CHAPTER-4

RESEARCH METHODOLOGY

4.1: Introduction: Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. The Advanced Learner’s Dictionary of Current English lays down the meaning of research as a “careful investigation or inquiry especially through search for new facts in any branch of knowledge.” Redman and Mory define research as a “systematized effort to gain new knowledge” Some people consider research as a movement, a movement from the known to the unknown. It is actually a voyage of discovery. We all possess the vital instinct of inquisitiveness for, when the unknown confronts us, we wonder and our inquisitiveness makes us probe and attain full and fuller understanding of the unknown. This inquisitiveness is the mother of all knowledge and the method, which man employs for obtaining the knowledge of whatever the unknown, can be termed as research.

Research is an academic activity and as such the term should be used in a technical sense. According to Clifford Woody research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. D. Slesinger and M. Stephenson in the Encylopaedia of Social Sciences define research as “the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.” Research, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective and systematic method of finding solutions to a problem is research. The systematic approach concerning generalization and the formulation of a theory is also research.
As such the term ‘research’ refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalizations for some theoretical formulation.

4.2 Research methodology applied in the conduct of this research is narrated below:

4.2.1. Type of Research: It is an exploratory research based on analysis of extensive primary and secondary data relating to the topic under study. The researcher wishes to define her thesis as empirical research because the current topic is purely her observation. The research is an empirical study. Empirical research relies on experience or observation alone, often without due regard for system and theory. It is data based research coming up with conclusions, which are capable of being verified by observation or experiment. The study revolves around advertising strategies adopted for the telecom industry.

The topic of Research is “A Study of Advertising Strategies of the Telecom Industry and Role of Advertising in building brands and Brand Management”.

Accordingly a research design was prepared including the sample design for collection of primary data from the identified respondents for finding the results of Advertising Strategies of sample service providers and end users of these services.

4.2.2. Objectives of the Study: As mentioned below

1. To study the mobile services scenario in India.

2. To evaluate the need for strong advertising back-up for creating awareness of the service providers among the masses.

3. To understand the life-cycle of service providers from inception to its present status.

4. To elaborate the advertising strategies used by various service providers from inception to their present status.
5. To elucidate the specific strategies to combat competition between close competitors.

6. To briefly describe, the consumer’s perspective, the impact of the brand building exercise on its targeted audience.

7. To suggest future advertising trends for the telecom service providers.

4.2.3 Scope of the study: The study involves four points of view:

1) The Advertising Agency perspective

2) The Media perspective

3) The client perspective

4) The consumer’s perspective

1) The Advertising Agency perspective: Leading creative directors of premier advertising agencies have designed their advertising campaigns from inception to date. The study would focus on significant areas like:

a) Idea behind the concept

b) Theme behind the advertising campaign

c) Detailed analysis of the series of advertisements from their inception to the current scenario

2) The client’s perspective: The client tries to maintain an image in the minds of the target consumer. The vision the client has for the intended image of the brand is portrayed in its advertising campaign.

3) The Media perspective: The marketing heads of various newspapers, television channels and radio stations can throw light on the changing audience tastes in advertisements. Popularity of successful advertising campaigns can be analyzed.

4) The consumer’s perspective: The impact of the brand building exercise can only be gauged with the consumer’s perspective. The success of the campaign can be judged by
what consumer perceives of the brand. How the consumer identifies the brand till it’s aimed position measures its success / failure of the entire process of advertising.

4.2.3. STATEMENT OF HYPOTHESIS:

The researcher has developed the following statement of hypothesis, which is tested in the concluding part of this study.

H₁ “Mobile services need a strong advertising back-up to sustain themselves in this fiercely competitive scenario.”

4.2.4. Rationale: The researcher has selected the theme “A Study of Advertising Strategies of the Telecom Industry and Role of Advertising in building brands and Brand Management”. It is an unexplored area, an altogether new topic for her research to probe into the marketing strategies of selected Telecom Companies, their service providers and end users of these services.

A comparative analysis would produce results that may guide the marketers in the era of globalization.

4.3. TEST OF HYPOTHESIS

Hypothesis testing determines the validity of the assumption (technically described as null hypothesis) with a view to choose between two conflicting hypotheses about the value of a population parameter. Hypothesis testing helps to decide on the basis of a sample data, whether a hypothesis about the population is likely to be true or false. Statisticians have developed several tests of hypotheses (also known as the tests of significance) for the purpose of testing of hypotheses.

The researcher has used Chi-square and Pearson’s correlation analysis. She has used Chi-square to judge the significance of population with the sample size. The researcher has used several parameters in her questionnaire and she feels Chi-square and Pearson’s co-relation analysis could do justice to her findings.

I. Chi-square: Symbolically written as x² (Pronounced as ki-square) is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical
variance. As a non-parametric test, it can be used to determine if categorical data shows dependency or the two classifications are independent.

It can also be used to make comparisons between theoretical populations and actual data when categories are used.

II. Pearson’s Co-Relation Analysis: This analysis throws light on nature and extent of relationship between two given variables. Where a relationship exists, extent may be strong or poor and nature may be positive or negative. We consider the nature to be positive when the two variables under consideration increase or decrease together while we treat the nature to be negative when the variables move in opposite directions.

4.4: Quantitative and Qualitative Research: Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e. phenomena relating to or involving quality or kind. For instance, when we are interested in investigating the reasons for human behavior (i.e., why people think or do certain things), we quite often talk of ‘Motivation Research’, an important type of qualitative research. This type of research aims at discovering the underlying motives and desires, using in depth interviews for the purpose. Other techniques of such research are word association tests, sentence completion tests, story completion tests and similar other projective techniques. Attitude or opinion research that is research designed to find out how people feel or what they think about a particular subject or institution is also qualitative research. Qualitative research is especially important in the behavioral sciences where the aim is to discover the underlying motives of human behavior. Through such research we can analyze the various factors which motivate people to behave in a particular manner or which make people like or dislike a particular thing.

4.4.1. The present research can be termed as qualitative as well as quantitative research. It can be termed as qualitative because the researcher has gone into details about various concepts of advertising. She has gone into great lengths by discussing and collecting data on most of the aspects of advertising.
The research is quantitative in nature because the researcher has measured various gamut’s of advertising phenomena and has expressed it in terms of size.

**4.4.2: Qualitative Research:** Qualitative research of the population and sample study for advertising agencies, media, service providers and end users is shown as Table 4.4.2.1, 4.4.2.2, 4.4.2.3 below.

