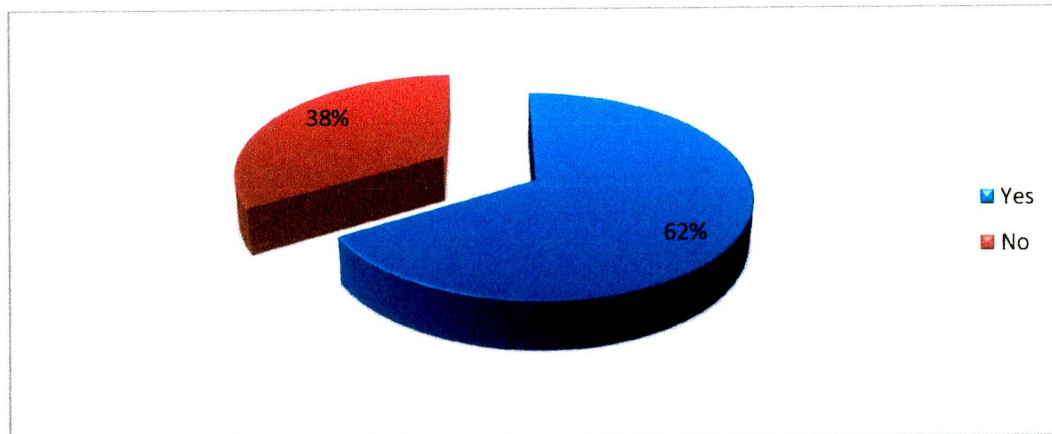
### EXHIBIT 5

#### Reason for Viewing Advertisement



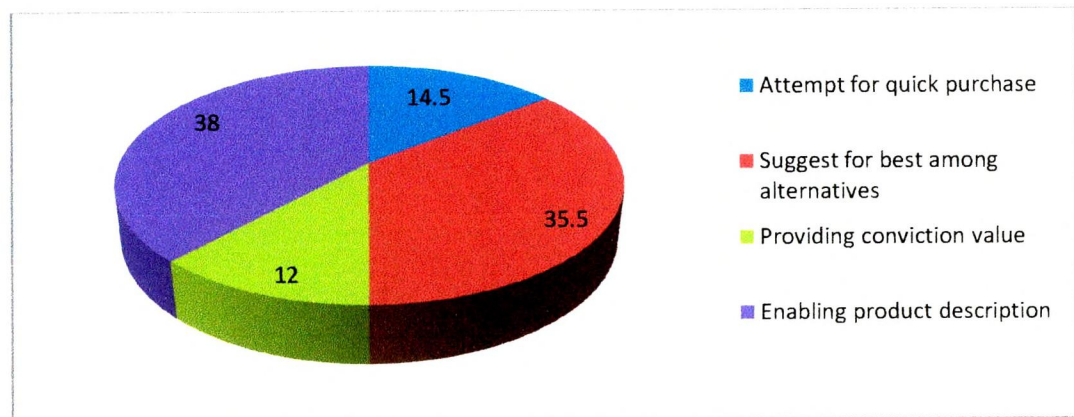
### EXHIBIT 6

#### Advertisement Create Intention to Purchase



### EXHIBIT 7

#### Impact of Advertisement



Knowledge of how consumers acquire and use information from external sources is important to marketers in formulating communication strategies. Marketers are particularly interested in, how consumers sense external information, how they select and attend to various sources of information and how this information is interpreted and given meaning (Gilbert Harrell). The actual characteristics of advertisement as perceived by the respondents shows for majority (19.5 per cent) of the respondents advertisements were the attention gathering, advertisements touches the emotions (16 per cent), showcases the active life (14 per cent), 12.5 per cent were said advertisements are cheerful, 9.5 per cent of the respondents it was informative and for 9 per cent it was humorous. The negative perception towards advertisement were expressed as irritating ( 13 per cent), and boring (6.5 per cent) .

Perception toward advertisement 39 per cent were felt benefit to consumers, 31.5 per cent were found sports and culture, 16 per cent were found create social awareness, 13.5 per cent were found power the economy.Regarding the implication of advertisement, 54.5 per cent of the respondents considered advertisement are not fun to watch, but it conveys something meaningful 52.5per cent of the respondents talk about advertisements with others and 52.5 per cent have positive reaction about advertisement, 60 per cent like to watch advertisements which are fun and have positive reaction and 57.5 per cent of the respondents like to purchase the product offered based on advertisements.

#### **4.3 Advertisement Effectiveness Scores**

As marketers spend huge money in numerous media. They need to determine its effectiveness from customer perspective. It is most relevant of the advertisement of the four select FMCG brands. The respondents were able to rate them in various criteria namely Economic advantage ,personal benefit, corporate image, consumer benefit, social benefit, persuasion, perception, cognition. Favourable consumer responses- behavioural, physiological or verbal are employed as measurements of advertisement effectiveness. The mean score computed for these criteria in table 4.3.

**Table 4.3**

## Advertisement Effectiveness Scores

Variables		Mean	Standard. Deviation	Rank with category	Overall Rank
Economic Advantage	Buy new product	4.0200	1.0073	1	1
	Product comparison	3.9300	.9642	2	2
	Package	3.6850	1.1456	3	3
	Price	3.3150	1.2302	4	4
Personal Benefit	Life style	3.0950	1.3285	4	24
	Love and affection	3.1350	1.1239	3	21
	Healthy family	3.1850	1.2363	2	14
	Self - image	3.2200	1.1826	1	10
Corporate Image	Reliability	3.3000	1.2521	1	6
	Reputation	3.1900	1.1359	3	13
	Market leader	3.1550	1.2282	4	18
	New products offerings	3.2150	1.2951	2	11
Consumer Benefit	Brand loyalty	3.3150	1.2584	1	5
	Availability	3.2300	1.2307	3	9
	Quality	3.2900	1.2424	2	7
	Knowledge on usage	3.1250	1.2235	4	23
	Repeated purchase	3.0450	1.2493	5	28
Social Benefit	Public awareness	3.1850	1.2484	1	15
	Social responsibility	3.0800	1.2576	2	26
Persuasion	Attitude change	3.2400	1.1956	1	8
	Preference	3.0000	1.2877	4	31
	Intention	3.0550	1.2038	3	27
	Believability	3.1650	1.2553	2	17
Perception	Remember the advertisement	3.0900	1.1827	4	25
	Create interest to watch	3.2050	1.2208	1	12
	Brand linking	3.1300	1.2168	3	22
	Recognition of symbol	3.1850	1.1907	2	16
	Relevance	3.0450	1.2732	5	29
Cognition	Clarity	3.1550	1.1992	1	19
	Comprehension	3.0350	1.1491	3	30
	Confusion	3.1400	1.4179	2	20

Source: Primary data

Based on the mean score ranks were assigned for the criteria with in the category and also overall ranking was assigned. The highest mean value was noted for the effectiveness of advertisement in decision to buying new products. The self-image is the personal benefit experienced by the respondents, in using the advertisement of select brands to buy products. The advertisement had promoted the corporate image as perceived by the respondents on reliability of advertisement. Customer benefit from advertisement through being brand loyal to does brands. The advertisement promotes the social benefit of among the public awareness and through persuasion it brought out attitude change among the respondents.

