CHAPTER III
RESEARCH METHODOLOGY

The thrust of this research is to evaluate the effectiveness of Emotional appeals used in TV Commercials in FMCG sector on Consumer Buying Behaviour in Delhi NCR. Through this study, an effort has been made to find out the various emotional appeals used in the food & beverages, household items & personal care product and their impact on purchase decision of Consumers. Therefore, present research is carried out with intention to understand the effect of appeals use in TV Ads on Brand Image, Brand Preferences and Brand loyalty of customers towards the advertised product.

A descriptive research was used for this purpose to gain insight into different dimensions of consumer responses towards appeal used in TV Ads and their significant impact on the purchase decision of consumers. Further, the study also tries to explore the various appeals which are being used in different product categories like Soaps, Detergents, Soft drinks, Chocolates etc. This research work focuses on perceptions of viewers of Delhi NCR (Delhi, Ghaziabad & Gurugram) about positive and negative emotional appeals that are being used by the fast moving consumer goods companies and how these are helping in converting the viewers into the consumers of the product.

Against this backdrop research methodology has been framed for study aimed at attaining the research objectives based on insights developed through literature search. Then brief description of sampling procedure and data collection is given. It discussed how data was collected and the instrument used for collecting the data which is followed by analysis of Reliability and Validity of the research instrument.

Resultantly, methodology plays a leading role in carrying out the study systematically and objectively which make the research more scientific in nature. Hence it can be said that Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It gives various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.
3.1 Objectives of the Study:

1) To know the different types of emotional appeals used in TV Commercials in different categories of FMCGs.
2) To identify the most popular emotional appeals used in different categories of FMCG products.
3) To assess the effect of emotional appeals used in TV Commercials on consumer buying preferences with respect to their demographic characteristics i.e. age, gender and education level.
4) To study the influence of emotional appeals used in TV Commercials on consumers’ Brand Preferences with reference to FMCG Sector.
5) To analyse the effect of emotional appeals on the Brand Image of the Product.
6) To determine the effect of emotional appeals used in TV Commercials on the Brand Switching.

In order to resolve the above stated research problems evidences gathered through empirical research is considered to be the most powerful support in formulation of hypotheses which consists assumptions are about population, were tested. Thus, a hypothesis may be defined as a proposition which states what we are looking for and which can be put to a test to determine its validity (Kothari 2004). Hypothesis testing, however is a well defined procedure which help us to decide objectively whether to accept or reject the hypothesis based on the information available from the sample (Bajpai 2011). The sample statistic is computed through sampling and it is used to make an inference about the unknown population parameter by taking assumption that sample statistic is a good estimate of population parameter.

The null hypothesis, generally referred to as $H_0$ is the hypothesis which is tested for possible rejection under the assumption that it is true. If our sample results do not support this null hypothesis, we should conclude that something else is true which may be the logical opposite of the null hypothesis. Thus when null hypothesis is found to be false and ultimately rejected, the alternative hypothesis ($H_1$) must be true.
3.2 **Hypothesis of the Study:**

The following hypothesis were formulated which have been tested by using appropriate testing methods for their acceptance or rejections on the basis of the data collected and inferences made.

**H₀₁:** There is no significant difference in frequency of viewing TV advertisement with respect to age of the respondents.

**H₀₂:** There is no significant difference in frequency of viewing TV advertisement with respect to gender of the respondents.

**H₀₃:** There is no significant difference in the effect of television commercials on consumer buying preferences with respect to their age of the respondents.

**H₀₄:** There is no significant difference in the effect of emotional television commercials on consumer buying preferences with respect to their gender of the respondents.

**H₀₅:** There is no significant difference in the effect of emotional television commercials on consumer buying preferences with respect to their education level of the respondents.

**H₀₆:** There is no significant difference in the brand registration of emotional TV Commercials with respect to their age of respondents.

**H₀₇:** There is no significant difference in the brand registration of emotional television commercials with respect to their gender of the respondents.

**H₀₈:** There is no significant difference in the effect of emotional appeals used in television commercials of FMCG products towards consumers’ brand preferences.

**H₀₉:** There is no significant difference in the effect of emotional appeals used in television commercials towards brand preferences w.r.t age of respondents.

**H₀₉.₁:** There is no significant difference in the effect of humour appeal used in television commercials towards brand preferences w.r.t age of the respondents.
H9.2: There is no significant effect of love and affection appeal used in television commercials towards brand preferences w.r.t age of the respondents.

