A Comprehensive Eye Tracking Study on Confectionary Advertising Features Influencing Customer Buying Behavior

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Abstract

Packaging and Product promotions are the first touchpoints for customers in any industry and it influences the customers to try out the different products based on their perception. The biscuits and cookies advertisement industry rely heavily on packaging and product posters for making maximum sales. In order to grasp their customer's attention, they employ various means of making their packaging and product promotions innovative and attractive with the help of celebrities, attractive product display, etc. To identify which are the key factors that impact and influence consumers in choosing a brand, the current study is conducted. The research comprised an eye-tracking study of 30 participants followed by a survey questionnaire regarding the recall and every individual's preference for promotions in convincing them to purchase the brand. The findings of the study suggest that the consumers tend to get attracted the most by the packaging, then by celebrity endorsers and finally by large font taglines. Further, it was found that using celebrities was not very effective in influencing the customer towards a brand. A product promotion/ad featuring a celebrity gives a better recall towards that brand.

Keywords: *Eye-Tracking Study, Packaging, Product Promotion, Celebrity, Confectionary Advertisements.*

I. INTRODUCTION

The advertisement industry in India is a global, multibillion-dollar business that connects manufacturers and consumers. So, they must portray and promote their products in a way that increases their customer base. The product packaging and product posters are most important when customers are making impulse purchases while visiting a shop or retailer. To make them more attractive, the companies use images of celebrities or influencers to reach a maximum audience. They also use discounts and bundle pricing and highlight them using appropriate font size and colors. They also use attractive pictures of the products for consumers who pay more attention to the features of the product. For different kinds of industries, different parameters affect different products. In such cases, understanding the crucial elements that are captured by the customer is

important while making the print media for such a sale or event.

The consumer buying behavior is largely influenced by this and hence it becomes critical to analyze the buying behavior of the consumer and the buyer's perception of a product in a step by step approach. Eye movement is defined as "a sequence of fixations and saccades". Fixations are the individual time periods of eyeball immobility while saccades can be defined as sudden movements between certain points of interest. According to research, 60 milliseconds can be defined as the fixation lower limit. By measuring attention, we are were able to determine which products and which labels get perceived more.

With the decreasing attention span of people nowadays, it has become very tedious for companies to understand how to grab that 6-second window and divert it towards their product out of them all different products being advertised. This

study is conducted to understand what are the different parameters in an advertisement that influence the buying behavior of consumers.

II. LITERATURE REVIEW

The ability to process information among Humans is very limited [7]. This issue is caused due to several factors comprising of deprivation of motivation, opportunity and the processing ability of information gained from various advertisement sources [8]. Due to these reasons, companies primarily focus on the development of advertisements while making their advertising strategy to capture as much visual attention as possible [9]. Grabbing the people's attention and their interest is the primary objective while designing advertisements [10]. This method/way of approach is backed up by the theory , the AIDA model/ "Hierarchy of Effects" model, that focus on grabbing the attention of your customers and potential customers as the first step [11].

A person's "ability to focus on certain aspects of the environment while ignoring others" can be termed as their Attention [12]. According to the various information processing models, it is not only the features/ qualities of an advertisement but also the focus-duration that dictates attention [13].

Many a time we find celebrities leveraging their popularity and recognition to feature in advertisements of brands and products in return charging heavily for their endorsement. Brands readily agree to such humongous fees because celebrities bring with them the ability to retain and hold the viewers' attention, polishing the brands' image, assisting in introducing new products or in the repositioning of brands and help to see-through major campaigns [14]. But there are also disadvantages of celebrity endorsements like the possibility of overshadowing of the product/ brand/ campaign, the possibility of stirring up a controversy, a mismatch with the brand/ product [15].

Numerous studies show that the attitude people show towards advertisements, the same attitude is shown towards the brand [16,17,18,19,20,21,22]. Hence the attitude shown towards an advertisement is instrumental in formulating the overall effectiveness and appeal of the ad [23]. In a study

by Mehta (2000, pg. 67) [24] mentions that "respondents with more favorable attitudes toward advertising recalled a higher number of advertisements the day after exposure and were more persuaded by them."