**4.4.2.1. ADVERTISING AGENCIES:** Visited Creative Directors of Advertising Agencies who are creating the advertising campaigns for the mobile services:

<table>
<thead>
<tr>
<th>S.NO</th>
<th>ADVERTISING AGENCY</th>
<th>SERICE PROVIDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>OGILVY AND MATHER</td>
<td>VODAFONE</td>
</tr>
<tr>
<td>2</td>
<td>REDIFFUSION Y &amp; R TAPROOT</td>
<td>AIRTEL</td>
</tr>
<tr>
<td>3</td>
<td>CARTWHEEL CREATIVE –GREY INTERNATIONAL</td>
<td>RELIANCE</td>
</tr>
<tr>
<td>4</td>
<td>LOWE LINTAS</td>
<td>IDEA</td>
</tr>
<tr>
<td>5</td>
<td>BATES 141</td>
<td>VIRGIN</td>
</tr>
<tr>
<td>6</td>
<td>FCB – ULKA</td>
<td>TATA DOCOMOS</td>
</tr>
<tr>
<td>7</td>
<td>CONTRACT ADVERTISING</td>
<td>TATA INDICOM</td>
</tr>
<tr>
<td>8</td>
<td>SOBHAGYA ADVERTISING</td>
<td>MTNL</td>
</tr>
<tr>
<td>9</td>
<td>CONCEPT COMMUNICATION</td>
<td>BSNL</td>
</tr>
<tr>
<td>10</td>
<td>LEO BURNETT</td>
<td>UNINOR</td>
</tr>
<tr>
<td>11</td>
<td>SAATCHI &amp; SAATCHI</td>
<td>MTS</td>
</tr>
<tr>
<td>12</td>
<td>DENSU</td>
<td>AIRCEL</td>
</tr>
</tbody>
</table>

**4.4.2.2. MEDIA:** Visited Media

<table>
<thead>
<tr>
<th>S.NO</th>
<th>MEDIA</th>
<th>NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>NEWSPAPERS</td>
<td>TIMES OF INDIA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DNA- DELIGENT MEDIA CORPORATION</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MID – DAY</td>
</tr>
</tbody>
</table>
2 RADIO
- RADIO MIRCHI – 98.30
- RADIO ONE – 94.30

3 TELEVISION
- NDTV IMAGINE
- UTV BINDASS
- CHANNEL V
- STAR PLUS
- TIMES NOW

4.4.2.3. SERVICE PROVIDER: Visited Service Providers:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AIRTEL</td>
</tr>
<tr>
<td>2</td>
<td>VODAFONE</td>
</tr>
<tr>
<td>3</td>
<td>TATA DOCOMOS</td>
</tr>
<tr>
<td>4</td>
<td>TATA INDICOM</td>
</tr>
<tr>
<td>5</td>
<td>UNINOR</td>
</tr>
<tr>
<td>6</td>
<td>RELIANCE</td>
</tr>
</tbody>
</table>

4.4.2.4. ASCI – Advertising Standards Council of India: A visit to the Advertising Standards of India to study the rules governing ethics in advertising and the impact of false and untruthful advertising.

4.4.3. Quantitative Research: Took a survey of 1200 respondents as end users which included students, professionals, housewives and businessmen.

4.5. Sample design: A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design is determined before data are collected. There are many sample designs from which a researcher can choose. Some designs are relatively more precise and easier to apply than others. Researcher must select / prepare a sample design which should
be reliable and appropriate for his research study. Since the aim is to obtain complete and accurate information in the said studies, the procedure to be used must be carefully planned. The research design must make enough provision for protection against bias and must maximize reliability, with due concern for the economical completion of the research study.

4.5.1 The research design of the research is given as below:

1. Formulated the objectives of the study by specifying what the study is about and why it is being undertaken.
2. Designed the methods of data collection - what techniques adopted to collect data.
3. Selected sample units from the population of respondents using stratified random sampling method.
4. Collected primary and secondary data as per research plan.
5. Tabulated, classified and processed the available data from defined sources.
6. Analyzed data to draw inferences.
7. Research report was prepared under the supervision of guide and revised from time to time as per instructions received from guide.
8. Final draft of the report got approved from the guide and reported the findings.

4.5.2 Sample size: Sample design may as well lay down the number of items to be included in the sample that is the size of the sample. Sample design is determined before data are collected. There are many sample designs from which a researcher can choose. Some designs are relatively more precise and easier to apply than others. Researcher must select prepare a sample design which should be reliable and appropriate for his researcher study.

Steps in Sample Design:

1. **Type of Universe:** The first step in developing any sample design is to clearly define the infinite. The universe can be finite or infinite. In finite universe the number of items is certain, but in case of an infinite universe the number of items is infinite, that is, we cannot have any idea about the total number of items. The population of a city, the number of workers in a factory and the like are examples of finite universes, whereas the
number of stars in the sky, listeners of a specific radio programme, throwing of a dice etc. are examples of infinite universe.

The universe or population in this study is the total number of each type of respondents namely, the advertising agencies, media channels, service providers and end users of the services.

2. **Sampling Unit:** A decision has to be taken concerning a sampling unit before selecting a sample. The researcher will have to decide one or more of such units that he has to select for his study.

For the present study, a decision was arrived at while selecting sampling units from the universe from each of the types of respondents.

3. **Size of Sample:** This refers to the number of items to be selected from the universe to constitute a sample. This is a major problem before the researcher. The size of the sample should be neither excessively large, nor too small. It should be optimum. An optimum sample is one which fulfills the requirements of efficiency, representativeness, reliability and flexibility. While deciding the size of the sample, researcher must determine the desired precision as also an acceptable confidence level for the estimate. The size of population variance needs to be considered as in case of larger variance usually a bigger sample is needed. The size of population must be kept in view for this purpose.. The parameters of interest in a research study must be kept in view, while deciding the size of the sample.

Table 4.5.3. Sample design for collection of primary data

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Respondents Population</th>
<th>Sample Size</th>
<th>Sample as percent of Population</th>
<th>Tools of data Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Advertising Agencies – Creative Directors</td>
<td>12</td>
<td>5</td>
<td>42.0</td>
</tr>
<tr>
<td>B</td>
<td>Service Providers</td>
<td>12</td>
<td>03</td>
<td>25.0</td>
</tr>
</tbody>
</table>
*Since the population is infinite, a quota sample of 1200 respondents of different categories has been selected to get a representative feedback; each sample unit was picked up by simple random sampling system.

Media: News paper, (3) Radio, (2) Channels, and Television Channels, (5) from where the official information was collected using interview schedule.

### 4.6. Type of Sampling:

There are different types of sample designs based on two factors that is representation basis and the element selection technique. On the representation basis, the sample may be probability sampling or it may be non-probability sampling. Probability sampling is based on the concept of random selection, whereas non-probability sampling is ‘non-random’ sampling. On element selection basis, the sample may be either unrestricted or restricted. When each sample element is drawn individually from the population at large, then the sample so drawn is known as ‘unrestricted sample’, whereas all other forms of sampling are covered under the term ‘restricted sampling’.

In the present research, the type of sample is stratified random sampling comprised of three types of respondents. This design is based on two factors that make it fair representation of the universe and the element selection technique used is stratified random sampling. The sample thus selected can be termed as Probabilistic stratified random sample.

In case of Advertising agencies, service providers and Media, it is an ‘unrestricted sample’, whereas in case of end users of service it is ‘restricted sampling’.

