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RESEARCH METHODOLOGY

2.1 NEED OF THE STUDY:

In India the television was controlled by the government, but since 1991 due to introduction of liberalisation, privatization and globalisation process, the satellite channels have invaded Indian homes. Since then, the advertising business in general and TV advertising in particular has undergone drastic changes.

Large number of TV channels, 24x7 telecast, viewer based segmentation of the channels, and constantly changing the forms of TV advertising is the scenario found in post globalisation period. All these changes had created an impact on viewers all over including viewers of Thane district.

Some parts of Thane District are well developed whereas other parts are very underdeveloped. Inspite of varied diversity, one common feature found in all areas is availability of T.V. & increased viewership even in the remote tribal areas as found in the Urban areas. **Hence study is undertaken to find out the impact of globalisation in TV advertising with reference to viewers in Thane District.**

2.2 IMPORTANCE OF THE STUDY IN THANE DISTRICT

Thane district is the biggest district of Maharashtra, areawise and populationwise. It is made up of 15 talukas, comprising of urban, rural and tribal people. It is one of the most progressive district of Maharashtra and closely connected to metropolitan city of Mumbai. Mumbai is the commercial capital of India, and quick to respond to national and international happenings, be it commercial or noncommercial in nature. Though the Mumbai and Thane district are well integrated apparently, Thane district has got its own distinct features:-

1) Every taluka has tribal population. (refer Table No. 3.1)
2) Since 1991, its population is rising. Growth of population in Thane district during the decade 1991-2001 was 54.92% because of large scale migration of people from outside the district in search of employment in Thane district. Over the decade 2001-2011 the growth of population has further increased to 35.94% making it first ranking district populationwise in Maharashtra and in India too.

3) Thane, Kalyan, Ulhasnagar, Ambernath, Bhiwandi, Vasai & Palghar talukas are industrially developed while Shahapur, Murbad, Wada, Jawhar, Mokhada, Dahanu, Vikramgad & Talasari talukas are mostly hilly in nature & rural population in these talukas comprises mostly of scheduled tribes (Adivasi) people.

However, with the introduction of economic reforms and satellite channels, TV reach has increased notably all over the district and consequently viewership of TV advertising. The study would provide a better insight to advertiser, advertising agencies and Government for planning and formulating their advertising policies. It would help to create advertising campaign to fulfill marketing requirements of such a highly populous district with diversified eco-socio-cultural environment. Therefore it has become important to find out impact of globalisation in TV advertising with reference to viewers of Thane district having such a diversified population.

2.3 OBJECTIVES OF THE STUDY -

The primary objective of the study is to find out impact of globalisation in TV advertising and secondary objectives are listed below :-

1. To find out Challenges faced by advertising agencies while placing the advertisements on appropriate channels & time.
2. To find out the advertising budget allocation for T.V media by the advertisers for consumer goods and services.
3. To find out the response of viewers in Thane district to changes that are taking place in TV advertising on various channels & impact on their buying behavior.
4. To find out the T.V. media consumption habits of the viewers in Thane district.
5. To find out the improvement in features in TV advertising since 1991.
6. To find out the need for integration in marketing communication for viewers of Thane district.
7. To find out the ethics and regulation followed by advertisers for the TV advertising.
8. To find out the impact of guidelines & norms formulated by the Government & other regulatory bodies for TV advertising on advertisers and ad-agencies.

2.4 HYPOTHESES

1. Globalisation has changed the form of TV advertising.
2. Globalisation has made TV advertising more effective in coverage and reach.
3. Advertisements on Satellite T.V. channels have become more aggressive post liberalization.
4. TV advertising is becoming more global since liberalization.
5. Advertising on privately owned T.V channels is not appropriately regulated.

2.5 METHODOLOGY USED -

As the present study relates to the social science, an explorative research is used. This method is very useful for research in social science as it provides precise, definite and structured investigation for a general area of problems about which a little knowledge is available and huge ignorance prevails. It may also serve as -

- A basis for clarifying concepts.
- Establishing possibilities for further research.
- Gathering data about practical possibilities for carrying out research.

