Chapter 6  Findings & Conclusions

6.1 Findings -

Similarity in Findings

Indian and Foreign student's sample size is same. Also, Gender wise, Age wise, Education wise proportion, TV viewing habits (everyday TV watching percentage) and opinion about 'Essentiality of TV ads' is having percentage equivalence in both the categories.

Difference in Findings

1. TV watching habits-

   Foreigners watch TV more in percentage than Indians in general.

2. Favorite Programs-

   * Foreigners watch Movies maximum, prominently on HBO, then its Star Movies.
   * Indians watch Serials maximum. Prominently on Star Plus, then its Sony.

3. TV watching hours-


Point no 2 and the findings indicate that foreign students watch TV for 2 to 4 and 4 to 6 hours maximum over Indian students.

Indian students watch TV for 0 to 2 hours maximum over Foreign students.

4. Favorite Channels-

* Foreign students watch HBO, Star Movies (for movies) prominently, then BBC, Star World (for serials) and National Geographic.

* Indian students watch Star Plus, Sony (for movies) prominently, and other channels - Aaj Tak, Discovery and Channel V

* MTV is popular in the same percentage in Indian students as well as in foreign students.

5. Favorite Models-

- In Foreign students, Amitabh and Shahrukh Khan are equally favorite models.

- In Indian students, Amitabh Bachchan is the only one prominent favorite model.

6. Favorite Advertisements-

- No particular recall by Foreign students. Maximum have not attempted.

- In Indian students, recall is distributed amongst Cadbury, Close up, Coca cola, Nerolac and Fevicol.

7. Recall for Models acted advertisements-
• Amitabh Bachchan -
  - Recall for Nerolac and Parker is Same in Foreign and Indian students.
  - Recall for ICICI is prominently by Indian students.
  - Recall for Hajmola is Zero by Foreign students.

• Shahrukh Khan –
  - Recall for Pepsi is prominent and Same in Foreign and Indian students.
  - Recall for Santro is Zero in Foreign students
  - Recall for Airtel is Not seen much in both the categories.

• Priti Zinta -
  - There is no particular recall in Foreign students.
  - Recall for Perk is prominent in Indian students

• Aishwarya Rai –
  - Recall for Coca cola and Lux is Same in both the categories.
  - Recall for Nakshatra is only by Indian students.

• Sachin Tendulakar-
  - Recall for any particular brand is Not seen by Foreign students.
  - Recall for Pepsi and Airtel is prominent in Indian students.
    Also recall for TVS and MRF is seen in Indian students only.
    No prominent recall by the other models like Hritik Roshan, Amir Khan and Vivek Oberoy.

8. Brand recall for Product -
1. Car -
   - Recall for Maruti and Santro is prominent from Indian students.
   - Percentage wise that recall is less than Half in Foreign students. Tata and Ford have same recall as that of Santro
   - Recall for Tata and Ford is almost Same in Both the categories.

2. TV -
   - Recall for Onida and Samsung is equal in Indian students.
     Then it is LG.
   - Recall for Onida is Zero in Foreign students. Samsung is prominent in them. Then it is LG.

3. Detergent -
   - Recall for Surf is equal in both Indian and Foreign students.
   - Recall for Nirma comes next in Indian students, but Not in Foreign students. Then comes Ariel, Rin and Tide.
   - Recall for all these brands is Not in Foreign students much.
     Not Attempted By 55%

4. Hard drink -
   - Not Attempted by Both in heavy percentage.
   - Recall for McDonalds is only in Indian students.
   - Recall for Bacardi is only in Foreign students.

5. Camera -
- Not Attempted- 50% by Foreign students.

- Recall for Kodak is prominent in Indians but Not in Foreign students.

6. Tablet -

- Not Attempted- 80% in Foreign students.

- Recall for Crocin and Disprin is prominent in Indian students.

- No any particular brand recall by Foreign students.

