CHAPTER 3

METHODOLOGY

SECTION 1

The study used the combination of quantitative and qualitative research techniques. The Survey method (Quantitative) and The Textual analysis (Qualitative)

3.1 OBJECTIVE

3.1.1 Main objective

To study the Perception and Attitude of young adults to Television commercial and its Influence and to analyse the advertising strategy employed to reach them.

3.1.2 Objectives

- To study the Perception and Attitude of young adults to Television commercials.
- To study the influence of Television commercials in recall and purchase decisions.
- To analyse the text of television commercials in terms of its presentation style and approach.
• To study and understand the use of emotional strategy in the television commercials.

• To apply Elaboration Likelihood Model and Social Identification Perspective in Understanding the content aimed at young adults.

3.2 SURVEY METHOD

The necessary data for the analysis was collected through a survey conducted among young adults. Structured questionnaires were formulated and administered among the young adult, to elicit the necessary information required for the study.

The questionnaires were framed based on the observations and analysis made from the commercials appearing on the various channels in the television and the questionnaire was pretested before the final execution. All the commercials were for products, which the young adults usually get to watch generally along with the regular programmes they see on TV and also a prospective target audience for the brands. The period of the study is June 2006 to July 2007.

The questionnaires were distributed within Chennai covering different zones in the city.

3.2.1 Sample Size

The sample size for the study is 600. All the respondents were residents of Chennai.
3.2.2 Sample Profile

The sample selected consisted of young adult between the age groups of 18 and 28 year olds. The entire sample belonged to Chennai. The sample consists of college students, working people and non-working people of both the gender. Colleges covered through the survey were Women’s Christian college, M.O.P Vaishnav College, Queen Mary’s college, Madras Medical College for the women students. Loyola College, Jain College, SRM College for the male students. The corporate houses covered were Accenture, Cappsoft, Xansa Technologies, and Hindu Business Line for the working community. Covering different zones, they all belonged to the urban upper middle class and middle class section of the society.

3.2.3 Sample Composition

The demographic profile of the sample is shown in Table 3.1.

Table 3.1 The demographic profile of the sample

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency (600)</th>
<th>Percentage (100)</th>
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<tr>
<td>Female</td>
<td>317</td>
<td>52.83</td>
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<tr>
<td>Age</td>
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<td></td>
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<td>18-20</td>
<td>188</td>
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<td>21-23</td>
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Table 3.1 (Continued)

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<td>Non-Working</td>
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<td>20,000-40,000</td>
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<td>PG</td>
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<td>Others</td>
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<tr>
<td><strong>Total</strong></td>
<td>600</td>
<td>100</td>
</tr>
</tbody>
</table>

3.2.4 Research Tool

3.2.4.1 Questionnaire

The combination of open and closed ended questions was used in the questionnaire (Appendix 4). The questions and the attitude statements used in the questionnaire were prepared in consultation with the experts in the
field. The questionnaire used in the survey elicited from young adults information pertaining to following Aspects of the commercials.

1. Awareness
   - Viewing pattern
   - Liking of commercials
   - Purpose of commercials

2. Ad appeal and content
   - Level of interest in the aspects of commercials
   - Appeals liked
   - Celebrity value and how much do they relate to them
   - Ad recall

3. Buying behaviour
   - Buying motive
   - Commercial persuasion and Purchase decision
   - Categories of Purchase

4. Attitude
   - Attitude towards Commercials on Values and Lifestyle

3.2.5 Data Interpretation and Measurement

The data from the survey were interpreted through the frequency distribution to obtain descriptive results. The chi-squared test of significance was done to interpret data on demographic variables of Gender, Age and Occupation to obtain inferential results.
The attitude statements were measured on a 5-point likert scale of agree to strongly dis-agree, and interpreted on Mean.

3.2.6 Research Package

SPSS Software was used for the data analysis. Data were interpreted through the frequency distribution, Measures of central tendencies and Chi-squared test for significance to obtain the descriptive and inferential results.

3.3 TEXTUAL ANALYSIS

Textual Analysis does not describe the structure of work; it is not a matter of recording structure, but rather of producing a mobile structuration of text, of staying in the signifying volume of the work, in its significance. The text does not only about understand the content but it is more of deconstructing the text. The first step is taking narrative text and reading it as slowly as it is necessary, stopping as often as one has to, and trying to locate and classify without rigor, not all the meanings of the text but the forms and codes according to which meanings are possible. The researcher then tries to locate the avenues of meaning. The aim is not to find just the meaning of the text but to manage to conceive, to imagine, to live the plurality of text, the opening of its significance.

3.3.1 Television Commercials as Text

The findings of this analysis were obtained by deconstructing and studying the text of television commercials based on various aspects of the commercial. The study is based on television commercials from 3 selected
channels – Sun TV, NDTV and Sahara one, aired during the prime time slot (8.00 pm – 10.00 pm) over a period of three months. Ads aired in a week were taken for the purpose of study as the sample. Fifteen Television commercials, five each from 3 channels were randomly selected from the ad pool and their text were deconstructed and analyzed. (Appendix 1-3).

