CHAPTER - 5

HYPOTHESES FORMULATION
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Hypotheses formulation

The research study hypotheses were divided into conceptual and operational hypotheses. The operational hypotheses were categorized as sub hypotheses used to test the conceptual hypotheses for this study. The conceptual hypotheses were arrived at by asking the following questions as the first step towards hypotheses formulation.

✓ Questions were asked in such a manner, so as to relate the elements of marketing semiotics to Brand building elements

✓ Questions were framed to understand how marketing semiotics can help in advertising and marketing strategies.

✓ Questions targeting the perception of audience and their emotions were asked to conduct a sentiment analysis. This helped understanding the correlation between the psyche of the consumers and the marketing semiotics elements.

Based on the above questions, conceptual hypotheses were formulated and are mentioned below

• H1: Semiotics is effective in brand building and advertising

• H2: Semiotics is an effective marketing tool.

• H3: Semiotics impacts and influences consumer behavior and purchase decisions.

Further to the formulation of the conceptual hypotheses, sub operational hypotheses were formulated as below.

Hypothesis 1: Signs as semiotic elements have a positive impact on brand building parameters of brand - awareness, feelings, image, reliability, association, preference/bonding and brand trust.

Research Question 1: Whether Brand A and Brand B are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, and Trust) against the semiotic variable of SIGNS

Null hypothesis: Brand A and Brand B are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association,
Preference/Bonding and Trust) against the semiotic variable of Signs. **Alternative hypothesis:** Brand A and Brand B are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Signs

**Hypothesis 2:** Symbols and Logo as semiotic elements have a positive impact on brand building parameters of brand - awareness, feelings, image, reliability, association, preference/bonding and brand trust.

**Research Question 2:** Whether Brand A and Brand B are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, and Trust) against the semiotic variable of SYMBOLS & LOGO.

**Null hypothesis:** Brand A and Brand B are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Symbols & Logo. **Alternative hypothesis:** Brand A and Brand B are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Symbols & Logo

**Hypothesis 3:** Jingles and Music as semiotic elements have a positive impact on brand building parameters of brand - awareness, feelings, image, reliability, association, preference/bonding and brand trust.

**Research Question 3:** Whether Brand 1, 2, 3, 4, are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of JINGLES & MUSIC (1-Idea, 2-Cadbury Silk, 3-Airtel, 4-Amazon)

**Null hypothesis:** Brand 1,2,3,4 are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Jingles & Music.
Alternative hypothesis: Brand 1,2,3,4 are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Jingles & Music

Hypothesis 4: Taglines as semiotic elements have a positive impact on brand building parameters of brand - awareness, feelings, image, reliability, association, preference/bonding and brand trust.

Research Question 4: Whether Brand 1, 2,3,4,5 are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of TAGLINES (1-Amul Butter, 2-Lic of India, 3-Olx, 4-McDonalds, 5-Nike)

Null hypothesis: Brand 1, 2,3,4,5 are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Taglines

Alternative hypothesis: Brand 1, 2,3,4,5 are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Taglines

Hypothesis 5: Packaging as a semiotic element has a positive impact on brand building parameters of brand - awareness, feelings, image, reliability, association, preference/bonding and brand trust.

Research Question 5: Whether Brand 1, 2, 3, 4 are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust) against the semiotic variable of PACKAGING (1-Parle G, 2- Bourbon, 3-Threptin, 4- Dark Fantasy)

Null hypothesis: Brand 1,2,3,4 are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Packaging
Alternative hypothesis: Brand 1,2,3,4 are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Packaging

Hypothesis 6: Colors as semiotic elements have a positive impact on brand building parameters of brand - awareness, feelings, image, reliability, association, preference/bonding and brand trust.

Research Question 6: Whether Brand A and Brand B are pursued differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust) against the semiotic variable of COLOR

Null hypothesis: Brand A and Brand B are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Color

Alternative hypothesis: Brand A and Brand B are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Color

Hypothesis 7: Characters and Mascots as semiotic elements have a positive impact on brand building parameters of brand - awareness, feelings, image, reliability, association, preference/bonding and brand trust.

Research Question 7: Whether Brand A and Brand B are pursued differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust) against the semiotic variable of CHARACTERS & MASCOTS

Null hypothesis: Brand A and Brand B are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Characters’ & Mascots

Alternative hypothesis: Brand A and Brand B are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability,
Hypothesis 8: Language as a semiotic element has a positive impact on brand building parameters of brand awareness, feelings, image, reliability, association, preference/bonding and brand trust.

Research Question 8: Whether Brand A and Brand B are pursued differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust) against the semiotic variable of LANGUAGE

Null hypothesis: Brand A and Brand B are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Language.

Alternative hypothesis: Brand A and Brand B are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Language.

Hypothesis 9: Connotations /contexts as semiotic elements have a positive impact on brand building parameters of brand awareness, feelings, image, reliability, association, preference/bonding and brand trust.

Research Question 9: Whether Brand A and Brand B are pursued differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust) against the semiotic variable of CONNOTATIONS/CONTEXTS

Null hypothesis: Brand A and Brand B are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Connotations/Contexts.

Alternative hypothesis: Brand A and Brand B are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Connotations/Contexts.