CHAPTER - III

RESEARCH DESIGN & METHODOLOGY

Research Methodology is a way to deal with find the delayed consequence of a given issue on a specific issue or issue that is in like manner suggested as research issue. In Methodology, researcher uses particular criteria for settling/glancing through the given research issue. Assorted sources use particular kind of methodologies for dealing with the issue. If we consider "Framework", it is the strategy for looking for or dealing with the examination issue. This part contains sensible model, investigate hypotheses, investigate technique, theory used in the investigation. Connected model was furthermore used to endeavor for examination of study.

In this it is likely to cover the methodology of research, area specification, its ecology, and sample design, and also reasons for selection of area and sample respondents and the research technique. Literature survey includes a brief review of the work already done in the field of branding management. It would help in carrying on the research especially in the case studies to be undertaken. The data collected and classified would be analyzed in term of principles of branding and requirement of future improvement in the branding operations of small-scale food industries in the area under study.

Research Gap

Children are the target markets of most of the industries through advertising companies. Industries try to fascinate the children by all ways to purchase. Various celebrities and role models like actors, sports personalities, and renowned persons are being used by the industry people to attract the children. Industries are doing this with the help of attractive advertisements taking into consideration the mental and psychological level of the children. Industry people realized that if children convinced, then children may able to convince to their parent or the elders & the organizations will be able to increase their sales. The study will be undertaken to study the effect of advertisement on children buying behaviour. Efforts will be made to know whether an advertisement convince the children to either buy the product themselves or persuade their elders to buy the product. It has been observed that they
are well informed about vast categories of products and influence the elders for their purchase decisions. A study of these factors was very crucial for determining growth and direction of advertising in particular and decisions regarding promotion mix in general.

The study was conducted in the Jaipur City and surrounding villages Rajasthan.

**Research Objectives**

The study shall have the following objectives:

1. To study the influence of children in the family to buy a particular product.
2. To study the relationship between children’s influence patterns and various demographic, socio-economic, personality and attitudinal variables.
3. To observe whether the children analyze a particular advertisement to be ethical or unethical.
4. To observe the effect of celebrities on children buying behaviour.
5. To study the Parents’ perceptions of the role of children in various decision areas.

**Hypotheses**

To test the validity and applicability of given objectives and to gain an insight into the sample of children and parents involved in the study, following hypothesis have been developed. A set of hypotheses has been generated to evaluate the effect of advertisement on children buying behavior.

These hypotheses are tried by use of fitting measurable devices to determine significant and applicable proposals.

**H1:** Age plays a positive impact of children to understand Television advertisements.

**H2:** Gender of child influence their advertisement liking.

**H3:** There is strong correlation between parent child interactions while watching television.

**H4:** There is strong association between watching Television and watching advertisements.

**H5:** There is significant difference between children residing in urban and rural areas.
H6: There is significant relations among the variables like advertisement – family – brand - organization - friends.

H7: There is significant relation between children residing in urban and rural areas in considering Advertisement as a dependent variable for choosing a particular product or brand.

H8: There is significant relation between children residing in urban and rural areas in considering Brand as a dependent variable for choosing a particular product or brand.

H9: There is significant relation between children residing in urban and rural areas in considering organization as a dependent variable for choosing a particular product or brand.

H10: There is significant relation between children residing in urban and rural areas in considering family and friend as a dependent variable for choosing a particular product or brand.

H11: Children are strongly affected by demographic, social, economic and attitudinal variables.

H12: There is significant association between children residing in urban and rural areas in context to considering advertisements as ethical.

H13: There is significant association between children residing in urban and rural areas in context to considering advertisements as unethical.

H14: There is significant association between children residing in urban and rural areas in context to considering that organizations hide the facts about the product.

H15: There is significant association between children residing in urban and rural areas in context to liking celebrities in advertisements.

H16: There is significant association between children residing in urban and rural areas in context to that celebrity’s effect the purchase decision.

