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RESEARCH METHODOLOGY

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CHAPTER - 3
RESEARCH METHODOLOGY

To overcome the gaps, identified during review of literature, this study was undertaken. The study attempts to understand the effectiveness of TV advertisements, of select products. The study takes into consideration the communication effect, by observing select communication constructs. The analysis is done with the help of various methods to gain insights into the sector of TV advertising of FMCG products.

This chapter gives an account of all the steps undertaken to do this research. The selection of variables, sampling, sample size, methodology, research instrument, research objectives, hypotheses etc. are discussed.

3.1 Scope of the Study:

Advertising in India is done through various media however, due to the reach and impact of TV and its dominating position, this study focuses on television advertising. As seen in the literature review advertising research involves pre testing as well as post testing. This study focuses on post testing of select TV advertisements. Most research studies on advertising, either focus on sales effect or on communication effect. This study takes into consideration the communication effect only.

The scope of this study is limited to personal care products in FMCG category. This category was chosen by carefully studying the highest advertised category on Indian television during the period of the study. FMCG is a huge category, which involves various sub categories- household care, personal care and food and beverages. Thus, to conduct a more focused study, personal care category under the FMCG category was chosen, owing to its fast growth.

The number of brands in personal care category in India are innumerable. Inclusion of many products would make it difficult to study the constructs in detail. Thus, to improve the quality of research and make a concise
research instrument five brands were selected. The top three highest advertisement spenders (HUL, P&G and ITC) are selected for the study. The selection is based on their ad spends during the period of the study. In literature review, a need for studying new products was felt. The above mentioned FMCG giants have many products in their baskets, but only those brands were selected for the study which are relatively newly launched products. The five products selected include Close-up Diamond Attraction (launched in 2014), Ponds Men’s Face Wash (launched in 2014) and Vicks Multi Pain Relief (launched in 2014) and Vivel soaps (launched in 2008, relaunched in 2013) and Engage Deo Sprays (launched in 2014).

The nature of TV advertising is such that they keep changing. This study has taken into consideration the five TV advertisement that were running nationally during the period of the study (URL of these advertisements, has been mentioned in the bibliography).

Three out of the five products selected in this study are global brands marketed in other countries of the world. However, this study focuses on advertisement effectiveness in Indian context only, it does not take into consideration the brands performance in other countries. The study is done in India and only those products and advertisements are selected that are launched for the Indian target customers.

The scope of the study is limited to Gujarat State only. The cities were selected based on their location and size. The study has not incorporated cities outside Gujarat due to time and resource constraints.

Communication effects can be measured through various constructs, however for the purpose of the study, five constructs were selected based on extensive literature review. The constructs selected for the study are brand awareness, advertisement awareness, attitude towards advertisements, attitude towards brand and purchase intention.
3.2 Research Objectives:

The primary objectives of this study are:

1. To study the effect of gender on brand awareness, advertisement awareness, attitude towards brand, attitude towards advertisement and purchase intention of select brands.

2. To study the relationship between purchase intention and brand awareness, advertisement awareness, attitude towards brand and attitude towards advertisements.

3. To study and compare the level of aided advertisement awareness and unaided advertisement awareness of select brands.

4. To study the interrelationship between attitude towards advertisement, attitude towards brand and purchase intention.

The secondary objectives of this study are:

5. To study the top of the mind brand awareness and aided brand awareness in select product categories.

6. To study the level of awareness of TV advertisements of the select brands.

7. To study the TV viewing habits of the selected sample.

3.3 Research Hypotheses:

Based on the research objectives following hypotheses were developed and later tested, employing various methods.
### Table 3.1 Research Hypotheses

