CHAPTER 2

RESEARCH METHODOLOGY

2.1 INTRODUCTION

2.2 REVIEW OF LITERATURE

2.3 THE RESEARCH PROBLEM

2.4 OBJECTIVES OF THE STUDY

2.5 ASSUMPTIONS

2.6 SAMPLE DESIGN

2.6.1 THE LOCATION

2.6.2 DETERMINATION OF UNIVERSE

2.6.3 DETERMINATION OF SAMPLE SIZE

2.6.4 SAMPLING TECHNIQUE

2.7 COLLECTION OF DATA

2.8 TABULATION AND EDITING OF DATA

2.9 ANALYSIS AND INTERPRETATION OF DATA

2.10 SELECTED VARIABLES DEFINED

2.11 LIMITATION OF THE PRESENT STUDY
CHAPTER 2

RESEARCH METHODOLOGY

2.1 INTRODUCTION:

In this chapter, an endeavor is made to portray the various aspects of the research methodology of this study. The children as consumer, from Thane city were selected to investigate their attitude toward television advertising along with parent attitude toward children's request to buy advertising product on television. So the present study attempted to know the following basic problems:

1. What is a profile of child-respondents and parent respondents?
2. To what extent communication influences of television advertising on children?
3. How children influence family’s purchase decision?
4. What is the influence of television advertising on children’s purchase request?
5. What are the effects of Television advertising on children consumer and their parent?

Thus chapter seeks to introduce the methodology used for conducting the study which includes review of literature, the research problems, objectives of the study, assumptions, sample design, collection of data, tabulation and editing of data, analysis and interpretation of data, variables definitions and limitation of the study.

2.2 REVIEW OF LITERATURE:

The studies covered have been classified into four categories as under:

1. Studies on Children's understanding of TV advertising.
2. Studies on Children's information processing skill.
4. Studies on consequences and influences of TV advertising.

2.2.1 Children’s Understanding Of TV Advertising.

It is a common perception that young children are often deficient in understanding the purpose of television advertising. The cognitive development of the child was found to be an important variable affecting their ability to understand and develop an attitude towards TV advertising. In one of the earliest studies, titled “Children and commercial Persuasion: An Attribution Theory Analysis.” Robertson and Rossiter (1974)^1 sought to ascertain the extent to which children were capable of understanding the purpose of television commercials and the effect of such understanding on their attitude and purchase request. For the purpose, they interviewed the first, third and the fifth grade boys from five Catholic schools using the open-ended questions.

The study revealed that children developed increasingly sophisticated recognition about TV commercials including attribution of persuasive intent with age. Older children whose parents had a higher than average educational level were more inclined to induce a purchase decision than younger children whose parents were less educated. The principle weakness of the study was the limited generalizability of the results as the sample was limited to the Catholic boys only. Since the study was non-experimental in nature, it had used non-standard open-ended interview format. As a result, casual inferences were not justified.

In his study, titled “The Effects of Cognitive Development on Children’s Responses to Television Advertising,” Rubin (1974)^2 applied the principles of piaget’s
“Theory of cognitive Development.” In which a child is believed to pass through defined stages of development. The study intended to explore the viewing of television advertising as it affected the “Consumer learning process,” of the child. Seventy-two first, third and the sixth grade children from the various elementary schools were selected. Children were shown two ads projecting two different versions of a new breakfast cereal. The first version was product oriented while the second emphasized on the premium, which came with the cereal box. They were interviewed immediately and were asked to recall the selected elements of the commercial message with the help of a questionnaire.

The study found that children began to understand the nature of the commercial at a particular cognitive stage. Young children were at a disadvantage in viewing advertisements that were too complex for their stage of development. They neither assimilated information nor understood the purpose of the advertisement as against children who were older and in the later stage of cognitive development. The study was however subjected to the usual qualifications accompanying the use of flexible questionnaire technique with children and the possible coding biases.

Bever, Smith, Bengen and Johnson (1975) conducted an interesting study, titled “Young viewers Troubling Responses to TV Ads.” The study sought to examine trend in children’s attitudes towards TV advertising during the years 5 to 12. Six boys and six girls in each of the four age groups (5 to 6, 7 to 8, 9 to 10, 11 to 12) from middle and working class families were interviewed. Their views were elicited on the questions of morality, fantasy, economics and TV commercials. Their responses were tabulated and frequencies were drawn.
The study showed that children between 5 to 12 years of age gradually learnt to inter-relate their understanding of fantasy, morality, and economics. It was also observed that children’s sophistication with regard to their attitude towards TV ads increased with age. They concluded that the 10 year old children’s anger towards misleading advertisements as well as the '11 and 12 year olds' increased tolerance of social hypocrisy raised serious questions about the role of TV advertising in the socialization of children. No Statistical tests and the method of selecting subjects for participation were two major limitation of their study.