3.3.1.1 Unit of Analysis

1. Content/concept
2. Presentational style:
   a. Format
   b. Appeal
   c. Jingle/Music
   d. Setting/Costumes
   e. Special effects/Animation
   f. Commercial representation of young adults - Social Identity Theory
3. Application of the ELM Model

3.3.2 Theoretical Perspective

The researcher has chosen two theories to apply on the text for the better understanding of the commercials targeting the young adults, Elaboration Likelihood Model (ELM) and Social Identification Perspective. These two theories are much related to examine the executional style and processing of the television commercials, which are for the young adults. Petty and Cacioppo’s (1983) Elaboration Likelihood Model (ELM) is considered the most recent and comprehensive model incorporating involvement into the information processing of advertising messages.
APPLYING THE THEORY

3.3.2.1 Elaboration Likelihood Model

Of all the communication theories available, the present investigator has chosen ELM to apply to commercials for two reasons. First, a television commercial is strictly a persuasive communication, and ELM is strictly a persuasive theory. Second, the two routes to persuasion that this theory postulates (central and peripheral) closely parallel and expand a concept with which many communicators are already familiar: attention and attraction in advertisement.

The proponents of ELM, Petty and Cacioppo, describe their theory as a comprehensive framework for organizing, categorizing, and understanding the basic processes underlying effective persuasive communications. (3) In an attempt to integrate many seemingly conflicting research findings and theoretical orientations under one conceptual umbrella, they decided to view the different findings and theories as emphasizing one of two distinct routes to persuasion. The “central” route results from a person critically considering the merits of issue-relevant information in a persuasive message. To the contrary, the “peripheral” route results from a person paying attention to a simple cue (e.g., an attractive source delivering a message) that influences their attitude without the person ever scrutinizing the merits of the issue-relevant information.

According to the ELM, there are two different persuasion routes that consumers follow when they come across persuasive communication: 1) the central route and 2) the peripheral routes. When consumers have high involvement (personal or situational) or high MAO (Motivation, Ability, and Opportunity) to process communication, consumers are willing or able to exert a lot of cognitive processing effort, called high elaboration likelihood. In
this situation, central cues such as existing beliefs, argument quality, and initial attitude are important in determining persuasion effects (i.e., enduring positive attitude change or boomerang effects). In contrast to high MAO situations (high involvement), when MAO is low, consumers are either not willing or unable to exert a lot of processing effort. In this low elaboration situation, peripheral persuasion cues such as attractive sources, music, humor and or retaining the initial visuals are determining factors of persuasion effects (a temporary attitude shift attitude).

3.3.2.2 Social identity perspective

Social Identity Theory was developed by Tajfel and Turner in 1979. The theory was originally developed to understand the psychological basis of intergroup discrimination. Tajfel et al (1971) attempted to identify the minimal conditions that would lead members of one group to discriminate in favour of the in group to which they belonged and against another out group. In the Social Identity Theory, a person has not one, “personal self”, but rather several selves that correspond to widening circles of group membership. Different social contexts may trigger an individual to think, feel and act on basis of his personal, family or national “level of self” (Turner et al 1987). Apart from the “level of self”, an individual has multiple “social identities”. Social identity is the individual’s self-concept derived from perceived membership of social groups (Hogg and Vaughan 2002). In other words, it is an individual-based perception of what defines the “us” associated with any internalized group membership. Social Identity Theory asserts that group membership creates ingroup/self-categorization and enhancement in ways that favor the in-group at the expense of the out-group. The examples (minimal group studies) of Turner and Tajfel (1986) showed that the mere act of individuals categorizing themselves as group members was sufficient to lead them to display ingroup favoritism. After being categorized of a group
membership, individuals seek to achieve positive self-esteem by positively differentiating their ingroup from a comparison outgroup on some valued dimension. This quest for positive distinctiveness means that people’s sense of who they are is defined in terms of ‘we’ rather than ‘I’. A person develops an identity of self through his social identity.

3.4 SCOPE

This study helps in understanding the influence of television commercials on the young adults and it provides insights to the advertising executioners as to what strategy is best employed to reach the young adult population. The study establishes how young adult today are persuaded by products and services available in the market, perceive their utility values through the emotional linkage and at the same time develop consumer socialization which will help them to become consumers or potential consumers.

3.5 LIMITATIONS

- The study was restricted to Chennai, urban population
- Interpretation of analysis is restricted to Gender, Age and Occupation, not concentrated on social class and other areas.
- The period of the study is confined to the period between June 2006 and July 2007. So any changes in the advertising scenario after the period could not be brought to the study.
SECTION 2

3.6 OPERATIONAL DEFINITIONS

3.6.1 Persuasion

The main goal of the persuasion in advertising is to change/strengthen one's attitude toward a certain product or service.

3.6.2 Perception

It is the process by which a young adult translate sensory impressions of television commercials into meaningful and coherent view of the world around them. Awareness, comprehension and interpretation of television commercial.