The respondents perceived that the advertisement of the select brand were interesting to watch and from the cognition point to view the clarity of advertisement is recognised by the respondents. On analysing the overall ranks were assigned for the effectiveness of advertisement in offering economic advantage namely, new product buying decision, product comparison, package and price. The fifth rank were assigned the brand loyalty, followed by reliability to enhance corporate image, quality, the influence on attitude change is an another important result of advertisement effectiveness.

With regard to advertisement communication it tells about product availability. The advertisement was also effective in improving self-image of the respondents, on using such advertised products. The advertisement were also found effective in announcing new products offering, create interest to watch advertisement and spreading the reputation of the brands through enhancing corporate image. The bottom level of ranks were assigned for preference, comprehension and relevance.

#### 4.4 Advertisement Awareness, Remembrance and Memorability

The ultimate criteria of advertisement effectiveness is, of course, increased sales; but sale is an ultimate action, and a result of either change in consumer awareness, his knowledge of the product, or a change in his attitude, or the development of certain motivating factors. Favourable consumer responses behavioural are employed as measurements of advertisement effectiveness. In this study, among the favourable consumer response behavioural aspect are measured for advertisement effectiveness. The advertisement of the top four FMCG products in India is considered for the study. On viewing the album containing the advertisement of the four brands namely HUL, P&G, ITC, NESTLE. The respondents were asked to answer the questions relating to behavioural aspect advertisement effectiveness.

**Table 4.4**

Advertisement Awareness, Remembrance and Memorability

Variables		No. of Respondents(200)	Percentage
Recall ability of HUL products	Top of mind	55	27.5
	Unaided to recall	52	26
	Aided to recall	48	24
	No awareness	45	22.5
Recall ability of P&G products	Top of mind	91	45.5
	Unaided to recall	65	32.5
	Aided to recall	28	14
	No awareness	16	8

Recall ability of ITC products	Top of mind	37	18.5
	Unaided to recall	62	31
	Aided to recall	74	37
	No awareness	28	14
Recall ability of NESTLE products	Top of mind	17	8.5
	Unaided to recall	21	10.5
	Aided to recall	50	25
	No awareness	111	55.5
Remember the advertisement	HUL	79	39.5
	P&G	49	24.5
	ITC	39	19.5
	NESTLE	33	16.5
Remember the company but not the product or the advertisement	HUL	80	40
	P&G	79	39.5
	ITC	30	15
	NESTLE	11	5.5
Remember the company but not the advertisement	HUL	26	13
	P&G	54	27
	ITC	89	44.5
	NESTLE	31	15.5
Do not remember at all	HUL	15	7.5
	P&G	18	9
	ITC	42	21
	NESTLE	125	62.5
Reason for memorability of advertisements	Pictorial representation	31	15.5
	Musical background	36	18.0
	Presence of celebrities	57	28.5
	Logo and slogan	50	25.0
	Message	26	13.0

Source : Primary data

It can be inferred from Table 4.4, the awareness of FMCG products advertisement of the selected brand were tested among the respondents. In terms of top of mind implies a brand or specific product coming first in customer's minds when thinking of a particular industry. Top of mind awareness is a way to measure how will brands rank in the minds of consumers. "The first brand that comes to mind when a customer is asked an unprompted question about a category. The percentage of customers for whom a given brand is top of mind can be measured". (Farris.Paul.W et.al.; 2010). The top of mind brand recall were found among 27.5 per cent of the respondents for HUL, 26 per cent for P&G, 24 per cent for ITC and 22.5 per cent for NESTLE.

Unaided recall, a means of evaluating the effectiveness of a company's recent advertising; without help from the researcher, selected respondents from the target market are asked to bring to mind advertisements they have seen or heard recently. The unaided recall of the brands was found to be higher with respective to HUL (45.5 per cent), P&G (32.5 per cent) and only 14 per cent for ITC and eight per cent for NESTLE.

Aided recall is generated in a consumer. When asked about a product category, if the consumers is aided with the product name and its advertisement and he recognizes the company or brand from the given set, it is categorized as aided awareness. About 37 per cent of the respondents recognise the ITC brands with the help of the clues given by the enumerators, 31 per cent of the respondents recognise the P&G, 18.5 per cent recognise the HUL and 14 per cent recognise the NESTLE on aided recall.

On going through the advertisement and also with assistance to recall some of the respondents were not able to identify the brands correctly. Majority (55.5 per cent) of the respondents did not recognise the brand NESTLE, 25 per cent did not recognise ITC, 10.5 per cent did not recognise P&G and only eight point five had no awareness on HUL. It is inferred from the above analysis, the brand HUL, comparatively had good positioning in the minds of the respondents followed by P&G, ITC, NESTLE.

With regard the advertisement of HUL, 40 per cent of the total respondents remembered the company not the product or advertisement, 39.5 per cent of the respondents remembered the advertisement with non-celebrity endorsers, 13 per cent remembered the company and not the advertisement and remaining 7.5 per cent of the respondents do not remember at all.

On viewing the advertisement of P&G, 39 per cent of the respondents remember the company and not the product or advertisement, 27 per cent remember the company and not advertisement, 24.5 per cent remember the advertisement and the remaining nine per cent do not remember the company, product or advertisement. The celebrity endorsement of most of the product makes the respondents to remember the company.

The advertisement of ITC reached 44.5 per cent of the respondents through remembering the company and not the advertisement, 21 per cent do not remember the company or advertisement, 19.5 per cent remember the advertisement, 15 per cent remember the company not product or advertisement.

Regarding NESTLE advertisement, majority of the respondents (62.5 per cent) do not remember the company advertisement or product, 16.5 per cent remember the advertisement, 15.5 per cent remember the company and not the advertisement and five point five remember the company not product or advertisement, as the products were endorsed mainly by non-celebrities.