<table>
<thead>
<tr>
<th>Media</th>
<th>Mobile Service User</th>
<th>Infinite</th>
<th>1200</th>
<th>Qota*</th>
<th>Questionnaire</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>News Papers, Radio</td>
<td></td>
<td></td>
<td>10</td>
<td>Interview</td>
</tr>
<tr>
<td></td>
<td>and TV Channels</td>
<td></td>
<td></td>
<td></td>
<td>Schedule</td>
</tr>
<tr>
<td></td>
<td>Total respondents of</td>
<td></td>
<td></td>
<td>18</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Interview Schedule</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.7. **Data collection Methodology**: The task of data collection begins after a research problem has been defined and research design / plan chalked out. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data that is primary and secondary. **The Primary Data** are those which are collected afresh and for the first time, and thus happen to be original in character. **The Secondary Data,** on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process. The researcher would have to decide which sort of data he would be using (thus collecting) for his study and accordingly he will have to select one or the other method of data collection. The methods of collecting primary and secondary data differ since primary data are to be originally collected, while in case of secondary data the nature of data collection work is merely that of compilation.

4.7.1. **COLLECTION OF PRIMARY DATA**:

We collect primary data during the course of doing experiments in an experimental research but in case we do research of the descriptive type and perform surveys, whether sample surveys or census surveys, then we can obtain primary data either through observation or through direct communication with respondents in one form or another or through personal interviews. This, in other words, means that there are several methods of collecting primary data, particularly in surveys and descriptive researches.

4.7.1.1. **INTERVIEW METHOD**:

The interview method of collecting data involves presentation of oral – verbal stimuli and reply in terms of oral – verbal responses. This method can be used through personal interviews and, if possible, through telephone interviews.

1. **Personal Interview**: Personal interview method requires a person known as the interviewer asking questions generally in a face-to-face contact to the other person or persons. At times the interviewee may also ask certain questions and the interviewer initiates the interview and collects the information. This sort of interview may be in the form of direct personal investigation or it
may be indirect oral investigation. In the case of direct personal investigation the interviewer has to collect the information personally from the sources concerned. He has to be on the spot and has to meet people from whom data has to be collected. This method is particularly suitable for intensive investigations. But in certain cases it may not be possible or worthwhile to contact directly the persons concerned or on account of the extensive scope of enquiry, the direct personal investigation technique may not be used. In such cases an indirect oral examination can be conducted under which the interviewer has to cross-examine other persons who are supposed to have knowledge about the problem under investigation and the information, obtained is recorded. Most of the commissions and committees appointed by government to carry out investigations make use of this method. The method of collecting information through personal interviews is usually carried out in a structured way. As such we call the interviews as structured interviews. Such interviews involve the use of a set of predetermined questions and of highly standardized techniques of recording. Thus, the interviewer in a structured interview follows a rigid procedure laid down, asking questions in a form and order prescribed. As against it, the unstructured interviews are characterized by a flexibility of approach to questioning. Unstructured interviews do not follow a system of pre-determined questions and standardized techniques of recording information.

In a non-structured interview, the interviewer is allowed much greater freedom to ask, in case of need, supplementary questions or at times he may omit certain questions if the situation so requires. He may even change the sequence of questions. He has relatively greater freedom while recording the responses to include some aspects and exclude others. But this sort of flexibility results in lack of comparability of one interview with one another and the analysis of unstructured responses becomes much more difficult and time-consuming than that of the structured responses to include some aspects and exclude others. Unstructured interviews also demand deep knowledge and greater skill on the part of the interviewer. Unstructured interview, however, happens to be the central technique of collecting information in case of exploratory or formulative research studies.

Focused interview is meant to focus attention on the given experience of the respondent and its effects. Under it the interviewer has the freedom to decide the manner and sequence in which the questions would be asked and has also the freedom to explore reasons and motives. The main task of the interviewer in case of a focused interview is to confine the respondent to a discussion
of issues with which he seeks conversance. Such interviews are used generally in the
development of hypotheses and constitute a major type of unstructured interviews. The clinical
interview is concerned with broad underlying feelings or motivations or with course of
individual’s life experience. The method of eliciting information under it is generally left to the
interviewer’s discretion. In case of non-directive interview, the interviewer’s function is simply
to encourage the respondent to talk about the given topic with a bare minimum of direct
questioning. The interviewer often acts as a catalyst to a comprehensive expression of the
respondents’ feelings and beliefs and of the frame of reference within which such feelings and
beliefs take on personal significance.

4.7.1.2. PRE-REQUISITES AND BASIC TENETS OF INTERVIEWING:

Pre-requisites and basic tenets of interviewing: For successful implementation of the interview
method, interviewers should be carefully selected, trained and briefed. They should be honest,
sincere, hard working, impartial and must possess the technical competence and necessary
practical experience. Occasional field checks should be made to ensure that interviewers are
neither cheating, nor deviating from instructions given to them for performing their job
efficiently. In addition, some provision should also be made in advance so that appropriate action
may be taken if some of the selected respondents refuse to cooperate or are not available when
an interviewer calls upon them.

In fact, interviewing is an art governed by certain scientific principles. Every effort should be
made to create friendly atmosphere of trust and confidence, so that respondents may feel at ease
while talking to and discussing with the interviewer. The interviewer must ask questions properly
and intelligently and must record the responses accurately and completely. At the same time, the
interviewer must answer legitimate questions, if any, asked by the respondent and must clear any
doubt that the latter has. The interviewers approach must be friendly, courteous, conversational
and unbiased. The interviewer should not show surprise or disapproval of a respondent’s answer
but he must keep the direction of interview in his own hand, discouraging irrelevant conversation
and must make all possible effort to keep the respondent on the track.
4.7.2. COLLECTION OF DATA THROUGH QUESTIONNAIRES:

This method of data collection is quite popular, particularly in case of big enquiries. It is being adopted by private individuals, research workers, private and public organizations and even by governments. In this method a questionnaire is sent (usually by post) to the persons concerned with a request to answer the questions and return the questionnaire. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. The questionnaire is mailed to respondents who are expected to read and understand the questions and write down the reply in the space meant for the purpose in the questionnaire itself. The respondents have to answer the questions on their own.

The method of collecting data by mailing the questionnaires to respondents is most extensively employed in various economic and business surveys.

4.7.2.1. Main Aspects of Questionnaire:

Quite often questionnaire is considered as the heart of a survey operation. Hence it should be carefully constructed.

1. **General Form**: So far as the general form of a questionnaire is concerned, it can either be structured or unstructured questionnaire. Structured questionnaires are those questionnaires in which there are definite, concrete and pre determined questions. The questions are presented with exactly the same wording and in the same wording and in the same order to all respondents. In an unstructured questionnaire the interviewer is provided with a general guide on the type of information to be obtained, but the exact question formulation is largely his own responsibility and the replies are to be taken down in the respondent’s own to the extent possible; in some situations tape recorders may be used to achieve this goal. Structured questionnaires are simple to administer and relatively inexpensive to analyze.

2. **Question Sequence**: In order to make the questionnaire effective and to ensure quality to the replies received, a researcher should pay attention to the question – sequence in preparing the questionnaire. A proper sequence of questions reduces considerably the chances of individual questions being misunderstood. The question-sequence must be clear and smooth-moving,
meaning thereby that the relation of one question to another should be readily apparent to the respondent, with questions that are easiest to answer being put in the beginning.

