Chapter-III

Research Methodology
CHAPTER - III
RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY

The prime objective of the study is to measure the impact of Ethics in advertising on prospect's perception with special reference to women in advertising, children in advertising, against consumer interest, unhealthy products as alcohol and tobacco etc. The present study is mainly proposed to analyse the effectiveness of advertising in different age groups, different residential status and sex under given environment in the post liberalization era. In a nutshell the following objectives are set forth for the study.

1. To study the impact of ethics in advertising.
2. To study the portrayal of women in advertising.
3. To find out the effectiveness of regulatory measures in ensuring ethics in advertising.
4. To study the social impact of advertising.
5. To study the impact of advertising on consumer interest.

PROPOSITION

On the basis of review of the existing literature, the following propositions and the corresponding hypotheses were developed

\( P_1 \)  Consumer feels that Advertisements are informative source of products and new products as per their residential status.

There is no relation between residential status and consumer opinion towards informative role of advertising (NULL HYPO)

Accept/Reject Criterion:

\[ H_{10} = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)} \]

\[ H_{1A} = \chi^2 0.05 < \chi^2 \text{ (calculated value)} \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (\( P_1 \)) is accepted.
P2 Consumer feels that Advertisement produce intense desire to buy the concerned product as per their residential status. There is no relation between residential status and consumer opinion for desire produced by advertisement (NULL HYPO)

Accept/Reject Criterion:

\[ H_{20} = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)} \]

\[ H_{2A} = \chi^2 0.05 < \chi^2 \text{ (calculated value)} \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (P2) is accepted.

P3 Consumer feels that advertisements help to make better selection as per their residential status. There is no relation between residential status and consumer opinion for help by advertisement (NULL HYPO)

Accept/Reject Criterion:

\[ H_{30} = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)} \]

\[ H_{3A} = \chi^2 0.05 < \chi^2 \text{ (calculated value)} \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (P3) is accepted.

P4 Consumer feels that Advertisement add psychological value to product as per their residential status. There is no relation between residential status and consumer opinion for addition of psychological value by advertisement (NULL HYPO)

Accept/Reject Criterion:

\[ H_{40} = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)} \]

\[ H_{4A} = \chi^2 0.05 < \chi^2 \text{ (calculated value)} \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (P4) is accepted.

P5 Advertisements influence the consumer to purchase products which they really don’t need as per their residential status. There is no relation between residential status and opinion of consumer for influence by advertisement in purchasing product (NULL HYPO)
Accept/Reject Criterion:

\[ H_{50} = \chi^2 
\]
\[ H_{5a} = \chi^2 
\]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (P5) is accepted.

P6 Consumer feels that Advertisements enable you to fulfil your needs as per their residential status.

There is no relation between residential status and consumer opinion for need fulfilment by advertisement (NULL HYPO)

Accept/Reject Criterion:

\[ H_{60} = \chi^2 \]
\[ H_{6a} = \chi^2 \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (P6) is accepted.

P7 Consumer feels that Advertising expenditure is not wastage as per their residential status.

There is no relation between residential status and consumer opinion for advertising expenditure (NULL HYPO)

Accept/Reject Criterion:

\[ H_{70} = \chi^2 \]
\[ H_{7a} = \chi^2 \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (P7) is accepted.

P8 Consumer strongly feel that the Advertisements take undue advantage of sex as per their different age groups.

There is no relation between age and opinion of consumer for undue advantage of sex by advertisement (NULL HYPO)

Accept/Reject Criterion:

\[ H_{80} = \chi^2 \]
\[ H_{8a} = \chi^2 \]
If calculated value of $\chi^2$ is greater than table value of $\chi^2$ at 5% level of significance, then null hypothesis is rejected and proposition ($P_9$) is accepted.

$P_9$: Consumer feels that sexually suggestive advertisement should be used only where there is genuine need for the same as per their age groups.

There is no relation between age of respondents and consumer opinion for sexually suggestive advertisement (NULL HYPO)

Accept/Reject Criterion:

$H_{90} = \chi^2 0.05 \geq \chi^2$ (calculated value)

$H_{9A} = \chi^2 0.05 < \chi^2$ (calculated value)

If calculated value of $\chi^2$ is greater than table value of $\chi^2$ at 5% level of significance, then null hypothesis is rejected and proposition ($P_9$) is accepted.

