3.1 Introduction

Research refers to a search for knowledge. It can also be defined as “a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. Redman and Mory (1923) defined research as a systematized effort to gain the new knowledge. Some people consider research as a movement, a movement from the known to the unknown. It is actually a voyage of discovery. We all possess the vital instinct of inquisitiveness for, when the unknown confronts us, we wonder and our inquisitiveness makes us probe and attain full and fuller understanding of the unknown. This inquisitiveness is the mother of all knowledge and the method, which man employs for obtaining the knowledge of whatever the unknown, can be termed as research. According to Clifford Woody, research comprises defining and redefining problems, formulating hypothesis or the suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing of the conclusions to determine whether they fit the formulating hypothesis. Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. In short, the search for knowledge through objective and systematic method of finding solution to a problem is research. The systematic approach concerning generalization and the formulation of a theory is also research. As such the term ‘research’ refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalizations for some theoretical formulation”.

The chapter reviews the methodology process of the thesis presenting how the researcher collected the data and thereby attaining the purpose of the thesis. The researcher will start by presenting the research purpose, approach and strategy. Then the researcher will continue with data collection and sample selection. The researcher will end this chapter by reviewing data analysis & reliability and validity. As Chapter One introduced the subject of this dissertation, i.e. to investigate the impact of television advertisements targeting kids and in turn how these advertisements motivate the kids to influence their parents buying behavior. So this research makes an attempt to provide a better understanding of how television
advertising affects children leading to the ‘pester power’ which is playing an important role in the family and thereby affecting the buying pattern of parent’s.

3.2 Highlights

**Nature of Methodology:** Deductive

**Sample Size:** 656

**Sample Area:** Jaipur, Ajmer and Alwar were covered.

**Sampling Technique:** Random Sampling

**Data Collection: Primary data sources** - Questionnaires

**Data Analysis Techniques:** Frequencies, Mean, Factor Structure and loadings, Cronbach’s Alpha Reliability Test, Z-test, Chi-square test and ANOVA.

“The research process can be presented in the form of a model which usually starts with a broad area of interest, the initial problem that the researcher wishes to study.” (Zikmund, 2000)

“After the initial discovery and definition of the problem the researcher has to focus down the initial interest in the form of a specific question, which can be reasonably studied. This might also involve formulation of a hypothesis or an assumption. After the formulation of the hypothesis, the researcher engages in “observing” the question of interest. Having gathered the data, it can then be analyzed in a variety of ways”.

This research makes an attempt to analyze the variables influencing parents buying behavior with regard to TV advertisements targeting kids and also to determine the gap between parent’s expectation and satisfaction level for these variables with respect to TV ads targeting kids.

This chapter will review the methodology process of the thesis presenting how the data will be collected and thereby reaching the purpose of the thesis. I will start by presenting my research purpose, approach and strategy. Then I will continue with data collection and sample selection. I will end this chapter by reviewing data analysis and reliability and validity.
Figure 3.1 The Research Process Source: (Zikmund, 2000)
3.3 Statement of the Problem

The primary objective of this research is to determine the significant factors that influence and facilitate the kid’s ability to embrace advertisements they see on television and incorporate it in their mind leading to the ‘pester power’ which persuades the buying pattern of parents.

As children are more exposed to television viewing and thereby advertising at an early age of 2 years which lead to the child’s ability to nag their parents into purchasing items which they may not otherwise buy, so it has become imperative for parents to seek newer and better ways of handling their kids as well as making them understand the meaning of advertisements. The problem is compounded by child obesity in most regions of the world leading to poor eating habits or the child health. Further, due to the trends such as smaller family size; dual incomes and postponing children until later in life mean that families today have more disposable income. As well, guilt can play a role in spending decisions as time-stressed parents substitute material goods for time spent with their kids.

The study also highlights the parent’s outlook to involve their children while making the buying decision and also the category of products where parents are more interested in taking the suggestion of their children.

3.4 Scope of the Study

- The research covers only the television advertisements targeting kids and not the other types of advertisements.
- The study covered only the parents of children aged upto 12 years.
- The geographical extent of the study covered respondents residing in three cities only i.e. Jaipur, Ajmer and Alwar.