3. **Question Formulation and Wording**: With regard to this aspect of questionnaire, the researcher should note that each question must be very clear for any sort of misunderstanding can do irreparable harm to a survey. Question should also be impartial in order not to give a biased picture of the true state of affairs. Questions should be constructed with a view to their forming a logical part of a well thought out tabulation plan. There are two principal forms of multiple choice question and open – end question.

In the former the respondent selects one of the alternative possible answers put to him, whereas in the latter he has to supply the answer in his own words. Multiple choice or closed questions have the advantages of easy handling, simple to answer, quick and relatively inexpensive to analyze. They are most amenable to statistical analysis. Sometimes, the provision of alternative replies helps to make clear the meaning of the question. Getting the replies in respondent’s own words is the major advantage of open-ended questions.

4.7.2.2. **ESSENTIALS OF A GOOD QUESTIONNAIRE:**

To be successful, questionnaire should be comparatively short and simple that is the size of the questionnaire should be kept to the minimum. Questions should proceed in logical sequence moving from easy to more difficult questions. Personal and intimate questions should be left to the end. Technical terms and vague expressions capable of different interpretations should be avoided in a questionnaire. Finally, the physical appearance of the questionnaire affects the cooperation the researcher receives from the recipients and as such an attractive looking questionnaire, particularly in mail surveys, is a plus point for enlisting cooperation. The quality of the paper, along with its color, must be good so that it may attract the attention of recipients.

4.7.2.3. **INTERVIEW MEHTOD FOLLOWED FOR THIS STUDY:**

<table>
<thead>
<tr>
<th>S.NO</th>
<th>SAMPLE</th>
<th>METHOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ADVERTISING AGENCIES</td>
<td>PERSONAL INTERVIEW</td>
</tr>
<tr>
<td>2</td>
<td>MEDIA</td>
<td>PERSONAL INTERVIEW</td>
</tr>
<tr>
<td>3</td>
<td>SERVICE PROVIDERS</td>
<td>PERSONAL INTERVIEW</td>
</tr>
</tbody>
</table>
4.8. COLLECTION OF SECONDARY DATA:

Secondary data means data that are already available that is they refer to the data which have already been collected and analyzed by someone else. When the researcher utilizes secondary data, then he has to look into various sources from where he can obtain them. In this case he is certainly not confronted with the problems that are usually associated with the collection of original data. Secondary data may either be published data or unpublished data.

** Usually published data are available in: **

1. Various publications of the central, state and local Governments.

2. Various publications of Foreign Governments of International Bodies and their subsidiary organizations.


5. Reports and publications of various associations connected with business and industry, banks, Stock Exchanges etc.

6. Reports prepared by research scholars, universities, economists, etc. in different fields

7. Public records and statistics, historical documents, and others sources of published information.

** The sources of unpublished data are many:**

They may be found in diaries, letters, unpublished biographies and autobiographies and also may be available with scholars and research workers, trade associations, labor bureaus and other public / private individuals and organizations.
4.8.1. SECONDARY DATA COLLECTION METHOD FOLLOWED IN THIS STUDY

Table 4.8.1.

<table>
<thead>
<tr>
<th>S.NO</th>
<th>DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td><strong>BOOKS</strong></td>
</tr>
<tr>
<td>1</td>
<td>BRANDING – GEOFFREY RANDALL</td>
</tr>
<tr>
<td>2</td>
<td>BRAND POSITIONING – SUBROTO SENGUPTA</td>
</tr>
<tr>
<td>3</td>
<td>STRATEGIC ADVERTISING MANAGEMENT – LARRY PERCY &amp; ELLIOT RICHARD</td>
</tr>
<tr>
<td>4</td>
<td>ADVERTISING COMMUNICATION &amp; PROMOTION MANAGEMENT – JOHN R &amp; ROSSIER &amp; LARRY PERCY</td>
</tr>
<tr>
<td>5</td>
<td>BRAND MANAGEMENT – HARISH CHAURASIA</td>
</tr>
<tr>
<td>6</td>
<td>ADVERTISING MANAGEMENT –DAVID AAKER &amp; RAJEEV BATRA &amp; JOHN MYERS</td>
</tr>
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4.9. Limitations of the study:

1) The study focuses on the brand awareness of the advertising campaign as of now. However the position may radically change.

2) This study is limited to the marketing of mobile services only. No generalizations can be made for other products / services.

3) It relies on the consumer’s reactions and responses to the advertising campaign. However the sales figures may vary.

4.10. Chapter scheme of the report:

Chapter one: The first chapter briefly introduces the topic. It outlines the background of the study, overview of branding, discusses the researcher’s perspective on brand management with a brief overview of the Telecom Industry and their marketing strategies. It elucidates the broad objectives, significance of the study with a glossary of technical terms used. It elaborates the attempt of the study to elucidate the perspectives from the client perspective, media perspective and the consumer perspective.
Chapter Two: The second chapter is a review of available literature in the field. It starts with the introduction of some of the descriptions of Advertising and some of the terms used in Advertising. It briefly outlines how advertising positions the brand, positioning strategy, brand awareness and brand attitude strategy, advertising communications and promotions, brand management, communication/ persuasion process, new strategic brand management along with the researcher’s views on each of the extracts. It details the concepts of corporate communications and prosumers.

Chapter Three: The third chapter briefly explains the context of brand management in the current scenario in the telecom industry. It throws light on telecom advertising, a look into mobile phone service providers, an overview of advertising trends in the Indian Telecom, with promotional strategies of cellular service providers in India, SWOT analysis of the Telecom industry. It also examines the factors suggesting the bright future of advertising in India. It briefly summarizes what the researcher attempts to do with the study.

Chapter Four: The fourth chapter begins with a brief introduction of research. It elaborates the research methodology applied in the conduct of this research, type of research, objectives of the study, scope of the study, statement of hypothesis, tests of hypothesis, description of qualitative and quantitative research undertaken in this study, description of research design undertaken, the type of sampling, the methodology used for collection of primary and secondary data and limitations of the study. It elaborates the conceptual framework of each of the survey forms for advertising agencies, service providers, media and the end user – the consumer.

Chapter Five: The fifth chapter is the researcher’s perspectives on various visits to advertising agencies describing the points of view of the creative directors who have designed the advertising campaigns for the mobile service providers. It presents the perspectives of the various television channels, radio stations, newspapers on the advertising strategies used by the service providers to sustain themselves in the competitive scenario. It concludes with the points of view of the service providers who employ the services of advertising agencies to achieve their marketing targets.
Chapter six: The sixth chapter is a detailed analysis of the advertising strategies of the telecom industry. It outlines each of the tables of the data collected followed by observations and interpretations.

Chapter seven: The concluding chapter of the thesis summarizes the findings and suggestions. It analyzes the findings and suggestions. It analyzes the findings from the perspective of the service provider, advertising agency and the media. It also presents its point of view of the future advertising trends in India. Finally the study ends with suggestions listed for the industry and areas for further research studies.

4.11. CONCEPTUAL FRAMEWORK

4.11.1 SURVEY FORM FOR ADVERTISING AGENCIES

Following are the terms used

1. **Service Provider**: Term used to describe the company providing the mobile service

2. **Formulated**: Pre – conceived, specific, approach towards an objective.

