

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Since a long time ago, advertisement already existing and it keep increasing. Everywhere, every time, and every day advertisement can be found easily; at television, radio, public transportation, elevator, and so on. Practitioners believe that advertising is still the best way to inform, communicate and persuade their consumers.

There are rules and regulation about what allowed and not allowed in advertising. But, there are some relative issues that not easy to be measured. For example, picture – text incongruity in advertisement. There is no definite rule about this issue. Advertisers are free to use congruence or incongruence advertisement.

The problem identification of this research is, there are picture – text incongruity advertisement existing. Whether it is made with intentionally or not, apparently, picture – text incongruity advertisement has opportunity to bring negative impact. For example, XL case as explained in first chapter.

This study is conducting a research concerning picture – text incongruity advertisement reviewed by consumers. The purposes are to explore what are consumer opinion and the

impact of picture – text incongruity. In this internal validity research, the number of respondents who involved in this study is 54, but only 48 who considered as relevant respondent. The design of the questionnaire is different for male and female. Because the stimuli used is different. Data collected was processed by several statistic methodology, such as, reliability, validity, cross tabulation, and chi square goodness of fit.

It appears that, the result of this study is interesting and surprising. It might be bringing a new insight in the future implications. The result shows that picture – text incongruity in advertisement might occurring some bad impacts; such as, misleading while defining the target market of the product, misperception brand image, misunderstanding the function of the product, and might be effecting consumer purchase decision.

Almost all the respondent are agree that element used in an advertisement should related, congruence, able to represent and explain each other in building the message deliver by the advertisers. All elements should be in a unity in representing the product, brand, and message in the advertising.

This study shows that picture and text is the most critical elements in advertising. These two elements always used in every advertisement (exclude Radio commercial). Moreover, picture and text are surely become the major element that seen by target audience. Thus, the usage of picture and text in advertising should be careful. A mistake in using these two elements may occur a bad impact in the future.

Furthermore, this study also identify that each of consumer demographic segmentation has a different behavior and perception while getting the information and message from advertisement.

In terms of picture – text incongruity in advertisement across consumer demographic, Male and female does misleading the information given by the advertising. Younger consumer will be more careful and concern about picture – text incongruity rather than older consumer, and lower social economic status are very carefully in getting the message in ad, it is because they have financial limitation, so that, they should carefully when spend money to buy something.

5.2. Managerial Implication

In implication this study would be beneficial for consumers, marketers, advertisers, and Advertising organization. The result shows that picture – text incongruity in advertising may lead defrauded to its target market. Mislead in perceiving the message and information from advertisement they see, may bring bad impact to the product or brand itself.

By this several findings, hopefully by now advertisers are more keenly decide to use picture – text incongruity in advertisement. A deeper analysis should be done before the decision made. For example, breakdown who is the target audience of the advertisement, is it male or female, young or older target audience, and lower or higher social economic

status. Because all of those demographic variables are determining their behavior and attitude.

PPPI (Persatuan Perusahaan Periklanan Indonesia) or Indonesia Advertising Agency Association, which responsible as the law enforcement for any advertisement in Indonesia, including rules and regulation, norms, and advertising ethic may put more attention to incongruity in advertisement. Bad impact might be appearing because of this issue. As shown in chapter 4, incongruity in advertisement, might occur a bad perception of brand image, and mislead the function of the product. Moreover, it has indication in affecting consumer purchase behavior.

Also, for consumer importance, they encourage to be more selective and carefully when obtain information from the advertising, because not always advertising consists of congruence of the element in it. Because picture – text incongruity might be happened intentionally or unintentionally.

5.3. Limitation

Author realizes that this study is far away from perfect. One of limitation in this study is the sample used. The study was conducted in a small number of samples among Jakarta area. Therefore, there is a probability that the result will be different, when it is conduct in a large number of samples that able to represent the population. In addition, younger consumer who represent by high school and university student may not correspond to the current young consumer as a whole. Similar with the older consumer who filled by

respondent in age twenty something also may not represent older consumer very well. Another limitation is, the hypothesis statement is only measured by one question in the questionnaire.

Furthermore, this study is involving some brand name, that might affecting the answer of the respondent because of the brand image power for each brand.

5.4. Future Research Recommendation

According to author observation, researches about incongruity in Indonesia haven't been done before. So there are still very broad way in elaborating this study. For instance, question modification and elaboration is needed, to have deeper understanding in final result. Further research in academic field, is required to better find out what is incongruity in advertisement are really bring bad brand image and mislead the information deliver by the advertisement. To further establish this, further research should test the results of this study on a larger scale and on a sample size more representative of the national population. The study could also be conducted with a fuller range of scenarios, which should ideally include more situational factors, to see whether the variance in consumers' preferences and advertisement can be further explained. Suggestion for future research, if able to be done without using some specific brand, it might be more relevant. Because we cannot deny the power of brand image is different for each consumer.