The respondents largely associated the advertisement with the celebrity endorser, (28.5 per cent) to keep that brand in memory, 25 per cent of the respondents associated the company logo and slogan to remember the advertisement , for 18 per cent respondents memory of advertisement enhanced through the musical background, 15.5 per cent of the respondents associated the advertisement with pictorial representation, for 13 per cent of the respondents message enhance the memorability.

#### 4.5 Brand positioning and advertisement effectiveness

Marketing as a way of making sure consumer have the right types of product and services experiences to create the right brand knowledge structure and maintain them in memory. When a consumer activity thinks about and “elaborates” on the significance of product or services information, stronger associations are created in memory. One reason personal experiences create such strong brand association is that information about the product is likely to be related to existing knowledge.

**Table 4.5**

Brand positioning and advertisement effectiveness.

Variables		No. of Respondents(200)	Percentage
Economy	HUL	122	61
	P&G	42	21
	ITC	19	9.5
	NESTLE	19	9.5
Popular	HUL	23	11.5
	P&G	75	37.5
	ITC	79	39.5
	NESTLE	26	13
Premium	HUL	28	14
	P&G	77	38.5
	ITC	44	22
	NESTLE	51	25.5
Health	HUL	104	52
	P&G	48	24
	ITC	22	11
	NESTLE	25	12.5
Beauty care	HUL	32	16
	P&G	59	29.5
	ITC	88	44
	NESTLE	24	12
Skin care	HUL	38	19
	P&G	79	39.5
	ITC	50	25
	NESTLE	31	15.5
	HUL	33	16.5

Aroma and taste	P&G	36	18
	ITC	35	17.5
	NESTLE	95	47.5
Freshness	HUL	32	16
	P&G	48	24
	ITC	81	40.5
Ingredient used in products	NESTLE	40	20
	HUL	107	53.5
	P&G	47	23.5
Pricing	ITC	25	12.5
	NESTLE	17	8.5
	HUL	21	10.5
Assorted package size	P&G	56	28
	ITC	95	47.5
	NESTLE	29	14.5
Quality	HUL	27	13.5
	P&G	78	39
	ITC	61	30.5
Package in attractive colour	NESTLE	32	16
	HUL	24	12
	P&G	28	14
Package in attractive colour	ITC	48	24
	NESTLE	99	49.5
	HUL	25	12.5
Package in attractive colour	P&G	39	19.5
	ITC	77	38.5
	NESTLE	56	28

Source: Primary data

On presenting the advertisement of the four leading FMCG brands the respondents were classified four brands on, what does they mean to them and how does brands have positioned in the minds of the customers through their advertisements. The advertisement in brand ' HUL ' positioned in the mind of the respondents as leading product based on economy (61 per cent) , health (52 per cent), ingredients used in products (53.5 per cent).

The brand P&G is positioned in the mind of the respondents as premium (38.5 per cent)m skin care (39.5 per cent), assorted package size (39 per cent). The brand ITC is positioned in the mind of the respondents as popular (39.5 per cent), beauty care (44 per cent), freshness (40.5 per cent), pricing (47.5), package in attractive colour. The brand NESTLE is positioned in the mind of the respondents as aroma (47.5 per cent), quality (49.5 per cent).

#### 4.6 Advertisement effectiveness score and demographic and socio economic profile of the respondents

In order to test the role of demographic and socio economic profile of the respondents in the advertisement effectiveness score as assigned by the respondents, the null and alternative hypotheses were framed and listed using ANOVA.

- $H_0$ : The score of advertisement effectiveness do not differ significantly among demographic and socio-economic profile of the respondents
- $H_a$ : The score of advertisement effectiveness differ significantly among demographic and socio-economic profile of the respondents

**Tables 4.6.1**

Age and advertisement effectiveness score

Variables		Advertisement Effectiveness score		
		Mean	Standard Deviation	No. of. Respondents
Age (In years)	Below 25	100.51	7.49	88
	26-30	99.60	8.16	62
	31-35	102.67	7.60	24
	36-40	96.18	7.36	11
	Above 40	99.33	7.06	15
Total		100.16	7.72	200

	Sum of Squares	Degrees of freedom	Mean Square	F value	Significance
Between Groups	365.669	4	91.417	1.549	Ns
Within Groups	11509.211	195	59.022		
Total	11874.880	199			

Source : Primary data. Ns- Not Significant

One way ANOVA was applied to find whether the mean score of advertisement effectiveness differ significantly among age group. The ANOVA result shows that the calculated F- ratio value is 1.549 which is less than the table value of 2.418 at five per cent level of significance. Since the calculated value is less than the table value it is inferred that the score of advertisement effectiveness do not differ significantly among the age groups. Hence the hypothesis is accepted.

**Table 4.6.2**

## Gender and advertisement effectiveness score

Variables		Advertisement Effectiveness Score		
		Mean	Standard Deviation	No. of Respondents
Gender	Male	100.02	6.82	85
	Female	100.26	8.36	115
TOTAL		100.16	7.72	200

T	Degrees of freedom	Significance
0.214	198	Ns

Source : Primary data. Ns- Not Significant

The t- test was applied to find whether the mean score of advertisement effectiveness differ significantly between demographic and socio-economic profile of the respondents. The calculated t-test is 0.214 which is less than the table value of 1.972 at one per cent level of significance. Since the calculated value is less than the table value it is inferred that the mean score of advertisement effectiveness do not differ significantly between demographic and socio-economic profile of the respondents. Hence the hypothesis is accepted

**Table 4.6.3**

## Education and advertisement effectiveness

Variables		Advertisement Effectiveness Score		
		Mean	Standard Deviation	No. of Respondents
Educational Qualification	School level	100.76	8.18	76
	Graduate	100.00	7.80	54
	Post Graduate	99.96	8.07	50
	Professional	98.80	4.44	20
Total		100.16	7.72	200

	Sum of Squares	Degrees of freedom	Mean Square	F value	Significance.
Between Groups	68.023	3	22.674	.376	Ns
Within Groups	11806.857	196	60.239		
Total	11874.880	199			

Source : Primary data. Ns- Not Significant

One way ANOVA was applied to find whether the mean score of advertisement effectiveness differ significantly among educational qualification. The ANOVA result shows that the calculated F- ratio value is 0.376 which is less than the table value of 2.651 at five per cent level of significance. Since the calculated value is less than the table value it is inferred that the score of advertisement effectiveness do not differ significantly among the educational qualification. Hence the hypothesis is accepted.