III. DATA AND METHODOLOGY

An eye-tracking experiment was conducted with 30 samples for a comprehensive study of consumer behavior with in-depth analysis of the below:

1. Understanding how deep discounts and banner presentation of the same, and how a customer attraction gets captured

2. To understand the key areas in an advertisement which grabs the customer's attention

3. To understand the influence of celebrities on brand recall.

4. To understand how attractive portrayal of products affects the viewer of the advertisement

5. To understand how the Font Size helps in grabbing the attention and in the brand recall.

Through this study we examine how, based on gaze and heat plot, an eye tracking respond to 7 confectionary advertisements. The study involves establishing the relationship of different attention/ influencing features with the attention level/ influence level. The present research examines how different kinds of promotion programs catch eye traction of people.

After surveying different advertising posters consisting of Brand name, Biscuit or Cookie name, nutritional health benefits, Brand Ambassador, Discount scheme, its ingredients, the packaging and the action item where to purchase, font-size and contrasting colors used, the eye traction results are analyzed based on heat and gaze plot. The results ascertain the relationship of different attention/ influencing features with the attention level/ influence level.

The visual behavior of consumers buying or searching for products was measured and used to analyze the stages of their decision process. In natural environments, the metrics used to trace the decision-making process are difficult because these

often contain many unstructured information and options. This research reveals differences between a decision-making task and a search task. This study discusses the increasing concern of taking eye movement research from the laboratory into the 'real-world', so decisions can be better generalized to natural situations.

One of the most important feature is the graphic used in the packaging which helps effectively distinguish a brand from the rest in a shop and helps consumers easily associate with them.

Another important feature which has to be considered by brands in packaging is the Font type. In many cases Fonts which are Italic or Bold or use an uncanny/unpopular font type is easily visualized by consumers at a store.

- The survey was concerning 7 images of different Biscuit and Cookie brands and their advertisement. The Advertisement Posters we chose were Britannia Biscuits, Sunfeast Dark Fantasy, Britannia Good day, Cadbury Oreo, Britannia NutriChoice HiFibre, Britannia Pure Magic and McVities Digestive Biscuits. We chose both indulgences as well as healthy biscuits to do our study.

- The following factors were chosen to make comparisons among the choice of customers:

  - Brand Ambassador
  - Discount schemes
  - Product Tagline
  - Product Packaging
  - Product Name
  - Product Image
  - Product Ingredients
  - Company

- The eye-tracking apparatus used in the study was the Tobii Dynavox table-mounted device with Tobii Studio Software. Eight respondents were shown the said images. Four were female respondents and four were males. Every image was shown to the respondent for five seconds with a gap of two seconds between the pictures.

- Each advertisement poster was segregated into Areas of Interest (AOI). These 6 individual photographs encountered heavy critical analysis. The analysis was based on the 3 parameters below–

  o First Time to Fixation

  o Total Visit Time

  o Fixation Count

- We also did a critical analysis of the Heat Plot and Gaze Plot of all the images.

- The analysis was done based on the plots and the excel sheets which showed the results of the preferences of the customers while looking at the advertisement for the first time.

- The factors which affected the consumers the most in different categories of biscuits were recorded.

- A survey questionnaire was filled by the respondents after the eye-tracking study to understand their preferences in-depth and compared the two results to come to arrive at the conclusion.

IV. FINDINGS

FROM QUESTIONNAIRE

A Survey questionnaire was filled by the 30 people who were chosen for the eye-tracking study. The questionnaire comprised questions like what attracted them the most in the advertisements, what would be their preference in selecting a brand given all the factors and if they would buy a product if their favorite celebrity would endorse it.

- 16 out of 30 people paid more attention to the images of flowing chocolate or aesthetic images of cookies. They were attracted by the perceived taste of the biscuits which looked pleasing in the images and this increased their expectations that the biscuit will satisfy their taste buds. Hence, the type of images of the product influences the consumers who are more concerned with the taste or feel of products.