$P_{10}$: Consumer feels that the portrayal of women is deemed necessary for enhancing the image of alcohol products as per their age group.

There is no relation between age of respondents and consumer opinion for necessity for portrayal of women for alcohol products (NULL HYPO)

Accept/Reject Criterion:

$H_{100} = \chi^2 0.05 \geq \chi^2$ (calculated value)

$H_{10A} = \chi^2 0.05 < \chi^2$ (calculated value)

If calculated value of $\chi^2$ is greater than table value of $\chi^2$ at 5% level of significance, then null hypothesis is rejected and proposition ($P_{10}$) is accepted.

$P_{11}$: Advertisements show the sex appeal of female as per their residential status.

There is no relation between age group and consumer opinion for show of female’s sexual appeal in advertisement (NULL HYPO)

Accept/Reject Criterion:

$H_{110} = \chi^2 0.05 \geq \chi^2$ (calculated value)

$H_{11A} = \chi^2 0.05 < \chi^2$ (calculated value)

If calculated value of $\chi^2$ is greater than table value of $\chi^2$ at 5% level of significance, then null hypothesis is rejected and proposition ($P_{11}$) is accepted.

$P_{12}$: Consumer feels that advertisements show that by using their shaving/toiletries product, one attract female as per their residential status.
There is no relation between age group and consumer opinion for advertisement showing attracting females by using shaving/toiletries (NULL HYPO)

Accept/Reject Criterion:

\[ H_{120} = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)} \]

\[ H_{12A} = \chi^2 0.05 < \chi^2 \text{ (calculated value)} \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (P_{12}) is accepted.

P_{13}  Consumer feel that most of the advertisement are exaggerated as per their gender.

There is no relation between gender and consumer opinion for exaggeration of advertisements. (NULL HYPO)

Accept/Reject Criterion:

\[ H_{130} = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)} \]

\[ H_{13A} = \chi^2 0.05 < \chi^2 \text{ (calculated value)} \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (P_{13}) is accepted.

P_{14}  Consumer feels that Certain advertisements can not be seen or hear in the company of children for the same as per their residential status.

There is no relation between gender and consumer opinion for this statement (NULL HYPO)

Accept/Reject Criterion:

\[ H_{140} = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)} \]

\[ H_{14A} = \chi^2 0.05 < \chi^2 \text{ (calculated value)} \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (P_{14}) is accepted.

P_{15}  Consumer feels that Advertisement sometimes mislead consumer in buying wrong products as per their residential status.

There is no relation between residential status and consumer opinion for misled by advertisement (NULL HYPO)

Accept/Reject Criterion:
H15₀ = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)}
H15ₐ = \chi^2 0.05 < \chi^2 \text{ (calculated value)}

If calculated value of \chi^2 is greater than table value of \chi^2 at 5% level of significance, then null hypothesis is rejected and proposition (P₁₅) is accepted.

P₁₆ Consumer feels that Advertisements should be restricted by ASCII guidelines as per their gender.
There is no relation between gender and consumer opinion for restriction of advertisement by ASCII. (NULL HYPO)

Accept/Reject Criterion:
H16₀ = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)}
H16ₐ = \chi^2 0.05 < \chi^2 \text{ (calculated value)}

If calculated value of \chi^2 is greater than table value of \chi^2 at 5% level of significance, then null hypothesis is rejected and proposition (P₁₆) is accepted.

P₁₇ Consumer feels that cigarette smoking is advertised as per their residential status.
There is no relation between residential status and consumer opinion for advertisement of cigarette smoking (NULL HYPO)

Accept/Reject Criterion:
H17₀ = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)}
H17ₐ = \chi^2 0.05 < \chi^2 \text{ (calculated value)}

If calculated value of \chi^2 is greater than table value of \chi^2 at 5% level of significance, then null hypothesis is rejected and proposition (P₁₇) is accepted.