**Table 4.6.4**

Occupational status and advertisement effectiveness score

Variables		Advertisement Effectiveness Score		
		Mean	Standard Deviation	No.of.respondents
Occupational Status	Student	100.83	8.26	18
	Professional	99.76	5.53	21
	Business	98.82	7.18	39
	Employee	99.77	8.21	78
	Home maker	101.95	7.94	44
Total		100.16	7.72	200

	Sum of Squares	Degrees of freedom	Mean Square	F value	Significance.
Between Groups	235.072	4	58.768	.985	Ns
Within Groups	11639.808	195	59.691		
Total	11874.880	199			

Source : Primary data. Ns- Not Significant

One way ANOVA was applied to find whether the mean score of advertisement effectiveness differ significantly among occupational status. The ANOVA result shows that the calculated F- ratio value is 0.985 which is less than the table value of 2.418 at five per cent level of significance. Since the calculated value is less than the table value it is inferred that the score of advertisement effectiveness do not differ significantly among the occupational status. Hence the hypothesis is accepted.

**Table 4.6.5**

Income of the respondents and advertisement effectiveness

variables		Advertisement Effectiveness Score		
		Mean	Standard Deviation	No. of Respondents
Annual Income (₹ in lakhs)	Below 2	98.30	7.33	44
	2.0 - 2.5	99.29	8.43	24
	2.5 - 3.0	101.56	8.42	57
	3.0 - 3.5	100.88	7.56	41
	3.5 - 4.0	100.38	6.28	21
	Above 4	99.31	6.87	13
Total		100.16	7.72	200

	Sum of Squares	Degrees of freedom	Mean Square	F value	Significance.
Between Groups	314.616	5	62.923	1.056	Ns
Within Groups	11560.264	194	59.589		
Total	11874.880	199			

Source : Primary data. Ns- Not Significant

One way ANOVA was applied to find whether the mean score of advertisement effectiveness differ significantly among annual income. The ANOVA result shows that the calculated F- ratio value is 1.056 which is less than the table value of 2.261 at five per cent level of significance. Since the calculated value is less than the table value it is inferred that the score of advertisement effectiveness do not differ significantly among the annual income. Hence the hypothesis is accepted.

The advertisement effectiveness of select FMCG brands, do not different significantly with the demographic and socio-economic profile of the respondents but statistically significant for the time respondents spent on watching television

#### 4.6.6 Time spent on watching television hours per day.

**Table 4.6.6**

Time spent on watching television hours per day and advertisement effectiveness

variables		Advertisement Effectiveness Score		
		Mean	Standard Deviation	No. of Respondents
Time spent on watching television hours per day	None	101.20	7.64	15
	< 1 Hour	96.74	6.58	39
	1 - 2 Hours	101.71	7.64	42
	2 - 3 Hours	101.31	9.14	36
	> 3 Hours	100.32	7.20	68
Total		100.16	7.72	200

	Sum of Squares	Degrees of freedom	Mean Square	F value	Significance.
Between Groups	621.951	4	155.488	2.694	*
Within Groups	11252.929	195	57.707		
Total	11874.880	199			

Source : Primary data. \* significant at 5% level

One way ANOVA was applied to find whether the mean score of advertisement effectiveness differ significantly among hours spent on watching television per day. The ANOVA result shows that the calculated F- ratio value is 2.694 which is greater than the table value of 2.418 at five per cent level of significance. Since the calculated value is greater than the table value it is inferred that the score of advertisement effectiveness differ significantly among the time spent on watching television per day. Hence the hypothesis is rejected.

#### 4.7 Advertisement effectiveness score and its impact on purchase behaviour of the respondents.

Advertisement effectiveness is analysed considering influence on respondents behaviour pattern namely intention to purchase, talk about advertisement, positive reaction, likingness of advertisement and on product purchase. In order test the above influence the following hypotheses are framed

- $H_0$ : The score of advertisement effectiveness do not differ significantly on the advertisement impact on purchase behaviour of the respondents.

- $H_a$ : The score of advertisement effectiveness differ significantly on the advertisement impact on purchase behaviour of the respondents.

#### 4.7.1 Intention to purchase.

**Table 4.7.1**

Intention to purchase and advertisement effectiveness

Variables		Advertisement Effectiveness Score		
		Mean	Standard Deviation	No. of Respondents
Advertisements Create intention to purchase	Yes	100.55	8.05	125
	No	99.51	7.15	75
TOTAL		100.16	7.72	200

t	Degrees of freedom	Significance
0.926	198	Ns

Source : Primary data. Ns- Not Significant

The t- test was applied to find whether the mean score of advertisement effectiveness differ significantly between advertisements create intention to purchase. The calculated t- value 0.926 is less than the table value 1.972 at one per cent level of significance. Hence the hypothesis is accepted. It is inferred that the mean score of advertisement effectiveness do not differ significantly with the creation of intention to purchase.

#### 4.7.2 Talk about the advertisement

**Table 4.7.2**

Talk about the advertisement and advertisement effectiveness

Variables		Advertisement Effectiveness Score		
		Mean	Standard Deviation	No. of Respondents
Talk about advertisements	Yes	101.83	7.81	105
	No	98.32	7.23	95
TOTAL		100.16	7.72	200

t	Degrees of freedom	Significance
3.290	198	**

Source : Primary data. \*\* significant at 1% level.

The t- test was applied to find whether the mean score of advertisement effectiveness differ significantly between talk about the advertisement. The calculated t-test is 3.290 which is greater than the table value of 2.601 at one per cent level of significance. Hence the hypothesis is rejected. Since the calculated value is greater than the table value it is inferred that the mean score of advertisement effectiveness differ significantly between the interest of respondents to talk about advertisement.

#### 4.7.3 Reaction on advertisement

**Table 4.7.3**

Reaction on advertisement and advertisement effectiveness score

variable		Advertisement Effectiveness Score		
		Mean	Standard Deviation	No. of Respondents
Advertisements have positive reaction	Yes	99.71	7.87	105
	No	100.65	7.57	95
TOTAL		100.16	7.72	200

t	Degrees of freedom	Significance
0.857	198	Ns

Source : Primary data. Ns- Not Significant.

The t- test was applied to find whether the mean score of advertisement effectiveness differ significantly advertisement have positive reaction. The calculated t-test is 0.857 which is less than the table value of 1.972 at one per cent level of significance. Hence the hypothesis is accepted. It is inferred that the mean score of advertisement effectiveness do not differ significantly between advertisement have positive reaction.