7. Perfume -

- Not Attempted- 60% by Foreign students.

- Recall for Rexona and AXE in Indian students.

- Recall for Only AXE brand in Foreign students.

8. Mobile -

- Nokia - the Only prominent brand in Both Indian and Foreign students.

9. Scenes Recall -

There were 4 categories of Scenes wherein students were supposed to name the products whose advertisements depict the Scene instances, namely-

- Marriage

- Visuals of Food stuff

- Guy-Girl on a vehicle

- Mother and Child

- Not Attempted by Foreign students is 70%.
- Indian students have attempted it in better way. Maximum participation is for Mother and Child scene. Johnson and Johnson is prominent in it. Pizza-Hut and McDonalds have recall for Food stuff. TVS for Vehicle Scene. For Marriage Scene, there is no any particular brand recall.

10. Reason for Favorite Advertisement-

There were 4 choices for the students to select the reason for favoritism-

- Presentation
- Concept
- Model
- Special Effects

- No choice for Special Effects by Both the categories.
- Presentation choice is prominent by Indian students.
- Concept, Model and Presentation are equal choices by Foreign students.

11. Reaction towards Advertisement-

There were 4 choices given to find out the reaction towards advertisements when they are telecasted-

- Watch
- Change the channel
- Passive viewer
- Move away
- Indian students Watch the advertisements in maximum percentage.
- Foreign students Watch and Change the channel in same percentage. This may be because of the commercial breaks of movies which are more in frequency than for the serials, since serials are of short durations.
- No choice for other 2 categories.

12. Product change through impact of TV advertisement-

The categories were to be mentioned in this case. The prominent categories which are mentioned for product change are-

- Soap
- Shampoo
- Detergent
- Perfume
- Soft drink
- Vehicle

Analysis of impact of TV advertisements on 'Male and Female' groups in general –

Exclusive findings:

1. Indian male students watch TV in night more, whereas females watch in evening more.
2. Indian female students watch TV 20% more over male, for 4 to 6 hrs.

3. Between Indian & Foreign female students it is seen that foreign females watch TV 20% more for 2 to 4 hrs over Indian females.

4. For female Indian students, Star Plus, Sony, Zee & Alpha Marathi are popular channels, whereas Discovery, Aaj Tak & Star Plus are popular channels for males.

5. Recall for Amitabh acted products - Parker Pen recall only by Indian female, whereas Nerolac paints is only with male foreign students. Also ICICI by female Indian students only, no much recall by foreign students.

6. Santro, Surf, McDowel has huge recall by Indian female student.

7. Rexona deodorant is more popular than AXE in female Indian students.

8. Reliance as a brand for mobile has recall only by female Indian students also all have attempted the question.

9. Crosin & Disprin have good recall in Indian students, but no any particular recall by foreign students.

10. Cadbury ad is most popular ad in female Indian students then Pepsodent & Close up, whereas Coke & Fevicol are popular in male Indian students.
11. For essentiality of TV ads female Indian students replied 100% positive.

12. Product change through impact of ads is more in female Indians.

6.2 Conclusions -

1. Response or impact of TV advertisements varies with the difference in cultural groups.

2. Foreign students watch Movies and Indian students watch Serials maximum with huge percentage. This taste should be considered for TV advertisement campaigns, for successful global promotion between India and Middle East.

3. Indian female students watch TV more than Indian male students for long hours. Foreign female students watch TV more than Indian females. Product change through impact of ads is also more with female students over males. Female students are more fascinated by the advertisements and its emotional fantasies, in both the groups. In Middle East also (Dubai) it is observed in Qualitative analysis. Women are more sensitive towards TV advertisements.

4. Star Plus and Sony are the most popular channels in Indian students. HBO and Start Movies are the most popular channels in foreign students. The only channel commonly popular in both Indian and Foreign students is MTV, in same percentage. For
targeting Middle East, HBO can be the best channel vehicle available today.

