Chapter - 5
Research Methodology
5.1 Introduction

The marketing research is the window in the business house through which the businessman takes the outside view, observes and learns about the market and related aspects of the marketing. Marketing research is a systematic inquiry that provides information to guide marketing decisions.¹

The systematic and objective identification, collection, analysis, dissemination and use of information for the purpose of assisting management in decision making related to the identification and solution of problems (and opportunities) in marketing.² Observing the definition clarifies and makes it clear that it is a systematic process for acquiring the information so that the business and marketing problems can be solved.

A set of six steps that defines the tasks to be accomplished in conducting a marketing research study include problem definition, development of an approach to the problem, research design formulation, field work, data preparation and analysis, and report preparation.³ In this sense the present research study is also a marketing research study to acquire information so that an important area of marketing can be explored to acquire information. This information can help managers learn about/know the prevailing situation in particular area of marketing, take decisions and or prepare strategy.

5.2 Problem identification

India is marked with an important characteristics that it is the region of festivity. Not only this, there are certain festivals which even promote buying of certain goods such as ‘Dusshera’ – because of auspiciousness of the occasion. Therefore, large number of purchasing takes place during this time. There is another observation that the consumer in most of the situation search or scan the local
markets for purchasing. In this case newspaper advertisements, especially the advertisements carrying the promotional offers are used by the marketers the most. There are large numbers of media at the marketers' disposal. It is almost near to impossible to reach remotest of the geographic region with one medium such as TV so often. It is because the advertisers have to prepare newer and newer advertisements for most of the festivals. Over and above this consumers' media habit is also an important factor in concluding which advertisement they will watch or come across. Therefore it becomes important to carry out empirical research to know if print especially newspaper is mostly preferred or to know which media is preferred for advertisement/information the most to acquire product knowledge and finally which advertisement that too in which media influenced in the final purchase of consumer durables.

5.3 Approach to the problem

Development of an approach to the problem includes formulating an objective or theoretical framework, analytical models, research question, and identifying the information needed. The present study focuses on influence of print media. In print media there are further different media. The one, very commonly prevalent and or subscribed one, stands to be newspaper.

Therefore the present study focuses on influence of print media particularly the newspaper. Thus for studying the influence of print media particularly the newspaper following areas were studied - media preferred is studied, preference for media for their attributes is studied, in the same way, the preference for print media in relation to their attributes is studied, influence of print media on buying of consumer durables is also studied.

5.3.1 Scope of the study

The present study was carried out with the help of primary data as well as secondary data. Secondary data was collected to know the present scenario of print industry and for the development of conceptual framework. The primary data was
collected to know media preferences, preferences of media for various attributes, impact and influence of print media and influence of print media on buying of consumer durables. The study was carried out from respondents from different demographic characteristics such as gender, income, age group, occupation and educational qualification. The primary focus of the research was print media especially the newspaper. The product category was consumer durables only. The study within the various types of consumer durables was not carried to avoid as the primary focus was consumer durables and not the classification consumer durables. The data was collected between the periods of April 2014 to June 2014.

5.3.2 Objectives

1. To identify the choice of different advertising media in purchase decision making.

2. To study the influence of advertisement attributes on preferences for media amongst consumers.

3. To explore the print media as a vehicle of communication strategy.

4. To study the impact of print media in particular on actual purchases of consumer durables.

5. To find out relationship between consumer characteristics and effectiveness of print media.

6. Also to assess the impact of print media at different stages of buying process.

1. **To identify the choice of different advertising media in purchase decision making.**

This objective attempts to measure the media which a respondent has come across while buying of consumer durables. Today the consumers are not use to any one particular media rather he is exposed to large number of media. Therefore it becomes important to know which media respondent/consumer referred the most
or preferred the most or which media made respondent come across the product the most.

2. To study the influence of advertisement attributes on preferences for media amongst consumers.

There are different advertisement attributes. A particular media in most of the situation is preferred because of its ability to furnish the need of the consumer/respondent. These attributes here can be classified into

a) General media attributes

b) Specific media attributes

General media attributes are those attributes which are found in the very purpose of media. They are very common to most of the media. The degree with which a particular media have a particular attribute depends on the respondent/consumers preference of media for a particular media. Therefore which media respondents/consumers prefer and that too for which attribute needs to be identified. Only then communication strategy will be framed to fulfill that need of the consumers/respondents. General media attributes include

- clarity of message
- capacity to depict the product as it is
- displays maximum information
- provides ease of describing

Specific media attributes are those attributes which are present more intensely in a particular media and less or almost absent in the other media. This can be found in newspaper where the reader/respondent/consumer who wants to read the advertisement again and again can do so. But in case of television a viewer/respondent/consumer who desires to view the advertisement has to wait for
long and cannot view the advertisement immediately again. Such specific media attributes include:

- deliberate repetition is possible
- carries maximum promotional offers
- can know the place of availability
- comparative advertising
- provides ease of describing

The present research will test which media is preferred for which attribute.

