

## CHAPTER - V

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The entire work of this Dissertation has focussed upon two aspects of the study, viz. to know the significant product attributes of various detergent brands, and to know which appeals of the commercial message influence the buyers most.

As many as fourteen attributes - advertisement, message reliability, brand reputation, company reputation, price, quality, cleaning power, durability, colour, discount, free gifts, protection to skin, packing and availability, served as the basis for product differentiation. These factors, the researcher felt, were those that buyers are likely to respond differentially. This is consistent with the principle of buyers' responsiveness that underlies the identification of significant product attributes.

Granting that only the significant product attributes count, the aided technique which calls for handing buyers a list of all conceivable attributes and asking them to rank them according to their relative importance was used.

Table 4.12 lists the relative merits of each of the attributes on the basis of their weighted averages. The factors which were deemed important by the buyers, as a whole, were protection to skin, quality, product

durability, high cleaning power, brand reputation, advertisements and so on. Though assurance of 'protection to skin' seems to be a new conceptual idea in Indian context, and it certainly has a great appeal, this product claim appears to be twin with the 'look consciousness' prevailing in today's society. Few other significant factors revolve around product performance and economy.

A list of subjective factors from Table 4.12 indicated that family influence and retailer's recommendation have much to do in influencing the buyers. A product, such as detergent, is being classified in marketing literature as a 'convenience goods' and, therefore, much efforts for the purchase of the desired brand are not being put forth by the consumer. As a result, we may expect a considerable brand switching pattern. However, the study reported that what made consumers to switch over to other brands was the appeals made through the commercials (Table 4.9). Since it is a mass consumption commodity and has advanced towards a stage of saturation, battle field line among the advertisers is being drawn - consistent with the promotional strategy of retaining customers and making users of other brands to switch over.

Second part of this work primarily deals with the study of message effectiveness of various brands of detergents, using one of the post-test techniques, based

upon the degree of recall of the advertising message. The assumption made herein is that: (1) commercial messages can be remembered longer when viewer perceives it as affecting his/her self-concept, and (2) the greater the recall of the message, better is the commercial message. Table 4.14 lists recall degree of various brands of detergents. Columns 8 through 10 indicate the result at recall, (1) message remembered all, (2) message remembered enough, and (3) message remembered little. The last column is a summary statistics of the viewership index. Nirma, Wheel and Rin were at the top of scale. The core themes of the advertising messages of all the three brands stressed more or less the same thing, such as product performance and economy. However, highest number of respondents reported 'Wheel Message' as being most persuasive, followed by Rin and Nirma. Wheel message seems to score better than other two leading brands and that might be on account of the assurance extended by the message as 'protection to skin', which is in perfect harmony with the 'look consciousness' of today's society.

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