The primary goal of the David M.Boush, Marian Friestad and Gregory M.Rose (1994) study was to learn about the development of adolescent’s believes in advertising tactics during their cognitively dynamic time. 426 students from middle schools (classes 6 to 8) were selected. Researchers completed a written questionnaire with the group of 25 to 30 students, as they wanted to seek information about their believes in advertiser’s tactics, attitude towards television advertising and self-esteem. Use of ANOVA rables, t-test, F- test and multivariate analysis was made. The study highlighted discernible pattern to belief about advertiser’s tactic by grade 6 and their level of knowledge developed in the direction of adult knowledge through the school years and across grades. Advertising scepticism appeared to be multidimensional with components of disbelief in advertiser’s claims. Having higher levels of knowledge about advertiser’s tactics was positively related to being more skeptical of advertising.

The Study, however, suffered from the limitation of the generalizability of the results as the sample employed did not represent the US Population and the measures of
advertising tactics and effects employed also represented only part of the total domain of advertising knowledge (Neeru).  

The age of the child turned out to have a positive effect and the effects on the sex of the child and parent-child interaction were rather small, both for verbal and for nonverbal measures of understanding of TV advertising and thus a high level of parental control of TV viewing resulted in lower understanding of TV advertising, were pointed out study conducted by Bijmolt, Wilma and Britta (1998), titled “Children’s Understanding of TV Advertising: Effects of Age, Gender and Parental Influence.” The sample of study was 153 Dutch children ranging from 5 to 8 years old and their parents. The results based on non-verbal measurements suggested that most children were able to distinguish advertising from TV programmes and they had some insight into advertiser’s intent. The results based on verbal measure were not as conclusive. The percentage of children who showed understanding of TV ads was substantially lower. Effects of age, gender and parental influence were also assessed using MURALS, a regression analysis technique for categorical and continues variables and CHAID, a technique for identifying homogeneous segments on the basis of the relationship between categorical dependent and explanatory variables. One of its limitations was that their sample consisted of Dutch children only; hence, whether the effects found in the study especially the negative effects of parental control of TV-viewing could be generalized to other cultures and countries needs to be assessed.

2.2.2 Studies on Children’s Information processing skill:

Studies on children’s information processing skill are reviewed in this section as young children are deficient in many skills needed to understand, evaluate and use
product-related information. Some researchers studied children's judgements and preferences for advertised products for understanding of when and how children learn about the advertised products and develop their buying skills.

In one of the interesting works, "How children learn to Buy: The development of Consumer Information Processing Skills," carried out by Ward, Wackman and Wartella (1977)\(^7\) an effort was made to identify children's acquisition of buying skills. 615 mother-child pairs were interviewed. The kindergartners, third and the sixth graders from Boston city were selected. Non-standard interviews with children and self administered questionnaires with mothers were used to extract their responses. This study showed that there were consistent age-related changes in the kind of information children preferred to select and use to describe and conceptualize the consumer Environment. Children's skills to handle money increased, as they grew older. The role of the family in children's consumer learning varied by their different social status and for children of different ages. Finally, the relationship between exposure to TV commercials and children's consumer learning was not found very significant.

Merrie Burks, Gary Armstrong and Marvin Goldberg (1988)\(^8\) also made a similar study titled, "Children's Use of Cognitive Defenses against Television Advertising: A Cognitive Response Approach." In the study 102, fourth graders were chosen from two schools. They participated in two research sessions held three days apart during school hours in their classrooms. Two independent variables were manipulated: level of advertising knowledge (high, low) and presence of a cue (present, absent) by the timing of a quiz on advertising. The study found that the advertising knowledge did not result in increased counter arguments against advertisements unless a cue was present to activate
that knowledge. Direct question (as opposed to non-directive probes) appeared to activate advertising knowledge thus overestimating children’s actual use of cognitive defenses. The study suffered from the limitations of not addressing age-related difference in cognitive responses.

Knowledge of advertiser’s tactics and appeals continues to develop during adolescence, as was documented by Boush et al. (1994) in, “Adolescent Scepticism towards TV Advertising and knowledge of Advertiser’s Tactics.” Scepticism towards advertising was assessed by a series of questions relating to understanding of advertising intent and beliefs about the truthfulness of ad claims. The results indicated that the knowledge about specific advertising techniques increased during the period from sixth to eight grade. Interestingly, skepticism about advertising was high among all students and did not vary across grades.