#### 4.7.4 Likingness of advertisement

**Table 4.7.4**

Likingness of advertisement and advertisement effectiveness score.

Variables		Advertisement Effectiveness Score		
		Mean	Standard Deviation	No. of respondents
Like the advertisement	Yes	100.70	7.88	120
	No	99.35	7.47	80
TOTAL		100.16	7.72	200

t	Degrees of freedom	Significance
1.212	198	Ns

Source : Primary data. Ns- Not Significant

The t- test was applied to find whether the mean score of advertisement effectiveness differ significantly between like the advertisement. The calculated t-test is 1.212 which is less than the table value of 1.972 at one per cent level of significance. Hence the hypothesis is accepted. It is inferred that the mean score of advertisement effectiveness do not differ significantly between like the advertisement.

#### 4.7.5 Product purchase

**Table 4.7.5**

Product purchase and advertisement effectiveness

Variables		Advertisement Effectiveness Score		
		Mean	Standard Deviation	No. of Respondents
Likely to purchase the products	Yes	99.98	8.27	115
	No	100.40	6.96	85
TOTAL		100.16	7.72	200

T	Degrees of freedom	Significance
0.377	198	Ns

Source : Primary data. Ns- Not Significant

The t- test was applied to find whether the mean score of advertisement effectiveness differ significantly between like to purchase the product offered. The calculated t-test is 0.377 which is less than the table value of 1.972 at one per cent level of significance. Hence the hypothesis is accepted. It is inferred that the mean score of advertisement effectiveness do not differ significantly between like to purchase the product offered. It is inferred that the advertisement of selected FMCG brands did not influence either intention to purchase, positive reaction or likely to purchase products. But the advertisement of select brands were effective in prompting customer to talk about advertisement which would promote word of mouth publicity.

#### 4.8 Impact on advertisement of select FMCG brands.

Advertising is a part of the marketing mix, refers to the effectiveness of communication from the seller to the target customer. The ultimate result is either change in consumer awareness, his/her knowledge of the product or a change in attitude or the development of certain motivating factors. The impact advertisement is analysed based on behavioural responses of the sample respondents.

##### 4.8.1 Remembrance of HUL advertisement

The respondents ability to remember the advertisement of select FMCG brands have been tested and result are presented in the following section.

**Table 4.8.1**

Remembrance of HUL advertisement and impact on advertisement

Variables		Remembrance of HUL advertisement									
		Remember the advertisement		Remember the Company Not product or Advertisement		Remember the Company-Not Advertisement		Do not remember		TOTAL	
		No.	%	No.	%	No.	%	No.	%	No.	%
Impact of advertisement	Attempt for quick purchase	12	41.4	9	31.0	5	17.2	3	10.3	29	100.0
	Suggest for best among alternatives	29	40.8	30	42.3	9	12.7	3	4.2	71	100.0
	Providing conviction value	6	25.0	13	54.2	3	12.5	2	8.3	24	100.0

	Enabling product description	32	42.1	28	36.8	9	11.8	7	9.2	76	100.0
TOTAL		79	39.5	80	40.0	26	13.0	15	7.5	200	100.0
Chi-square value: 5.670		Degrees of freedom:9						Significance: Ns			

Source : Primary data. Ns- Not Significant

The chi – square test was applied to find whether there is significant association between impact of advertisement and remembering products through advertisement of HUL brand of products. The calculated value of chi- square 5.670 which is less than the table value of 16.919 at five per cent level of significance. The hypothesis is accepted. It is inferred that there is no significant association between impact of advertisement and remembrance of advertisement of HUL brands of products.

#### 4.8.2 Remembrance of P&G advertisement

**Table 4.8.2**

Remembrance of P&G advertisement and impact on advertisement effectiveness

Variables		Remembrance of P&G advertisement									
		Remember the advertisement		Remember the Company Not product or Advertisement		Remember the Company-Not Advertisement		Do not remember		TOTAL	
		No.	%	No.	%	No.	%	No.	%	No.	%
Impact of advertisement	Attempt for quick purchase	4	13.8	11	37.9	10	34.5	4	13.8	29	100.0
	Suggest for best among alternatives	16	22.5	30	42.3	16	22.5	9	12.7	71	100.0
	Providing conviction value	8	33.3	10	41.7	6	25.0			24	100.0
	Enabling product description	21	27.6	28	36.8	22	28.9	5	6.6	76	100.0
TOTAL		49	24.5	79	39.5	54	27.0	18	9.0	200	100.0
Chi – square value: 8.585		Degrees of freedom:9						Significance: Ns			

Source : Primary data. Ns- Not Significant

Chi – square test was applied to find whether there is significant association between impact of advertisement and remembering advertisement of P&G products. The calculated value of chi- square is 8.585 which is less than the table value of 16.919 at five per cent level of significance. The hypothesis is accepted. It is inferred that there is no significant

association between impact of advertisement and remembrance of advertisement of P&G brand of products.

#### 4.8.3 Remembrance of ITC advertisement

**Table 4.8.3**

Remembrance of ITC advertisement and advertisement effectiveness

Variables		Remembrance of ITC advertisement									
		Remember the advertisement		Remember the Company Not product or Advertisement		Remember the Company-Not Advertisement		Do not remember		TOTAL	
		No.	%	No.	%	No.	%	No.	%	No.	%
Impact of advertisement	Attempt for quick purchase	6	20.7	6	20.7	10	34.5	7	24.1	29	100.0
	Suggest for best among alternatives	14	19.7	8	11.3	34	47.9	15	21.1	71	100.0
	Providing conviction value	7	29.2	1	4.2	14	58.3	2	8.3	24	100.0
	Enabling product description	12	15.8	15	19.7	31	40.8	18	23.7	76	100.0
TOTAL		39	19.5	30	15.0	89	44.5	42	21.0	200	100.0
Chi – square value: 10.344		Degrees of freedom:9				Significance: Ns					

Source : Primary data. Ns- Not Significant

Chi – square test was applied to find whether there is significant association between impact of advertisement and remembering products through advertisement of ITC. The calculated value of chi- square is 10.344 which is less than the table value of 16.919 at five per cent level of significance. The hypothesis is accepted. It is inferred that there is no significant association between impact of advertisement and remembering products through advertisement of ITC.