P₁₈ Consumer feels that Advertisement do not tell the effect of smoking on life as per their residential status.
There is no relation between residential status and consumer opinion for effect of smoking on life in advertisement (NULL HYPO)

Accept/Reject Criterion:
H18₀ = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)}
H18ₐ = \chi^2 0.05 < \chi^2 \text{ (calculated value)}

If calculated value of \chi^2 is greater than table value of \chi^2 at 5% level of significance, then null hypothesis is rejected and proposition (P₁₈) is accepted.
P19 Consumer feels that children imitate action seen in advertisement as per their residential status.

There is no relation between residential status and consumer opinion for children imitating action seen in advertisement (NULL HYPO)

Accept/Reject Criterion:

\[ H_{19_0} = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)} \]
\[ H_{19_A} = \chi^2 0.05 < \chi^2 \text{ (calculated value)} \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (P19) is accepted.

P20 Consumer feels that overall consumption of liquor and cigarettes has increased due to advertisements as per their residential status.

There is no relation between residential status and consumer opinion for increase in consumption of liquor and cigarette (NULL HYPO)

Accept/Reject Criterion:

\[ H_{20_0} = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)} \]
\[ H_{20_A} = \chi^2 0.05 < \chi^2 \text{ (calculated value)} \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (P20) is accepted.

P21 Consumer feels that children behaviour has changed due to advertisement as per their residential status.

There is no relation between residential status and consumer opinion for change in children behaviour due to advertisement (NULL HYPO)

Accept/Reject Criterion:

\[ H_{21_0} = \chi^2 0.05 \geq \chi^2 \text{ (calculated value)} \]
\[ H_{21_A} = \chi^2 0.05 < \chi^2 \text{ (calculated value)} \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition (P21) is accepted.

P22 Consumer feels that Advertisement have no role or utility to play in the society as per their residential status.

There is no relation between residential status and consumer opinion for role or utility of advertisement in society (NULL HYPO)
Accept/Reject Criterion:

\[ H_{20} = \chi^2(0.05) \geq \chi^2 \text{ (calculated value)} \]
\[ H_{2a} = \chi^2(0.05) < \chi^2 \text{ (calculated value)} \]

If calculated value of \( \chi^2 \) is greater than table value of \( \chi^2 \) at 5% level of significance, then null hypothesis is rejected and proposition \( (P_{22}) \) is accepted.

RESEARCH METHODOLOGY

This section of the chapter discusses the research design and the methodological procedures employed. Further this chapter describes the data collection and sampling procedures and focuses on the sample characteristics and the sample size. The hypotheses developed in this research were tested with the help of a field survey which was conducted through structural questionnaire using social, regulatory measures, women, children as subject. Three independent variables, i.e. sex, age and residential status were used in this research. Subject, after being presented with the advertisement, were asked to provide their reactions to various dependent variables i.e. social impact, impact on consumer interest, impact on regulatory measures, impact on ethics etc. Their responses on the dependent measures were used in testing the hypotheses.

RESEARCH DESIGN

A research design is a simple framework or plan for a study that is used as guide in collecting and analyzing the data in an economic, efficient and relevant manner.

The present study is, "Descriptive Cum-diagnostic" in nature. This study is Descriptive because it measures the effect of advertising on a group of consumer on different age, sex, residential status, etc., whereas, this research provides help to marketers/ advertisers in making of advertisements, that what types of advertisements they make and suits which media, what type of appeal they made to their prospects or target customers, how much ethical criteria is acceptable by society at large etc. that is why it is diagnostic. This study is based on the empirical survey of National Capital Region.

STIMULUS

Between the choice of print and broadcast media it was decided that the stimulus is a print advertisement rather than a television on radio commercial. The
preference for a print advertisement over a commercial was justified with several resources. Having a television or radio commercial used in the research involves considerable costs. Second, using a (television or radio) commercial as stimulus becomes very cumbersome for which considerable resources are needed. So making print advertisements as stimulus, is an attractive alternative. The print advertisement were used to stimulate the respondents are given in Appendix - C.

The next issue dealt with the type of advertisement to be used in stimuli. To add realism to the study and make its finding more meaningful, it was decided that advertisement relevant to the subject should be used in the research, equally relevant to both male and female member of the society.