Picture No.	Image 1	Image 2	Image 3	Image 4	Image 5	Image 6	Image 7
Brand Name	**Britannia Biscuits**	**Sunfeast Dark Fantasy**	**Britannia GoodDay Smile**	**Cadbury Oreo**	**Britannia NutriChoice HiFibre**	**Britannia Pure Magic**	**McVities Digestive Biscuits**
Set Of Factors Considered	Discount	Brand Ambassador	Brand Ambassador	Brand Ambassador	Product Name	Product Tagline	Product Ingredients
	Product Variants	Product Image	Product Image	Product Tagline	Product Image	Company	Remarks
	Product Image	Product Packaging	Product Packaging	Product Hashtag	Product Ingredients	Product Packaging	Product Packaging
		Product Tagline	Product Name	Product Image	Product Tagline	Product Image	Product Image
		Company	Company		Discount	Product Description	Company
		Product Ingredients	Product Campaign			Product Display	

- 6 out of 30 people paid more attention to the discounts, prices, offers, and features of the product in images that highlighted these things. They believed that budget constraints had more influence than celebrity endorsements because they preferred more value at the same cost. This means that the font size of the offers and discounts affects the viewer's decision to a great extent.

- 6 out of 30 people had a brand recall because of the influence of celebrities like Alia Bhatt and Ranbir Kapoor. They preferred the brand over others because they were followers of those celebrities and had trust over their choice of the brand. This means that popular actors and actresses have a major influence on people's consumer behavior in buying biscuits.

- 2 out of 30 people paid more attention to the ingredients that the biscuit contained. These are the health-conscious people, athletes, trainers who must be in shape to carry out their day to day activities. They preferred a healthy brand rather than a more delicious product.
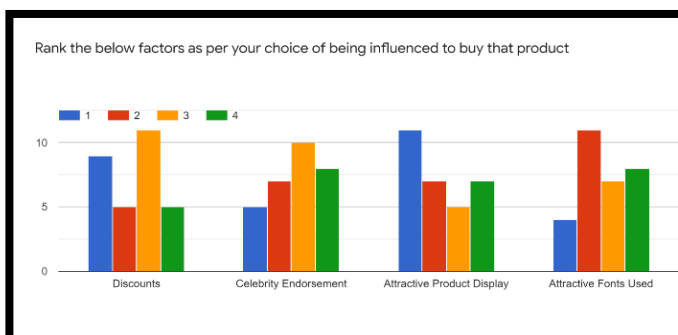

Fig. 1. Ranked Influencing Factors

From the above chart we can conclude that Attractive Product Display is the number 1 factor in influencing the customer's buying behavior followed by Attractive Fonts used, Discounts and finally Celebrity endorsements.

This result is strengthened by the below chart which shows that approx. 77% would not buy a biscuit just because their favorite celebrity is endorsing it.
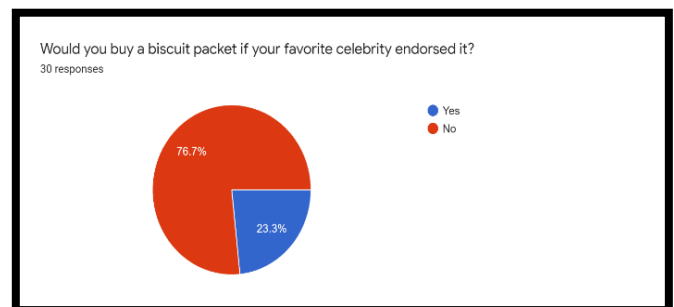

Fig. 2. Percentage of people beig influenced by Celebrity Endorsements

CONSUMER INSIGHTS

IMAGE1: Britannia Multiple Products with Discounts and Offers Advertisement

Fig. 3. Britannia Multiple Products

- Based on gaze plot responses of Britannia multiple products with discounts and offers advertisement, many viewer's attention at first is focused at the center. Based on this observation, it would be beneficial to place eye-catching and important elements of the products at the center of the advertisement.

- Based on the gaze plot we can also observe that when a variety of products are present, viewers tend to spend more time on products they are familiar with (like Nutri Choice, Little Hearts, JimJam) as compared to new/ recent products (like Wonderfulls).

- Drawing the insights from the heat map and gaze map of Britannia Biscuits, it can be understood that product image is not the sole area for the high intensity of heat. The heat intensity is concentrated on the offers and discounts displayed with the extra time focussing on the percentage of discount provided and the cashback availed using the service.

- Based on the Heat Map people focussed more on the Britannia Nutri Choice, the healthier and known choice to them.

- Based on the gaze plot and heat map viewers also were inquisitive on the platform offering such cashback, offers, and discounts and spent a lot of their timespan on the logo of the platform (in this case Ezeelo).