3.5 Research Objectives

1. To examine the parent’s perception towards the TV ads targeting kids.

2. To study the role of “pester power” on the buying behavior of parents thereby leading to parent-child conflict.
3. To identify and examine the category of products where kids are mostly influenced by the advertisements showing kids/cartoons as compared to the non-cartoon/other ads thereby influencing parents buying behavior.

4. To evaluate the parent’s perception towards child understanding of TV ads and do these ads provide them good information thereby making them a good buyer.

5. To study the role of “peer influence” in the child behavior by watching the TV ads targeting kids.

6. To analyze the category of products as well as their satisfaction level whenever they involved their children while making a buying decision.

7. To understand the parent’s as well as the child behavior towards the TV ads advertising the products with gift offers or discounts.

8. To study the role of TV ads and how it affects the child's eating habit.

9. To what extent the parent’s consider their children’s choice while purchasing products for them.

10. Do parent’s are affected by the good TV ads with bad quality products which in turn lose their trust in the TV ads.

11. To study significant difference, if any, among three age groups of children (6-8, 8-10 & 10-12) on the parent’s buying behavior.

12. Does the parent’s perception towards the TV ads targeting kids differ on the basis of their education level?

13. Does the parent’s gender affect their perception towards the TV ads targeting kids?

3.6 Research Hypotheses

H1: Respondent’s are insignificantly impacted by the time spent by them watching TV advertisements as well as having cable availability at home.

H2: Advertisements on television is insignificantly affecting the children watching TV advertisements leading to the emergence of pester power thereby having an impact on purchase decisions of parents.
H3: Respondent’s participation is insignificantly impacted by what their child views on television.

H4: Respondents perception is independent of TV advertisements targeting kids.

H5: Respondents perception is insignificantly impacted by their children's favorable attitude towards TV ads showing cartoons, in terms of entertainment and credibility, as compared to non-cartoon advertising.

H6: Respondents perception towards informativeness through TV advertisement which the children are able to understand/recall easily making them a good buyer has an independent effect on children's attitude.

H7: Advertisements on television indirectly impact the child’s purchase pattern through peer group influence.

H8: Respondents perception is independent of the TV ads affecting the health of children.

H9: Respondents perception towards involvement of their children is independent of the category of products where they want to involve their child while making a buying decision.

H10: Respondents perception is independent towards the TV ads portraying the products with gift offers or discounts.

H11: Respondents buying decision is independent of considering their children’s choice while buying products for them.

H12: Respondents satisfaction level is independent regarding the involvement of the children in their buying decision.

H13: Respondents perception towards parent-child conflict is independent of their denial to the child for the product being advertised on TV.

H14: Respondents perception is independent to their trust towards the TV ads.

H15: Respondents buying behavior is independent of their child age-group i.e. 6-8, 8-10 and 10-12 years.
H16: Respondents perception towards the TV advertisements targeting kids is independent of their educational level.

H17: Respondents perception towards the TV advertisements targeting kids is independent of their gender.

H18: Respondents perception is independent of the negative impact the TV ads have on children.

3.7 Research Methodology

“Differing requirements of information, availability of time and need patterns have led to the development of various types of research methods. The various methods available today are the result of various modifications and improvements that have been made over time. These have helped develop methods that are more appropriate and applicable to specific areas of research. The need of any research method, however still remains the same to get information. The reasons behind the use of any method for research should justify the generation of optimum results. In order to select the appropriate method(s) for the project, the strengths and weaknesses of various available methods were analyzed so as to choose the best method for optimum results. Carrying out a research task is by no means an easy or inexpensive task. The use of the right method leads to useful information and a wrong method leads to wastage of time, money and resources. The choice of a wrong research process can prove fatal for a company, as it might lead to the implementation of strategic plans that may not be suitable for the current period of time or the current market. Therefore, before conducting any research it becomes of utmost importance to outline the aims of the research, i.e. what the research aims to accomplish”.