3. **To explore the print media as a vehicle of communication strategy.**

Once it is tested to know which attributes is preferred for which media, further investigation can be carried out to test if the same attributes when referred for print media especially the newspaper how the respondents show their preference. It will also help investigate how closely the respondents related these attributes for print media will help in deciding framework for the preparation of communication strategy with the use of print at the center stage.

4. **To study the impact of print media in particular on actual purchases of consumer durables.**

The AIDA model lists certain elements of impact such as attention, interest, desire and action. The pilot study revealed that such small compartmentalization did not allow the respondents to express their feelings fully. Therefore the present study made an effort to demarcate the elements of impact so as to make the respondents express easily. Thus the elements of impact of an advertisement was prepared which are enlisted as under

- informative
- appealing
- clarity

97
The present research tries to test how far the print media is preferred for the listed impacts while buying of consumer durables.

5. To find out relationship between consumer characteristics and effectiveness of print media.

The effectiveness of the print media needs to be measured. For the same inquiry is made with the help of straight questions making an inquiry into their feeling highlighting the effectiveness of media. It even includes the questions which inquire whether they like print advertisement or they completely go through the print advertisement etc. Hence, one of the objectives is to measure the effectiveness of the print media. The same is analyzed with reference to consumer characteristics such as; their gender, income, age group, occupation and their education qualification.

6. Also to assess the impact of print media at different stages of buying process.

The actual buying process includes the following stages:

- need recognition
- information search
- evaluation of alternatives
- purchase decision
- post purchase behavior
The present research tries to find if there is any impact of print media on different stages of buying process. Hence, one of the objectives of the study is to assess or check the impact of print media in different stages of buying process while buying of consumer durables. The same is studied for respondents from different demographic characteristics such as gender, income, age group, occupation and their education qualification.

5.3.3 Hypotheses

In congruence with the above objectives the proposed study attempted to test the following hypothesis-

1. There is no influence of media attributes on purchase of consumer durables
2. There is no relationship between consumer characteristics and media selection.

Other than these hypotheses various other hypotheses were also framed and tested so as to achieve the research objective.

5.4 Research design

A research design is the master plan or a model for the conduct of formal investigation. It is the preconceived scheme or blue print followed in completing the research studies so undertaken. It is one that provides for a framework within which the research is to work. The research can be exploratory, descriptive or causal in nature. The present research consisted descriptive research design as it is trying to measure the preference and perception of the media particularly the print media and its related elements amongst the respondents. Survey method was used in this descriptive research. With the help of survey method information is collected. The present research design includes the following:
5.4.1 Sources of data

The present research has used both the sources of data viz. primary data and secondary data.

Secondary data:

Secondary data was acquired from various books, journals, magazines and specific websites. The same was referred for the understanding of various concepts in relation to the subject matter under the study. It was even referred to know the extent of research undertaken in the same area and to develop the literature review. With the help of literature review the gap can be identified leaving the space for the present research. Secondary information was referred to understand the needed research methodology and it's related various concepts. Secondary data was also referred to acquire the idea about the present scenario of the print media industry.

Primary data:

After referring to different secondary data, primary data was collected to fulfill the research objective of the present study. For collecting primary data non-disguised structured questionnaire was drafted. The questions were framed in the light of objectives to be achieved. The questionnaire so prepared was subjected to inquiry with the respondents. The primary data so collected was further used to carry out statistical analysis and interpreting the same to draw various findings and conclusion.

5.4.2 Sampling Plan

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it. A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from
which inferences about the population is drawn items for the sample. Thus, the sampling plan tries to conceptualize the population, sampling unit, sample size and sampling procedure.

**The Population:**

A population is the total collection of elements about which we wish to make some inferences. A population element is the individual participant or object on which the measurement is taken. It is the unit of study. Here the study is carried in nine major cities of the Gujarat state. Therefore, the selected cities become the population of the study.

**Sampling unit:**

‘Who is to be surveyed?’ Thus, the answer to the question ‘who is to be surveyed?’ provides the idea about sampling unit. Therefore, the sampling unit of the study is individual customer or household who have purchased a consumer durables and who has come across the advertisement of the consumer durable in one or the other media.

**Sample size:**

‘How many people should be surveyed?’ Thus, the answer to the question ‘How many people should be surveyed?’ clarifies the idea about sample size. In the present research the survey was carried out from 900 people. From each major selected city 100 respondents were selected leading to a total of 900 respondents. Out of this 5 responses were found to be non useable hence were scraped, leading finally the size of sample to 895 respondents.