		Mean	Variance	Std Deviation	Std Error
Time to First Fixation	**Discount**	1.49	4.53714	2.130056282	0.488668
	Product	2.41	1.832803	1.353810526	0.328347
	Product Variants	0.37	0.919718	0.959019537	0.178085
Total Visit Duration	Discount	0.57	0.436525	0.660700054	0.151575
	Product	1.17	1.616238	1.271313587	0.308339
	Product Variants	1.41	0.844021	0.918706121	0.170599
Fixation Count	Discount	1.84	3.473684	1.863782233	0.427581
	Product	2.47	1.014706	1.007326105	0.244312
	Product Variants	4.79	8.169951	2.858312568	0.530775

Fig. 4 Statistical Data

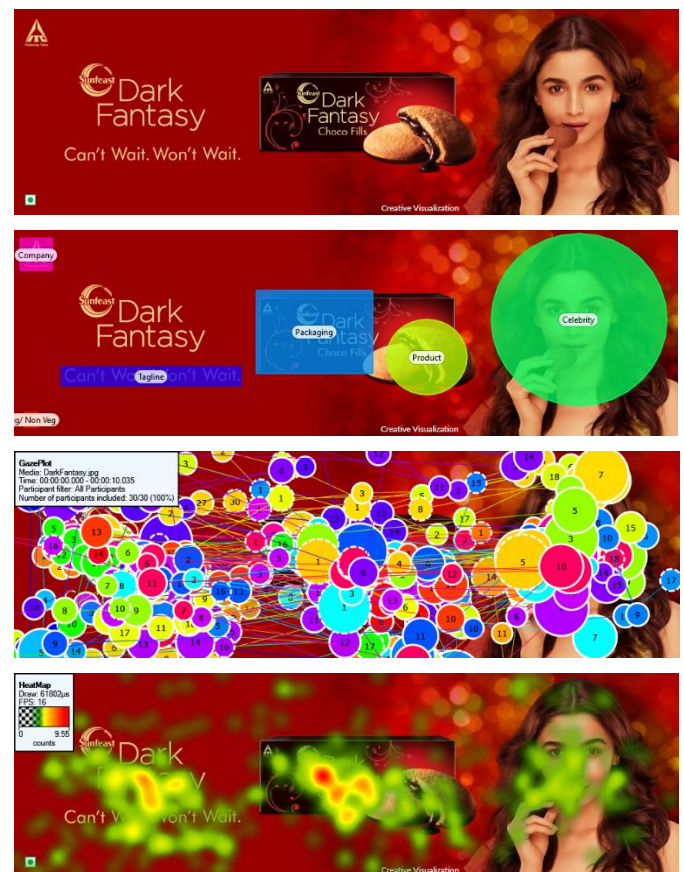**IMAGE2: Dark Fantasy Advertisement**

Fig. 5. Dark Fantasy Advertisement

- Based on the heat map responses of Dark Fantasy, it can be understood that as the heat intensity is concentrated on the attractive product name with a catchy tag line, viewers are more interested in the brand and quality rather than on the celebrity endorsing these branded products.

- Based on gaze plot responses of Dark Fantasy, many viewers' attention at first is focused at the center. Based on this observation, it would be beneficial to place eye-catching and important elements of the products at the center of the advertisement.

- Gaze plot also depicted that catchy tag line, product name, actual product depiction, company name, and brand ambassador attracted significant attention of the viewer but out of these based on the Heat Map the catchy tag line, product name, actual product depiction and company name had longer retention of the viewers as compared to brand ambassadors.

- According to the heat map and gaze plot observations, the vegetarian symbol did not attract significant attention from the viewer. One of the possible reasons can be its placement and another can be the size of the symbol. It can also be understood that since biscuits sold in India are predominantly vegetarian, so customers don't pay much attention to the veg/nonveg symbol on the cover or ads for biscuits.

IMAGE3: GoodDay Smile Advertisement

Fig. 7. Dark Fantasy Advertisement

- Based on gaze plot responses of Britannia Good Day Smile Advertisement, many viewers' attention at first is focused at the center. Based on this observation, it would be beneficial to place eye-catching and important elements of the products at the center of the advertisement.

- The Gaze plot also tells us that the viewers followed the message being portrayed by the advertisement and spent a big amount of time in the Message, Tagline, and the Depiction through the Girl Image.