<table>
<thead>
<tr>
<th>No.</th>
<th>Research Hypotheses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>There is a significant association between gender and brand awareness.</td>
</tr>
<tr>
<td>2</td>
<td>There is a significant association between gender and attitude towards the brand.</td>
</tr>
<tr>
<td>3</td>
<td>There is a significant association between gender and attitude towards advertisement.</td>
</tr>
<tr>
<td>4</td>
<td>There is a significant association between gender and unaided advertisement awareness.</td>
</tr>
<tr>
<td>5</td>
<td>There is a significant association between gender and purchase intention.</td>
</tr>
<tr>
<td>6</td>
<td>There is a significant difference between levels of purchase intention and brand awareness.</td>
</tr>
<tr>
<td>7</td>
<td>There is a significant difference between levels of purchase intention and advertisement awareness.</td>
</tr>
<tr>
<td>8</td>
<td>There is a significant difference between levels of purchase intention and attitude towards brand.</td>
</tr>
<tr>
<td>9</td>
<td>There is a significant difference between levels of purchase intention and attitude towards advertisement.</td>
</tr>
<tr>
<td>10</td>
<td>There is a significant impact of attitude towards advertisement on attitude towards brand.</td>
</tr>
<tr>
<td>11</td>
<td>There is a significant impact of attitude towards advertisement on purchase intention.</td>
</tr>
<tr>
<td>12</td>
<td>There is a significant impact of attitude towards brand on purchase intention.</td>
</tr>
</tbody>
</table>

### 3.4 Research Design:

The research design provides the blueprint of the research study. The research design of this study is descriptive in nature and it describes the relationships between various constructs.

The six W's regarding this the research study are as below:

**1. WHO – should be considered for this research?**

The research is in the area of television advertising, thus, people who view television regularly are chosen for this study. Personal care category products, chosen for this research are highly used by
youngsters. Thus, college students, who view TV regularly are considered for this research.

2. **WHAT – information should be obtained from the respondents?**

Demographic, brand and advertisement related information, in context of the topic of research was collected from the respondents.

3. **WHEN – should the information be obtained?**

As the research deals with select television advertisements, the time of data collection has to be when the advertisements are still being aired on TV. Another criteria for selection of time was the convenience of respondents. As the respondents were college students the suitable time was when the colleges did not have exams or vacations.

4. **WHERE – should the respondents be contacted to collect information?**

The study was carried out in select cities of Gujarat. The respondents of this study are college students. The place where they can be contacted easily and in numbers, is their college premises. To target more people in less time, some of the students were approached in their classrooms, just after their lectures, in parking lots and in canteens.

5. **WHY – is the information being collected from the respondents?**

The college students are the current target audience of most personal care brands, and they view television most regularly. Thus, their responses can be used to know the performance of advertisements and brands. The information collected will act as a barometer for advertisement effectiveness.
6. **WAY – in which the information should be collected?**

The college students (respondents), though full of information, are not very patient in answering very long or laborious investigation. The method used was collecting information through administering questionnaires. The questionnaire was attractive and easy to fill. Also the introduction and instructions given were made interesting to attract their full attention.

The steps taken for the research are as follows:

- The first step was to select constructs to be studied.
- The second step focuses on selection of product category and brands.
- The third step was advertisement selection.

### 3.4.1 Constructs of The Study:

The first step of the research process was to identify and finalize the constructs. Based on the extensive literature review on effectiveness of advertisements, the most common and popular constructs were identified. The selected constructs are as under:

1. **Brand Awareness.**
2. **Advertisement Awareness.**
3. **Attitude towards the brand.**
4. **Attitude towards the Advertisement.**
5. **Purchase Intention.**

### 3.4.2 Brand Selection:

The second step involved selection of the product category and the brands. The extensive literature review, provided a base for this decision. The product category – FMCG, with highest ad spends on
TV was selected for the study. The selection of brands was done based on two criteria. Figure 3.1 states the criteria for selection of brands.