1) The study is based on survey method by resorting to personal interviews with the help of questionnaires and schedules.
2) Primary Data is collected from three active participants of TV advertising viz. Viewers (consumers), Advertising Agencies and Advertisers by preparing separate questionnaires for the same.
3) A questionnaire in Marathi is also prepared along with English for the respondents for better understanding.
4) Disproportionate stratified random sampling method is used for the Viewers. The area under study is divided into 4 stratas viz. Urban, Semi Urban, Rural & Tribal areas. This classification is based on civil facilities provided by the administration. viz. Urban areas- By Municipal Corporation, Semi-urban area - By Municipalities, Rural and Tribal areas - By Grampanchayat. The samples are selected randomly from these areas.
Table No. :2.1

**COVERAGE OF THE RESPONDENTS**

<table>
<thead>
<tr>
<th>Category</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viewers</td>
<td>644</td>
</tr>
<tr>
<td>Advertisers</td>
<td>36</td>
</tr>
<tr>
<td>Ad-agencies</td>
<td>12</td>
</tr>
</tbody>
</table>

About 644 viewers from various parts of urban, semi-urban, rural and tribal areas of Thane District, of the age group—12 to 20, 21 to 40, 41 to 60 and above 60 years are selected. The samples selection is based on the premise that viewers belonging to same strata may have similar buying behaviour and preferences for the brand.

The following areas have been visited for collecting data from the viewers.

**Urban Areas**: Thane, Dombivli, Kalyan, Ulhasnagar, Vasai.

**Semi Urban Areas**: Ambernath, Badlapur, Diwa, Vithalwadi, Palghar.

**Rural Areas**: Murbad, Villages around Badlapur, Ambarnath, Dombivli, Kalyan & Titwala.

**Tribal Areas**: Shahapur, Wada, Mokhada, Jawahar, Vangni

5) Purposive method has been used for advertisers. 36 Advertisers who advertise their products / service on TV were selected for the study.

6) Judgement method is used for advertising agencies making/creating TV advertisements. 12 such ad agencies were questioned for their response on changes in TV advertising post globalisation.

**SECONDARY DATA**

Secondary data is selected from books, magazines, journals, newspapers, T.V. programmes and internet.

**2.6 LIMITATIONS OF THE STUDY**

1. A simple questionnaire is being designed keeping in mind the socio-cultural background of tribal, rural, semi-urban and urban viewers of Thane district.
2. The research is confined to advertising on TV media only.
3. There are more than 500 TV channels available in India. However, study is restricted to advertisements on following channels. viz.
   i) Government owned and controled DD1,
   ii) Star group is pioneering satellite channel in India and having better representation of various segments at National and Regional level. Hence channel selected are Star Plus, Star News and Star Sports.
   iii) Alongwith above channels Cartoon Network, Regional channels and other Channels of viewers choice have been included.
4. A sample of six hundred fourtyfour viewers are selected representing different sections of the Society. Efforts are made to select a representative Sample but the sample composition may not necessarily represent the composition of population under the study.
5. Only thirty six advertisers are selected involved in marketing of consumer goods and services using T.V. media for advertising.
6. Twelve advertising agencies involved in making T.V. advertising are selected for the study.
7. There are many statistical methods available for testing hypothesis but percentage method is used for validating hypotheses on total number of viewers. SPSS@15 is used for statistical tests. ANOVA is used to find out the significant difference in the responses of areawise and agewise viewers, and T test is used for finding out significant difference in genderwise response. Post Hock Test is used for multiple comparision of responses of area wise and age wise viewers. Correlation Test is also used to find out significant relations between hypothesis and related aspects of TV advertising. Whereas to find out whether or not there is a significant difference in the responses of advertisers and ad agencies Chi-square Test is used. These methods have their own limitations.