- Based on the Heat Map of Britannia Good Day Smile Advertisement, most viewers were attracted to the message portrayed, product name, company name and the smiling child holding the product.

		Mean	Variance	Std Deviation	Std Error
Time to First Fixation	**Celebrity**	1.86	1.416143	1.190018229	0.224892
	Company	3.93	12.4891	3.533992077	2.040351
	Packaging	0.69	0.996318	0.998157539	0.185353
	Product	2.66	2.503332	1.582192282	0.422859
	Tagline	2.56	3.213336	1.792578063	0.597526
	Veg/ Non Veg	-			
Total Visit Duration	**Celebrity**	1.53	2.267155	1.505707484	0.284552
	Company	0.31	0.011233	0.105987421	0.061192
	Packaging	1.07	0.809842	0.89991242	0.16711
	Product	0.49	0.123717	0.351734322	0.094005
	Tagline	0.54	0.131453	0.362564171	0.120855
	Veg/ Non Veg	-			
Fixation Count	**Celebrity**	2.25	1.75	1.322875656	0.25
	Company	1	0	0	0
	Packaging	2.62	2.529557	1.590458	0.295341
	Product	1.64	0.708791	0.841897386	0.225007
	Tagline	1.89	1.361111	1.166666667	0.388889
	Veg/ Non Veg	-			

Fig. 6 Statistical Data

		Mean	Variance	Std Deviation	Std Error
Time to First Fixation	**Campaign**	0.55	0.577336	0.75982613	0.138725
	Company	-			
	Little Child	1.88	2.318301	1.522596693	0.277987
	Product	3.07	1.357612	1.165165902	0.260539
	Product Name	1.87	2.719292	1.649027732	0.311637
Total Visit Duration	**Campaign**	1.26	0.647569	0.804716627	0.14692
	Company	-			
	Little Child	1.31	0.498936	0.70635384	0.128962
	Product	0.79	0.553321	0.743855355	0.166331
	Product Name	0.94	0.617959	0.786103848	0.14856
Fixation Count	**Campaign**	4.1	4.92069	2.218262756	0.404998
	Company	-			
	Little Child	3.07	3.098851	1.760355241	0.321395
	Product	1.8	1.010526	1.00524938	0.224781
	Product Name	2.39	1.654762	1.286375491	0.243102

Fig. 8 Statistical Data
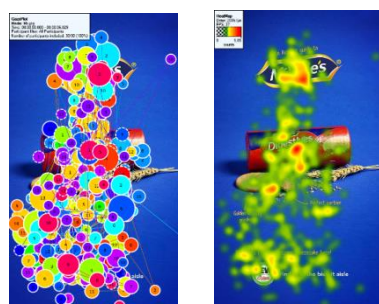
IMAGE4: Mcvities Advertisement

Fig. 9. Mcvities Advertisement

- Based on the Gaze plot responses of McVities Advertisement, many viewers' attention at first is focused at the center. Based on this observation, it would be beneficial to place eye-catching and important elements of the products at the center of the advertisement.

- The Gaze Plot also tells us that viewers were more interested in the ingredients of the product as the product is classified as a healthy and beneficial product in its domain.

- The Heat Map shows us clearly that people recognized the above product as a healthy product and hence spent a lot of their screen time on the brand, and the ingredients. It could be of use to highlight the nutritional aspect of a product to hold the attention of the viewer for a longer time.

		Mean	Variance	Std Deviation	Std Error
Time to First Fixation	**Company**	1.44	2.001812	1.414854219	0.277476
	Ingredients 1	2.77	2.19003	1.479874995	0.66182
	Ingredients 2	4.34	1.309086	1.14415301	0.381384
	Product	2.01	2.312062	1.520546535	0.368787
	Product Packaging	0.87	1.935177	1.391106469	0.267719
	Remarks	4.26	1.765845	1.328851178	0.400664
Total Visit Duration	**Company**	1.23	0.714228	0.845120019	0.165742
	Ingredients 1	0.64	0.19103	0.437069788	0.195464
	Ingredients 2	0.48	0.24475	0.494722144	0.164907
	Product	0.32	0.031199	0.176631054	0.042839
	Product Packaging	1	0.399756	0.632262928	0.121679
	Remarks	0.53	0.255756	0.505723604	0.152481
Fixation Count	**Company**	2.31	1.181538	1.086985953	0.213175
	Ingredients 1	1	0	0	0
	Ingredients 2	1.11	0.111111	0.333333333	0.111111
	Product	1.41	0.507353	0.71228712	0.172755
	Product Packaging	2.81	2.77208	1.664956387	0.320421
	Remarks	1.45	0.472727	0.687551651	0.207305

