CHAPTER-2

METHODOLOGY
METHODOLOGY:

Research refers to the organized method consisting of enunciating the problem, collecting facts, critical analysis of facts and arriving at conclusions based on them. Formulation of problem is the first and vital step in research.\(^1\) John Dewey says that, "it is a familiar and significant saying that a problem well put in is half solved. To find out what the problem or problems are-which are problematic situation present- is to be well along in inquiry. To mistake the problem involved is to cause subsequent inquiry to be irrelevant. Without a problem there is blind groping in the dark."\(^2\)

Determining Data Need:

The hypothesis and the objectives of the study guided for the data collection procedure and method. Both the data, primary and secondary are utilized for the study.

Primary data are collected by the researcher for a specific problem. The data have not been collected previously and must be generated by the original research through observation and/or inquiry. In gathering them, I sharpen the research project's focus and uncover new problem.

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\(^2\) Quoted by T.S.Wilkison and PL Bhandarkar in Methodology and Techniques of Social Research (Bombay: Himalaya Publishing House, 1982), pp-55
Secondary data already exist; i.e. historical data gathered by the agencies, organizations to meet their needs. The data which were fulfilling the need for the requirement of the data for the topic are used.

**Development of the research plan: Research Design**

The research design was prepared under the supervision of the guide. A serious and deep thought on the topic, detailed discussions with advertising experts and psychologists helped in solving the problem. As per the requirement and derived objectives. Different questionnaires are prepared. Firstly, rough questionnaires were prepared and survey was done for the testing of questionnaires. Finally, questionnaires were approved to conduct research.

The research design is the grand task for conducting the research investigation. It specifies the collecting and analyzing the data. This is probably the single most important step in research process.

**Functional Categories:**

In the search work I used Exploratory Research because I was in need of more information a per objectives of the research, so I gathered the required data with the help of meaningful research questionnaires.

**Conclusive Research:**

Provides information for the evaluation of alternatives, course of action and it can be divided into Casual and descriptive researches. In order to study the subject I used descriptive research for analyzing the
impact on advertising copy, concepts, message, etc. Casual research is conducted to find out the relation between the dependent and independent variables like the impact of globalization and liberalization on the different components of the advertising strategies.

Research Design

- Exploratory
- Conclusive

Descriptive

Casual

Research Approach (Methodological Categories):

To study the impact of globalization and liberalization on the advertising strategies I used Historical Research. It is preliminary exploration and for obtaining the data from respondents in person, by telephone/by mail/e-mail and survey research is used. After that experimental research is done which focuses on observing the effects of various manipulating independent variable of advertising strategies. Primary data is collected in three ways. Observation, survey and experiments.

Observational Research:

To gather the fresh data it is important to observe the relevant factors and setting so observational research is done is done in the primary data collection.
Survey Research:-

Survey research stands midway between the casualness of observational research and the rigor of experiment research. Observation research is best suited for exploratory research, surveys are best fitted for descriptive research, and experiments are best suited for casual research. I undertook surveys to learn about awareness among the people related to the topic, knowledge, beliefs, preferences etc. to measure these magnitudes in the population.

Experimental Research:-

It is the more formal type of research. Here in the research I used selected matched groups of subjects, giving them different treatments, controlling extraneous variables and checking on weather observed differences are statistically significant. To the extent that extraneous are eliminated and controlled. The purpose of the research was to capture cause-and-effect relationship by eliminating competing explanations of the observed findings.

Sample Design:

Determination of Universe:-

The universe comprises of the Indian and Multi National companies figured in the A&M survey of the top 100 advertisement spenders. The sampling unit was an individual companies.

Determination of Sample Size:-

The size of the sample comprises the Indian companies which figured in the A&M survey of top 100 advertisement spenders in the issue of 31st Jan 2002. In qualitative research, the size of the sample is generally small. Peter Sampson also supports this argument. He says,
"Qualitative research is usually exploratory or diagnostic in nature. It involves small number of samples on a probabilistic basis. In qualitative research, no attempt is made to draw hard and fast conclusions. It is impressionistic rather than definite."  

Data Collection:

Once the data needs, data sources, frame-works and the procedures to collect and how to analyze them had determined, the problem became one of searching for and securing the data sources is necessary. I also consulted to the experts who benefited me by their knowledge.

The relevant data was collected from the different libraries of different universities, from the concerned companies, from subject experts and by questionnaires from different cities namely Bombay, Delhi, Puna, Bangalore, Indore and Bhopal.

Data Processing:

The collected data was then arranged properly for evaluating results. Important features were noted down with special care and data was tabulated to draw results and charts. The data is purely authentic, so it was processed with high attention to flash back the information and its relevance with the objectives.

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Frame work proposed for the study:

A century ago strategy problems in advertising revolved around the question of what to say rather than over the technique of expressing it or the choice of means by which to say it. Advertising skills primarily entailed the manipulation of words and their meanings.

In advertising the idea has primacy, whether it be great or otherwise. But it should not necessarily have priority just as the idea must be framed to fit the requirements of the product, so it must often be chosen to reach a particular marketing target and directed to suit the requirements of a medium. The idea is not merely a matter of what is said. Everything depends on the encapsulation of message in a phrase, a picture, a tune, a headline, a juxtaposition of ideas that is unique and memorable.

No-one outside the profession attempts to reason out why some advertisements are humorous and others serious; why some advertisements feature the product and others do not; why posters are chosen rather than the press, or vice-versa, or both. Yes their is always as reason. The advertisements we see are merely a manifestation of wisely designed strategies of the advertisers.

In order to study the impact of globalization and liberalization on advertising strategies we are going to study/analyse the advertising strategies under the following determinants as defined by Leo-Bogart, Singh & Cole, S.A. Chunawara in their work.

Elements/Determinants:

Media: One of the most vital decisions in developing advertising strategy is the selection of media to be employed.

- Reach
- Frequency

Massage
- Message format
- organization
- plan
- style/type
- Message content
- Repetition
- Advertising appeals

Positioning
- by customer benefits
- by use or application
- by cultural symbols
- by product user
- by price-quality
- by product class
- by competitor

Timing

Idea/unique selling proposition
Steps in setting up a Research Design

**Study of the Problem**
- Study of previous research related with the concerned area.
- Discussion with experts (in the field of study) to chalk out strategy.

**This lead to**
- Type Decision.
- Source Decision.
- Nature Decision.
- Form Decision.

Determined nature of information required

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**General research approach and Methodology decision**

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**Sources for collecting necessary information**
- Primary
- Secondary

The nature of the sources determines the procedure to collect the data.

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**Procedures used for data collection**
- Data collection instruments
- Measurement decision

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**Data Processing and Analysis approach**
- Data preparation decision
- Data analysis decision

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**Research Decision evaluation decision**