

Chapter 6

Conclusion and recommendations

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6.1. Conclusion

According to Liligeto et. al. (2014), “There are varying factors which impact consumer perception and reaction such as consumers’ varied personalities, the surrounding environment, unforeseen circumstances, and the culture. Thus, it is imperative for marketers and advertisers to be vigilant and robust in making changes when needed and being mindful of what consumers perceive to be important”. Research on the title, “Role of Individual Perception in selection of Commercial Advertisements on National Level Television Channels with special reference to Consumers of Selected Products in and around Kolkata” was a research in the said line. Again taking cue from the past researchers future research insights, the research on the said topic has been conducted to supplement the existing knowledge in the area of marketing in general and advertising management in particular. The future research insights derived out of the literature review is mentioned below;

Table 6.1. Summary of future research insight in the relevant literature

Author (Year)	Title of the paper	Future research suggested by the authors	Journal
Britt, S.H. Adams, S. C. and Miller, A. S. (1972)	How Many Advertising Exposures Per Day?	This system could be broadened in scope, of course, analysing not only television, radio- newspapers, and magazines, but also direct mail, outdoor advertising, transit advertising, professional journals, point-of-sale, window displays, and a variety of other kinds of advertising. A more complete estimate for total advertising exposure would then be possible.	Journal of Advertising Research, 12 (6), 3-9
Gresham, L. G. and Shimp, T. A. (1985)	Attitude Toward the Advertisement and Brand Attitudes: A Classical Conditioning Perspective	Future research is needed to build upon the present study while correcting some of the limitations.	Journal of Advertising, 4 (1)

<p>Hirschman, E. C. (1986)</p>	<p>The Effect Of Verbal And Pictorial Advertising Stimuli On Aesthetic, Utilitarian And Familiarity Perceptions</p>	<p>More research is needed on neutral, or negative influences upon consumers' affective judgments.</p>	<p>Journal Of Advertising, 15(2), 27-34</p>
<p>Basu, K. Amiya and Batra, R. (1988)</p>	<p>ADSPLIT: A Multi-Brand Advertising Budget Allocation Model</p>	<p>Clearly, the model requires extensions that are planned to the present ADSPLIT program to increase its utility, validity and robustness/reliability further testing with other data sets and in other contexts.</p>	<p>Journal of Advertising, 17(1), 44-51</p>
<p>Kellaris, J. J. Cox, D. A. and Cox, D. (1993)</p>	<p>The Effect of Background Music on Ad Processing: A Contingency Explanation</p>	<p>The moderating effect of music-message congruency should be tested with other types of music, including vocals and well-known songs, to assess generality. Second, our hypotheses were tested in a radio advertising context. The generality of the findings to TV advertising should be explored further. Third, our sample was limited to one population group—college students. Though this group was an appropriate target audience for each test ad, their membership in the "MTV generation" may affect the way they respond to both auditory and visual elements of broadcast ads. Fourth, though our measures of memorability are consistent with those used in past academic research (e.g., Sewall and Sarel 1986; Singh, Rothschild, and Churchill 1988), they differ somewhat from those typically used in commercial copy testing, both in terms of how the questions were phrased and the time lag between exposure and</p>	<p>Journal of Marketing, 57, 114-125</p>

		<p>testing. Additional research should examine whether music has varying effects on alternative measures of ad recall, and particularly whether delaying measurement (e.g., day-after recall) diminishes or augments the effects observed in this study. Finally, further research should introduce additional elements of real-world ad exposure, such as environmental distraction and repetition, to see if and how they might alter the effects observed in this study.</p>	
<p>Auken, V. E. H. Rittenburg, L. T. Doran, B. M. and Hsieh, F. S. (1994)</p>	<p>An empirical analysis of advertising by women entrepreneurs</p>	<p>Male entrepreneurs may need to examine their awareness of advertising strategies employed and the effectiveness of those strategies. All entrepreneurs might consider the</p>	<p>Journal of Small Business Management, 10</p>
<p>Duncan, T. and Ramaprasad, J. (1995)</p>	<p>Standardized Multinational Advertising: The Influencing Factors</p>	<p>Study identify many variables impacting the standardization decision. Much more research is needed in order to model these variables and their relative roles in the standardization decision in making. Also, measures of these variables were brief and new. Future studies could build on these measures. Third, this study is largely descriptive. Future studies could span the spectrum from the applied to the theoretical.</p>	<p>Journal of Advertising, 24 (3), 55 - 68</p>
<p>Rodgers, S. and Thorson, E. (2000)</p>	<p>The Interactive Advertising Model: How Users Perceive And Process Online Ads</p>	<p>There are new sets of responses that must be defined and included.</p>	<p>Journal of Interactive Advertising, 1(1)</p>