H9.3: There is no significant difference in the effect of happiness & joy appeal used in television commercials towards brand preferences w.r.t age of the respondents.

H9.4: There is no significant effect difference in the effect of fear/negative appeal used in television commercials towards brand preferences w.r.t age of the respondents.

H9.5: There is no significant difference in the effect of pride/achievement appeal used in television commercials towards consumers’ brand preferences w.r.t age.

H9.6: There is no significant difference in the effect of bravery/challenge appeal used in television commercials towards brand preferences w.r.t age of the respondents.

H9.7: There is no significant difference in the effect of amazement appeal used in television commercials towards brand preferences w.r.t age of the respondents.

H10: There is no significant difference in the effect of emotional appeals used in television commercials towards brand preferences w.r.t gender of respondents.

H11: There is no significant difference in the effect of emotional appeals used in television commercials towards brand preferences w.r.t education level of the respondents.

H12: There is no significant difference in the effect of emotional appeals used in television commercials of FMCG products towards brand image of the product.

H13: There is no significant effect of emotional appeals used in television commercials of FMCG products towards brand image of the product w.r.t. age of the respondents.

H13.1: There is no significant difference in the effect of humour appeal used in television commercials of FMCG products towards brand image of the product w.r.t age of the respondents.
H_{13.2}: There is no significant difference in the effect of love & affection appeal in television commercials of FMCG products towards brand image of the product w.r.t age of the respondents.

H_{13.3}: There is no significant difference in the effect of happiness & joy appeal in television commercials of FMCG products towards brand image of the product w.r.t age of the respondents.

H_{13.4}: There is no significant difference in the effect of fear & negative appeal in television commercials of FMCG products towards brand image of the product w.r.t age of the respondents.

H_{13.5}: There is no significant difference in the effect of pride/achievement appeal in television commercials of FMCG products towards brand image of the product w.r.t age of the respondents.

H_{13.6}: There is no significant difference in the effect of bravery/challenge appeal in television commercials of FMCG products towards brand image of the product w.r.t age of the respondents.

H_{13.7}: There is no significant difference in the effect of amazement appeal in television commercials of FMCG products towards brand image of the product w.r.t age of the respondents.

H_{14}: There is no significant difference in the effect of emotional appeals used in television commercials towards brand image of the product w.r.t gender of the respondents.

H_{15}: There is no significant difference in the effect of emotional appeals used in television commercials towards brand image of the product w.r.t education level.

H_{16}: There is no significant difference in the effect of emotional appeals used in television commercials of FMCG products towards brand switching.

H_{17}: There is no significant difference in the effect of emotional appeals used in television commercials of FMCG products towards brand switching w.r.t age of the respondents.
H$_{18}$: There is no significant difference in the effect of emotional appeals used in television commercials of FMCG products towards brand switching w.r.t gender of the respondents.

H$_{19}$: There is no significant difference in the effect of emotional appeals used in television commercials towards brand switching w.r.t education level of the respondents.

3.3 Research Design:

Descriptive research design method has been selected for this research. Since the research is related to the description of changes in the consumer buying behaviour due to emotional appeals that are used in the TV commercials of FMCG Sector. Hence descriptive method was the most suitable design for the study. This type of research was carried out with the specific objectives that have been framed after the analysis of available literature in the relevant field.

This descriptive research design follows Cross–Sectional approach that involves the collection of information from a sample of population at only one point of time.

3.4 Sampling Design:

A sample design is a definite plan for obtaining sample from a given population. It contains the technique that is adopted in selecting items (respondents) from the sample. The sample design includes type of universe, sampling unit, and sample size, parameter of interest and sampling procedure which was adopted in the study.

In the present study the description of the sample design is as follows.

3.4.1 Type of Universe: For the present study the universe was finite. I have taken 3 areas of Delhi NCR (West Delhi, Ghaziabad and Gurugram) as my sampling frame to gather the relevant information and collect primary data for the study.

3.4.2 Sampling Unit:

Individuals who were above 18 years and like to watch TV advertisements broadcasted in various TV Channels have been taken as respondents.
I have also observed 130 TV advertisements to know which emotional appeals are mostly used in TV advertisements of FMCG Sector. The results were interpreted through tabulation and percentage method. I have selected 23 product categories of FMCG for my research study. Further, I have observed and analysed the past three years (2014-2016) advertisements and appeals used in those advertisements. The details are mentioned in the table 1.3.