3. **TRPs (Television Rating Points)**: Unit of measurement used to measure the viewership of television

4. **Related Term GRPs (Gross Rating Points)**: GRPs is the sum of all exposures of the advertisement in terms of percentage of target audience during a specified period. Each rating point represents 1 percent of the universe (target audience) being measured for the market.
5. **Insights**: special perspectives you felt and would like to share.

6. **Corporate Communication**: Corporate communication is the communication issued by a corporate organization, body, or institute to all its publics. ‘Publics’ can be both internal (employees, stakeholders, i.e. share and stockholders) and external (agencies, channel partners, media, government and industry bodies, institutes, educational institutes, and, general public)

7. **Significantly**: Made a huge / notable difference

### 4.11.2 QUESTIONNAIRE FOR ADVERTISING AGENCY

I. The first question pertains to the acquisition of the business, how the advertising agency was awarded the “account”. The company which is advertising the brand is known as an “account”, in advertising terms. The client /company which advertise are known as an “account”. The relevance of this question is this question is to find out how the business happened. Normally, in advertising, a “pitch” is held where advertising agencies make presentationsto exhibit how well they can advertise and communicate the message the company wants to convey to its audience. After the round of presentations, the client decides to award the advertising campaign to the advertising agency which they find suitable to communicate the advertising message of the company.

II. The second question delves into whether the client approached the advertising agency with their own ideas for the advertising campaign. This question is to find out whether the campaign is the “idea “ of the advertising agency based on the brief given by the client. It checks whether the client has pre-conceived ideas which it wants the advertising agency to execute.

III. The third question - we, further probe, to find out the openness of the client. Are they open to new ideas, changing stereotypes, to completely change the look of the brand? Many clients approach advertising agencies with a fixed mindset about how they want to communicate the advertising message. Some clients do not show any willingness to budge from their fixed ideas. They are not willing to even listen when the advertising agency’s
creative directors, who are renowned professionals in their field give valuable suggestions about how best to effectively convey the advertising message. They insist on using the same creative which they have set their mind to use rather than look at other newer, more innovative, and fresher ways to advertise and communicate the advertising message.

On the other hand, there are some clients who completely trust the expertise and judgment of the creative directors in advertising agencies who are masters in their field.

The creative directors know their job, know how to totally change the image of the brand and give a fresh, and innovative idea to communicate the advertising message. A professional can view the brand from a newer perspective and can give a newer outlook at the way the consumer views the brand.

IV. In the fourth question, we look at the scale of the advertising. We look at the client’s approximate budget for the advertising campaign. Large telecom companies spend enormous amounts of money on advertising. The bigger the market share the higher the advertising spends. Also, the telecom industry being so competitive, to sustain you in the cut-throat competition huge amount is spend on advertising. For example, if one company drops the rates, with immediate effect the other telecom companies have to drop the rates. If one introduces a new VAS – value added service, the others to retain their customers have to introduce the service. Telecom, is one of the highest when it comes to advertising spend due to the very nature of the industry and it being hugely successful, with its wide reach, in India. When it was launched, people thought it would be a high-end product to be used only by top class professionals, doctors and high profile businessmen. But the success of telecom in India has taken everyone by surprise. Today, it has such a wide reach that it has reached every nook and corner. From vegetable sellers to housewives to taxi drivers each and every person, even school going children are using mobiles. So, in the dog-eat-dog world of competition, in the race for one-up-man ship to win over the customer, every telecom is constantly offering schemes, tariff, VAS (value-added services), rates which need to be advertised constantly. Hence, to win over such a huge market the telecom industry in today times is one of the biggest spenders in the present scenario in India.

V. The fifth question pertains to client consciousness of media.
It checks whether the client is aware of reaching the right consumer at the right time. One of the foremost decisions in order to achieve effective advertising is not what you say and how you say but when you say it. For example, for a housewife, she is relatively more mentally relaxed between 12 p.m. to 4 p.m., when she has packed everyone’s lunch boxes, sent her children off to school and husband to office. At that time, her attention is at its peak and she can focus on what the advertiser is trying to communicate. The advertiser in order to reach the right target audience must carefully study the time patterns of his intended audience. In order, to catch their attention, the advertiser has to have a very strategic media plan. Different channels have hugely successful programmes, which enjoy very high TRPs. The advertising slots during these programmes are very much sought after.

A very aware client will keep track of the popularity of each of the channel’s programme rising TRPs and dipping TRPs to ensure best slots to achieve maximum success of their media plan. Those clients who are not conscious of TRPs will keep advertising on the same channels and the on the same shows. With such huge amounts spend on advertising, only a well thought media plan can achieve desired results which makes sure the intended message reaches the target audience at the correct time.

VI. The sixth question deals with consciousness of TRPs which is of foremost importance for advertising to make an impact. Let us now move the discussion to the actual advertising campaign. We start with the amount of time required to design an advertising campaign.

The normal process for advertising is the first step is the client gives a brief, about what the advertiser wishes to communicate, the specific advertising message. The next step is that the creative team understands what communication is required, how best and effectively to convey the message. They brainstorm to work out different “ideas, newer and more innovative ways to grab the consumer’s attention. The key is to think ‘out of the box completely innovate and come out with radically new ideas to communicate the advertising message. The client then goes through the suggestions of the creative team of the advertising agency and approves or disapproves of the idea, or suggests changes. In the telecom industry, the movements are so fast that sometimes they have to get back within 2 weeks or even within 72 hours. After the creative team and the client agree on the most suitable or the best ‘idea’, the creative team works out the modalities. Normally a television
commercial takes at least two weeks to be made with script, casting, location, the actual 
shooting, dubbing, editing, final cut, etc. But a print advertisement is faster, sometimes 
completed even in a day or two. Once the advertisements are ready the media planning 
takes over. They study the TRPs of different channels ‘shows, the readership of different 
publications, best suitable outdoor locations, the popularity of radio shows. They, then 
work out best media plan based on suitability for availability of intended target audience. In 
today’s times, telecom has such a wide reach that it encompasses each and every sphere, all 
income levels and almost the entire demographic population. So, most of the campaigns are 
high visibility campaigns covering all media spaces. Hence, the question related to the time 
required to design the advertising campaign from start to finish.

VII. The seventh question is a detailed discussion with the creative director about his/her 
experiences while working on the advertising campaign. There are several experiences; the 
creative team has while working on campaign to campaign. Each campaign is different, 
entailing good as well stressful experiences for the creative team. Some of the challenges 
include how to stand out in the clutter, how to say the same thing differently, day after day 
churn out new, and never seen before ideas. It’s probably easier to write creative poetry or 
lyrics about relationships, or emotions like love, pathos etc. But the challenge about 
advertising is to write creative ideas about mundane, everyday things like soaps, shampoo, 
and hair oil, yet draw the consumer attention on the advertisements, more than the 
programmes being aired on television and be more colorful, riveting and attention grabbing 
than the actual articles which are printed in magazines and newspapers. Another aspect of 
creating an advertising campaign is the mindset of the client. Clients may reject a brilliant 
idea; after all it’s their money which is involved. It’s not necessary that they are going to 
accept all the suggestions of the creative team. They may have a completely different 
viewpoint from the creative team and may completely oppose the work presented by the 
creative team.