Fig. 10 Statistical Data

IMAGE5: NutriChoice Advertisement

Fig. 11. NutriChoice Advertisement

- Based on the Gaze plot responses of NutriChoice Advertisement, many viewers' attention at first is focused at the center. Based on this observation, it would be beneficial to

place eye-catching and important elements of the products at the center of the advertisement.

- The Gaze Plot also tells us that viewers were more interested in the ingredients of the product, catchy tagline, brand, product name and the discount offered.

- The Heat Map shows us clearly that people recognized the above product as a healthy product and hence spent a lot of their screen time on the Brand, the Ingredients, and the discount being offered to them.

- The Heat Map and the Gaze Plot also show us that none of the viewers cared to read about the * marked sentences written on the side of the packaging

- According to the heat map and gaze plot observations, the Vegetarian symbol did not attract significant attention from the viewer. One of the possible reasons can be its placement and another can be the size of the symbol. It can also be understood that since biscuits sold in India are predominantly vegetarian, so customers don't pay much attention to the veg/nonveg symbol on the cover or ads for biscuits.

		Mean	Variance	Std Deviation	Std Error
Time to First Fixation	**Discount**	2.21	3.616848	1.90180129	0.366002
	Ingredients 1	3.54	3.129378	1.769004879	0.368863
	Ingredients 2	4.08	2.373328	1.540561052	0.328449
	Product	3.2	3.800138	1.949394383	0.520998
	Product Name	2.75	4.171391	2.042398401	0.468558
	Tagline	3.01	5.422034	2.328526093	0.496443
Total Visit Duration	**Discount**	0.94	0.318152	0.564050017	0.108551
	Ingredients 1	0.5	0.086881	0.294755878	0.061461
	Ingredients 2	0.33	0.051104	0.226061709	0.048197
	Product	0.67	0.127659	0.357294473	0.095491
	Product Name	0.68	0.184088	0.429054448	0.098432
	Tagline	1.09	0.752381	0.867398958	0.18493
Fixation Count	**Discount**	3.81	3.618234	1.902165508	0.366072
	Ingredients 1	2.43	1.620553	1.273009568	0.265441
	Ingredients 2	1.55	0.545455	0.738548946	0.157459
	Product	2.36	0.401099	0.633323694	0.169263
	Product Name	2.47	0.818713	0.904827857	0.207582
	Tagline	4.27	7.160173	2.675849988	0.570493

Fig. 12 Statistical Data

IMAGE6: Oreo Advertisement

Fig. 13. Oreo Advertisement

- Based on the Gaze plot responses of Oreo Advertisement, many viewers' attention at first is focused at the center. Based on this observation, it would be beneficial to place eye-catching and important elements of the products at the center of the advertisement.

- The Gaze Plot also tells us that viewers were more interested in the brand ambassador and the Tagline than on the product Image.

- The Heat Map shows us clearly that viewers spent a lot of their time on the brand ambassador, product, tagline and the hashtag shown in the Advertisement.

		Mean	Variance	Std Deviation	Std Error
Time to First Fixation	**Celebrity**	0.43	1.527219	1.235806824	0.225626
	Hashtag	2.25	1.922579	1.38657091	0.438472
	Product	2.14	2.741685	1.655803305	0.345259
	Tagline	1.78	1.368267	1.169729291	0.229403
Total Visit Duration	**Celebrity**	1.96	1.456012	1.206653204	0.220304
	Hashtag	0.8	0.224293	0.473596171	0.149764
	Product	1.33	0.935087	0.966999148	0.201633
	Tagline	1.51	1.017082	1.008504758	0.197784
Fixation Count	**Celebrity**	4.63	7.412644	2.722617064	0.49708
	Hashtag	2.2	1.288889	1.135292424	0.359011
	Product	3.43	3.166008	1.779327936	0.371016
	Tagline	3.85	4.455385	2.110778201	0.413958

Fig. 14 Statistical Data

IMAGE7: Pure Magic Advertisement

Fig. 15. Pure Magic Advertisement

- Based on the Gaze plot responses of NutriChoice Advertisement, many viewers' attention at first is focused at the center. Based on this observation, it would be beneficial to place eye-catching and important elements of the products at the center of the advertisement.