<p>Coulter, R. A. Zaltman, G. and Coulter, K. S. (2001)</p>	<p>Interpreting consumer perception of Advertising: An application of the Zaltman Metaphor Elicitation Technique</p>	<p>Although this research provide the ability to obtain a broad understanding of consumer issues, additional research might want to compare these issues in more top of mind context. Additional research perhaps a quantitative study, might investigate the presence and strength of such relationships in an attitude towards advertising context. Additional studies might consider whether metaphors vary depending on racial, economic and educational characteristics of consumers.</p>	<p>Journal of Advertising, 30 (4), 1-21</p>
<p>Bolls, D. P. and Muehling, D. D. (2003)</p>	<p>The Effects of Television Commercial Pacing on Viewers' Attention and Memory</p>	<p>Future studies may want to replicate this study's findings using less obtrusive means of assessing levels of attention conducted under more natural viewing conditions. It would be useful for future research to address how responses to production variables in advertisements are affected by individual differences such as cultural background. The current study sheds additional light regarding the effects of production pacing on consumer advertisement processing and information retrieval, which is a topic worthy of continued research inquiry and investigation.</p>	<p>Journal of Marketing Communications, 9 17-28</p>
<p>Vakratsas, D. (2005)</p>	<p>Advertising Response Models with Managerial Impact: An Agenda for the Future</p>	<p>Effectiveness of new media and forms of communications/ Media synergies/Advertising productivity/Advertising effects on stability of performance</p>	<p>Applied Stochastic Models In Business And Industry 21, 351-361</p>

<p>Tellis, G. J. Chandy, R. K. MacInnis, D. and Thaivanich, P. (2005)</p>	<p>Modelling the Micro Effects of Television Advertising: Which Ad Works, When, Where, for How Long, and Why?</p>	<p>Some readers point out that responses in our data are by phone, whereas consumers do not buy packaged goods by phone. We believe that our model is indeed applicable. The key issue is to track response by highly disaggregate time intervals, such as hour or minute. Whether that response is by phone, Internet, or checkout counter is immaterial. Thus, when porting our model to other contexts, all the analyst has to do is to replace the dependent variable, The analyst will need to enhance the data with information on related characteristics (independent variables) describing their advertising, such as the time-of-day, the channel of placement, the duration of usage, a rating of the content of the ad, or age of market. The analyses can be done at the individual consumer level, allowing for variation in ad response by individuals.</p>	<p>Marketing Science, 24(3)</p>
<p>Majeed, S. and Razzak, S. (2011)</p>	<p>The Impact of Television Advertisement Repetition, Celebrity Endorsement and Perceived Quality on Consumer Purchase Decision</p>	<p>Future research can be done by focusing on other aspect of advertisement such as animation, music, etc. on consumer purchase decision of detergent powder. This research focused on one product category which is detergent powder (branded products). Researcher can also take different products that commercialize in TV channels and their advertisers hire famous celebrities to promote their brand. By increasing sample future research can also be done.</p>	<p>Australian Journal of Basic and Applied Sciences, 5(12), 3044-3051</p>

<p>Yaakop, Y. A. Anuar, M.M. Omar, K. and Liung, L. K. A. (2012)</p>	<p>Consumers' Perceptions and Attitudes towards Advertising on Facebook in Malaysia.</p>	<p>Besides providing literature for future scholarly research avenues, it is also hoped that this will be a good starting point for researchers to further examine attitudes towards other specific popular and hybrid advertising techniques like advergames and interactive digital television before jumping on the bandwagon.</p>	<p>World Business and Economics Research Conference, Auckland New Zealand</p>
<p>Senthil, M. Prabhu, V. R. N. and Bhuvaneswari, S. (2013)</p>	<p>Customer's Perceptions towards Advertising in the Online Shopping and Social Networking Websites among Internet Users in India</p>	<p>How evolving concepts of relevance and utility for consumers will shape online advertising in the year to come.</p>	<p>AMET International Journal of Management, 51-59</p>
<p>Pikas, B. and Sorrentino, G. (2014)</p>	<p>The Effectiveness of Online Advertising: Consumer's Perceptions of Ads on Facebook, Twitter and YouTube</p>	<p>More research needs to be done to determine businesses' place on Facebook, YouTube and Twitter. Lastly, businesses must keep in mind that the online world is constantly evolving. Thus, advertising strategies need to constantly be analysed and updated to suit the market's needs.</p>	<p>Journal of Applied Business and Economics, 16 (4)</p>
<p>Shrivastava, M. Saini, N. and Pinto, A. (2014)</p>	<p>Customer perception towards Effectiveness of Floor Advertisements in Organized Retail</p>	<p>The outcome of this study highlights that floor ads play an important role in attracting customers and hence, marketers as well as researchers need to explore this concept and its applications in multitudinous domains, especially the ones related to indoor advertising. Marketers as well as academicians & researchers can attempt comparative studies on or related to floor ad effectiveness, in</p>	<p>International Journal of Business and Management Invention, 3 (1), 11-19</p>