H17: Parents plays a significant role in interaction with children in various buying decision areas.
Selection of Sample

This study mainly targeted children between 11-18 years of age & their parents. The respondents were taken randomly from Jaipur City and surrounding villages.

Sample Size

<table>
<thead>
<tr>
<th>Sample Size (Proposed)</th>
<th>Sample Size (Actual)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>1000 children</td>
</tr>
<tr>
<td>Parent’s</td>
<td>300 parents</td>
</tr>
<tr>
<td>Total Sample</td>
<td>1100 (Children &amp; Parents)</td>
</tr>
<tr>
<td></td>
<td>1000 (Children &amp; Parents)</td>
</tr>
</tbody>
</table>

Separate Structured Questionnaires were given to all 1000 children and 300 parents.

Despite various reminders and continuous follow up, the researcher able to gathers the data from only 800 children and 200 parents.

Sampling type: Stratified random sampling.

Data collection

The data to be collected from Primary sources as well as Secondary sources

Primary sources:

Primary Data will be collected through separate structured questionnaires from respondents comprising of children and parents in the Jaipur city and surround villages of Jaipur.

Secondary sources:

Comprehensive review of existing literature was undertaken to know and understand the existing gaps in the literature. Information from the various Journals (Online, Open-access, subscribed) Books, Magazines, Internet and Newspapers were scanned to know the children buying behaviour scenario and the research undertaken in the field so far.
Data Collection Tools

Separate structured questionnaire will be prepared for the children and parents’ for studying the effect of advertisement on children buying behaviour. Efforts were made to give equal weight age in each rural and urban children, gender and family occupation i.e. business, service or farming. Personal contacts were used to reach the respondents.

Analysis of Data

IBM 24.0 SPSS has been used to explore the data using various statistical tools such as test of association (Chi square- test of Independence). Various tools employed to test the drafted hypothesis for analysis were: Factor Analysis, Chi-square testing, Principle Component Matrix, t-testing, Multiple Regression Model, Multiple Comparison, Co-relation and Regression Analysis.

Composition of the Sample Base on Age of Children

<table>
<thead>
<tr>
<th>Age of Children</th>
<th>N = 800</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 - 13 years</td>
<td>271</td>
<td>33.04</td>
</tr>
<tr>
<td>13-14 years</td>
<td>264</td>
<td>33.42</td>
</tr>
<tr>
<td>14 – 15 years</td>
<td>265</td>
<td>33.54</td>
</tr>
</tbody>
</table>

Table No. 1: Composition of the Sample Base on Age of Children

Graph No. 1: Composition of the Sample Base on Age of Children
Research Design & Methodology

In this survey 800 children covered for the study, 62% male children and 38% female children were studied.

Composition of the Sample Base of Children and Parent at Urban and rural area

<table>
<thead>
<tr>
<th>Area</th>
<th>N = 800+200=1000</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>560</td>
<td>70</td>
</tr>
<tr>
<td>Urban</td>
<td>240</td>
<td>30</td>
</tr>
</tbody>
</table>

Table No. 3 : Composition of the Sample Base of Children and Parent at Urban and rural area
Demographic profile of parents indicated that 60% respondents were male and 40% respondents were female.

Age group of the parents between 36-45 years highlighted
Composition of the Sample Base on Qualification of Parent

N = 200

<table>
<thead>
<tr>
<th>Qualification</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctorate</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>104</td>
<td>52</td>
</tr>
<tr>
<td>Graduate</td>
<td>80</td>
<td>40</td>
</tr>
<tr>
<td>Intermediate</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Table No.5: Composition of the Sample Base on Qualification of Parent

Graph No.5.: Composition of the Sample Base on Qualification of Parent

Qualification, it was seen that 52% respondents were postgraduates i.e. they were well qualified in their respective specializations; 40% were graduates; 7% were doctorates; 13% were intermediates while only 1% were matriculates.
Composition of the Sample Base on Occupation of Parent

<table>
<thead>
<tr>
<th>Occupation of Parent</th>
<th>N = 200</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td>Service</td>
<td>130</td>
<td>65</td>
</tr>
</tbody>
</table>

Table No.6: Composition of the Sample Base on Occupation of Parent

Graph No.6: Composition of the Sample Base on Occupation of Parent

Occupation, it was seen that 35% of the parents were running their own business; while 65% of the parents belonged to service class.