Another, common difficulty faced by the creative team arises when they are shooting a campaign 
with a well-known celebrity. A lot of advertisements these days use well-known personalities, 
due to their huge fan following to endorse their products. The creative team has to adjust their 
schedule as per the availability of the celebrity, sometimes even go to the location where the 
celebrity is shooting for a small patchwork or a small work of dubbing. Sometimes, in the case of
film stars they have to go by the look the star is sporting for the film he/she is shooting currently, even if it does not go with the script and look planned/required for the advertisement. Some of the other difficulties faced include too much, unnecessary client interference, too short a time span to create the advertising campaign (especially in the extremely fast moving telecom industry), lack of proper understanding of the technicalities of the product which needs to be advertised.

The thrill of advertising is that as a creative team you are always venturing into something new every time, you are never bored, because you never do the same things. They also get to learn about different industries. In any other employment of any industry, you only learn about the industry you are working in but advertising gives the challenge and the excitement of understanding of all the products and services you are advertising. It’s like a multi-faceted job, different, variety of industries rolled into one. This makes advertising all the more exciting, fun and is not at all monotonous. The creative team is learning something new every time they deal with their clients which result into newer perspectives and make for greater learning opportunity and amount to greater experiences.

VIII The eight question is a very pertinent question into today’s marketing scenario. That of the company’s corporate communication strategy. Corporate communication is of utmost importance to survive in cut-throat competition of today’s ruthless race to woo the consumer. The corporate communication is no more just propagating the company’s tag line; it is extending the entire brand experience. The question relates to how holistic the client’s approach to corporate communication is. It includes Public Relations (PR), Write-ups in the press, sponsorship of events and advertising.

IX. The ninth question relates to whether the client uses all the tools of corporate communication. Continuing the above line of thought, we probe further as to the inclusion of advertising, the main focus of our research study very importantly in the company’s corporate communication strategy. Advertising plays a major role at every stage of the product life-cycle. In the introductory stage of the cycle, the appeal should be directed toward the stimulation of primary demand. At this point the goal of advertising should be to teach the consumers about the product. The advertiser aims at giving them a reason to try the brand by explaining the uses, features, and benefits of all products of this type,
regardless of brand. In the growth phase, after the market accepts the product, the advertiser shifts his emphasis to a competitive strategy one emphasizing the benefits of their brand over those of competing brands. At the product maturity phase, the total market for the product becomes saturated; the promotional effort must be directed toward maintaining the market share. In the maturity phase, the advertiser is concerned with the fight for shelf space in retail outlets and with the prevention of the substitution of other brands by the consumer. At this stage the advertising is designed to keep the brand name constantly before the public to give brand-loyal consumers a reason to continue using the product.

X. The tenth question pertains to the association of advertising agency with the brand. Long term associations, particularly, from inception till date, yield advertising results. If the advertising agency is involved with brand from the time of conception, from the seed of thought germinated, it gives the advertising agency a holistic view of the brand. From the evolution of the brand name, developing the brand to advertising, marketing ….. And making it a huge success. Today associations between advertising agencies and clients are really short term, hardly last a year or so. But, the client –agency relationships which have been long term, preferably right from the birth of the brand yield best results. The best advertising campaigns stem from agencies which have mutual understanding and healthy relationship with their client. The campaign is a well, thought-out, process of evolution which grows over a period of time to its present stature. The audience can also relate to the advertising campaign of the brand as it continues the same line of thought rather shifting, radically the thought processes due to changes in agencies handling the brands.

The best work in recent times, in the telecom industry has come from agencies which have been with the brand right from its inception. Notable amongst them are Vodafone, originally called as Maxtouch, and then called Orange, after which it was Hutch, now Vodafone – Ogilvy&Mather and Idea Cellular- Lowe Lintas. Their campaigns have been consistently brilliant, moving from one innovative idea to another as is reflected in their work because of their deep rooted understanding of the brand. A brand is a name, with a set of values, promises; characteristics which makes a consumer buy it. Brands give the consumer
comfort, offer guarantees of quality and security. Brands own a set of values that makes the consumer want to buy them, paying more than for mere products or lesser known brands which may be offering the same core benefits. A branding programme should be designed to differentiate the client’s cow from all the cattle in the ranch that is the industry. Even if all the cattle look similar.

XI. The eleventh and the last question relates to a very relevant one. Advertising is a commercial activity. The purpose of advertising is for sales. It is not art for art’s sake. The creative directors cannot think that if people appreciate and understand, fine, if they don’t, then, it’s not their problem. Advertising has to induce the consumer to /audience to buy the product/service. Advertising is not a mere expression of art but a hard core commercial activity where advertisers are pumping huge amounts of money to stimulate sales.

Advertising’s job is to communicate information to a defined audience, to create a frame of mind that stimulates action. Advertising succeeds or fails depending on how well it communicates the desired information and attitudes to the right people, at the right time, at the right cost.

4.11.3. SURVEY FORM FOR MEDIA

Objective: Role of Advertising in enhancing the reach for the competitive telecom (mobile) Industry – The Media Perspective

Explanation of the Terms

Marketing: Marketing is a dynamic process involving a set of interacting activities dealing with a market offering by producers to consumers on the basis of reliable marketing anticipation that is sales and demand forecasts.

Marketing Team: Department, group which handles the marketing functions of a company

Criterion: Merits, Parameters
**Prime Time:** Time at which viewership is maximum for a programme. For example: for television, it is generally 8 p.m. or 9 p.m. that is the time the entire family is at home and sits for dinner. Male members who are working the whole day are at home at this time, children/teenagers attending school/college are generally home at this time. So the most popular programmes which have maximum viewership are aired at this time.

**Agency Reputation:** The work previously done by the agency, list of the corporate clients that the agency has the success rate of its previous work.

**Relation with your Channel:** The volume and duration of previous advertising done with the channel determines the long term association with the agency. This helps in working out better rates, better slots and an overall smooth relationship between the channel and the agency.

**Agency Accreditation:** Refers to official recognition of the agency by various authorities such as Doordarshan, AIR, and Indian Newspaper Society (INS).

**Content:** The story or the creative, as is known in advertising circles. The way the story unfolds to the consumer/audience determines the effectiveness of the sales pitch.

**Brand Ambassador:** Well-known celebrities/personalities who are achievers in their respective fields. They may belong to fields like film industry, sports, television etc. For a fee, they endorse the brand, speak about its benefits in the commercials, make appearances, and promote the brand, so as to influence the audience. Hearing a sales pitch from their favorite celebrity induces the consumer to buy the product/service and generates sales.

**Digital:** On-line advertising, advertising on the internet which is fast gaining popularity. The biggest advantage of this form of advertising is it allows the audience/viewer the liberty and freedom to access it any time, at their convenient time. Most marketers are hailing it as the medium of the future. It is expected replace the whole prime time charade associated with other media.