**Figure 3.1 Criteria for Selection of Brands**

- **Ad Spends**
  - The organisations which spent most on TV advertisements were the natural and logical choice for the purpose of this study.
  - Organisations:
    - HUL
    - ITC
    - P&G

- **New Product**
  - Only those products which were launched in the recent past were selected, to effectively measure communication effect.
  - Products
    - Close-up Diamond Attraction
    - Ponds Men Face Wash
    - Vivel Bathing Soaps
    - Engage Deo Sprays
    - Vicks Multi Pain Relief Gel

**Criteria 1 - Advertisement Spends:**

To identify the highest advertisement spenders of the year extensive search was done. The sources which are considered credible for advertising data were referred. As per TAM AdEx reports a hike of 13% was seen in TV advertising volumes of personal care sector during Q1 of 2014 compared to Q1 of 2013. The personal care market in India is of about Rs. 30,000 crores. Pitch Madison (2014) reports that, FMCG continues to be the biggest spender on television, accounting for over 50% of the ad spends. FMCG, E commerce companies and Auto companies were the three biggest drivers behind the steep increase in TV ad spends in the year 2015. The second highest advertised category of
product for 2014, was Personal care category. As per TAM AdEx (year 2013) the list of companies which were the top 5 advertisers on TV were:

1. Hindustan Unilever
2. ITC.
3. Cadburys India.
4. Reckitt Benckiser (India).
5. Procter and Gamble.
6. Pond’s India
7. Colgate Palmolive India.
8. Coca Cola India.
10. L’Oreal India.

From the above mentioned companies, three were selected, namely Hindustan Unilever, ITC and P&G.

**Criteria 2 - Latest/ new product launched by the company:**

After identifying the highest advertisement spenders the next logical step was to identify the brands. Many researchers have studied the advertisement effectiveness of popular brands. However, on studying the concept of advertising effectiveness it seemed that popular products which enjoy loyalty of customers, have been used by them for generations, would not be appropriate. A gap was identified in literature review that advertisement effectiveness of old and popular products is difficult to measure. There is a high possibility that people know the product through experience and their perceptions and attitude would be affected.
more by the experience and less by the advertisement. Thus, to effectively measure brand and advertisement awareness, attitude and purchase intention, products which were launched in the recent past were selected. All these products were from the personal care product category. The products which were recently launched by the three highest advertisement spenders, namely HUL, ITC and P&G, which are selected for this study are as follows:

1. **Close-Up Diamond Attraction:**

   The oral care market in India is of 1.2 billion USD in 2014. The toothpaste market stands at 0.9 billion in India. There are many players in this industry. Toothpastes that offers the benefit of sparkling white teeth have shown an increase in the Indian markets. HUL has introduced a new product offering in 2014, co-created by cosmetic dentists. Close-up Diamond Attraction is a toothpaste that makes use of patented blue light technology which works instantly to make teeth whiter.
2. **Pond's Men's Face Wash:**

HUL has come up with a product which is a men's face wash in May 2014, which claims to recharge the face with special coffee bean chargers. The face wash market in India is currently valued at Rs. 1600 crores, growing at about 15% per year. The men's face wash category is growing at about 55% per year. Currently, the segment is dominated by six brands, which are likely to grow in the coming years and currently it is a 200-220 crores market.

3. **Vivel Soaps:**

The soaps industry was estimated at Rs. 13,000 crores in 2013. This category is the second largest product category in FMCG. ITC forayed into the Personal Care business in July 2005. Between February and June 2008, ITC expanded its personal care portfolio with the launch of Vivel range of soaps and shampoos to cater to the specific needs of a wide range of consumers. This product repositioned itself in 2013, as a skin nourishment brand. It introduced four variants- aloe, green tea, mixed fruit cream and zesty orange.

4. **Engage Deo Sprays:**

The market size of deodorants in India has grown from INR 500 crore to INR 2,300 crore during 2009-14. The market is growing at around 18 per cent annually, while the growth in rural markets is 29 per cent. ITC is the second largest player in the market of deodorants in India. ITC launched its deodorant brand – Engage in May 2013. Just within one year of its launch this brand overtook the Axe and Oldspice.
5. **Vicks Multi Pain Relief Gel:**

According to Nielsen the pain reliever market of India is estimated at Rs. 1,700 crores in 2015. The rub market of India comprises of over Rs. 1000 crores. The rub market includes all the creams, balms, cold, pain ointments etc. Vicks is India’s number one selling over the counter consumer health care brand. It has entered the OTC pain management section, by launching Vicks multi pain relief gel in 2014. Its unique 7 in 1 formula relieves from various pains. Industry was estimated at 13,000 crores in 2013. This category is the second largest product category in FMCG.