#### 4.8.4 Remembrance of NESTLE advertisement

**Table 4.8.4**

Remembrance of NESTLE advertisement and impact on advertisement

Variables		Remembrance of NESTLE advertisement									
		Remember the advertisement		Remember the Company Not product or Advertisement		Remember the Company-Not Advertisement		Do not remember		TOTAL	
		No.	%	No.	%	No.	%	No.	%	No.	%
Impact of advertisement	Attempt for quick purchase	7	24.1	3	10.3	4	13.8	15	51.7	29	100.0
	Suggest for best among alternatives	12	16.9	3	4.2	12	16.9	44	62.0	71	100.0
	Providing conviction value	3	12.5			1	4.2	20	83.3	24	100.0
	Enabling product description	11	14.5	5	6.6	14	18.4	46	60.5	76	100.0
TOTAL		33	16.5	11	5.5	31	15.5	125	62.5	200	100.0
Chi – square value: 9.190		Degrees of freedom:9						Significance: Ns			

Source : Primary data. Ns- Not Significant

Chi – square test was applied to find whether there is significant association between impact of advertisement and remembering products through advertisement of NESTLE. The calculated value of chi- square 9.190 which is less than the table value of 16.919 at five per cent level of significance. The hypothesis is accepted. It is inferred that there is no significant association between impact of advertisement and remembrance of advertisement of NESTLE. Only the remembrance of advertisement of select FMCG brands did not bring impact on respondents in their purchase behaviour where creation of intention to purchase was highly influenced by the advertisement for only the ITC brand.

#### 4.8.5 Remembrance of HUL advertisement

Remembrance of advertisement of select 'FMCG' brand were associated with the creating of intention to purchase.

**Table 4.8.5**

Creating intention to purchase and remembrance of HUL advertisement

Variables		Remembrance of HUL advertisement									
		Remember the advertisement		Remember the Company-Not product or Advertisement		Remember the Company-Not Advertisement		Do not remember		TOTAL	
		No.	%	No.	%	No.	%	No.	%	No.	%
Advertisement Create intention to purchase	Yes	51	40.8	54	43.2	13	10.4	7	5.6	125	100
	No	28	37.3	26	34.7	13	17.3	8	10.7	75	100
TOTAL		79	39.5	80	40.0	26	13.0	15	7.5	200	100
Chi – square value: 4.334		Degrees of freedom:9					Significance: Ns				

Source : Primary data. Ns- Not Significant

Chi – square test was applied to find whether there is significant association between intention to purchase and remember the advertisement of HUL. The calculated chi- square value is 4.334 which is less than the table value of 7.815 at five per cent level of significance. The hypothesis is accepted. It is inferred that there is no significant association between the intention to purchase and remembrance of advertisement of HUL.

#### 4.8.6 Remembrance of P&G advertisement

**Table 4.8.6**

Creating intention to purchase and remembrance of P&G advertisement

Variables		Remembrance of P&G advertisement									
		Remember the advertisement		Remember the Company-Not product or Advertisement		Remember the Company-Not Advertisement		Do not remember		TOTAL	
		No.	%	No.	%	No.	%	No.	%	No.	%
Advertisement Create intention to purchase	Yes	28	22.4	46	36.8	40	32.0	11	8.8	125	100.0
	No	21	28.0	33	44.0	14	18.7	7	9.3	75	100.0
TOTAL		49	24.5	79	39.5	54	27.0	18	9.0	200	100.0
Chi – square value: 4.316		Degrees of freedom:3					Significance: Ns				

Source : Primary data. Ns- Not Significant

Chi – square test was applied to find whether there is significant association between advertisement create intention to purchase and remembrance of P&G advertisement . The calculated value of chi- square is 4.316 which is less than the table value of 7.815 at five per

cent level of significance. The hypothesis is accepted. It is inferred that there is no significant association between intention to purchase and remembrance of P&G advertisement.

#### 4.8.7 Remembrance of ITC advertisement

**Table 4.8.7**

Creating intention to purchase and remembrance of ITC advertisement

Variables		Remembrance of ITC advertisement									
		Remember the advertisement		Remember the Company-Not product or Advertisement		Remember the Company-Not Advertisement		Do not remember		TOTAL	
		No.	%	No.	%	No.	%	No.	%	No.	%
Advertisement Create intention to purchase	Yes	24	19.2	17	13.6	50	40.0	34	27.2	125	100
	No	15	20.0	13	17.3	39	52.0	8	10.7	75	100
TOTAL		39	19.5	30	15.0	89	44.5	42	21.0	200	100
Chi – square value:8.069		Degrees of freedom: 3						Significance: *			

Source : Primary data. \* significant at 5% level.

Chi – square test was applied to find whether there is significant association between advertisement remembrance of ITC and intention to purchase. The calculated value of chi-square is 8.069 which is greater than the table value of 7.815 at five per cent level of significance. The hypothesis is rejected. It is inferred that there is significant association between remembrance of advertisement of ITC and creating of intention to purchase.

#### 4.8.8 Remembrance of NESTLE advertisement

**Table 4.8.8**

Creating intention to purchase and remembrance of NESTLE advertisement

Variables		Remembrance of NESTLE advertisement									
		Remember the advertisement		Remember the Company-Not product or Advertisement		Remember the Company-Not Advertisement		Do not remember		TOTAL	
		No.	%	No.	%	No.	%	No.	%	No.	%
Advertisement Create intention to purchase	Yes	22	17.6	8	6.4	22	17.6	73	58.4	125	100.0
	No	11	14.7	3	4.0	9	12.0	52	69.3	75	100.0
TOTAL		33	16.5	11	5.5	31	15.5	125	62.5	200	100.0
Chi – square value: 2.580		Degrees of freedom:3						Significance: Ns			

Source : Primary data. Ns- Not Significant

Chi – square test was applied to find whether there is significant association between intention to purchase and remembrance of products through advertisement of NESTLE. The calculated value of chi- square is 2.580 which is less than the table value of 7.815 at five per

cent level of significance. The hypothesis is accepted. It is inferred that there is no significant association between advertisement remembrance of NESTLE and intention to purchase.

#### 4.9 Association between demographic and socio economic profile of the respondents and unique criteria for memorability of advertisement.

The unique criteria of advertisement which enhanced the memorability of advertisement among respondents were tested.