3.4.3 Sample Size:

This refers to the number of items to be selected from the universe to constitute a sample. The size of sample should be optimum, which fulfils the requirements of efficiency, representativeness, reliability and flexibility. While deciding the size of sample, researcher must determine the desired precision as also an acceptable confidence level for the estimate (Kothari 2009).

I have taken 300 respondents for collecting the data for my research work. The respondents were equally divided among the three areas of Delhi NCR.

3.4.4 Sampling Method:

Two stage sampling was used to select the items (respondents) for the sample from the population. It was difficult to do the survey in Delhi NCR as the field of study was widely scattered, because of this reason Two Stage Sampling was found appropriate to carry out results.

- First Stage Sampling:

In the first stage of sampling, As there are different regions in Delhi NCR that are South Delhi, North Delhi, East Delhi, West Delhi, Gurugram, Ghaziabad, Faridabad, Palwal, Jhajjar, Sonipat, etc. But I have selected only 3 regions from Delhi NCR for my research study on the basis of personal acquaintances and Convenient Sampling method. The regions were West Delhi, Ghaziabad and Gurugram. The details of the sample of the sample are given below:
Table 3.1: Area wise Distribution of Sample

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of the Region under Delhi NCR</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>West Delhi</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Ghaziabad</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Gurugram</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>300</td>
</tr>
</tbody>
</table>

- **Second Stage Sampling:**

In the second stage, 100 individual respondents were taken as sample from each selected region of Delhi NCR on the basis of Stratified Sampling. The samples were stratified on the basis Age of the respondents. In order to cover 100 sample respondents a definite number of sample units were taken from each stratum on the basis of Stratified Sampling. The details of the samples are as below:

Table 3.2: Age wise Distribution of Sample

<table>
<thead>
<tr>
<th>S.No</th>
<th>Age Group</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18-24 Years</td>
<td>60</td>
</tr>
<tr>
<td>2</td>
<td>25-34 Years</td>
<td>60</td>
</tr>
<tr>
<td>3</td>
<td>35-44 Years</td>
<td>60</td>
</tr>
<tr>
<td>4</td>
<td>45-60 Years</td>
<td>60</td>
</tr>
<tr>
<td>5</td>
<td>Above 60 Years</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>300</td>
</tr>
</tbody>
</table>

I have taken 20 respondents each in all the age groups from my area of study i.e West Delhi, Ghaziabad and Gurugram.

**3.5 Sources of Data Collection:**

Data collection stands for the gathering all relevant information from the respondents as per objectives of the research. Since the study is analytical and empirical in nature, it is based both on primary and secondary data. The description of the two types of data is as follows –
3.5.1 Collection of Primary Data:

Primary data have been collected with the help of Structured Questionnaire and Observation Method.

Questionnaire method was administered to 300 viewers of TV commercials and respondents were above 18 years of age. First six questions were consisting of Likert 5 point scale (from Always to Never) and ranking questions were also there. Seventh question consist of 42 self developed scales on five point scale (Strongly disagree to Strongly agree) for measuring the effect of emotional TV advertisements on brand preferences, brand image and brand switching of the advertised product. The last part focuses on recording the demographic profile of the respondents. A copy of questionnaire is attached in Appendix-I.

Observation Method was used to find out the results for first two objectives of the study i.e. to study the different types of emotional appeals and most popular emotional appeals used in different categories of FMCG Sector used in TV Commercials. A total of 130 TV Commercials of past three years (2014-2016) were observed in 23 most prominent categories of FMCG sector, Those TV advertisements were broadcasted on national level Satellite Channels that are Zee TV, Sony TV, Star Plus and Colors TV during Prime Time i.e. 7pm to 10pm.

3.5.2 Collection of Secondary Data:

Relevant secondary data have been used for the purpose of the extensive study and for point of references as per the requirement. Secondary data have been collected from various sources like Books, Newspapers, Magazines, Journals and relevant Websites.

Data has also been obtained from published reports on growth in Advertising sector and FMCG Sectors by government and private agencies. Many doctoral thesis of various research scholars from different universities have also been reviewed and taken as source of secondary data.
3.5.3 Pre-Testing (Pilot Survey) of the Instrument/Questionnaire:

Before actually collecting the data from area of study, a pilot survey was done to ensure the validity and reliability of the instrument. The basic purpose of the pilot study was to check for its understandability among respondents. For pilot study, the respondents were taken from Delhi city. Pilot study was done on a sample size of 40 respondents.