3.4.3 **Advertisement Selection:**

The TV advertisements of the selected products were recorded for the purpose of the study. These advertisements were, the advertisement which were nationally launched. As the nature of advertisements is such that they keep changing the study had to be conducted in a specific time frame. The advertisements which were selected for this study were aired during the period of 2014 (though some of the advertisements are continuing in 2015).

As the videos of the advertisement cannot be included in this section, the photos of the actual advertisements are shown below and their URL have been mentioned in the bibliography section:

1. **Close-Up Diamond Attraction:**

The advertisement of this brand shows a couple dancing on a dance floor, mesmerized by the white glow on the model's teeth. The emphasis in this advertisement is on the sparkling white teeth which are shown glowing. Also the
commercial uses a musical appeal, the models are young, stylish, and are seen dancing together.

2. Ponds Men’s Face Wash:

This product is endorsed in India by bollywood actor Varun Dhawan. The commercial shows how at the end of the day his face looks dull, which when washed with ponds face wash, is charged with its unique coffee bean formula.

3. Vivel Soaps:

The commercial shows a woman, who keeps getting kisses throughout the advertisement. She is being kissed for her beautiful skin, after the use of Vivel soaps.

4. Engage Deo Sprays:

This offering of ITC is for both the sexes in form of Engage Deo Sprays. The following advertisement shows a couple dancing on the escalator, mesmerized in each other’s company. The advertisement has a sex appeal, which is enhanced by a catchy musical background score.

3. Vicks Multi Pain Relief Gel:

The product is endorsed by India’s famous youth icon and celebrated cricketer, Virat Kohli. In the following
advertisement, Virat is shown tired after a match and his mother applies Vicks Multi Pain Relief Gel.

3.5 Instrument of Research and Its Reliability:

Questionnaire method was used to collect primary data from the respondents. A structured questionnaire was prepared and was pretested. For pretesting the questionnaire was administered to 50 respondents of Ahmedabad city. After the pilot testing some changes were made in the questionnaire for its improvement. Some questions which employed Likert Scale were changed and the language was made easy to understand. After the changes, the final questionnaire was administered to respondents.

The questionnaire was tested for its reliability. This reliability test measures whether the questionnaire is consistently measuring the attribute or not. Cronbach’s Alpha is one of the measure which signifies the reliability and consistency of the research instrument. Matkar, (2012) states that the value of Cronbach’s Alpha can be in between 0 to 1, and as the value of Cronbach’s Alpha comes closer to 1, the internal reliability of the scale increases. Nunnally (1967) opines that Cronbach’s Alpha indicates a reliable scale if the alpha is higher 0.6. For this study the Cronbach Alpa was calculated construct wise for all five products and the mean score was calculated (refer Table 3.2 below for the score). The questionnaire was found to be fairly consistent and highly reliable.

To measure top of the mind brand awareness, the respondents were asked to write the first brand name that came to their mind, on reading the given product category. To measure brand awareness of the select five products, a three itemized scale was used. To measure attitude towards brand, a three itemized scale was used. To measure advertisement awareness of the select TV advertisement the respondents were first asked if they had seen the TV advertisement of the select products, by saying a yes or a no. After knowing the unaided awareness of TV advertisement, a question to measure aided awareness of TV
advertisement was asked. This question gave an option of three statements, which described the TV advertisement of the select products. However, only one statement was true and the other two (in random order) were untrue. To measure the attitude towards the TV advertisement, a four itemized scale was used. Finally, purchase intention was measured by asking how likely the respondent was to buy the select products. All the scales were a 7 point semantic differential scale. The Semantic Differential scale was developed by Charles Osgood in the 1930s especially to measure attitude of people towards the brands and company image. This scale uses a series of bi polar adjectives at both ends. The following table shows the variable measured, the way it was measured, the type of scale employed and its reliability.
Table 3.2 Construct Wise Scale and Its Reliability