**Sampling procedure:**

‘How should the sample be chosen?’ Thus the answer to the question, ‘How should the sample be chosen?’ defines the sampling procedure. The sample may be chosen using probability sampling method and non probability sampling
method. Probability sampling methods are those in which every item in the universe has a known chance, or probability, of being chosen for the sample. Non probability sampling methods are those methods that do not provide every item in the universe with a known chance of being included in the sample.\textsuperscript{12}

Probability sampling methods are

a) Simple design - simple random sampling, stratified random sampling, systematic and random sampling.

b) Complex design - cluster and area sampling, multi-stage and sub-sampling, probability proportional to size sampling, double sampling and multi-stage sampling and replicated sampling

Non Probability sampling methods are – convenience sampling, purposive or judgment sampling, quota sampling and snow ball sampling.\textsuperscript{13} In this study the convenience sampling method has been adopted. This sampling also means selecting whatever sampling units are conveniently available.\textsuperscript{14} The selection of sampling units is left primarily to the interviewer. Often respondents are selected because they happen to be in the right place at the right time.\textsuperscript{15} In the same way to study media in general and print media in particular convenience sampling method was used. Here it was decided to select respondents from the specific nine cities of Gujarat State. From each city field officers collected responses from 100 respondents. As primary focus was on measuring the influence of print media while buying of consumer durables it allowed enough freedom to the researcher to select any respondents who has purchased consumer durables in last one year. This fact allowed the use of convenience sampling with lot of ease.

5.4.3 Instrument for data collection

Questionnaire

A questionnaire consists of a set of questions presented to respondents.\textsuperscript{16} The study was carried out with the help of undisguised and structured questionnaire.
First two questions in the questionnaire were qualifying questions. These questions helped identify whether the respondent had purchased the consumer durable or not in last one year and if they have purchased then which consumer durable it was. This helped in identifying the right respondent for the study.

Pre-testing of questionnaire

The entire questionnaire was pre-tested. For pretesting the questionnaire was placed before selected few of the respondents for the purpose of pilot study. The way they showed the understanding of questions, highlighted the problems faced in the framing of questions, wording of questions etc. with the help of this questions were reframed to make it simple and understandable and the jargon words whose meaning were difficult to understand were replaced. It was found that there was a need for adding few questions to have requisite information for achieving the objectives. The same were added as well. It was also found that some questions were generating enough resistance were removed or replaced.

5.4.4 Method of data collection

There are several method of collecting primary data, particularly in surveys and descriptive researches. Important ones are: i) observation method ii) interview method iii) through questionnaire, iv) through schedules and v) other methods. In this present research a non disguised structured questionnaire was prepared. The questions were framed keeping in mind the data to be collected to achieve the objectives. The questionnaire included the question where respondents required to rank the order of preference for media from most preferred to least preferred. It included Likert scale to measure the agreement for each statement related to the preference for print media.

5.5 Field Work

During this phase of marketing research the field officers met the respondents and collected the data/information with the help of questionnaire.
In the case of this research the researcher himself along with certain other field officers having understanding of basic interview techniques met the selected number of respondents to conduct interview and acquire the data. The data was collected from the selected nine cities of Gujarat state in a period of three months starting from April to June 2013. The nice cities were selected because these cities are dynamic in nature (especially in terms of income and economic activities) hence the purchasing of consumer happens to be higher in comparison to other cities under normal circumstances. Secondly the people of these cities have enough knowledge about improving their standard of living hence the willingness to purchase is also higher in comparison to other cities.

5.6 Data preparation and analysis

Data preparation includes the editing, coding, transcription and verification of data.\(^\text{18}\)

The data collection process was carried out with the help of questionnaire. The information collected with the help of questionnaire was edited, especially for those questions whose responses were incomplete. The questionnaire generated information which had glaring omissions were scrapped and not taken into account. Then codes were assigned for each question’s response. An excel data sheet was prepared containing all the questions and their responses. The same was transferred to SPSS software for carrying out statistical analysis. The following statistical techniques were used to analyze the data:

- Frequency counts
- Cross tabulation
- Percentage analysis
- Chi square test
- Rank analysis
- Kolmogorov-Smirnov Test
- Mann-Whitney U Test
- Kruskal Wallis Test
- Factor analysis
- Confirmatory factor analysis.

5.7 Report preparation and presentation

Entire survey was recorded in the form of a written dissertation/report. The report was classified into various chapters starting from – Introduction, Industry view, Core concepts, Methodology, Data analysis, findings and conclusion and recommendations to advertisers and marketers.

5.8 Limitations of the study

The present research study consisted of some limitations the way all studies has certain limitations.

- The entire research study was carried out in the nine selected cities of the Gujarat state only. Hence the representative outcome may not be the same for the entire Gujarat.

- The study was carried with broadly classified consumer durables goods and not any particular consumer durables or consumer durable brand.

- Limitation due to the use of convenience sampling method cannot be avoided

- The entire research study was carried out in selected cities only. It was not carried out in the rural areas of the Gujarat state as it would demand altogether a different approach to study.

Other than this a due care was given to collect the representative data which can generate proper findings and conclusions.
References:

3. Ibid, pn.9.
4. Ibid, pn.10.
5. C.N Sontakki, Marketing Research, Global Media, 2010, pn. 333
10. Ibid, pn. 152.
11. Ibid, pn. 152.