**Social Obligation:** Programmes/articles which are meant to fulfill social responsibility. They are meant to create awareness about social issues may not necessarily be entertaining, may not be commercially viable. These are beneficial for the upliftment of society, shape
newer, healthier, ideas and opinions educating the masses about various social and health issues. These social messages are a step in shaping a better society.

**Entertainment:** Programmes/articles meant purely for the purpose of entertainment, to satisfy/ensure the audience/reader has an enjoyable time.

These may be designed purely for the audience/readers tastes, may not necessarily serve any social purpose and may not achieve any upliftment of social opinions or may not be directly beneficial to society.

**Business Consideration:** Programmes/articles which are meant purely for commercial value, which is to give the audience what sells. No importance is attached to social responsibility, sometimes even a compromise on moral beliefs and values is acceptable, but the only consideration being, commercial viability.

**Phenomenal:** Sudden spurt, huge jump, unusually high increase in number

**Afternoon Prime:** Generally a time when women, mostly housewives, children, teenagers, retired persons catch viewership on television or listen to radio. Housewives are relatively free at this time as they have dispatched husbands to office, and children to schools and colleges, are done with their household chores and look forward to their favorite show or programme. Children, teenagers are generally home at this time after finishing their schools/colleges and need some entertainment and catch up with their favorite shows. Retired persons also enjoy their leisure time by getting their entertainment/news/spiritual programmes as per their area of interest.

**Evening Prime:** This is generally considered peak time by marketers, a time when maximum viewership is achieved. All age groups, generally gather at dinner time, whether it is the professionals, business persons, working women, housewives, teenagers, children are all at home. This is the time the family catches up with television viewership or listens to radio.

**Interact:** Give feedback, express opinions, the views expressed may be favorable or unfavorable.

**Emphasis, Weight age:** Importance, criterion.
**Feedback:** Their views, opinions on the content, presentation and ideas of the advertisement.

### 4.11.4. QUESTIONNAIRE FOR MEDIA

I. The first question begins with exploring the starting point of the relationship between the advertiser and the media. Normally, the smooth beginning of the relationship between the advertiser and media goes a long way in establishing a long term association based on mutual trust and confidence, which is beneficial to both.

II. The second question examines the media’s policy towards preference of brands in carrying their advertisements. The question pertains to the attitude of the media in awarding prime time space or premium space to the advertisers.

**National Readership Survey:** The National readership Study is a readership survey study, initiated and commissioned by National Readership Studies Council (NRSC) – formed by Advertising Agencies Association of India, the Indian Newspaper Society and Audit Bureau of Circulation. The primary objective of National Readership Surveys is to provide data that can be used as a basis for buying and selling of advertising space in the press medium. Additionally, the NRS also provides media users with the data on comparative exposure levels to major mass media – Television, Cinema, and Radio.

**Television Rating Points:** The TRP system was introduced in India in July 1986 to provide quick feedback on the viewership of television programmes on Doordarshan and Metro Channel of Doordarshan. At present, TRPs are conducted for 300 plus TV stations in India. The TRP system reports on the weekly viewership of individuals aged 8 years and above residing in TV owning homes.

III. The third question pertains to the role the agency has to play in the client’s relationship with the media. Listed is the criterion that the media might consider in their selection of awarding slots/time to the advertising agency creating the campaign. The criterion includes agency reputation, relationship with the channel and, agency accreditation.

IV. The fourth question now, moves on to the advertising content. In today’s advertising clutter, the creative of the advertisement is of prime importance.
V. The sixth question moves on to a very pertinent question, very relevant in today’s times; the use of celebrities in today’s advertising scenario.

VI. The sixth question is the most growing concern today; with unlimited growth of media is the quality of programmes. With mad scramble for TRPs, are we generating trash programmes, or the casualty in growth of media is quality of programmes.

VII. The seventh question is about the specific area which this study focuses on – the telecom industry. Advertising media refers to vehicles or channels through which commercial messages are transmitted to the target audience. The advertiser may use a single medium or a combination of mediums. The combination of mediums is called media – mix.

VIII. The eight question is concerned with the association of the media with the advertiser. The question examines the length of the contract term between the media and the service provider. Options are provided ranging from two weeks, to one month, to two months, or a longer term which lasts more than two months. To understand the association between the service provider and the media.

IX. The ninth question is a very relevant question in today’s times that of what drives the television ratings as per programming is concerned. We focus on the parameters that television channels consider while taking the decision of airing programmes at prime time. What criterion drives the channels to select the programmes they do, to attain maximum viewership. Listed are some of the options they consider.

X. The tenth question moves the discussion to the rise, observed, in the number of telecom operators / service providers who are vying for advertising in the prime time. It questions the media on the increase in the number of service providers who are trying to get their advertising message to the viewers at prime time.

XI. The eleventh question is about another aspect, that of the role played or the importance of timing of the advertisements. We, focus on two slots the afternoon prime and the evening prime.

XII. The twelfth question moves to the context of advertising from the programming point of view. Do the viewers give any feedback regarding the contents of advertising? Does the audience
express any opinion about either the style, substance, or the presentation of the advertisements? The views may either be favorable or unfavorable.

XIII. The last question is a corollary of the above one. It probes as to whether the media takes into account the reaction of their audience, favorable or unfavorable towards the allotment of prime time slots.

4.11.5 SURVEY FORM FOR SERVICE PROVIDER

Explanation of the terms:

**Idea:** To create means to conceive an idea or originate a thing that did not exist before. Creativity, normally, involves combining two or more previously unconnected objects or ideas into something new. Creativity in advertising means developing ideas to promote products and services. The idea may be big enough, but if it does not sell the product, then it cannot be called as creative idea. In other words, creative ideas are new ideas that help to promote and sell the product in the market.

**Celebrity Brand Ambassadors:** Well-known personalities in the field of sports, entertainment, to promote, endorse the brand; give testimonials for promotion of the brand.

One-up–man ship: Constant fierce competition, to outdo each other. For example, if one service provider drops the rates, so does the other competing service provider to stay alive in the market.

**VAS: Value-Added Services,** which is the whole package being offered to the customer, along with the scheme, he opts for. Competing brands offer better and premium services to attract the customer to develop loyalty towards their brand. Nowadays every service provider is offering unimaginable bargains to attract the customer, giving him the highest value for money, so as to develop the highest customer base and acquire the largest market share.

**Woo: Win over the Customer.** Mobile companies are bending backwards satisfying every need of the customer, giving the customer much more than he can ever desire or hope for, to make sure their brand is the most preferred brand.

**Thought-Provoking:** Defines the need to rethink whether their association is mutually beneficial, is it yielding results, are their capabilities being utilized to the optimum, have they
reached a mutual understanding where both are at the same wavelength, is their association bringing out the best in both and proving to be of mutual best interests.

**TRP: Television Rating Points** - It is the percentage of television households exposed to a particular programme during a specified period of time.

**Life – Cycle:** The amount of time the advertisement can sustain viewer interest, the number of times the advertisement is repeated, and the audience tires of it and then it’s time for a change in strategy or it’s time a new campaign is launched.