<table>
<thead>
<tr>
<th>Construct</th>
<th>Measurement</th>
<th>SCALE</th>
<th>Cronbach Alpha</th>
<th>ADAPTED FROM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top of the mind Brand Awareness</td>
<td>Name the first brand that comes to your mind, in the following product categories.</td>
<td>Nominal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>Do you know the following brands?</td>
<td>3 itemized (Familiar/ Unfamiliar, Informed/ Uninformed, Experienced/ Inexperienced)</td>
<td>0.86</td>
<td>Patrick and Nathalie (2009)</td>
</tr>
<tr>
<td>Advertisement Awareness</td>
<td>Have you seen the TV advertisement of the following products?</td>
<td>Nominal Scale Yes /No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attitude towards the brand</td>
<td>Describe your overall attitude towards the following brands?</td>
<td>3 itemized (Like/Dislike, Good / Bad, Favourable/ Unfavourable)</td>
<td>0.86</td>
<td>Pamela Homer (1990), Hyongoh Cho (1993) and Mackenzie, Belch &amp; Lutz, (1983)</td>
</tr>
<tr>
<td>Attitude towards advertisement</td>
<td>Describe your overall attitude towards the TV advertisements of the following products.</td>
<td>4 itemized (Favourable/ Unfavourable, Good/ Bad, Attractive/ Unattractive, Creative / Uncreative)</td>
<td>0.95</td>
<td>Zheng Gelb (1996), Miniard (1990), Lefa Teng (2011)</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>How likely are you to purchase the following products?</td>
<td>7 point Semantic Differential Scale Very Likely/ Very Unlikely</td>
<td>0.59</td>
<td>Homer (1990), Andrew, Mitchell and Olson</td>
</tr>
</tbody>
</table>

The final questionnaire is attached in the Appendix 1.
3.6 **Sampling:**

The questionnaire was administered to the respondents of Ahmedabad, Rajkot, Baroda, and Patan, belonging to Gujarat State. The method of sampling used was Convenience sampling.

The sample size calculated statistically assuming 50% of the population views television regularly, with error level at 5%, at 95% confidence is 384. However, the sample size for this study was 512, which is greater than required sample size of 384. A total of 580 questionnaires were distributed. But the final sample size turned out to be 512, (Ahmedabad-245, Baroda-146, Rajkot - 87, Patan - 34) 68 questionnaires were rejected as they were found to be incomplete and hence not fit for the research. Questionnaire method was used to collect primary data from the respondents. The statistical inferences that provide supportive evidence for sample size are:

**Mitchell (1994)** has given a thumb rule, for sample size determination. According to this rule the sample size should be 5 or 4 times of the number of variables of the study. In this study the number of manifest variables are forty, thus an appropriate sample size would be 55*5= 275. However, the sample size for this study is 512, which is evidently adequate.

**Barclay, Higgins & Thompson (1995)** have given a rule of thumb for sample size in context of PLS, according to which the sample size should be greater than ten times the structural paths directed at a particular construct in the structural model. In simple words, the minimum sample size should be ten times the maximum number of arrowheads pointing at a latent variable anywhere in the path model. Thus, the minimum sample size should be 20*10= 200. For this study there are 512 observations, which are fairly adequate.
3.7 Data Collection:

Data for the purpose of this study was collected through secondary and primary sources as outlined below:

3.7.1 Secondary Data Collection:

Various books, journals, thesis, magazines, research reports, websites were referred to gain insights in the subject of TV advertising. These sources have been highlighted in the bibliography. Extensive use of IIM –A library was done to access all the above mentioned sources.