**SAMPLE DESIGN**

All the items under consideration, in any field of inquiry, constitute a universe of population. In the present study, “Ethics in Advertising - An Analysis of Prospect’s Perception” the total population of NCR (National Capital Region) divided in Ten cities like Rohtak, Jhajjar, Sonepat, Bahadurgarh, Gurgaon, Delhi, Noida, Faridabad Ghaziabad, Meerut etc. for the convenience, sampling area as New Delhi and South Delhi were taken as Metropolitan Area, Rohtak and Faridabad were taken as urban residential area, Sample was taken as Rural Residential Area under sampling technique.

The people who see/ hear/ read the advertisements of NCR (National Capital Region) constitute the Universe. But people who see/ hear/ read only existing advertisement of on children, women, tobacco, alcohol etc constitute the survey population for this study.

**SAMPLE SIZE**

Out of the total population of NCR (National Capital Region) which is divided in Ten cities and different villages, 500 respondents were selected as 200 from metropolitan area, 200 from urban residential area, 100 from rural area among the viewers of children based Ads, women based Ads, tobacco and alcohol product based advertisement, according to their age, sex, marital status, occupation, through purposive (non-probability) sampling method.
Table 3.1: Profile of Respondents

<table>
<thead>
<tr>
<th>Name of City/Village</th>
<th>Total No. of Respondent from One City/Village</th>
<th>Residential Status</th>
<th>Male/Female (M/F)</th>
<th>M/F Respondents from one city/village</th>
<th>Age group of Respondents (in Yrs.)</th>
<th>Marital Status (M/Un)</th>
<th>Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Less than 20</td>
<td>20-40</td>
<td>40 and above</td>
</tr>
<tr>
<td>Delhi</td>
<td>100</td>
<td>Metro</td>
<td>M</td>
<td>50</td>
<td>10</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>F</td>
<td>50</td>
<td>10</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>South Delhi</td>
<td>100</td>
<td>Metro</td>
<td>M</td>
<td>50</td>
<td>10</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>F</td>
<td>50</td>
<td>10</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Rohtak</td>
<td>100</td>
<td>Urban</td>
<td>M</td>
<td>50</td>
<td>10</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>F</td>
<td>50</td>
<td>10</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Faridabad</td>
<td>100</td>
<td>Urban</td>
<td>M</td>
<td>50</td>
<td>10</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>F</td>
<td>50</td>
<td>10</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Sampla</td>
<td>100</td>
<td>Rural</td>
<td>M</td>
<td>50</td>
<td>10</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>F</td>
<td>50</td>
<td>10</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td></td>
<td>M</td>
<td>250</td>
<td>100</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>F</td>
<td>250</td>
<td>100</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

It is rather impossible to examine the whole of the universe. So the only alternative left with the researcher is to take recourse to sampling and this is what has been done in the present study. The significance of sampling technique can by no means be over emphasized. Every care have to be taken to select a sample, so that it should not only be feasible in terms of size but also be representative of the whole universe. The present study sample fulfills all the requirements.

**DATA COLLECTION**

The study is based on primary as well as secondary data. The secondary data were collected from various published or unpublished Ad agencies, companies, different books, journals. Some important information were also complied from different newspapers and magazines.

Primary data has been collected through well structured comprehensive questionnaire. Various types of questions were written in view of the objectives of the study. They intended to elicit desired information / opinion of the respondent. The questionnaire contained easily understood questions and was carried to the respondents to be filled by them. In most cases, personal interview were conducted by the researcher to secure correct and necessary information.
DATA COLLECTION INSTRUMENT

Questionnaires were used to obtain desired primary data. Prior to constructing the actual questionnaire, the researcher conducted a pilot study to pretest the questionnaire. Only on rare occasions and for specific and explicit reasons should a questionnaire be administered without a thorough pretest. The questionnaire was sent for thorough pretest to the respondents who were as similar as possible to the target of respondents. The questionnaire was administered in the same manner as the final survey. In addition, some of the pretest respondents were interviewed after they have completed the questionnaire and all the complaints made by respondents were ratified before final survey.

