CHAPTER - 4

RESEARCH METHODOLOGY

4.1 RESEARCH PROCESS

Research not only should be systematic and scientific but its process also should be authentic. Research should be replicable and this characteristic gives authenticity to research. The main aim of research report is to produce research results, its methodology and its process in a systematic way so that other researcher can examine its authenticity and it can be used in related fields.

This chapter deals with method and the process of the research adopted for this study. The methodology of research, sample, tools, process of data collection and statistic techniques used for analysis are described here.

4.2 METHODOLOGY

The choice of the method of research determined by the nature of problem taken up. The present study attempts to find out the most popular element of advertisement and level of media literacy and recall value of different elements of advertisements among students. Keeping in view the nature of this research problem it is obvious that descriptive method of research is most appropriate method to study the facts as they exists. The descriptive method of research is the most popular and widely used method in mass communication and media research. Because of ease and directness of this method, information can be gathered by questionnaire. The descriptive studies are more than mere collection of data. They involve measurement, classification, analysis, comparison and interpretation.

Descriptive studies investigate phenomena in their natural setting. Their purpose is both immediate and long range. Descriptive research is designed to obtain pertinent and precise information concerning the current status of phenomena and whatever possible, to draw valid general conclusion from the facts discovered. So descriptive survey method is adopted for the present study.
4.3 SAMPLING TECHNIQUES

Purposive sampling technique is used in the present study. Purposive sampling technique also known as judgmental, selective or subjective sampling. It is a type of non-probability sampling technique. “Non-probability sampling focus on sampling techniques where the units that are investigated are based on the judgement of the researcher”. In the present study, the researcher has selected only those subjects, who read newspapers, whether regularly or occasionally”.

4.4 SAMPLE

Sampling makes it possible to draw valid generalizations by studying the relatively small proportion of the population. The sample of the present study consisted of 400 students selected randomly 200 each from Central University of Haryana, Mahendergarh and Maharshi Dayanand University, Rohtak. Only postgraduate students were taken as samples in survey because they have better understanding. We have taken one Central University and one State University. The state university is located in NCR and other in a rural area.

4.5 TOOL USED

To study the recall value of the different elements of advertisements as well as popular element in advertisement and also to know the awareness and knowledge of the respondents about elements of advertisements, a questionnaire was prepared by the researcher. The questionnaire has questions pertaining to readership and time devoted on advertisement reading, reader’s opinions regarding different elements of advertisements, response regarding language and design part of advertisement and also includes questions pertaining to the awareness and knowledge of the respondents about contemporary print advertisements. The questionnaire was in English and has three parts. First is related to personal information of the respondent, second is related to respondent’s media habits and third part of the questionnaire was pertaining questions regarding different aspects of advertisements like recall value of different elements, buying behaviour etc.
4.6 DATA COLLECTION

The data was collected through well designed questionnaire. The respondents were briefed about the purpose of the study and actual survey was carried out. Data were collected from 200 postgraduate students from Central university of Haryana, Mahendergarh and 200 postgraduate students from Maharshi Dayanad University, Rohtak. Discussions were also held with the respondents to know their opinions and views about advertising.

4.7 STATISTICAL ANALYSIS

The collected data were classified and tabulated in accordance with the standards laid down in order to arrive at meaningful and relevant inferences. Frequency and percentage were calculated to find out the answers to the questions pertaining to recall and popular element as well as to test the awareness and knowledge about different elements of print advertisements.