3.7.2 Primary Data Collection:

Primary data was collected by way of administering questionnaires. The questionnaire were distributed to students of commerce colleges and management institutes. The respondents were youngsters from different colleges of four cities of Gujarat. The process of data collection lasted for three months.

As the study required responses of people who view TV regularly and keeping in mind the target market of selected personal care products the questionnaire was given to young college students, who were willing to fill up the questionnaire. The age composition of the selected sample was between 17 years to 23 years. The gender composition was also almost equally distributed, with 54% men and 46% females. To ensure that the respondent understands the questions and can answer them accurately, the data was collected in person by giving required instructions to them.

3.8 Data Analysis:

Data analysis was done using SPSS software. The TV viewing habits and the top of the mind awareness of the sample are explained by making frequency distribution charts. Comparison of aided and unaided
advertisement awareness is done with the help of cross tabulation. For hypothesis testing following methods are used:

**Table 3.3 Methods Used For Hypotheses Testing**

<table>
<thead>
<tr>
<th>Category</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender and Brand Awareness</td>
<td>Chi square</td>
</tr>
<tr>
<td>1. There is a significant association between gender and brand awareness.</td>
<td></td>
</tr>
<tr>
<td>Gender and Advertisement Awareness</td>
<td>Chi square</td>
</tr>
<tr>
<td>4. There is a significant association between gender and advertisement awareness.</td>
<td></td>
</tr>
<tr>
<td>Gender and Purchase Intention</td>
<td>Chi square</td>
</tr>
<tr>
<td>5. There is a significant association between gender and purchase intention.</td>
<td></td>
</tr>
<tr>
<td>Purchase Intention and Brand Awareness</td>
<td>One-way ANOVA</td>
</tr>
<tr>
<td>6. There is a significant difference between levels of purchase intention and brand awareness.</td>
<td></td>
</tr>
<tr>
<td>Purchase Intention and advertisement awareness</td>
<td>One-way ANOVA</td>
</tr>
<tr>
<td>7. There is a significant difference between levels of purchase intention and advertisement awareness.</td>
<td></td>
</tr>
<tr>
<td>Purchase Intention and Attitude towards Brand</td>
<td>One-way ANOVA</td>
</tr>
<tr>
<td>8. There is a significant difference between levels of purchase intention and attitude towards brand.</td>
<td></td>
</tr>
<tr>
<td>Purchase Intention and Attitude towards advertisement</td>
<td>One-way ANOVA</td>
</tr>
<tr>
<td>9. There is a significant difference between levels of purchase intention and attitude towards advertisement.</td>
<td></td>
</tr>
<tr>
<td>Relationship between Attitude towards advertisement, Attitude towards brand and Purchase Intention</td>
<td>Smart PLS</td>
</tr>
<tr>
<td>10. There is a significant impact of attitude towards advertisement on attitude towards brand.</td>
<td></td>
</tr>
<tr>
<td>11. There is a significant impact of attitude towards advertisement on purchase Intention.</td>
<td></td>
</tr>
<tr>
<td>12. There is a significant impact of attitude towards brand on purchase intention.</td>
<td></td>
</tr>
</tbody>
</table>
3.9 Assumptions:

The following assumptions were made for the purpose of this study:

1. The respondents have answered the questions correctly, completely without any intentional bias.

2. The respondents have understood the questions asked in the questionnaire.

3. The data is free from gender and regional bias.

3.10 Limitations:

1. The study has used a convenience sampling method.

2. The study was conducted in select cities of Gujarat. Inclusion of more cities may give better results.

3. The study was done of recent products of personal care product category and hence the observations may not hold true for other type of products.

4. The study has focused on five products of personal care category. Involving more products may have given better results.

5. The respondents of the study were youngsters in the age group of 18 to 23 years. Inclusion of more age groups may give different results.

6. The study was done on a select TV advertisement which were aired during a specific time period, the advertisement may have changed affecting their effectiveness.

3.11 Significance of the Study:

Research on advertising effectiveness is considered to be very significant. Such research helps in achieving two objectives:
• It contributes to the productivity of advertisers in terms of the effective allocation of their marketing budgets.