3.5.4 Reliability Analysis of the Research Instrument:

In this research consumer responses have been collected through self constructed questionnaire therefore, it is imperative to test the reliability of the tool used for the data collection. So, reliability analysis of the scale was done.

The reliability of an instrument can be defined as “the measuring instruments ability to provide consistent results in repeated uses” (Zickmund, 1994). One method for determining reliability by measuring internal consistency can be done through the calculation of the Cronbach’s alpha statistic, which describes the correlation of the performance of each item on the instrument with its overall performance of the assessment (Salkind, 2003). Values of Cronbach’s alpha exceeding .70 are generally thought of as a rule of thumb for instrument reliability (Nunnally & Bernstein, 1994).

3.5.5 Final Instrument/Questionnaire

After applying reliability analysis the instrument was finalized for the final data collection. A brief description of all the scales used in the questionnaire is as follows:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Construct/ Scale</th>
<th>Number of Items</th>
<th>Cronbach’s Alpha Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brand Preference</td>
<td>15</td>
<td>.840</td>
</tr>
<tr>
<td>2</td>
<td>Brand Image</td>
<td>14</td>
<td>.879</td>
</tr>
<tr>
<td>3</td>
<td>Brand Switching</td>
<td>13</td>
<td>.812</td>
</tr>
</tbody>
</table>
3.6. **Tools for Data Analysis and Hypothesis Testing:**

The data after collection are processed and analyzed. The processing implies editing, coding, classification and tabulation of collected data. The need for proper presentation arises because of the fact that the statistical data in their raw form almost defy comprehension. In this study responses have been sorted out and were coded in the SPSS 21.0 version and MS Excel 2010 data sheet.

Data analyses have been done by using simple percentage method for each parameter of different independent and dependent variables of the study. Weighted Average method was used to analyse the ranking based questions. Further, independent sample t-test, one way ANOVA has been used to test the formulated hypotheses at 5% level of significance. I have also used Multiple Linear Regression Model to test the effect of emotional appeals used in TV Commercials of FMCG sector on brand preferences, brand image and brand switching behaviour of respondents.

3.6.1 **Statistical Tools**

Coding of variables in a quantitative research is very critical for better interpretation of results. All the data were coded and entered in to the excel file. The questions and responses were coded and entered in the Microsoft Excel Sheet. The responses given as Strongly Disagree, Disagree, Neutral, Agree & Strongly Agree were coded as 1, 2, 3, 4, & 5. Required analysis was done with the aid of Statistical Package for Social Science (SPSS) Version 21.

3.7. **Mode of Data Representation:**

In this study Tabulation & Cross Tabulation of data using percentage method and frequency of respondents were used to classify the data of various dimensions.

**Bar Charts** have been used to represent data of various parameters under study for visual comparison between emotional appeals and respondents’ answers. **Pie Charts** have been used to represent the demographic profile of the respondents.
3.8. Limitations:

1. The study was confined only to 3 regions of Delhi NCR due to financial and time constraint so large scale generalised projections cannot be made on this basis.

2. Fast Moving Consumers Goods (FMCGs) sector is very large that it was a herculean task to cover all the products categories of FMCG sectors. I have taken only 23 product categories under Food & Beverages, Personal care and Household items. But there are many product items whose advertisements are not taken into consideration for my study.

3. It was difficult to collect the data from the respondents who were above 60 years. Firstly it was difficult to get respondents who were of above 60 years and at the same time they were also the viewers of TV Ads. Secondly, they were reluctant in filling the questionnaire as they were finding it to be tedious job.

4. Since the respondent's feedback was the main source of primary data, their misinterpretation and concealing of facts might be there.

5. There was a large time lag between the handing over of the questionnaire to the respondents and the receiving of the same.

3.9. Description of Questionnaire:

Questionnaire used in this research was designed to obtain responses from potential respondents. Further, Questions reflect the research objectives which were considered for investigation. The analysis of the questions and variables are presented below:

Question 1 of the questionnaire was framed to know whether respondent were watching TV advertisement or not. It was measured on a five point scale ranges from 5 Always to Never.
Question 2 tried to find out whether there is any change in the buying preferences of respondents because of the emotional TV ads or not. This was also measured through 5 point Likert scale ranging from Always to Never.