**Table 4.9.1**

Age and criteria for memorability of advertisement

Variables		Reason for memorability of advertisement											
		Pictorial representation		Musical background		Presence of celebrities		Logo and slogan		Message		TOTAL	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Age (in years)	Below25	16	18.2	18	20.5	28	31.8	17	19.3	9	10.2	88	100
	26-30	7	11.3	11	17.7	21	33.9	12	19.4	11	17.7	62	100
	31-35	3	12.5	3	12.5	5	20.8	9	37.5	4	16.7	24	100
	36-40	2	18.2	3	27.3	2	18.2	2	18.2	2	18.2	11	100
	Above40	3	20.0	1	6.7	1	6.7	10	66.7			15	100
TOTAL		31	15.5	36	18.0	57	28.5	50	25.0	26	13.0	200	100
Chi – square value: 26.248		Degrees of freedom: 16						Significance: Ns					

Source : Primary data. Ns- Not Significant

Presence of celebrity had good memorability of advertisement of select brands among the respondents with age below 30 years, for the respondents with age between 31 to 35 years and above 40 years logo and slogan were the unique criteria, musical background was found important for the respondents in the age group of 36 to 40 years.

Chi – square test was applied to find whether there is significant association between demographic socio economic profile of the respondents and reason for memorability of advertisement. The calculated value of chi- square is 26.248 which is less than the table value of 26.248 at five per cent level of significance. Hence the hypothesis is accepted. It is inferred that there is no significant association between age of the respondents and reason for memorability of advertisement.



graduates and professionals. Chi – square test was applied to find whether there is significant association between demographic socio economic profile of the respondents and reason for memorability of advertisement. The calculated value of chi- square is 16.975 which is less than the table value of 21.026 at five per cent level of significance. Hence the hypothesis is accepted. It is inferred that there is no significant association between demographic socio economic profile of the respondents and reason for memorability of advertisement.

#### 4.9.4 Occupational status and criteria for memorability of advertisement

Table 4.9.4

Occupational status and criteria for memorability of advertisement

Variables		Reason for memorability of advertisement										TOTAL	
		Pictorial representation		Musical background		Presence of celebrities		Logo and slogan		Message			
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Occupational Status	Student	4	22.2	4	22.2	5	27.8	4	22.2	1	5.6	18	100
	Professional			2	9.5	9	42.9	9	42.9	1	4.8	21	100
	Business	5	12.8	7	17.9	14	35.9	9	23.1	4	10.3	39	100
	Employee	14	17.9	16	20.5	15	19.2	20	25.6	13	16.7	78	100
	Homemaker	8	18.2	7	15.9	14	31.8	8	18.2	7	15.9	44	100
TOTAL		31	15.5	36	18.0	57	28.5	50	25.0	26	13.0	200	100
Chi – square value: 17.461		Degrees of freedom:16						Significance: Ns					

Source : Primary data. Ns- Not Significant

Majority of the respondents with different occupational status were attracted by presence of celebrities logo and slogan. Chi – square test was applied to find whether there is significant association between demographic socio economic profile of the respondents and reason for memorability of advertisement. The calculated value of chi- square is 17.461 which is less than the table value of 26.296 at five per cent level of significance. Hence the hypothesis is accepted. It is inferred that there is no significant association between demographic socio economic profile of the respondents and reason for memorability of advertisement.

#### 4.9.5 Annual income and criteria for memorability of advertisement

**Table 4.9.5**

Annual income and criteria for memorability of advertisement

Variables		Reason for memorability of advertisement										TOTAL	
		Pictorial representation		Musical background		Presence of celebrities		Logo and slogan		Message			
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Annual Income (₹ lakhs)	Below 2	10	22.7	7	15.9	15	34.1	7	15.9	5	11.4	44	100
	2.0 - 2.5	3	12.5	7	29.2	6	25.0	6	25.0	2	8.3	24	100
	2.4 - 3.0	5	8.8	16	28.1	15	26.3	11	19.3	10	17.5	57	100
	3.0 - 3.5	8	19.5	4	9.8	11	26.8	13	31.7	5	12.2	41	100
	3.5 - 4.0	2	9.5			9	42.9	8	38.1	2	9.5	21	100
	Above 4	3	23.1	2	15.4	1	7.7	5	38.5	2	15.4	13	100
TOTAL		31	15.5	36	18.0	57	28.5	50	25.0	26	13.0	200	100
Chi – square value: 26.238		Degrees of freedom:20						Significance: Ns					

Source : Primary data. Ns- Not Significant

Logo and slogan was criteria for memorability of advertisement for respondents high income group. Chi – square test was applied to find whether there is significant association between demographic socio economic profile of the respondents and reason for memorability of advertisement. The calculated value of chi- square is 26.238 which is less than the table value of 31.410 at five per cent level of significance. Hence the hypothesis is accepted. It is inferred that there is no significant association between demographic socio economic profile of the respondents and reason for memorability of advertisement.

#### 4.9.6 Time spent on watching television hours per day and criteria for memorability of advertisement

**Table 4.9.6**

Time spent on watching television hours per day and criteria for memorability of advertisement

Variables		Reason for memorability of advertisement										TOTAL	
		Pictorial representation		Musical background		Presence of celebrities		Logo and slogan		Message			
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Time spent on watching TV	None	1	6.7	4	26.7	4	26.7	4	26.7	2	13.3	15	100
	<1 Hour	5	12.8	8	20.5	13	33.3	8	20.5	5	12.8	39	100
	1 - 2 Hours	4	9.5	8	19.0	15	35.7	9	21.4	6	14.3	42	100

hours per day	2 - 3 Hours	5	13.9	7	19.4	12	33.3	9	25.0	3	8.3	36	100
	> 3 Hours	16	23.5	9	13.2	13	19.1	20	29.4	10	14.7	68	100
TOTAL		31	15.5	36	18.0	57	28.5	50	25.0	26	13.0	200	100
Chi – square value: 11.865      Degrees of freedom:16      Significance: Ns													

Source : Primary data. Ns- Not Significant

Most of the respondents have influenced by celebrities in advertisement. Chi – square test was applied to find whether there is significant association between demographic socio economic profile of the respondents and reason for memorability of advertisement. The calculated value of chi- square is 11.865 which is less than the table value of 26.296 at five per cent level of significance. Hence the hypothesis is accepted. It is inferred that there is no significant association between demographic socio economic profile of the respondents and reason for memorability of advertisement.

#### 4.10 Impact of advertisement and memorability of advertisement

How the memorability of advertisement led to impact on purchase behaviour.