The questionnaire was divided in four sections A, B, C & D. First part of the questionnaire contain demographic related questions (see Appendix A) section A of the questionnaire consisted of a set of 13 statements regarding opinion of respondents towards advertisement. Section B of the questionnaire consisted of 4 subparts. The contents of the questionnaire Section B was related to 22 statements regarding impact of Ethics in advertising as per prospect’s perception i.e. Impact on Consumer Interest, Impact on women, Impact on Regulatory Measures and Social Impact of Advertising. The intensity of the respondent’s feeling was measured for each of the statements on a five point scale. The responses ranged from strongly agree to strongly disagree with neutral as the middle option. The respondents were asked to tick the appropriate box on this five point scale for each of the 22 statements relating to ethical practices in advertising.

Six hundred questionnaires were sent to the respondents, out of which 573 filled questionnaire were received. While scrutinizing 56 questionnaires were rejected due to the inappropriate responses. After discussion with the guide, out of 517 questionnaires, 17 questionnaires were left randomly according to their background to reach a round figure of 500 respondents for the ease of calculation.
Section B
In Statement 1-22 used five point Likert Scale. Please give your true response to put (X) mark at appropriate place.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact of Advertising on Consumer Interest</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Advertisements are informative source of products and new products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Advertisements produce intense desire to buy the concerned product.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Advertisement help to make better selection.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Advertisement add psychological value to the product.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Advertisements influence the consumers to purchase products which they really don’t need.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Advertisements enable you to fulfill you needs.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Advertising expenditure is wastage.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Portrayal of Women in Advertising</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.</td>
<td>Advertisements take undue advantage of sex.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Sexually suggestive advertisements should be used only where there is genuine need for the same.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>The portrayal of women is necessary for enhancing the image of Alcohol’s products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Advertisements show the sex appeal of females.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Advertisements show that by using their shaving products/toiletries, one attract females.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact of Regulatory Measure in Advertising</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.</td>
<td>Most of the advertisements are exaggerated.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Certain advertisements cannot be seen or hear in the company of children for the same.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>Advertisement sometime misleads consumer in buying wrong products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>There should be restriction on what is portrayed by advertiser in their advertisements as per the ASCII guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>Cigarette smoking is advertised.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Impact of Advertising</td>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Neutral</td>
<td>Disagree</td>
<td>Strongly Disagree</td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------------------------------------------------------</td>
<td>----------------</td>
<td>-------</td>
<td>---------</td>
<td>----------</td>
<td>-------------------</td>
<td></td>
</tr>
<tr>
<td>18. Advertisement tells the effect of smoking on life.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19. Children imitate actions seen in advertisements.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20. Overall consumption of liquor or cigarette has increased due to advertisements.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21. Children’s behaviour have changed due to advertisement.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22. Advertisements have no utility or role to play in the society.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Questionnaire that included five point Likert-type item response ranging from 1 = strongly disagree, to 5 = strongly agree.

Section C was related to the percentage of specified advertisements ranging from 0 to 100% and 100% being totally unethical Ad. This part of questionnaire contained the influence of respondent about ethical aspects in advertisements.

Further it was aimed at obtaining respondents opinion about various aspects of advertising. For this purpose, four sub-questions were designed. Respondents were asked to rank 1, 2, 3, 4, 5 the different factors of an aspects in each question in order of importance or opinion. In this sub-part first question was about message in advertisement affecting the most. Five types of messages were given to rank them i.e. slogan type, discussion type song type, funny and Thinker type. Second questions was to know the aspect do they think help them in attracting their attention and motivates them to go through the advertisement ethically more deeply. Third question was aimed at obtaining respondents opinion regarding various types of organizations and measures to be taken to ensure ethical advertising by advertiser. Fourth question was to know respondent’s opinion how an advertisement can be made ethically sound and eye catching.

Section D was to know the portrayal of women in Advertisement here portrayal refers to make a clear vivid picture or projection of a person. This
question was aimed at obtaining respondent’s opinion regarding women’s role in ads like her beauty, sexuality, appealing nature, multifaceted role, glamorous role in making ethical advertisements.

Further this questionnaire was to know that which type of advertisement respondents influence the most like ads relating to women, children, consumer interest, social interest.

Next question was to know the respondent’s, opinion about the psychological value of the recalled advertisements. For this respondents were asked to rank 1, 2, 3, 4, 5, 6 the different value in order of importance or opinion.