Question 3 helps in finding out which are the Top 5 emotional appeals which viewers like to watch in the advertisement of FMCG product. It was a ranking based question in which seven emotional appeals are considered namely Humour, Love & affection, Happiness & Joy, Fear & Negative appeal, Pride & Achievement, Bravery/ Challenge and Amazement. Out of these appeals the respondents have marked their top five emotional appeals which they like to see in the TV commercials of FMCG product category. In this they have given 1st rank to their top most emotional appeal and 5th rank was given to the least liked emotional appeal.

Question 4 was designed to know whether the content (emotions used in TV Commercials) of the TV advertisements are helping the viewer in remembering the brand of the product during the purchase of the product or not. Here also responses were measured on 5 point scale ranging from Always to Never.

Question 5 consisted of 5 point Likert Scale question, which helped in knowing that whether emotion based stories of TV Ads influenced the respondents to change their brand in Food & beverages, Household products and Personal healthcare/ Hygiene products. Here also responses were measured on 5 point scale ranging from Always to Never.

Question 6 consist of 42 self constructed statements, which were developed to measure the effect of Emotional appeals used in TV Commercials on consumers’ buying behavior which were focusing on three important variable that are Brand Preferences, Brand Image and Brand switching. I have taken atleast 5 statements from each emotional appeal which I have selected for my study. The answers of these 42 statements were recorded in the form of ‘Strongly Disagree’ to “Strongly Agree” (1 to 5 Scale). The Summated Score obtained in each category were used for testing the hypotheses. These 42 statements helped in the study of following dimensions:

1. Effect of Emotional Appeals used in TV Commercials on Brand Preference.
2. Effect of Emotional Appeals used in TV Commercials on Brand Image of the Product.
3. Effect of Emotional Appeals used in TV Commercials on Brand Switching.

3.10. Brief Review of Delhi NCR

Delhi is one of the most popular cities in the country since ages and many kings and leaders have ruled the country from Delhi. Delhi has evolved as a metropolitan country and has shown great signs of development. The presence of places of national importance and the presence of the governing body in the capital helps the overall development of Delhi as a city. The city currently is dealing with issues like pollution and population density that have gone up considerably in recent times.

As per details from Census 2011, Delhi has population of 1.68 Crores, an increase from figure of 1.39 Crore in 2001 census. Total population of Delhi as per 2011 census is 16,787,941 of which male and female are 8,987,326 and 7,800,615 respectively. Total area of Delhi is 1,483 sq. km. Density of Delhi is 11,320 per sq km which is higher than national average 382 per sq km.. Sex Ratio in Delhi is 868 i.e. for each 1000 male, which is below national average of 940 as per census 2011. The literacy level in Delhi NCR is 86.21%. The National Capital Region (NCR) and its planning board were created under the National Capital Region Planning Board Act of 1985, This Act defined the region of NCR are: Gurugram, Faridabad, Palwal, Jhajjar, Sonipat, Rewari, Panipat tehsils then in Mahendragarh and the Uttar Pradesh districts of Bulandshahr, Meerut and Ghaziabad (including Hapur Tehsil), and some of the Rajasthan district of Alwar. The 1985 boundary of the NCR covered an area of 34,144 km.

In July 2013, NCR was expanded to include three more districts, Bhiwani, and Mahendragarh in the state of Haryana, as well as Bharatpur in the state of Rajasthan. On 9 June 2015 the Government of India approved the inclusion of three more districts in NCR - Jind and Karnal in the state of Haryana and Muzaffarnagar in U.P. There are now a total of 22 districts (outside Delhi NCT) within NCR, covering a total area of 50,566 km.
1. West Delhi:

West Delhi is bound by the districts of North West Delhi to the north, North Delhi and Central Delhi to the east, South West Delhi to the south, and Jhajjar District of Haryana state to the west.

West Delhi has an area of 129 km, with a population density of nearly 14,000 persons per km. The population of 1,743,980 consists of 949,750 males and 794,230 females. Children between 0–6 years are 203,528 consisting of 109,526 boys and 94,002 girls. The literacy rate is above 70% at a total of 1,301,252 of which 739,572 are males and 561,680 females.

Administratively, the district is divided into three subdivisions, Patel Nagar, Rajouri Garden, and Punjabi Bagh. Major residential and commercial areas of Delhi like Janakpuri and Tilak Nagar are located in West Delhi.