- The Gaze Plot also tells us that viewers were more interested in the chocolatey portrayal of the product, brand, product name, and the packaging.

- The Heat Map shows us clearly that people were enticed with the product portrayal and hence spent a lot of screen time on the product or the overall advertisement.

		Mean	Variance	Std Deviation	Std Error
Time to First Fixation	**Company**	3.14	7.220266667	2.68705539	1.096985769
	Description	-			
	Product	2.43	1.573233618	1.254286099	0.241387472
	Product Display	2.32	8.723250877	2.953515004	0.677582812
	Product Packaging	1.23	1.001461905	1.000730685	0.189120323
	Tagline	0.63	0.777555952	0.881791332	0.166642898
Total Visit Duration	**Company**	0.32	0.072456667	0.26917776	0.10989136
	Description	-			
	Product	1.35	1.604002564	1.266492228	0.243736543
	Product Display	0.46	0.618800585	0.786638789	0.180467315
	Product Packaging	1.29	0.795585582	0.891956043	0.168563848
	Tagline	0.86	0.25932963	0.509244175	0.096238103
Fixation Count	**Company**	1.17	0.166666667	0.40824829	0.166666667
	Description	-			
	Product	3.15	5.438746439	2.332112012	0.448815166
	Product Display	1.42	0.479532164	0.692482609	0.158866406
	Product Packaging	3.57	3.216931217	1.793580558	0.338954865
	Tagline	2.5	2.333333333	1.527525232	0.288675135

Fig. 16 Statistical Data

V. CONCLUSION

As part of this research, a host of parameters were looked at and studied to draw valuable insights on consumer behavior based on their observation patterns. All types of advertisements come under the gambit of this study such as print ads in newspapers, magazines, video advertisements on TVs and social media as well as advertisements in form of pictures on various social media. Digital images available on the web and/or on social media have been used for the study.

Consumers and how they observe any advertisement is a subjective process. It varies from person to person based on their likes, dislikes, response to different colors, and their knowledge about the content on the advertisement and so on. Basic insights can be drawn which are listed below:

- Catchy taglines and product names are effective in capturing the attention of the viewer. This is true in both cases i.e. the viewer is already familiar with the product and that the viewer is not familiar with the product. In the case of

familiarity, an attractive phrase and/or product name is recalled subconsciously which captures the attention of the viewer. In the case of a product which is new to the viewer, a catchy phrase and/or product name helps to gain attention.

- The imagery of celebrities and popular persons attracted attention and recall in the case of some subjects. These prompts recall of the brand and product which increases the attention paid by the viewer on account of having seen some other advertisement of the same product.

- It was also seen in some cases aesthetic images of chocolate, cream, other sugary elements attracted attention as viewers associated a pleasurable aspect to those images.

Overall, factors such as catchy taglines, innovative product names, aesthetic imagery of tasty ingredients/elements, celebrity images and discount offer attract the most attention. But if we have to rank them we can say that what attracts the customers most is the product packaging then the remaining factors. These insights can be of use to makers of advertisements.

VI.   LIMITATIONS AND FUTURE SCOPE

While this research dwells into the Confectionary Advertising and gives us insightful details, there are some limitations to it which act as a scope for Researchers for future research.

- The Study uses few of the parameters (Discounts, Endorsements) and not all the various parameters (Design, Influencers etc.) used in the advertisements which by themselves can contribute with a significant influence in a customer's buying behavior.

- Another limitation of the study was that the research participants were homogeneous instead of heterogeneous and hence the insights received, though insightful, could be restrictive in nature. This is mainly due to the resource and geographic constraint. While the current sample size helps us attain the objective of the project, a larger sample size would have helped us get a better and concrete to even the faintest conclusions in this case.

- The Study only focuses on Biscuit advertisements and not only whole FMCG Sector due to which the observations and conclusions would be very limited and niche in nature.

- To quantify how much a factor is influencing same advertisements should be judged with different features unlike the above case. This will allow us to understand if that feature is relevant and should companies spend on it or not.

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