Proposing that an adolescent’s influence is positively affected by their resources, Sharon E. Beatty and Salil Talpade (1994) conducted one of the interesting studies, “Adolescent Influence in Family’s Decision-making : A Replication with Extension.” The objectives of the study were to find out the adolescent influence in the families purchases decision, examining the impact of parental employment and gender based differences in adolescent’s perception. The data was collected from Four hundred and twenty nine students with the help of a questionnaire and analysed with the help of the factor analysis and variances. The study revealed a clear relation between product importance and adolescent’s influence in the family’s decision-making. The mothers were more likely to recall the child’s contribution in initiating the purchase than the actual search and the final decision-making. Accuracy was greater in the mother-daughter
pair than in the mother-son pair. The study provided an integrative model of teenager influence at the same time addressing measurement concerns by creating a reliable multi-item dual stage scale that examined teen's influence on purchases. However, it suffered from the limitations of self-reported data and open ended questions in questionnaire.

### 2.2.3 Studies on Parent-Child Interaction:

It is true that the chronological age of cognitive development might not be the only variable affecting the ability of a child to understand a television advertisement. The influence of television advertising on children's buying response can also be affected by the parent-child interaction. Rossiter and Robertson (1975) conducted an interesting study titled, "Children's Television Viewing: An Examination of Parent-Child Consensus." The objectives of the study were to compare parent and child reports with respect to TV-viewing and the influence of TV advertising, and to examine the response pattern in relation to the children's age and the parent's social-class. The study is based on 253 first, third and the fifth grade boys from Catholic Schools interview. Their parents' responses were obtained through telephonic interviews.

Parent and child reports were obtained with respect to television exposure, viewing supervision, co-viewing and parent-child interaction with the help of closed-end questions. The chi-square and Pearson's analysis were performed and the results revealed that only two of the television control and commercial susceptibility measures showed significant parent-child correlation.

The TV control variables producing a significant (positive) correlation between parent and children were television exposure and parent-child interaction. Parents reported exerting more viewing supervision than what the children experienced. Parents
also appeared to under-estimate their children’s commercial susceptibility. Age variables
could not account for the discrepancy in parent-child reporting. An analysis of parent and
child responses by parent’s education and occupation indicated that parents reported
stronger social-class effects than their children. The principal criticism of the study
concerns the questionable validity of the parents and children’s self-reports.

A study by Reid (1979)\textsuperscript{12} titled, “The Impact of Family Group interaction on
children’s Understanding of Television Advertising,” investigated the influence of the
family on the ability of children to comprehend the advertising directed, towards them
and study showed that even the pre-school children had the potential to understand TV
advertising and were affected by the consumer teaching orientation of the family.

Moschis (1985)\textsuperscript{13} in the study, “The Role of Family Communication in Consumer
Socialization of Children and Adolescents,” provided an example of how family
communication pattern affected children’s and adolescent’s preference for several
sources of information including, parents, peers and the mass media. Four types of family
communication patterns were studied. These included laissez-faire, protective, pluralistic
and consensual families, laissez-faire families were characterized by little parent child
communication while protective families stressed obedience and social harmony, with
little consideration given to developing the child’s own opinions. Pluralistic families
encouraged the child to develop new ideas and promoted open communication without
insisting on obedience to authority while consensual families combined the idea of
children developing their own views with the need for social harmony and family
cohesiveness.
Moschis found that children and adolescent from pluralistic families preferred information from a variety of sources, with a higher preference for parents' advice rather than, children from other families. In contrast, adolescents from protective families were highly respective to peers and to a lesser extent, television advertising. Laissez-faire children, too, relied less on parents' advice, but were more likely to rely on peers implicating the use of fewer information sources.

One central and recurring argument against television advertising directed at the child audience is that advertising so stimulates children's wants to such an extent, that they frequently ask parents to buy the advertised products and services, which can lead to parent-child conflict. In order to study just that Leslie Isler, Edward T.Popper and Scott ward (1987)^14 conducted a diary study, titled “Children’s purchase Requests and parental Responses.” The objective of the study was to describe the intra-family dynamics associated with the children’s request for products and services, the frequency with which children asked for products, the nature of the products and service requested, and their response if their mothers did not accede to the product request.

The study was based on sample survey and personal interview. The results revealed that the number of purchase requests declined with the age of the child. The extent of mother’s yielding was dependent upon the type of the product requested and was higher for less expensive products and services. One of the study’s main limitations was that it focused largely on measuring short-term advertising effects.

