

CHAPTER V

SUMMARY OF FINDINGS

AND CONCLUSION

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The summary of findings of the study “**Advertisement effectiveness of select FMCG brands from urban customer perspectives**” has been presented below.

5.1 SUMMARY OF FINDINGS

I. Demographic and socio economic profile of the respondents

- The majority (44 per cent) of the respondents belong the age group below 25 years.
- A 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 homemakers, 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.
- 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 3 hours per day and 35.5 per cent of the respondents spent their time by listening to radio for more than 1 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 1 hour, 26 per cent of the respondents for browsing internet for 1 to 2 hours per day and 34 per cent of the respondents engaged in social networking.

II. Advertisement viewing behavior of the respondents.

- Majority (27.5 per cent) of the respondents were viewing the advertisement for in order to get to know free product offers.
- 38 per cent of respondents felt that advertisement enabled to understand the product description.
- Majority (62.5 per cent) of the respondents were felt that advertisements are create intention to purchase.
- With regard main message used in advertisement, majority (25 per cent) of the respondents expressed that its claim on 'high quality'.
- The actual characteristics of advertisement as purchased by the respondents have positive perception, the majority (19.5 per cent) were said advertisements are attention gathering.
- Perception towards advertisement most (39 per cent) of the respondents felt that benefit to consumers.
- Regarding the implication of advertisement, 60 per cent like to watch advertisements which are fun and has positive reaction.
- 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.
- 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.

III. Advertisement effectiveness among the respondents

- The highest mean value (4.0200) was noted for the effectiveness of advertisement in economic advantage, decision to buying new products.

- The highest mean value (3.2200) was noted for the effectiveness of advertisement in self-image is the personal benefit experienced by the respondents, in using the advertisement of select brands to buy products.
- The highest mean value (3.3000) of the advertisement had promoted the corporate image as perceived by the respondents on reliability of advertisement.
- The highest mean value (3.3150) of the advertisement, Customer benefit from advertisement through being brand loyal to does brands.
- The highest mean value (3.1850) of the advertisement promotes the social benefit of among the public awareness
- The highest mean value (3.2400) of the advertisement through persuasion it brought out attitude change among the respondents.
- The respondents perceived the highest mean value (3.2050) of the advertisement, the select brand were interesting to watch.
- The highest mean value (3.1550) of the advertisement, from the cognition point to view the clarity of advertisement is recognized by the respondents.

IV. Advertisement Effectiveness measured through Album.

(i). Recall Test

- The top of mind brand recall were found among the respondents. Majority (27.5 per cent) of the respondents top of mind awareness for HUL. , 26 per cent for P&G, 24 per cent for ITC and 22.5 per cent for NESTLE.
- The unaided recall of the brands was found to be higher with respect 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.
- 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.

(ii).Advertisement Remembrance Test

- **HUL** - With regard the advertisement of HUL, 40 per cent of the total respondents remember the company not the product or advertisement, 39.5 per cent of the respondents remember the advertisement with non-celebrity endorsers, 13 per cent remember the company and not the advertisement and remaining seven point five of the respondents do not remember at all.
- **P&G** - 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.
- **ITC** - 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.
- **NESTLE** - 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.

(iii).Reason for Memorability of Advertisement.

- 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.
- 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.
- Logo and slogan of select brands influenced male respondents and presence of celebrities were the criteria led to the remembrance of advertisement by female respondents.
- The advertisement was remembered due to presence of celebrities, by respondents with school education, musical background for graduates and logo and slogan for post graduates and professionals.
- Logo and slogan was criteria for memorability of advertisement for respondents high income group.
- 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.

(iv).Brand positioning in the mind of the respondents through advertisement

- 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), 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 color.
- The brand NESTLE is positioned in the mind of the respondents as aroma (47.5 per cent), quality (49.5 per cent).

5.2 SUGGESTIONS TO MARKETERS OF SELECT FMCG PRODUCTS

The study has revealed certain facts which need to be suggested regarding advertisements, which are listed below.

- ❖ Television was found to be the most preferred media among all respondents as compared to the other media of advertisements. People have positive perception towards advertisement.
- ❖ The information about the product in the advertisement should satisfy the respondents expectation.
- ❖ The reliability of advertisement must be improved and so that it enables the respondents to take quick decision.
- ❖ The mode of advertisement must avoid information which the respondents feel boring and annoying.
- ❖ The advertisement create a huge impact on our thoughts, culture and behavior.
- ❖ An advertisement with a carefully designed message, logo and slogan, pictorial representation, musical background with presence of celebrities which influence the respondents towards memorability of FMCG brands and company.
- ❖ HUL comparatively the brand HUL has top of mind brand recall and unaided recall among the respondents this could be enhanced through continues and effective advertising. The marketers of HUL brand promote it in such a way that the respondents remember the company, product and its advertisement. The brand HUL is in the mind of the respondents for, its values like economy, health, safe ingredients used in products. The marketers should strengthen these benefits.
- ❖ P&G comparatively the brand P&G is recognized as top of mind recall, unaided to recall next to HUL. The marketers should promote in such a way that it attains the status of top of mind among respondents. The marketers of P&G brand promote it in such a way that the respondents remember the company product and its advertisement. The brand P&G is position in the mind of respondents premium brand, specialist in skin care products offering with assorted package size. These features to be promoted to have a broad based market.
- ❖ The marketer of ITC brand need to climb up in the ladder, to achieve a top of mind brand from a brand of aided recall. The marketers of ITC brand promote it in such a way that the respondents remember the company, product and its advertisement. ITC positioned in the mind of the respondents as popular, beauty care, freshness, pricing and package in attractive colors.

These features should be strengthened to increase its market share through advertisement.

- ❖ NESTLE as majority of the respondents could not recognize the NESTLE products when compared to other selected brands. The marketer should take efforts to make it a top-of-mind brand. The marketers of NESTLE brand promote it in such a way that the respondents remember the company, product and its advertisement. NESTLE positioned in the minds of respondents for its aroma and taste, quality and these features to be promoted well.

Accordingly, a more responsible advertisement can play a positive and beneficial role in bringing out a desirable among the respondents in FMCG products.

5.3. CONCLUSION

Advertisement plays a major role in the FMCG product segment. The advertisement needs to be innovative and dynamic in order to compete with the changing purchase behavior in the FMCG products market among the respondents. Advertisement has become a significant tool for creating awareness of products. Advertisement should be carefully planned, thoroughly analyzed and properly executed. It may or may not influence the consumer and it may not be always effective, as it depends on the product, the message, the execution and the media. The media of advertisement is surely an excellent avenue for taking the products and services to consumers. Thus, the study has analyzed the effectiveness of advertisement from psychological perspectives that in awareness aspect, memorability, intention to purchase of the respondents.

5.4. SUGGESTIONS FOR FUTURE RESEARCH

- A similar study could be attempted with the rural youth to tap the rural markets.
- Influence of advertisement on brand selection under each category of FMCG products could be attempted.
- A study on ways and means of increasing the market share of FMCG products could be undertaken.