Composition of the Sample Base on Monthly Income of Parent

<table>
<thead>
<tr>
<th>Monthly Income of Parent</th>
<th>N = 200</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>above Rs.50,000</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>25,000 - 50,000</td>
<td>76</td>
<td>38</td>
</tr>
<tr>
<td>15,000 – 25,000</td>
<td>34</td>
<td>17</td>
</tr>
<tr>
<td>less than Rs.15,000</td>
<td>40</td>
<td>20</td>
</tr>
</tbody>
</table>

Table No.7: Composition of the Sample Base on Monthly Income of Parent
Graph No.7: Composition of the Sample Base on Monthly Income of Parent

Salary of the guardians was concerned, it was discovered that 25% were having month to month pay above Rs.50,000; 38% of the respondents were having pay in the scope of Rs.25,000 - 50,000 every month; 17% of the respondents were having pay go between 15,000 – 25,000 every month and 20% were having month to month pay in the scope of under Rs.15,000.

**Composition of the Sample Base on No. of Children**

<table>
<thead>
<tr>
<th>No. of Children</th>
<th>N = 200</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Children</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>2 Children</td>
<td>108</td>
<td>54</td>
</tr>
<tr>
<td>1 Child</td>
<td>76</td>
<td>38</td>
</tr>
</tbody>
</table>

Table No.8: Composition of the Sample Base on No. of Children
8% are having 3 children, 54% parents are having 2 children; 38% parents have only one child in their family.

### Composition of the Sample Base on type of family

<table>
<thead>
<tr>
<th>Type of family</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuclear Family</td>
<td>174</td>
<td>87</td>
</tr>
<tr>
<td>Join Family</td>
<td>26</td>
<td>13</td>
</tr>
</tbody>
</table>

Table No.9: Composition of the Sample Base on type of family

87% of the parents studied belong to nuclear families and only 13% belong to joint families.
Chapter wise Detail of the study

Chapter I : Introduction - Advertisement and Psychological Behavior of Children

The introduction of advertising, its origin, growth, role and functions, consumer socialisation,

Chapter II : Review of Literature

Chapter III : Research Design & Methodology

Objectives of the study, Research Techniques used and Hypothesis formulated for testing the study etc

Chapter IV : Research Analysis and Interpretation

Children Buying Behaviour & Parent Buying Behaviour

Chapter V : Summary, Conclusion, Recommendation and Suggestion

Chapter VI : Limitation and Future scope of present Study

Bibliography (Updated)

Limitations of the Study

Every research initiative has some limitations. This study also has its own share of limitations especially as it deals with very sensitive market i.e. children and parent’s perception of the role of children in various purchase decision making of house hold products, which are quite elusive and difficult to measure.

The following could be regarded as limitations of this research work:

1) The research study was conducted in Jaipur city and surrounded villages only, this sample might not represent an exemplification of the children on a state or national level.

2) Children in the age group of 8 – 14 years were only examined.
3) The region which was selected for the research study is comparatively advanced in terms of economics and advertisements compared with other districts of Rajasthan.

4) Time and research cost constraint was major aspect.

5) Knowledge level of the children was a constraint as the sample consists of children between 11-14 years of age. Some children of this age group may not have properly understood the objectives.

6) Research was carried out by taking into consideration selective products and services in which involvement of the children is there. Hence, results cannot be generalized for all the products and services.

Scope for Further Research

1) A comparative research study with more area, district, regions or state may be undertaken.

2) More products and services may be focus on the study.