		terms of varying demographic and psychographic profiles of people.	
Liligito, R. Singh, G. and Naz, R. (2014)	Factors Influencing Consumer Perception (CP) towards TV and Newspaper Advertising	This study marks a start for future researchers to build from and expand the foundation in the area.	The Journal of Pacific Studies, 34 (2), 63-86
Malik, E. M. Ghafoor, M. M. Iqbal, H. K. Unzila. and Ayesha. (2014)	The Impact of Advertisement and Consumer Perception on Consumer Buying Behaviour	In addition this research can be done more accurately and precisely with larger sample size as the shortage of time and financial constraints limited the study to province of Punjab only. Other province of Pakistan will also be considered in near future for obtaining more comprehensive results.	International Review of Social Sciences and Humanities, 6 (2), 55-64

All the future need being mentioned by different researchers in their researches were highlighting need to identify different factors influencing advertising. Again the future need of the researchers were to test their outcome in different context and locations. Based on the needs which were explored by different researchers from time to time, the study was undertaken. Factors which were researched and found relevant in assessing the effectiveness of the advertisements were considered for further research in the context of Kolkata and around Kolkata. The outcome of the said research is for the practitioners and academicians in the area of Marketing, Advertising, Consumer Behavior and Psychology as it covers perception of the consumers towards advertisement. The findings from the research will in return allows marketers to initiate their marketing communication more effectively. According to Hayat et. al. (2013), “The role of consumer perception based advertisement is positively influential so for the marketers and advertising agencies it is important that make the advertising according to the customer perception”.

As a beginning to the aforesaid research, literature review was conducted. The literature review serve two purpose. The first purpose was to conduct literature review to get an idea of individual perception and the stimuli which develop individual perceptions. In addition to the purpose of understanding individual perception, the second purpose of literature review was to derive list of factors influencing audience to watch television advertisements. Based on the

literature review, a list of factors were explored for the further study. The factors were incorporated in the questionnaire which was considered to administer among the target audience.

Before conducting the final survey, a pilot study was conducted. 50 respondents were surveyed and the questionnaire was tested for its validity and reliability for the study. For the factors considered, the items are free from different units of measurements and only interval scale (Likert scale) was used, therefore Cronbach's alpha was considered to test the reliability and validity of the questions in the questionnaire. The alpha coefficient for 19 items was 0.719, suggesting that the items have relatively high internal consistency. (Note that a reliability coefficient of 0.70 or higher is considered "accepted" in most social science research).

Based on the analysis the point which was derived was that, among all the 35 factors, it was seen that removal of any item, except factor 17 i.e. 'because music of the advertisement was loud' would result in a lower Cronbach's alpha. Therefore, we didn't removed any of these items. Removal of item 17 lead to a very small improvement in Cronbach's alpha, and thus it was observed that the "Corrected item – total correlation" value was low (.073) for the item. The alpha coefficient for the items in split half test was 0.789 and Guttman coefficient for the items was 0.882, suggesting that the items have relatively high internal consistency. (Note that a reliability coefficient of 0.70 or higher is considered "accepted" in most social science research).

Based on the tests conducted, the reliability of the questionnaire was accepted and the questionnaire was considered to administer further for the sample.

After the survey, where the questionnaire was administered to 2000 respondents, only responses received from 500 respondents found complete. Therefore, the primary data collected from the 500 respondents was tabulated. The data was further analyzed using SPSS. In the first place a factor analysis was conducted on the factors which were incorporated in the questionnaire and derived out of the literature review. After 6 iteration and using varimax rotation, 5 factors were derived,

Factor 1 is labeled as Knowledge

Factor 2 is labeled as Nature

Factor 3 is labeled as Content

Factor 4 is labeled as Peer influence

Factor 5 is labeled as duration

By getting 5 factors, out of 35 factors which were derived from literature, it can be concluded that hypothesis number 1, i.e. all the perceptual factors are not statistically significant can be rejected as all the factors are statistically significant for individual perception leading to selecting television advertisements to watch.

