CHAPTER 4

RESEARCH METHODOLOGY

This chapter discusses the methodology used for the present study. The research design, sampling procedure, data collection methods etc.

4.1 Origin of the Research problem

There are several needs that this research addresses. This research tries to emphasize on the fact and bring forth the realities which today’s Indian youth are exposed to because of advertisement. The West is now looking towards Indian sub continent which has the demographic advantage of around 65% of the population below 30 years of age. The local and indigenous knowledge traditions are often ignored in the glitter of modern advances, though its significance is realized globally. The levels of Indian insight into the spiritual world of quest for the unknown
deserves a serious review by every young Indian as well as society perhaps because of exposure to ad world.

In various surveys and research paper it has been analyzed that a 65% major chunk of Indian population comprising of youth is a target for our marketers of all segments today. The overexposure of ads of this vulnerable mind is a citation of the Indian legal framework. It is posing a threat to the Indian value system in the long run.

There is an imminent need to understand change in youth behavior and consumption pattern. It includes youth lifestyle, health, eating habits, attitude, behavior etc. The mall culture, cafe culture increased disposable income has changed the way youth today conduct themselves and manage their funds.

However many studies have been done in the past but results are not comprised of overall effect. The pace of change in consumer behavior of youth has increased. Ads on all media are not apt. They seem too dictating and it engages them, which is the mantra and experience the tantra.

This research identifies a need for a regulatory framework exploring factors and processes that affect exposure of youth to ads on various medias. The aim of this study is to identify the need for a uniform regulatory framework and suggest that same in future study.

4.2 Objectives of the study

Objective:

- The core objective is to study the ethical issues in advertising in India, its impact on youth and to identify the need of a regularity framework.

Other objectives:
• To know the media habits of the respondents in regard to watching ads, its frequency, purpose, exposure, to particular type of media.
• To find out the attitude and perception of youth towards commoditization of women, misleading, deceptive advertising, targeting kids in ads, surrogate advertising, racial, cultural religious and materialism in advertising.
• To find out whether ads promote undesirable, unethical values in youth in subliminal ways.
• Find out the ways perception of youth towards these ads – which they may not perceive as unethical in context of changing values.
• To identify how youth perceive youth overt behavior due to influence of advertisements being targeted to them.
• To identify the need of a single comprehensive legislation to regulate advertising in India.

4.3 Research Hypothesis

Hypothesis have been framed on eight ethical issues selected for the study. The eight ethical issues chosen for the study are deceptive advertising, sexually suggestive themes, ads targeting youth, material possession, use of women, consumption of unhealthy food, sensitive issues, ads targeting kids. The eight ethical issues have been related with five demographic variables age, gender, occupation, qualification and family income. A set of three more hypothesis were framed on youth lifestyle, youth values and youth behaviour, these three factors were related with the five demographic variables.

H1a - Perception of influence of deceptive advertising on youth behaviour is independent of age.

H1b - Perception of influence of deceptive advertising on youth behaviour is independent of gender.

H1c - Perception of influence of deceptive advertising on youth behaviour is independent of occupation.
**H1d** - Perception of influence of deceptive advertising on youth behaviour is independent of qualification.

**H1e** - Perception of influence of deceptive advertising on youth behaviour is independent of family income.

**H2a** - Perception of influence of advertisement with sexually suggestive theme on youth behaviour is independent of age.

**H2b** - Perception of influence of advertisement with sexual suggestive theme on youth behaviour is independent of gender.

**H2c** - Perception of influence of advertisement with sexually suggestive theme on youth behaviour is independent of occupation.

**H2d** - Perception of influence of advertisement with sexually suggestive theme on youth behaviour is independent of qualification.

**H2e** - Perception of influence of advertisement with sexually suggestive theme on youth behaviour is independent of family income.

**H3a** - Perception of influence of ads targeting youth in consumer mind is independent of age.

**H3b** - Perception of influence of ads targeting youth in consumer mind is independent of gender.

**H3c** - Perception of influence of ads targeting youth in consumer mind is independent of occupation.

**H3d** - Perception of influence of ads targeting youth in consumer mind is independent of qualification.

**H3e** - Perception of influence of ads targeting youth behaviour in consumer mind is independent of family income.

**H4a** - Perception of advertisement as promoters of the message that good life means material possession is independent of age.

**H4b** - Perception of advertisement as promoters of the message that good life means material possession is independent of gender.
H4c - Perception of advertisement as promoters of the message that good life means material possession is independent of occupation.

H4d - Perception of advertisement as promoters of the message that good life means material possession is independent of qualification.

H4e - Perception of advertisement as promoters of the message that good life means material possession is independent of family income.

H5a - Perception of influence of use of women in ads tarnish their image in young mind is independent of age.