2.2.4 Studies on Consequences and Influences of TV Advertising.

To identify the attitude of consumers and business towards advertising directed to children, Robert and Randy (1987)^15 conducted one of the interesting studies titled
“Advertising to children: Attitude of Business vs. Consumers.” The objectives of the study were to determine:

1. Consumers' attitude with regard to advertising directed towards children.
2. Manufacturers (of children’s products) attitudes with regard to advertising directed towards children.
3. Differences in attitudes between consumers and manufacturers.
4. Differences in consumer attitude with regard to advertising directed towards children based on demographic characteristics; and
5. Differences in manufacturers attitude with regard to advertising directed towards children based on the type of product produced, size of the firm and level of advertising expenditure.

The consumer sample of 690 was drawn at random from a mailing list of 5,000. Names of 310 business firms producing products which were targeted to children (toys, games, candy) were obtained from the million Dollar directory. Self-administered questionnaires were mailed to both the samples, generating 178 usable consumer responses (38.5 percent response rate) and 88 usable business responses (28.4 percent response rate). The data was analysed using cross-tabulations, t-test and chi-square test to determine attitudinal differences existed.

The result revealed that consumers and respondents from manufacturing firm differed significantly with regard to the issue. Consumers had a more negative view than did the business firm respondents. Consumers considered advertising as more manipulative, promoting materialism, stifling creativity, encouraging poor nutritional habits and disrupting the parent–child relationship. While business firm respondents,
specially, from large firms had more positive attitudes concerning the usefulness of advertising in providing information on new products.

Premium offers and the endorsing celebrities are commonly used in TV advertising. Fisher and colleagues (1991)^6 in their study, “Brand Logo Recognitions by children aged 3 to 6 years,” studied the behaviour of the Children. In the study, children were made to complete a matching task in which they were asked to place pictures of select logos, trade – characters and one cigarette warning on the correct pictures of the product that represented the brand using that trademark or warning. The study found that:

(i) Correct trademark product matching for several adult related products exceeded child – oriented products.

(ii) The promotion of adult only products could produce high level of product recognition in an audience that was neither legally capable of using nor fully able to understand the potential risk associated with the product’s use. The study suggested a ban on the use of cartoons and trade – characters in several categories to keep children from being affected by them.

The present study endeavours to overcome some of the limitations of the past studies and take a comprehensive view in this vital area of the influence of TV advertising on children’s buying response.

2.3 THE RESEARCH PROBLEM:

The problem of the survey in general is to unveil whether the reaction of children consumers towards television advertising is favourable and answer the following questions in particular.

1. Do children like to see TV Advertising?
2. What is the opinion of children about TV Advertising?
3. Do children obtain product related information through TV Advertising?
4. Do children aware of TV Advertising?
5. Do children consumer see, read or hear any other media for Advertising?
6. Which is the most appealing media?
7. With the exposure of TV advertising, how children influence family’s purchase decision?
8. What are the effects of TV advertising on children consumers?
9. To what extent TV advertising influence children’s purchase decisions?
10. Whether TV advertising create conflicts between children parent interaction?

2.4 OBJECTIVES OF THE STUDY:

The primary goals of the present study is to study the influences of Television advertising on communication, children’s purchase request and on family’s purchase decision. The specific objectives are:

1. To study profile of the sample respondents,
2. To find out possible communication influences of Television advertising on children,
3. To study how children influence family’s purchase decision,
4. To study influence of Television advertising on children’s purchase request,
5. To study the parents’ perception of television advertising on children.
2.5 ASSUMPTIONS:

Considering the nature of the study researcher had laid down following assumptions:

1. There is communication influence of TV advertising on children consumer.
2. Children watch TV for long duration, more than any other member of the family.
3. There is influence of television advertising on children’s purchase request.
4. Children played differential role in the purchase decision.
5. Children’s participation and involvement in family purchase decision is increasing.

2.6 SAMPLE DESIGN:

2.6.1 The Location:

The survey was conducted in Thane city. The main purpose of selecting Thane city for the study is that, first it lies close to Mumbai city and Mumbai suburban district and as industry has grown from Mumbai towards Thane. Moreover Mumbai is the main industrial and service industrial centre of India and it is one of the excellent harbours of the world. It is also financial capital of India. Secondly from the point of view industries, Thane is an important district in Maharashtra state, there are many large-scale and small-scale industries. Third, the first nuclear power plant in India was set up at Tarapur in Thane district. Fourth the rate of literacy in Thane is 80.67%.