DATA ANALYSIS

Data analysis usually involves reducing accumulated data to a manageable size developing summaries, looking for patterns, and applying statistical techniques. Scaled responses on questionnaire often require the analyst to derive various functions, as well as to explore relationship among variables.

In this study, after collection of needed data, it was first tabulated and then analysed. Simple table were prepared for learning about the general profile of the respondents selected for this study. Methods used for analysis were Mean, Standard Deviation, Percentage, Pie Chart, Bar Chart used to present the facts and data in appropriate. The data was cross tabulated to find the effect of various socio-economic variables on the general opinion or attitude of respondents towards ethics in advertising. The hypothesis framed in these respect were tested statistically for their significance.

MEAN

The most popular and widely used measure for representing the entire data by one value is what most lay-men call an “average” and what the statisticians call the arithmetic means. Its value is obtained by adding together all the items and by dividing this total by the number of items.
Formula \[ \bar{X} = \frac{\sum fx}{N} \]

STANDARD DEVIATION

Standard deviation is by far the most important and widely used measure for studying dispersion. Standard deviation is denoted by the small Greek letter \( \sigma \) (read as sigma).

The Standard deviation measures the absolute dispersion or variability of a distribution; greater amount of dispersion or variability, greater the standard deviation. A smaller standard deviation mean, a high degree of uniformity of the observations as well as homogeneity of a series. Thus, if we have two or more comparable series with identical or nearly identical means, it is the distribution with the smallest standard deviation that has the most representative means. Hence, the standard deviation is extremely useful in judging the representativeness of the mean. In present study Standard Deviation was used wherever necessary.

The formula used in this study is:

\[ \sigma = \frac{1}{N} \sqrt{\sum f(x^2) - (\sum fx)^2} \]

GRAPHIC PRESENTATION

Bar charts and pie charts are used to present the facts and data in appropriate manner, neat and clean, and good design form as far as possible. Because a graphic illustration can be indeed worth a thousand words.

\( X^2 \) Test

Probably the most widely used non-parametric test of significance is chi-square \( (X^2) \) test. It is particularly useful in tests, involving nominal data but can be used for higher scales - Typical are cases where person, events or objects are grouped in two or more nominal categories.

Using this technique, we test the significant difference between the observed distribution of data among categories and the expected distribution...
based on null hypothesis. It must be calculated with actual counts rather than percentage.

Formula used in this study are as follows:

\[ X^2 = \sum_{i=1}^{n} \left( \frac{O_i - E_i}{E_i} \right)^2 \]

Where
- \( O_i \) = Observed frequency in ith cell
- \( E_i \) = Expected frequency in ith cell
- \( n \) = Number of cell

\( E_i \) is given by \( \frac{RT \times CT}{N} \)

Where RT = The row total for the row containing the cell.
- CT = The column total for the column containing the cell.
- N = The total number of observations.

The test was conducted at 95% confidence level (or 5% level of significance). The calculated chi-square values were compared with the table value of chi square at given degree of freedom (d.f).

Where Degree of freedom (\( \nu \)) = (R - 1) (C - 1)
- R = No. of Rows
- C = No. of Columns

If the calculated Chi-square value worked out to be less than the table value, the deviation of observed frequency from expected frequency was considered to be insignificant. Consequently, the null hypothesis was accepted. If the Calculated Chi-square value was found to be more than table value, the difference was considered to be significant and null hypothesis was rejected.

LIMITATION OF THE STUDY

It is important to highlight the limitation of a work especially in case of a research. The limitation help us to understand and appreciate the work in proper perspective.
‘Sample’ is only sample, it can never be the ‘universe’. This truth, in fact is the real cause of the limitation in this study based on sampling techniques. The ‘uncontrollable factor’, also contribute positively towards the number of limitation and some of them are listed below:

- The study is based on the primary data collected for the respondent assuming that they have given their genuine preferences without hiding anything. However, it is seen that difference do exist between how consumers say they behave and what they actually do.
- The advertisement in English has some difficulties that respondents were not properly understood.
- The survey is based on purposive sampling.
- The sample size of this study was small and it was not possible to study the entire universe with limited resources and time available at hand.

Although, there are some limitations of the research, yet it has paramount significance to the advertiser as well as to the society.