H5b - Perception of influence of use of women in ads tarnish their image in young mind is independent of gender.

H5c - Perception of influence of use of women in ads tarnish their image in young mind is independent of occupation.

H5d - Perception of influence of use of women in ads tarnish their image in young mind is independent of qualification.

H5e - Perception of influence of use of women in ads tarnish their image in young mind is independent of family income.

H6a - Perception of influence of ads promotes consumption of unhealthy food among youth is independent of age.

H6b - Perception of influence of ads promotes consumption of unhealthy food among youth is independent of gender.

H6c - Perception of influence of ads promotes consumption of unhealthy food among youth is independent of occupation.

H6d - Perception of influence of ads promotes consumption of unhealthy food among youth is independent of qualification.

H6e - Perception of influence of ads promotes consumption of unhealthy food among youth is independent of family income.

H7a - Perception of enhanced awareness about sensitive issues at an early age among youth as an influence of ads of controversial products is independent of age.
H7b - Perception of enhanced awareness about sensitive issues at an early age among youth as an influence of ads of controversial products is independent of gender.

H7c - Perception of enhanced awareness about sensitive issues at an early age among youth as an influence of ads of controversial products is independent of occupation.

H7d - Perception of enhanced awareness about sensitive issues at an early age among youth as an influence of ads of controversial products is independent of qualification.

H7e - Perception of enhanced awareness about sensitive issues at an early age among youth as an influence of ads of controversial products is independent of family income.

H8a - Perception of influence of targeting kids in ads is independent of qualification.

H8b - Perception of influence of targeting kids in ads is independent of family income.

H8c - Perception of influence of targeting kids in ads is independent of gender.

H8d - Perception of influence of targeting kids in ads is independent of age.

H8e - Perception of influence of targeting kids in ads is independent of occupation.

H9a - Perception of change in youth lifestyle as an influence of ads is independent of age.

H9b - Perception of change in youth lifestyle as an influence of ads is independent of gender.

H9c - Perception of change in youth lifestyle as an influence of ads is independent of occupation.

H9d - Perception of change in youth lifestyle as an influence of ads is independent of qualification.
H9e - Perception of change in youth lifestyle as an influence of ads is independent of family income.

H10a - Perception of change in youth values as an influence of ads is independent of age.

H10b - Perception of change in youth values as an influence of ads is independent of gender.

H10c - Perception of change in youth values as an influence of ads is independent of occupation.

H10d - Perception of change in youth values as an influence of ads is independent of qualification.

H10e - Perception of change in youth values as an influence of ads is independent of family income.

H11a - Perception of change in youth behaviour as an influence of ads is independent of age.

H11b - Perception of change in youth behaviour as an influence of ads is independent of gender.

H11c - Perception of change in youth behaviour as an influence of ads is independent of occupation.

H11d - Perception of change in youth behaviour as an influence of ads is independent of qualification.

H11e - Perception of change in youth behaviour as an influence of ads is independent of family income.

4.4 Research Design

The previous section was devoted to the building of conceptual framework to test the hypothesis. The hypothesis proposed would test the effects of personal factors like age, gender, occupation, qualification
and family income on youth. Hypothesis framed would try to find out the influence of eight ethical issues on youth and consumer. The second set of hypothesis tries to test the influence of ads on youth lifestyle, values and behaviour.

**Types of data collection methods**

There are several data collection methods that can be used for the study like primary and secondary data.

Primary data was collected by framing a questionnaire. The questionnaire consists of four parts. While secondary data was collected from books, newspapers, journals, internet and some online thesis and dissertation on related topics, magazines etc.

**Research Instrument -**

Part 1 of the questionnaire comprises of demographic profile of the respondents. The factors considered in demographics are gender, age, occupation, qualification, family income and city in which they reside.

The question related to gender has two options male and female.

The question on age group has been divided into five parts. The first part has intervals from 18-28 yrs, second one from 29-39 yrs, 40-50 yrs, 51-60 – yrs and 60 and above. All the respondents were told to include the age of 28.5 yrs into the first category while one who is exceeding 28.5 may place himself in the next interval.

The respondents were taken from all age groups to understand and cross evaluate the influence of advertisements on youth as well as others. The purpose was also to understand what opinion youth have about advertisements today and how far in their eyes it affects them in respect of their lifestyle, values and behaviour.

The factor occupation was divided into students, business, service class, homemaker and self employed.
Qualification was divided into technical and non-technical category. Family income was also divided into five categories i.e. up to Rs. 10,000, from Rs. 10,001–25,000 next from Rs. 25,001–40,000, next from Rs. 40,001–55,000 and lastly above 55,000 Rs.

The last demographic factor to be considered was the city in which they reside.