It lies in the north west of Maharashtra state. Nashik and Ahmadnagar district are to the east of Thane district. Raigad district to the south and pune district to the south east. Mumbai suburban district is to the south-west. The Arabian sea is to the west,
whereas Gujarat state and Dadra and Nagar Haveli territory are to the north of Thane. As on 2001, the total population of Thane district was 81,31,849. There are 5 sub-divisions and 15 tehasils in the district. The total population of Thane city is 12,61,517. (as on 2001). The area of Thane city is 147 Sq. kms.

2.6.2 Determination of Universe:

The universe comprises the school going children belonging 6 to 14 years of age group and their parents who are at least secondary pass in Thane city and who are aware of TV advertisements.

2.6.3 Determination of Sample Size:

200 samples were collected out of which 100 were parents and 100 were children. A descriptive study was carried out to realize the objectives. The study was based on primary information. The Limitations of time, energy and money also compelled to limit the size to 200. Needless to say, the accuracy of sample is more important than its size. The presence of TV set at home was one of the precondition for the selection of the respondents.

2.6.4 Sampling Techniques:

The Survey was based on random as well as convenience method of sampling. Two well structured questionnaires were designed: one for the child and the other for his/her parents. Every possible effort was made to take cross-section of population in the sample. Statistical tools like percentage, graphs and tables were used in the study.
2.7 COLLECTION OF DATA:

First of all, a questionnaire was drafted and a pilot study was conducted among 50 respondents. Some of the questions were then simplified and the format was finalised. The questions were structured. The questionnaire was printed. Every respondent was given a separate questionnaire personally and the sufficient time was given to fill up the questionnaire. The respondents were also requested to indicate their age, sex, education, occupation, income and brand they used. For a clear understanding of the questionnaire, each question was explained personally to the respondent by clearing his/her doubts and he/she was encouraged to answer truthfully and honestly as possible. Every attempt has been made to collect latest information and the findings are based on analysis of collected data.

2.8 TABULATION AND EDITING OF DATA:

The questionnaires were collected and data was edited. Overall tables were prepared. Simple as well as complex tables based on sex, age, education, income, occupation of respondent’s were prepared. Frequencies and percentages were calculated. The tabulation and figure was done with help of computer.

2.9 ANALYSIS AND INTERPRETATION OF DATA:

After preparation of tables and calculation of frequency and percentage, the data were processed for analysis and interpretation. The values of total percentages were taken into consideration to find out the fact. The relationship of the age, the sex, and income of the child was worked out with child’s interest in TV advertising and his/her TV viewing. The relationship of children’s age was worked out with purchase request to parent,
opinion about TV advertising. Parent child interaction was ascertained by the total frequency value.

2.10 SELECTED VARIABLES DEFINED:

It is pertinent to define some of the concepts used in survey. Following are the variables selected and used in the present study.

1. ‘Child’ refers according to Webster’s dictionary, ‘child is a person like a child in interests, judgment, or one regards as immature and childish’.

2. ‘Student’ refer to those who are full time or part time students of an educational institution.

3. ‘Standard’ refer as grade or class of the student.

4. Family member include father, mother, sister, brother, grandfather, grandmother of the child.

5. Age was recorded in completed years on the last birthday.

6. ‘Parents’ refer father or mother of the child.

7. Educational qualification refers to last examination passed.

8. ‘Income’ refers to per month income of the family from all sources.

9. ‘Service’ refer men as well as women in private or government sector.

10. ‘Marital Status’ refer person who is married or unmarried.

11. ‘Occupation’ relate to business or service of respondents.

12. ‘Value’ refers to the sum of total percentages.

13. TV – “Television is one of the modern fascinating instruments in which both images and voices can be simultaneously presented on the screen of the box.”
14. Advertisement- “The term Advertisement is a particular piece of communication, or an advertising message, which appears in the press, radio television or motion picture.”

2.11 LIMITATIONS OF THE STUDY:

The present study had some limitations as under:

1. The survey had been conducted only in Thane city.

2. The survey was based on random and convenience sampling. Size of sample is small.

3. Above 6 up to 14 years’ old children were selected for the study.

4. Far more chi-square analysis was possible but it was not done to avoiding complications.

5. With their widely varying ages, children do not form a homogeneous group.

6. The Hypothesis are not tested on the basis of ‘F’ or ‘T’ test.

In spite of the above limitations it can't be denied that the research is based on primary data and the conclusions are indicative of the influence of TV advertising on children consumer. This indication helps as an index to the market trend analysis. It also points to the existing opportunities in the market and marketing structure of children. It can help in identifying the nature and extent of the problem and making better decisions about children consumers under uncertainties.
REFERENCES