Two broad types of philosophies available for research are the positivistic and phenomenological paradigms. Hussey et al (1997) “differentiates the both types of paradigms by classifying positivistic as quantitative, objectivist, scientific, experimentalist and traditionalist. Whereas, phenomenological paradigms are associated with qualitative, subjectivist, humanistic and interpretivist approach. Phenomenological paradigm is the philosophy on which the current study is based and the overall methodology used is deductive. Deductive methodology is one that intends to test existing theory in an empirical setting and inductive methodology is a method for generating the new theory from various
types of research. (Zikmund, 2000). The research methodology can thus be broadly classified into inductive and deductive”.

3.7.1 Inductive Methodology

“Inductive reasoning moves from the particular to the general. It gathers together the particular observations in the form of premises, then it reasons from these particular premises to a general conclusion” (Harvey, 1995).

![Figure 3.2: Inductive Reasoning](Source: Trochim, 2001)

Inductive methodology was not practical for this research “since this project fell under well defined theories of buyer-seller relationships, buying behavior and SWOT analysis”.

3.7.2 Deductive Methodology

“Deductive reasoning moves from the general to the particular. “It takes a general premise and deduces the particular conclusions”. (Harvey, 1995) As the study being undertaken was for academic purposes and considering the time factor, deductive methodology was considered a feasible choice. Further, the research fell within the parameters of the defined theories”.
The current study aims at “measuring the impact of kids in influencing the parent’s buying behavior and how the television advertisements leads to pester power, and thus deductive methodology would be the appropriate choice as theory obtained from published works is tested empirically during the research. The inductive methodology is not chosen for this study because generation of new theory is not the purpose of this study”.

3.8 Research Design

Research design provides “a structure for the collection, measurement, and analysis of data. Researchers get an invaluable aid with the research design as it helps in the allocation of the limited resources by posing crucial choices such as”:

- "Is the blueprint to include experiments, interviews, observation, and the analysis of records, simulation, or some combination of these?"
- Are the methods of data collection and the research station to be highly structured?
- Is an intensive study of a small sample more effective than a less intensive study of a large sample?
- Should the analysis be primarily qualitative or quantitative?” (Phillips, 1971 cited by Cooper, 2002: 130)
- A critical part of the research activity is to develop “an effective research strategy or design”.

Figure 3.3: Deductive Reasoning

Source: (Trochim, 2001)
However, “Research design needs a thorough analysis to ascertain the outcome of the project. In order to carry out an effective research, all the available methods should be considered, and only the most appropriate method should be selected. Each methodology has its pros and cons, and a careful blending of one or more methods, can lead to generation of relevant information, pertaining to the objective of the study. The sections ahead detail the nature of research instruments, the sampling plan, and the types of data (quantitative or qualitative) that were used in the study”.

3.8.1 Exploratory Research

According to Saunders, Lewis and Thornhill (2003) “exploratory research resembles the activities of a traveler without a set itinerary in the sense that it is changeable and also able to adapt during the course of the process. When conducting exploratory research one has to be willing to adjust if coming across the new findings which unexpectedly force the research to change direction. Thus, exploratory research has an initial broad focus which narrows progressively throughout the course of the research”.

“Exploratory research is conducted to clarify the nature of the ambiguous problem (Zikmund, 2000: 55). Through exploration, researchers develop the concepts clearly, establish priorities, develop operational definitions, and improve the final research design. Exploratory research is often used to discover the new ideas, consumer’s insight and hidden motivations”. (Joppe, 2000)

The first step in exploratory studies is “the search of secondary data. Secondary data is the data that has already been collected by others for their own purposes. It is wasteful to discover the same facts through primary data, or original research, what has already been researched”.

In this project “exploratory research was carried out in the initial stages to obtain adequate information with the help of desk research and this was done to find out the data regarding the television advertising targeting kids, parents perception towards the child advertising and to what extent these advertisements affect the buying behavior of parents, as well as the trends in the advertising industry. An important factor that aided in the collection of these data is the fact that the advertisement industry is a very organized sector with detailed information available through company literature, annual reports, and online resources.
Access to such information was possible by seeking cooperation with the advertising officials who willingly assisted with important literature for the research. These were juxtaposed effectively to lay the platform for primary research and analysis”.