Part II of the questionnaire deals with questions related to media habits, frequency of watching advertisements, types of media being followed, reason for watching advertisements and the products whose advertisements are watched more frequently. Questions were dichotomous in nature and two questions were to be ranked in the options provided.

Q. No. 7 – Q. No 10 were related to legal awareness and how far Indian laws are able to control and check advertising with unethical content. Q. 8 was about is Indian legal system is unable to keep a check and control on the ethical violation in ads being shown? The respondents were asked to say yes or no. This question was cross-tabulated with Q.7, Q. 9 and Q. 10.

Part III of the questionnaire deals with attitudinal study. In this part questions are on 5 point scale from 5 to 1. The likert scale has scales on strongly agree, agree, neither agree nor disagree, disagree and strongly disagree. The strongly agree option has been given 5 points, agree has been given 4 points, neither agree nor disagree 3, disagree with 2 points and strongly disagree with 1 point. Five point likert scale was chosen because it is the most common scale in the study of social attitude. It is also convenient from respondent’s point of view. The attitudinal study is done on eight parameters. These eight parameters are taken after going for review of literature. The parameters are:
1. Deceptive advertising
2. Sexually suggestive ads includes obscenity which leads to deterioration of cultural values
3. Ads targeting kids
4. Ads to youth
5. Materialism in ads;
6. Use of women
7. Health affecting ads
8. Ads of Controversial products

Part IV this part of questionnaire is framed to know the overt behaviour of youth. This part comprises of 22 statements which were asked specifically from youth to know their perception about influence of ads in context of overt behaviour. The questions were framed to know the influence on their lifestyle, values and behaviour that how far it leads to a open culture among youth and is this change an influence of advertisement.

1. Type of universe – In Uttar Pradesh cities like Lucknow, Kanpur, Varanasi, Sitapur were covered and cities of NCR which could be accessed are Delhi, Noida& Gurgaon.

2. Sample Size – finally 548 questionnaires were taken for analysis. Some of them were rejected due to improper filling of responses or incomplete response by the respondents.

3. Parameters of interest– basically youth were considered as respondents and subject of study. The opinion of people other than youth was also taken into consideration, as every youth is a part of a family, a group, an institution or an office. Their fast changing lifestyle and attitude influences every individual linked to them.

4.5 Sampling procedure
If a researcher desires to obtain information about a population through questioning or testing, he/she has two basic options:

1. Every member of the population can be questioned or tested, a census; or
2. A sample can be conducted; that is, only selected members of the population are questioned or tested.

**Sampling Method** - As the name implies, convenience sampling involves choosing respondents at the convenience of the researcher. Convenience samples, however, are employed by researchers because the time and cost of collecting information can be reduced. In this research work convenience sampling was used.

**Hypothesis testing**

The chi-square test is a statistical test used to examine differences with categorical variables. There are a number of features of the social world we characterize through categorical variables - religion, political preference, etc. To examine hypotheses using such variables, use the chi-square test.

The chi-square test is used in two similar but distinct circumstances:

a) for estimating how closely an observed distribution matches an expected distribution - we'll refer to this as the goodness-of-fit test
b) for estimating whether two random variables are independent.

### 4.6 Limitations of Study

1. This research is limited in several ways. First, due to limited resources, the researcher has only sampled those consumers living in Lucknow or other cities of Uttar Pradesh which were accessible
easily through email and personal meetings. The results may reveal different issues if this particular study is conducted in more areas.

2. Second, this study focused only on eight factors (Deceptive advertising, Sexually suggestive advertising, Targeting kids in ads, Targeting youth in ads, Materialism in advertising, Use of women in advertising, Controversial advertising, Health factors) in attempting to determine whether they have an influence on young minds. In a future study, more factors could be examined in different regions of the country with a broader perspective.

3. In an attempt to minimize errors, qualitative and quantitative research was conducted, to further enhance the search and increase its accuracy. However, there were inevitable limitations. Time and money constraints, were the largest limitation. If given more time and resources, a larger sample could have been tested and it would have been possible to hire more professional interviewers to increase the accuracy of the research.

4. Another limitation, was due to the fact that convenience sampling was used, and due to that reason the age groups tested weren’t of the same size, which inevitably could’ve cause biased in the results. However, since age generally had an insignificant effect on the findings, the results were not that affected by such limitation.
Steps Involved In Questionnaire Design Process

Specify information & Source

Selection of survey method

Developing Questionnaire

Measurement scale
Question content & wording
Response format
Sequence of question
Physical layout

Revision in questionnaire

Finalization of questionnaire

Questionnaire distribution and administration
Population
Sample frame
Sample method
Sample size
Final sample

Assessment, refinement of measurement scale
REFERENCES