**Table 4.10.1**

Impact on advertisement and criteria for memorability of advertisement

Variables		Reason for memorability of advertisement											
		Pictorial representation		Musical background		Presence of celebrities		Logo and slogan		Message		TOTAL	
		No	%	No	%	No	%	No	%	No	%	No	%
Impact of advertisement	Attempt for quick purchase	5	17.2	8	27.6	9	31.0	3	10.3	4	13.8	29	100
	Suggest for best among alternatives	9	12.7	13	18.3	20	28.2	18	25.4	11	15.5	71	100
	Providing conviction value	4	16.7	3	12.5	8	33.3	7	29.2	2	8.3	24	100
	Enabling product description	13	17.1	12	15.8	20	26.3	22	28.9	9	11.8	76	100
TOTAL		31	15.5	36	18.0	57	28.5	50	25.0	26	13.0	200	100
Chi – square value: 7.025      Degrees of freedom:12      Significance: Ns													

Source : Primary data. Ns- Not Significant

Presence of celebrities in advertisement had high impact by providing conviction value, attempt quick purchase and suggest for best among alternatives whereas logo and slogan enabled product description. Chi – square test was applied to find whether there is significant association between impact of advertisement and reason for memorability of

advertisement. The calculated value of chi-square is 7.025 which is less than the table value of 21.026 at five per cent level of significance. Hence the hypothesis is accepted. It is inferred that there is no significant association between impact of advertisement and reason for memorability of advertisement.

#### 4.10.2 Intention to purchase and criteria for memorability of advertisement

**Table 4.10.2**

Intention to purchase and criteria for memorability of advertisement

Variables		Reason for memorability of advertisement										TOTAL	
		Pictorial representation		Musical background		Presence of celebrities		Logo and slogan		Message			
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
advertisement Create intention to purchase	Yes	21	16.8	23	18.4	42	33.6	26	20.8	13	10.4	125	100
	No	10	13.3	13	17.3	15	20.0	24	32.0	13	17.3	75	100
TOTAL		31	15.5	36	18.0	57	28.5	50	25.0	26	13.0	200	100
Chi – square value: 7.521		Degrees of freedom:4				Significance: Ns							

Source : Primary data. Ns- Not Significant

Presence of celebrities, logo and slogan had created intention to purchase. Chi – square test was applied to find whether there is significant association between impact of advertisement and reason for memorability of advertisement. The calculated value of chi-square is 7.521 which is less than the table value of 9.488 at five per cent level of significance. Hence the hypothesis is accepted. It is inferred that there is no significant association between impact of advertisement and reason for memorability of advertisement.

#### 4.11 Determinants of effectiveness of advertisement

The Effectiveness of Advertisement and the factors influenced is measured as predictor variables (independent variables) is explained by Multiple Regression analysis. Regression analysis was applied to find the effect of several personal and advertisement related variables on the overall Advertisement Effectiveness score of the respondents. The following 11 variables were identified to be included in the model.

- ✓ Age
- ✓ Gender
- ✓ Educational Qualification
- ✓ Annual Income
- ✓ Time spent to watching TV
- ✓ Intention to purchase created by advertisement

- ✓ Fun to watch advertisement
- ✓ Talk about advertisement
- ✓ Positive reaction of advertisement
- ✓ Like to see advertisement which are fun and positive
- ✓ Likely to purchase the product offered

Multiple Regression is mainly building an equation wherein the predictor variables' coefficients are found out. The general Multiple Regression equation is of the form,

$$Y = a_0 + a_1X_1 + a_2X_2 + \dots + a_nX_n$$

Where,

Y- the dependent variable,

a<sub>0</sub>- constant,

a<sub>1</sub>, a<sub>2</sub>,.....a<sub>n</sub> are the regression coefficients for the independent variables X<sub>1</sub>, X<sub>2</sub>,.....X<sub>n</sub> respectively.

#### 4.11 Determinants of effectiveness of advertisement

**Table 4.11**

Dependent Variable: Advertisement Effectiveness Score

Variables	Regression Coefficients (B)	Standard Error	t	Significance
Constant	106.542	4.920		
Age	-.883	.478	-1.846	Ns
Gender	-.721	1.143	-.631	Ns
Educational Qualification	-1.088	.592	-1.838	Ns
Annual Income	.736	.387	1.903	Ns
Time spent to watching TV	.394	.434	.909	Ns
Intention to purchase create by the advertisement	-.718	1.107	-.649	Ns
Fun to watch advertisements	2.601	1.147	2.268	*
Talk about advertisements	-3.690	1.135	-3.250	**
Positive reaction about advertisement	-.819	1.147	-.715	Ns
Like to watch advertisement	-.668	1.154	-.578	Ns
Likely to purchase the product offered	-.204	1.127	-.181	Ns

Source: Primary data. \* significant at 5% level, \*\* significant at 1% level, Ns- not significant

R	R Square	F Value	Significance.
.355	.126	2.459	**

Table given above shows the results of regression analysis, giving details of Multiple R, R<sup>2</sup>, Inclusion of variables in the regression equation. Multiple R given in the table below the regression table is the multiple correlation coefficient of dependent

variable with the group of independent variables included in the analysis. The R value indicates that a moderate correlation (0.355) exists between the dependent variable (Overall Advertisement Effectiveness Score) and the set of independent variables. Next given is R square which when expressed in percentage, explains that 12.6 per cent of the variation in the Overall Advertisement Effectiveness score is due to the 11 predictor variables in the equation. Next given is F value (2.459). This value is F-statistic, calculated for R, used to find whether R value is significant or not. The associated significance level ( $P < 0.01$  given as \*\*) tells us that R is fairly significant at 1 per cent level.

From the regression table, it is seen that only 'Was the advt. fun to watch' and 'Would you talk about advertisements' have significant effect on Overall Advertisement Effectiveness Score either at 1 per cent level or at 5 per cent level. Individually, Age and Annual income have positive influence on the dependent variable. That is those who have more income have higher Advertisement Effectiveness scores. Similarly, higher the age, more will be the Advertisement Effectiveness scores. Education has a negative regression coefficient value, which shows that those who have higher education qualification see less effectiveness of advertisement. The regression coefficient shows that more hours of watching TV indicates higher score on advertisement effectiveness. Several dummy variables were included in this regression (variables coded as 0 and 1 are called dummy variables) and interpretations are made accordingly and based on the sign of the regression coefficient. For example Gender, coded as 0-Male and 1-Female, shows that males are on average have higher scores on Advertisement Effectiveness than females. Similarly, 'Do the advertisements. Create intention to purchase' coded as (0- Yes and 1- No) shows that those who said 'Yes' are found to have more advertisement effectiveness scores compared to those who said 'No'.

The overall advertisement effectiveness of select FMCG brands were highly inferred by the 'fun' advertisement in the advertisement and the respondent do talk about the advertisement. It indicates that these brands could also benefit from 'word of mouth' promotion by the respondents.