3.8.2 Descriptive Research

According to Saunders, Lewis and Thornhill (2003) “descriptive research includes identifying and mapping by signifying, registering and documenting based on the researchers choice of perspectives, aspects, level of depth and the definitions (Wiedersheim-Paul and Eriksson, 2001). It is critical to have a legitimate purpose for the descriptive research to be meaningful. In order to be able to move on to the next level which is the explanatory stage, the descriptive research needs to be well executed”.

“Descriptive research seeks to determine the answers to who, what, when, where and how questions (Zikmund, 2000: 56). Descriptive survey is concerned with identifying and counting the frequency of a specific population, either at one point of time or at various times for comparison. (Bell, 1997) In this research, a survey was conducted to understand the perception of parents towards the television advertisements targeting kids and which in turn influences their buying decisions. It was considered as an appropriate medium to gather information on, as it is more of a subjective study. The descriptive research approach is considered best for the current research because this study intends to accomplish the aims by using descriptive statistics. Descriptive statistical analysis was done in this study using mean, frequency, and percentage for demographic and other characteristics. The research findings were tabulated and illustrated with the help of bar diagrams, pie charts and other graphical representation tools”.

3.8.3 Explanatory Research

According to Saunders et al. (2003) “an explanatory study aims to establish the casual relationships between variables. Wiedersheim-Paul and Eriksson (2001) further states that ‘to explain’ means to make an analysis of the cause and effect relationships, and similarly to the descriptive stage the analysis has to be based upon the various predetermined criteria”.

“The main goal of causal research is to identify the cause-and-effect relationships between variables (Zikmund, 2000: 57). The study did not aim to establish any cause and effect between variables and therefore this method was not used for this study”.
3.9 Data Collection Methods

Data can be collected through ‘secondary research’ or ‘primary research’, or through a combination of both. “While secondary research involves the collection of useful information from already available sources, primary research involves the original collection of data for the current study. It is very important to be able to separate the 'unwanted' information from the required and effectual information. Often a huge amount of interesting data is available that attempts the researcher to use them. However, such data may not be required at all for the research and thus may make the research work even more complicating. Thus the researcher should guard against paralysis by analysis. The collection of primary data takes both more time and effort. In this research study, information is collected through questionnaires”.

3.9.1 Primary Research

Primary data can be collected in four ways:-

1. **Observation**

Observational method of collecting information can be “either participative or non-participative. In a participative observation, the researcher becomes a part of the population and observes the areas of study. In non-participative observation, the researcher studies the population from a distance”.

Three methods of observation commonly used in marketing research are audits, recording devices and watching people's behavior as buyers.

(a) **Audits**: In this project “audit technique was not applied, as information about the perception of parents towards television advertisements targeting kids was collected from the parents themselves”.

(b) **Recording Devices**: Recording devices are mainly used “to monitor the impact or reaction of consumers on advertisements. This method does not offer much help in this academic research project as it accelerates costs and is unsuitable for the aims for this research”.

(c) **Watching people's behavior as buyers**: “Studying the body language of consumers and the degree to which they become involved in the various stages of buying offers a
good way of understanding the consumers behavior. This method is often used to study how prospective consumers buy a particular product, what aspects or features of the product they pay more attention to, how they handle the product before deciding to buy or not buy the product. This method generally makes use of surveillance cameras to understand buyer’s behavior. However, this would entail the involvement of the researcher during the actual buying situation. This would again unnecessarily increase the cost implications of the study and would involve other safety, security, and privacy concerns. Nevertheless, appropriate questions had been incorporated into the questionnaire to judge the impact that certain external stimuli have on parents buying behavior”.

2. **Experimentation**

Experimentation centers around “the controlled experiments in which efforts are made to hold conditions constant, thus enabling the efforts of a particular factor or variable to be studied or measured. This method was not considered suitable as the parent’s preferences and opinions about the television advertisements targeting kids were being researched into”.

3. **Focus Groups**

In a focus group “the researcher tries to generate the discussion about one or several topics in a group of 6 to 12 people. (Dibb et.al, 1994: 112). The major objective of a focus group is often a new product or a product concept. Because focus groups are qualitative devices, with limited sampling accuracy, focus groups cannot be considered a replacement for quantitative analysis. So this tool was used in very initial stage of research to explore the parent’s response towards television advertisements which in turn influence their buying behavior. As this research is essentially an academic study, it is viable to get information from a sizeable sample, rather than limiting the study to the results of a small group of eight to ten people. So focus group research was accompanied by the survey on parents”.