Therefore, from the tests it can be considered that the above five factors were the primary factors which influence an audience to watch television advertisements. This results justify objective number 2 of the study. Under objective number 2, i.e. to study the role of individual perception in selecting commercial advertisement on television. On this objective, the liking and disliking of an advertisement was dependent variable. This dependent variable is influenced by five derived factors, i.e. knowledge, nature, content, peer influence and duration. Under objective number 4, i.e. to test the selected stimuli which is developing individual perception selecting commercial advertisement on television for consumer related product is satisfied by studying the five factors, which influence audience for liking or disliking the television advertisements. Based on the factors derived from the factor analysis. A Logistics Regression was conducted, keeping all the five factors as independent variables and liking and disliking of advertisement as dependent variable. As the dependent variable was measured with dichotomous scale, i.e. 1 and 0, logistics regression was found to be relevant for the study. Here 70% was kept as CI (Confidence Interval) so level of significance was 30%. After the analysis, the variable V2, V3, V5 and V6 were found significant. Whereas V4, was found not significant as its significance value was 0.972 which was greater than 0.30 (0.30 or less is considered as significant).

Hence the model equation which was derived out of the study was;

$$\ln (P/1-P) = 1.487 - .032V2 + .030V3 - .001V4 + .040V5 + .033V6$$

In the above model; P/1-P is known as odds, here from the model we can interpret that nature, peer influence and duration has a positive impact on liking and disliking of an advertisement, whereas knowledge and content having negative impact. Although content is not statistically significant so we can omit this.

From the above analysis of logistics regression, hypothesis number 3, i.e. stimuli have no effect in developing individual perception in selecting commercial advertisement on television for consumer related product can be rejected and it can be concluded that, the variables or factors, have influence on the consumer perception in selecting commercial advertisement. Here, selection of commercial advertisement indicate liking of commercial advertisement on

television which is influenced by the factors derived from the factor analysis and considered as independent variables in the logistic regression.

As for objective number 3, i.e. to understand the correlation between individual perception and commercial advertisement on television, a correlation matrix (spearman rank correlation) was applied. Here, one variable i.e. liking and disliking of television advertisement, is dichotomous in nature whereas others are continuous. Hence to find out correlation between them, spearman rank correlation was performed. From the output, it was clearly visible that content is not statistically significant and having very low correlation whereas others are having strong correlation. With respect to the variables that a person liked television advertisement or not. Peer influence has the highest correlation followed by duration and knowledge.

From the above correlation analysis, it can be said that the hypothesis number 2, i.e. there is no correlation between individual perceptions in selecting commercial advertisement on television can be rejected. As except content, there is correlation of all the other variables with the audience selecting commercial advertisement. Here liking commercial advertisement is denoted with selecting the advertising and vice versa.

When total data was analyzed for television advertisement for all the products, it was observed that content was not significant in developing individual perception towards the commercial advertisements. However, when the data was divided into two different data sets based on low involvement products and high involvement products, the results showed that content was significant and influence in creating individual perception for the television advertisements separately for two categories of products.

In addition to the data on the factors, influencing individual perception, further data on demography, psychographic and behavioral of the respondents were also collected. The questionnaire was started with the questions related to demography followed by psychographic and behavioral aspects of the respondents. Some important information which was observed were;

It was observed from the information collected that, audience in the age group of 18 to 38 (83%) are more responsive towards the questions meant for understanding perception of individuals who were watching television advertisements. Another fact which was found out from the collected data was that, 65% audience who responded towards giving complete information on the study were male.

There was another question in the questionnaire to understand the family profile of the respondents. To this 78% audience confirmed that they belong to nuclear family where they have either 1, 2 or maximum 3 members in the family. Based on the data collected from the

respondents it was observed that majority of the respondents were graduate i.e. 57% of the audience confirmed that they are graduates.

On analyzing psychographic information, the facts which were observed were;

There was no one among the respondents who, provided the complete information towards the study, do not spend money on watching television. Only 34% respondents mentioned that they spend Rs. 100 to Rs. 200 per month on television subscription. Rest 66% respondents spend more than Rs. 200 per month on watching television. As for mediums preferred by the respondents in getting information, television was third with 20% respondents preferred it. Bengali newspaper was the first choice of the respondents followed by Internet, specifically Google which is used for getting information by the respondents.

As for engagement of the respondents while watching television, it was observed from the data collected, that 63% respondents confirmed that they do not watch television exclusively and they keep doing something else while watching the television. Again those who said that they do something else while watching television, among them 35% of the respondents confirmed that they use mobile phone while watching television. At the same time 52% respondents confirmed that they do not watch television alone and they watch it along with their family.