3.6.3 Attitude

An attitude refers to the general evaluations that young adults may hold of Advertising. It is the learned predisposition to respond consistently in favourable or unfavourable manner.

3.6.4 Elaboration Likelihood Model, or ELM (Petty and Cacioppo 1986)

This model is based on the presumption that in order for someone's attitude towards a certain idea, concept, or object to change, there are two routes: the central route, and the peripheral route. Let me first explain these two routes; they are fairly straightforward.
3.6.4.1 The central route

This is what you could also call the 'thinking route': "The central route is characterised by considerable cognitive elaboration. It occurs when individuals focus in depth on the central features of the issue, person, or message. When people process information centrally, they carefully evaluate message arguments, ponder implications of the communicator's ideas, and relate information to their own knowledge and values." (Perlof 2003).

3.6.4.2 Peripheral route

"Rather than examining issue-relevant arguments, people examine the message quickly or focus on simple cues to help them decide whether to accept the position advocated in the message. Factors that are peripheral to message arguments carry the day. These can include a communicator's physical appeal, glib speaking style, or pleasant association between the message and music playing in the background. When processing peripherally, people invariably rely on simple decision-making rules or 'heuristics'. For example, an individual may invoke the heuristic that 'experts are to be believed', and for this reason (and this reason only) accept the speaker's recommendation" (Perlof 2003).

3.6.5 Robert Cialdini’s peripheral cues

Reciprocation, Consistency, Social proof, Liking, Authority, and Scarcity.

1. Reciprocation is the idea that the receiver is somehow obligated to agree with the message because of some past experience or information.
2. Consistency means relying on thoughts held in the past. (“I felt like this before and I feel like this now”)

3. Social proof is akin to peer pressure. The actions and words of others are likely to influence a receiver of a new message.

4. Liking simply means that the speaker is likeable. They may be physically attractive, charismatic, or charming.

5. Authority is the sense that the speaker has some power over the receiver, be it an expertise in the subject matter or possibly an overbearing attitude.

6. Scarcity is the idea that the message will only be around for a short time and that the receiver should snatch it up before it disappears.

### 3.6.6 Commercial Values

#### 1. Luxury

When ads draw on the notion of luxury, they imply that the goods advertised go beyond filling basic human needs for food, clothing, and shelter. Luxury items, by definition, are ones that are not necessities, that one could do without and still subsist. In addition to providing material comfort and utility, luxurious cars, jewellery, clothing, and electronics serve a significant social function. Such goods offer a way for the consumer to emulate members of an elevated social class.

#### 2. Conspicuous consumption

Conspicuous consumption becomes an emblem, a sign, of their wealth and power. Individuals who are not quite that wealthy, but aspire to be so, emulate the leisure class by consuming conspicuously.
Emulation need not just be about wealth. When consumers buy name-brand clothing in order to adopt a certain style of dress, for instance, they seek to belong to a specific social group.

3. Individualism

Many ads tacitly override the social contract in favour of individualist values—both good and bad. These individualist values are often based in the self: self-fulfillment, self-reliance, self-expression, self-absorption, even simple selfishness. Thus, at the same time the commercials encourage viewers to be self-reliant individuals, they also entreat them to emulate others and join certain groups, enter certain networks.

4. Novelty and Progress

Appeal to the concept of newness and unique. Part of the appeal of newness and novelty stems from a positive attitude toward progress. Longstanding marketing research shows that consumers are drawn to packaging with the words “new” and “improved” prominent on it.

5. Sexuality and Romance

Demonstrating sexual appeal and Romance. The two most obvious ways that sexual imagery sells are (1) implying that the product will make the viewer more sexually appealing and (2) associating the product itself with sexuality.
6. **Fear and Anxiety**

Numerous commercials use a simple narrative formula: Someone is in pain or feeling anxious and the ad’s product alleviates that pain or anxiety.

7. **Utopia and Escapism**

It is the ideal state. Numerous commercials invite the adult viewer into a utopia of intensity of experience, exhilaration of emotion, and, frequently, unbridled hedonism (a total lack of responsibility). The image of ‘something better’ to escape into, or something we want deeply that our day-to-day lives do not provide.

3.6.7 **Editing**

Pace or Speed of commercial. On an Average Fast paced commercial uses 30 shots per 30sec or more as against 10 shots in the regular programs or serials.

3.6.8 **Slice-of-Life Format**

Interplay between two or more people, which portray a conceivable real situation. There is continuity of action.

3.6.9 **Celebrity Endorsement**

Celebrities are individuals who enjoy public recognition and who use this recognition on behalf of a consumer good by appearing with it in an advertisement.
3.6.10  FMCG (Fast Moving Consumer Goods)

These are the good we purchase in our everyday life. They include, personal care products, confectionaries, Food and Beverage etc. The top five FMCG companies constitute nearly 70% of the total revenues generated by this sector. They tend to spend nearly 10% of their revenues on an average on advertising and promoting their products, which is the highest ad spend figure in the industry.