4. **Surveys**

The descriptive research approach gives a variety of methods and the one suitable for this study is the ‘survey method’. “Surveys are research measurement procedures that involve asking questions to respondents. A survey can range from a short paper-and pencil feedback form to an intensive one-on-one in-depth interview. The survey is a non-experimental,
descriptive research method. As the phenomenon under study could not be directly observed, the survey method was considered appropriate to collect data. In this research study, the descriptive studies were used to get adequate information for the achievement of the research objectives”.

A questionnaire is “a series of questions asked to individuals to obtain statistically useful information about a given topic. When properly constructed and responsibly administered, questionnaires become a vital instrument by which statements can be made about specific groups or people or entire populations. The questionnaire included the closed ended questions where respondents answers are limited to a fixed set of responses. Most scales are closed ended”. Other types of closed ended questions include:

- Yes/no questions - The respondent answers with a "yes" or a "no".

- Multiple choices - The respondent has several options from which to choose.

Pros and cons for choosing a “questionnaire” is presented below:

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Many people can be tested quickly. It is easy to generate quantitative data and easy to analyze.</td>
<td>- Social desirability - people say what they think looks good.</td>
</tr>
<tr>
<td>- Used to collect large amounts of data about what people think as well as what they do!</td>
<td>- People may not tell the truth, especially on sensitive issues, for example, sexual behavior.</td>
</tr>
<tr>
<td>- Convenient: researcher does not need to be present as answers can be mailed so respondent has time to consider answers.</td>
<td>- If researcher is present then this may affect answers. Also, postal surveys may have low response rate.</td>
</tr>
<tr>
<td>- Can quickly show changes in attitudes or behavior before and after specific events.</td>
<td>- Difficult to phrase questions clearly, you may obtain different interpretations of questions.</td>
</tr>
</tbody>
</table>

Table 3.1: Merits & De-merits of Questionnaire
“Survey method was chosen because of the need to get details from a large number of respondents and is not limited to seven or eight respondents as in the case of focus groups. The research instrument intended for the study is questionnaire”.

3.10 Sampling Method

"Sampling is one of the major tools of the marketing research, which is concerned with collecting, analyzing and interpreting the market data. It involves the study, in considerable detail, of relatively small numbers of informants taken from a larger group" (Agarwal, 1997: 67).

3.10.1 Population and Sampling Frame

"A population is any set of persons or objects that possesses at least one common characteristic (Busha and Harter, 1980). The population on which the results of the research are to be generalized to is called the theoretical population. In this study, the theoretical population was the population of parents of children aged between 6 to 12 years”.

“The listing of the study population from which the researcher draws the sample is called the sampling frame. As the study was on the parent’s outlook towards television advertisements targeting kids and how their kids influence their buying behavior, so the parent’s from three cities i.e. Jaipur, Alwar and Ajmer was the sampling frame”.

“The selection of a sample requires a great deal of discipline and focus. It should have those characteristics, which can be estimated, enumerated and classified according to the aims of the survey. As this research aimed to study the television advertisements targeting kids and its influence on the buying behavior of parents, so an important determining characteristic of the sample was the fact that the parent’s actually chosen for the sample have experienced a change in the trend of television advertisements leading to the pester power which in turn influence their buying pattern”.

3.10.2 Sample Size

The size of the sample depends on “the type of information required from the survey, and the cost involved. This means calculating beforehand the degree of accuracy required in the results of the survey. Some attributes may be more critical than others, and the degree of precision over these should be known. Careful thought has been given to the time-constraint.
Cost and accuracy are closely linked with the time taken to complete the survey, and to some extent there is bound to be conflict”. Considering all these factors, the sample size selected was 750, but due to non-response 656 was the actual sample size. In ultimate sample, parents of children in the age-groups: 6-8, 8-10 and 10-12 years were included. For the purpose, three strata were formed with respect to the above age-groups. Stratified sampling was done before selecting the respondents. Selection of respondent from each stratum was done on the basis of availability. Criteria of stratification were the age-group of children.