2 Ghaziabad:

Ghaziabad is a city in the Indian state of Uttar Pradesh. It is sometimes referred to as the "Gateway of UP" because it is close to New Delhi, on the main route into Uttar Pradesh. It is a part of the National Capital Region of Delhi. It is a large and planned industrial city, with a population of 2,381,452. It is well connected by roads and railways, and is the administrative headquarters of Ghaziabad District as well as being the primary commercial, industrial and educational centre of western Uttar Pradesh and a major rail junction for North India.

As per provisional reports of Census India, population of Ghaziabad in 2011 is 1,648,643; of which male and female are 874,607 and 774,036 respectively. Although Ghaziabad city has population of 1,648,643; its urban / metropolitan population is 2,375,820 of which 1,263,392 are males and 1,112,428 are females. The sex ratio of Ghaziabad city is 885 per 1000 males. Child sex ratio of girls is 835 per 1000 boys. The total number of Slums in Ghaziabad city numbers 63,742 in which population of 333,962 resides. This is around 20.26% of total population of Ghaziabad city. The Average literacy rate of Ghaziabad city is 84.78 percent of which male and female literacy was 89.54 and 79.45 percent.
3. Gurugram:

Gurugram city is governed by Municipal Corporation which comes under Gurugram Metropolitan Region. The Gurugram city is located in Haryana state of India but now is part of Delhi NCR. As per provisional reports of Census India, population of Gurugram in 2011 is 876,969; of which male and female are 475,032 and 401,937 respectively. Although Gurugram city has population of 876,969; its urban/metropolitan population is 902,112 of which 488,251 are males and 413,861 are females. The Total number of Slums in Gurgaon city & it’s Out Growth numbers 30,888 in which population of 144,805 resides. This is around 16.33% of total population of Gurugram city & its outgrowth which is 886,519. The average literacy rate of Gurugram city is 87.52 percent of which male and female literacy was 90.93 and 83.50 percent.

3.11. Demographic Profile of Respondents

3.11.1 Age Wise Distribution of Respondents

The profile of respondents collected as sample for the study from three region of Delhi NCR on the basis of stratified sampling with respect to age. The respondents were equally distributed in five age groups and then 60 respondents were surveyed from each group. The sample respondents were classified on the basis their age and their description is shown in the below Table 3.4

Table 3.4: Age wise Distribution of Sample

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Location</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>West Delhi</td>
<td>Ghaziabad</td>
</tr>
<tr>
<td>18-24 Yrs</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>25-34 Yrs</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>35-44 Yrs</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>45-60 Yrs</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Above 60</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
3.11.2. Gender Wise Distribution of Respondents

The Literature review has proved that both males and females respond differently towards the TV advertisements. To support and prove the same opinion I have selected both male and female respondents in my study.

Table 3.5 gives an account of the gender wise classification of the sample. Accordingly, there are 153 (51%) male respondents and 147 (49%) female respondents in the sample.

Table 3.5 : Gender wise Distribution of Sample

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>153</td>
<td>51.0</td>
<td>51.0</td>
<td>51.0</td>
</tr>
<tr>
<td>Female</td>
<td>147</td>
<td>49.0</td>
<td>49.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
3.11.3 Education Wise Distribution of Respondents

Education Level in the society plays an important role in understanding the concept of TV commercials. The effectiveness of the emotional appeals that are used in TV commercials of FMCG Sector can be evaluated more appropriately if we consider education level. Hence, keeping this in mind, it is appropriate to classify the sample respondents according to their level of education.

It can be observed from the table above that in terms of education the majority of the respondents (39%) claimed to have had post graduate qualification. However, Graduation (36%) was the next higher qualification found among the respondents as compared to others. Table 3.6 and Graph 3.3 represent the distribution of education level of respondents:

Table 3.6: Education Wise Distribution of the Sample

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 12</td>
<td>44</td>
<td>14.7</td>
<td>14.7</td>
<td>14.7</td>
</tr>
<tr>
<td>Graduate</td>
<td>108</td>
<td>36.0</td>
<td>36.0</td>
<td>50.7</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>117</td>
<td>39.0</td>
<td>39.0</td>
<td>89.7</td>
</tr>
<tr>
<td>Higher than PG</td>
<td>31</td>
<td>10.3</td>
<td>10.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
Graph 3.3: Education Level Wise Classification of Respondents