5. Amitabh Bachhan is the only one and unanimous popular model in Indian students where as in case of foreign students, along with Amitabh Bachhan , Shahrukh Khan is equally popular model. Hence Amitabh Bachhan can be a model for successful promotion in both the continents.

6. No particular Favourite advertisement recall by foreign students. In Indian students Cadbury, Close up, Coke, Pepsodent, Fevicol and Nerolac are favourite advertisements. Advertisements with good presentation and concept are more important factors in Indian students where as Model is equally important in Foreign students.

7. Recall for Pepsi, Coke, Nokia, AXE, Surf, Nerolac Paints, Parker Pen is same in both the groups. Since these brands are on regional as well as English channels, they have excellent brand recall and all are successful globally.

8. Surf has a excellent brand recall for the appeal and concept presentation. Asian Paints has a great brand value over Nerolac Paints, since recall for Amitabh acted ads has been given as Asian Paints. Here impact of brand supersedes even brand ambassador like Amitabh Bachhan.

9. Product change by the impact of TV advertisements are- Soap, Shampoo, Detergent, Perfume and Soft drink and are common in both the groups.
10. ‘Onida’ as a brand for TV and ‘Kodak’ as a brand for Camera in particular have no recall by foreign students as against prominent in Indian students. It is all the more reason because of less advt spent on English Channels by both the brands, in general. Samsung as against is equally popular in India students and prominent in foreign students because of huge advt spent in regional and English channels.

11. No particular response for scene recall by foreign students. ‘Scene recall’ is in good percentage by Indian students particularly for ‘Mother & child’ for ‘Johnson & Johnson’ brand. This advertisement has got appeal by means of presentation and not for model or special effects.

12. While the state of the future global television industry cannot be determined, the basics and commonalities of promotion of TV advertisement in domestic television channel do not differ substantially from global television channel. It is likely to remain unchanged regardless of how the industry evolves. The Presentation, Model and Concept functions in cultural context will always be important with traditional Program and Time functions.

6.3 Suggestions and Recommendations -

1. In any event, multi channel television is still going to expand more and more in the near future. Capturing the attention of
viewers will have vital importance. Channels having appealing programmes, ensured target audience, (aware of date and time availability-) and those believe that the program is worth their investment of time and attention (benefit in content, image), can attract the viewers. Selecting these channels is vital in a crowded television environment, because it is seen that most people pay attention to only a limited number of channels, which then become part of the individual or family. Obviously, programs and accompanying advertising on that channel have a much greater chance of being consumed by the viewer. Hence it is suggested that attention is to be given more on selecting channels, programs (media) and models along with innovation in theme, message and presentation for global marketing.

2. All over the world, 12 minutes are considered for commercial break in prime time. In India, it is 16 minutes, considering female audience as a major reference. For shopping, a woman not only considers her but also takes care of her husband and children. She is the potential customer of the market. Hence to attract Indian consumers, it is recommended that a urban woman ideally from 25 to 35 age (not necessarily celebrity or model) should have a central role to play in advertisements.

3. It is suggested that local talents should be involved in designing and implementing promotional campaigns of brand, since they
only truly know and understand local conditions, issues, and
general culture. Understanding cultural sensitivity is very crucial
for an advertisement attempting to carve out a niche in a
crowded global market place.

4. The fundamental rules of promoting any brand through TV
advertisements are not owned by any country or culture. Cultural differences related to lifestyles apply both to domestic
and global promotion of a brand and hence it is suggested that they should be considered as an important factor for good impact of TV advertisements.

5. Asia is known for the most populated and culturally complex
area of the world since dozens of separate cultures makes up the continent. To reach to the consumer here, it is suggested that facial images should be avoided in promotion of any advertising campaign since many people in Asia do not identify with each other. Instead it is recommended that natural imagery commonalities of culture such as sky, clouds, water or trees to be used in commercial campaigns.