Primary information was collected by “the administration of structured questionnaires to find out the parents perception towards the television advertisements targeting kids and in turn how the kids lead to pester power, and also to analyze that how the pester power plays an important role in the buying decision of parents”.

3.10.2.1 Respondents Profile - Introduction

‘Know your Customer (KYC)’ is a concept which is easier said than practiced. Advertisement Industry faces several hurdles in achieving this. In order to understand customers it is very important to understand their needs, wants, preferences, their lifestyles, values, attitudes and behavior. For this, Demography is an important determinant, customers with different demography’s exhibit difference in expectations and perception.

As this thesis aims to find the variables influencing child behavior leading to a change in the buying pattern of parents with regard to the TV advertisements, demography of respondents plays an important role as parents from different demography have different expectations and perception about the variables influencing the buying behavior of parents with regard to TV ads.

An attempt has been made to provide comprehensive details regarding demographic background of the respondents, so that the TV advertising targeting kids can get a clear edge about the child preferences towards TV ads and the ad category which influences them the most. It is evident from the earlier description that data was collected systematically by administering the questionnaire survey. Following is the basic background data regarding the sample of the study:
3.10.2.1.2 Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>314</td>
<td>47.86%</td>
</tr>
<tr>
<td>Female</td>
<td>342</td>
<td>52.13%</td>
</tr>
<tr>
<td>Total</td>
<td>656</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 3.2: Respondents Profile - Gender

Gender being the basic demographical factor, advertising industry need to understand the difference in choice criteria of parents with regard to TV ads targeting kids, as female and male parent has different choices for ads which target there kids. Table and graph 4.1 presents the gender composition of the sample under study. It is found from the table that the percentage of female respondents (52.13%) is higher as compared to male respondents (47.86%). The sampling tool used for the thesis was random sampling and parents of kids from three cities i.e., Jaipur, Ajmer and Alwar were surveyed, as we know that female parent
or the mothers are more aware of there kids preferences for TV ads as mothers spend more time with their kids.

3.10.2.1.3 Education of Respondents

<table>
<thead>
<tr>
<th>Education</th>
<th>Parents of child</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>UG</td>
<td>61</td>
<td>9.298</td>
</tr>
<tr>
<td>Grad</td>
<td>254</td>
<td>38.719</td>
</tr>
<tr>
<td>PG</td>
<td>304</td>
<td>46.341</td>
</tr>
<tr>
<td>Doctoral</td>
<td>37</td>
<td>5.640</td>
</tr>
<tr>
<td>Total</td>
<td>656</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Table 3.3: Respondent’s Profile - Education

Graph 3.2: Respondents Profile - Education
The above table presents the educational background of the sample under study. It is found from the table that the respondents belong to different educational background and their background ranges from under-graduation to doctoral degree. Parents from different educational backgrounds were included in the sample. It is also evident from the table that the highest percentage of respondents (46.34%) were having PG degree, the second highest percentage (38.72%) were graduate, 9.30% respondents were under-graduate and 5.64% were having doctoral degree.

3.10.2.1.4 Child Age – group

<table>
<thead>
<tr>
<th>Child age group</th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-8 yrs</td>
<td>341</td>
<td>51.981</td>
</tr>
<tr>
<td>8-10 yrs</td>
<td>124</td>
<td>18.902</td>
</tr>
<tr>
<td>10-12 yrs</td>
<td>191</td>
<td>29.115</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>656</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 3.4: Respondent’s Child age-group

Graph 3.3: Respondent’s Child age-group

Data indicated that maximum number of respondents (51.98%) are having child in the age-group of 6-8 years, similarly nearly (29.11%) respondents child fall in the category of 10-12
years, 18.90% of the total sample of respondents were having child in the age-group of 8-10 years.