Next, when the audience were asked that which kind of channels or programs they prefer to watch? The results showed that, there is an equal preference for Hindi entertainment channels and Sports channels. However, 61% respondents also confirmed that they switch channels during advertisements and avoid watching advertisements.

Towards behavioral factors, 24% respondents confirmed that they spend 15 to 25 hours in a month in watching television. Only 10% respondents watch television for less than 15 hours in a month. Rest 66% respondents watch television for more than 25 hours in a month. Among the respondents 34% respondents confirmed that they remember television advertisement watched a day before. Again only 32% respondents confirmed that they only remember the advertisement watched on television for a day and not more than that. However, 86% respondents confirm that they remember the advertisement they watch on television.

6.2. Ethical standard followed in the research

While conducting the research for the topic, “Role of Individual Perception in selection of Commercial Advertisements on National Level Television Channels with special reference to Consumers of Selected Products in and around Kolkata”, ethical standards were considered.

As the study was based on advertisements, many studies in the area of advertisement with specific purposes, show the advertisement to the respondents to understand the effectiveness of a particular advertisement or the category of the advertisement. However, the objectives of this study was not to understand the effectiveness of a particular advertisement or a category of advertisement and the idea was to understand the factors which are influencing the audience of the advertisement and resulting into individual perception. Therefore, to understand the same, no advertisement was shown, visually or audibly. This was done purposely, so that the respondent i.e. the audience of the advertisement should not get biased towards responding the questions in the questionnaire.

No respondent was forced to answer the questions in the questionnaire. This principle have reduced the numbers of responses, i.e. out of 2000 people surveyed, only 500 responses found complete and thus only 500 responses were used for the analysis.

Special care was taken so that no personal opinion should get into the study, which might deviate the findings of the study. As there was no personal opinion, while drafting the questionnaire or collecting data or analyzing the data, the conclusions which were drawn were exclusively on the basis of the data analysis and its findings. The factors which were studied to understand the primary factors, which were responsible to develop individual perception were the outcome of the factor analysis. The factor analysis was conducted on the data collected towards the responses of the audience for the 35 factors. These 35 factors were derived out of the available literature published on the basis of research conducted by different scholars in the past. No factor was considered out of personal opinion. However, it can be validated and tested by undertaking research in the future.

6.3. Limitation of the study

Every study have its own limitations which allows the research to be explored further in a pragmatic way and form a generalization. Similarly, as this study was conducted among the audience in and around Kolkata, it cannot be considered that the sample demography was total representation of the population of the country. Again the sample was not collected from the audience residing in the rural West Bengal or India, therefore, to understand the perception of the audience residing in the rural part of the state and/or country, there is a scope of future research. The future research can be conducted to understand individual perception by conducting study separately for the audience residing in the rural part of India and are exposed

to television advertisements, due to the penetration of medium, and thus they are also building their perception over television advertisement.

The sample which was selected to conduct the survey in this research was selected on the basis of non-probabilistic conveyance sampling method. Here the samples were chosen as per the conveyance. Therefore, more precision can be brought in and the generalizations over individual perception towards watching television advertisement can be made out from the study by applying probabilistic sampling technique.

From the data collected, it was revealed that, the information on individual perception is different for low involvement products and high involvement products from the information collected for all the products put together. Therefore, there is a scope for the future researchers that they can conduct research separately for low involvement products and high involvement products and verify the results.

6.4. Way forward

According to Malik et. al. (2014), “Quality advertisements and optimistic perception are main keys to survive in this fast moving era”. Therefore, conducting research in the areas of marketing in general and advertising in particular considering individual perception is always welcome by the practitioners and academicians in the domain of marketing and advertising. As the research was conducted only to understand the perception of the audience over television advertisement, other mediums of advertisements were not touched upon. A study, to understand the audience perception over advertisements being placed in different mediums other than television can be conducted in the future. Again, the audience which was surveyed was confined to Kolkata and to some extent its nearby locations. Rural and semi urban areas of West Bengal were untouched. At the same time other states were not considered for the study, therefore, a study which covers audience in the rural West Bengal and other parts of India can be conducted in the future.

As the sampling technique applied to conduct the survey under this study was non-probability conveyance sampling. Future research by applying probability sampling can be considered to get more proper generalization over the topic.

Different products may have different results towards developing individual perceptions on watching television advertisements for these products. This study was conducted on groups of products which was later categorized in low involvement products and high involvement

products. Therefore, studies for different products can be carried on and generalizations on individual perception for separate products can be derived.