• It also contributes significantly to advertising agencies in terms of objectively measuring the effectiveness of the primary service which they provide.

India is the 12th largest advertising market in the world and the fourth fastest growing market on advertising grounds. Most experts foresee the exponential growth that's bound to happen in advertising. In view of this, advertising research will also see more advancement and investment. With the humongous increase in ad spends of organisations, these studies have become more imperative. Research in the area of television advertising gains more importance as TV emerges to be one of the most preferred advertising media. Most reports on media and entertainment make it clear that TV and print (traditional media) are the frontrunners owing to their omnipresence. According to the growth projections of media and entertainment industry by CII and PWC, by 2016, TV would be at the top (674 billion). By 2018, TV advertisement revenue is estimated to surpass print (FICCI-KPMG India).

The significance of the study is further enhanced, as it incorporates the most advertised product category as well as the highest TV advertisement spenders of the country. As suggested by all industry experts and most reports as far as TV advertising goes, its FMCG that rules in India. According to the Pitch Madison Media Advertising Outlook Report 2015, FMCG continues to be the biggest spender on television. This study has chosen the personal care product category which is one of the fastest growing and most advertised category. The study has selected products of companies like HUL, ITC, and P&G, who are the biggest advertisement spenders in FMCG categories (with reference to India).

This study also incorporates recently launched products, rather than age old popular products. The study is on products that are recently launched, where the communication objectives are more important, where the role
of advertising is far greater, where the advertisement spends are high. Thus, this study has a fresh approach by including recent products (Colgate Diamond Attraction, Ponds Men’s Face Wash, Vivel Bathing Soaps, Engage Deo Spray and Vicks Multi Pain Relief Gel) launched by the three FMCG giants (HUL, ITC and P&G).

This study will provide meaningful insights into the field of TV advertising. The research findings can be useful to students and teachers in the field of marketing, advertising agencies, professionals and organisations with advertising budgets.

3.12 Research Framework:

The structure of the research study is given below:

Chapter 1 - Introduction

This chapter gives an overview of the evolution of Indian advertising, in general. The chapter gives a brief account of the history of Indian advertising, the present scenario, and a glimpse of the future of Indian advertising. It also highlights the history, present scenario and future scenario of television advertising in India.

Chapter 2 – Literature Review

This chapter explains the search process undertaken in reviewing literature. It also includes examination of the theoretical and empirical studies, in the field of advertising. Books, research papers, articles, reports, thesis etc. were systematically studied to develop the review of literature. The review included extensive use of Proquest, Google scholar, Inflibnet and IIM- A library. The first section of the chapter outlines the theoretical literature, which provides the base for the second section. The second section of the chapter outlines the empirical literature, which highlights the findings and conclusions of various research studies.
Chapter 3 – Research Methodology

To fill the gaps, identified during review of literature, this study was undertaken. The study attempts to understand the effectiveness of TV advertisements of select products. The study takes into consideration the communication effect by observing select communication constructs. The analysis is done with the help of various methods to gain insights into the sector of TV advertising of FMCG products. This chapter gives an account of all the steps undertaken to do this research. The selection of variables, sampling, sample size, methodology, research instrument, research objectives, hypothesis etc. are discussed.

Chapter 4 – Analysis and Findings

This chapter provides the findings of the study. The chapter gives description of the type of sample. The chapter also discusses the TV viewing behaviour of the respondents. Finally, the chapter discusses the findings of the study based on the indepth analysis and hypothesis testing.

Chapter 5 – Discussion and Recommendations

This chapter discusses the findings of the research. It shows the inferences made from the study and highlights the suggestion and recommendations made.
References:


- Vicks Multipain Relief Gel. (n.d.). Retrieved from https://www.youtube.com/watch?v=HCL6-I4pGdk

- Vivel Bath Soap. (n.d.). Retrieved from https://www.youtube.com/watch?v=SxZ18FrTid0