3.10.3 Probability and Non Probability Sampling

Broadly there are two major procedures to represent a sample “probability and non-probability sampling. Probability and non-probability sampling are the two methods that are used for social researches. Probability sampling is a sampling technique in which every member of the population has a known, non-zero probability of selection (White, 2000: 256). Within probability sampling, stratified sampling was used for the current study. Stratified sampling is a probability sampling technique wherein the researcher divides the entire population into different subgroups or strata, then randomly selects the final subjects proportionally from the different strata. Within stratified sampling, disproportionate stratified random sampling was used. With disproportionate sampling, the different strata have different sampling fractions. In selecting the respondents, it was ensured that the sample had a good mix of people from different cultural, educational and professional background. This helped reduce bias in the sample selection”. Whereas non-probability sampling is a sampling technique in which units of the sample are selected on the basis of a personal judgment or convenience; the probability of any particular member chosen is also unknown (Martyn, 1999).

3.11 Research Instrument

Surveys can be conducted by “personal interviewing, postal or mail surveys, telephone inquiries, panel research, group interview techniques, etc. For this research, self-developed structured questionnaires were floated to the chosen sample”.

Questionnaires were chosen “as the method of data collection because of its versatility in recording not only factual data but also finding deeper attitudes and opinions. Further, the structured and non-disguised nature of the questionnaire also ensured that problems of non-cooperation did not arise”.

The assortments of questions were used to make the questionnaire effective as well as interesting for the respondents to answer. The questionnaire included a set of 31 questions. The questions were measured on a four-point scale. The statements response continuum ranged from 1 to 4, where 1= agree; 2= sometimes; 3= neutral and 4= disagree.
The demographical data of the respondents was gathered through five questions in Section A of the questionnaire, namely the gender, age, occupation, profession and the age-group of their child. The population consisted of the parents of children in the age-group of 6-12 years from Jaipur, Alwar and Ajmer region.

The four-page questionnaire (see Appendix 1), which was designed to be distributed, took respondents around ten minutes to complete. In the covering letter accompanying the questionnaire, the purpose of the research was explained to the respondents. In order to encourage the highest response rate possible, both the number and the complexity of the questions were strictly limited.

While designing the questionnaire “careful attention was paid to the drafting, layout, terminology and sequencing of questions. Before going for the actual survey a 'pilot test' was conducted on a group of fifty respondents to pre-test the questionnaire. Suggestions and comments thereof were noted and appropriate changes were included in the final draft of the questionnaire”.

3.11.1 Reliability and Validation

When conducting research one has to be able to determine the quality of the work. According to Denscombe (2003) “the criteria for testing the quality of the work includes the neutrality level of instruments of research and the extent of which the numerous researchers manage to draw the similar conclusions. A test is valid when it measures what it is supposed to. How valid a test is depends on its purpose. If a test is reliable, it yields consistent results. Reliability is a prerequisite for measurement validity”.

“Content validity is concerned with sample-population representativeness. To increase content validity the sample population represents an age group of which the level of understanding supports this”.

To assess the consistency of the research instrument (questionnaire), reliability testing was done through Pilot testing and Cronbach’s Alpha test. To ensure the external as well as internal consistency of various questions and constructs, pilot testing was done on a sample of 50 parents having children falling into the age-group 6-12 years. Also for “testing the internal reliability of the constructs, Cronbach’s Alpha test was applied. It is recommended that the Cronbach’s alpha coefficient scores are above the 0.7 cut-off value (Nunnally &
As the composite reliabilities in all the cases exceed the respective threshold values (Bagozzi and Yi, 1988), which provide the evidence of convergent validity” (Anderson and Gerbing, 1988).

3.12 Data Analysis and Interpretation

“Various tables, charts, figures, graphs and other statistical tools were made use of to systematically analyze and interpret the information gathered. Firstly the raw data was captured in a Microsoft Excel database to ensure accuracy. The spreadsheet was then imported into a advance statistical software package” (SPSS 20.0). Factor analysis was used to find out important relationship dimensions of parents overview with regards to TV advertisement targeting kids and how they influence their buying behavior. Results of the factor analysis were put through the Cronbach’s Alpha reliability test.

Apart from this “mean, frequency, z-test and percentage for demographic and other characteristics were used. The research findings will be tabulated and illustrated with the help of pie charts and other graphical representation tools. For a smooth and accurate analysis of the data, advanced statistical analysis software SPSS, version 20 is used”.

151