**Good Advertisement:** Advertising’s job, purely and simply, is to communicate information to defined audience and to create a frame of mind that stimulates action. Advertising succeeds or fails depending on how well it communicates the desired information and attitudes to the right people at the right time and at the right cost.

**PR: Public Relations** - Public Relations has come into focus, for its pure potential in terms of a communication strategy. The public relations industry has shot into prominence with the recognized need for professional communications strategy that work in short, medium, and long term. In an age of proactive strategic management. Public relations initiatives are widely seen as ‘a barometer of public opinion, sensitizing management through research, measurement and evaluation, to the concerns and expectations of the organization’s publics. Publics are audiences that are important to the organization.

**4.11.6. QUESTIONNAIRE FOR SERVICE PROVIDER**

I. We begin the questionnaire with the starting point of the relationship between the service provider and the advertising agency. What was the criterion under consideration, while selecting the advertising agency? Which of the parameters play the most pivotal role in the choice of the advertising agency? We delve into what goes into the mind of the service provider, when they select the advertising agency which is going to design the campaign of the service provider.

II. The second question moves on to a pertinent question that of the estimated budget for the advertising campaign.
III. The third question relates to the relation between advertising and sales. We take their opinion on how advertising contributes to sales.

IV. The fourth question is regarding the most important aspect of advertising, the aspect of creativity. Creating a good advertisement needs a lot of intelligence, imagination, and a bit of luck. Creating good advertisements need great ideas, and it is not so easy to get them.

V. The fifth question is a very pertinent question regarding the role of corporate communication, in enhancing sales. To enhance sales, advertisers highlight the selling points. The selling points are the special points to overcome the sales resistance of the customers. The salesman must also possess the knowledge of competitors’ products as well. This will help him to compare the product and to induce customers to buy his products.

VI. The sixth question is a regarding a very popular phenomenon in Advertising, i.e. the use of celebrities to endorse the products and services of companies. We probe as to whether the high almost astronomical amounts spend on celebrity endorsements are justified. Do they yield the desired results?

VII. The seventh question is regarding the current telecom industry. In today’s cut-throat competition, every service provider is trying to outdo one another. To win the customer, the service providers are flooding the markets with new schemes in a bid to outdo one another. This fierce competition between service providers, does it result in service provider enjoying maximum benefits, customer enjoying benefits or a very profitable situation for both.

VIII. The eight question moves on to a very pertinent question, that of the relationship between the advertising agency and the service provider i.e. the client. We, probe as to how the client’s experiences working with the agency have resulted into the client being satisfied, highly satisfied or is forced to rethink his decision to get associated with the agency. The equation that the advertising agency and the client share determines the quality of the output of the advertising work that they produce.

There are very big players in the market with reputed brand image who are threats to one another. Force by courts to reduce tariff has resulted in lowering of service tax of service provider. New players are charging as low as one paise per second, resulting into difficulty of
reducing call rates. To survive in this cut-throat competition it is necessary to adopt new technologies.

IX. The ninth question moves on to the subject of the role media plays in the success of an advertising campaign. We, study the role of media in the effectiveness of an advertising campaign. We probe, whether the timing and placement of the advertisement is of prime importance or is it the creativity of the advertisement which attracts / pulls the audience towards the advertisement.

X. The tenth question is regarding the tenure of the advertisement, how long the effectiveness of the advertisement lasts, and when the viewer loses interest in the advertisement. The life-cycle of the advertisement refers to how long the advertisement is able to sustain viewer interest. The life-cycle can be effective for two weeks/ one month/two months/more than two months before the viewer tires of it. To measure viewer response, to size the response of the advertising campaign, research in advertising is conducted.

XI. The eleventh question is regarding corporate communication. In today’s cut –throat competitive environment, one of the most important tools available with a company is its corporate communication. The role of corporate communication cannot be underestimated as it includes Public Relations (PR), write-ups in the press, advertisement, and sponsorships of events.

XII. The twelfth question is regarding a novel concept, those of prosumers. We, probe as to whether they have come across any prosumers.

XIII. We, now move on to the process of corporate communication. Corporate, being an integral part of marketing today, we need to understand in greater detail the process of corporate communication.

XIV. At the end of the questionnaire, we take an overview of the experiences of the service provider with the advertising agency. A client can be satisfied with the advertising agency when the association is beneficial to the client. Their satisfaction depends on the success of the advertising campaign; how effective has the advertising campaign been.
4.11.7. SURVEY FORM FOR CONSUMER

We now move on to the most important segment, the Consumer. The most important person in the whole process of advertising is the end-user, the target audience. All advertising is aimed at the consumer. Advertising agencies design advertising campaigns meticulously to influence the buying decisions of the consumer. Service providers work on different schemes to offer to the consumer to satisfy every need of the consumer. The aim of this questionnaire is to test the recall of the target audience, check their tastes and preferences, likes and dislikes, their mobile usage, their average spending on mobile services, the marketing promise and the satisfaction levels of the target consumer. The questionnaire is a comprehensive and exhaustive list of questions designed to test advertising effectiveness, brand recall and consumer’s overview of the performance of the service.

4.11.8. QUESTIONNAIRE FOR THE MOBILE USER.

We, start, the questionnaire with a detailed study of the segmentation of the target audience. We study, the consumer in terms of:

a) **Age:** It probes into the age-group that the target audience belongs to. The options are 15-25, 25-40, 40-60, 61 and above.

b) **Occupation:** The options in this category are housewife, student, professional or a businessman.

c) **Marital Status:** It checks whether the consumer is single, married, widowed or divorced.

d) **Monthly Income in Thousands:** It gives the consumer categories 15-25, 25-40, 40-60, 60 and above. The idea behind studying the demographic segmentation of the target consumer is to analyze the link between the above mentioned segments and how it influences the buying decisions, preferences and levels of satisfaction of the consumer. Market segmentation is often
necessary to meet the needs of different customer groups effectively. Different segments will value different aspects of the products, services, and brands differently.

I. The first oblivious question is to ask the target audience the choice of the mobile service, that they are currently using. Listed are all the mobile services available in the market, the established services, the new entrants, the government services, and the private telecom operators. Today, the target audience is spoilt for choice with a number of telecom operators vying for the customer’s attention. In cut-throat competition, each service provider is trying to outdo each other by adopting the latest advertising strategies and techniques in a bid to win over the customer. Each of the service providers uses various media for communicating their advertising message.

II. The second question, then probes into the mind of the target consumer. A very pertinent question as to whether the consumer connects to the brand image projected by the service provider. Does the brand image touch a chord with the consumer?

III. The third question comes to the important aspect of advertising. We probe the consumer as to which of the brands available in the market, have managed to touch a chord with the target audience through their advertisements. The advertisements reflect the philosophy of the service provider and are the connecting link between the company and the consumer. The advertisements show the brand promise of the service provider and address the needs of the consumer.

IV. The fourth question delves into the longevity of the relationship between the consumer and the service provider. We ask the consumer how long he/she has been using the service. The length of the association with the mobile service shows the faith of the consumer, and his satisfaction with the service provider. If the consumer is dissatisfied with the service provider, he will discontinue the service and shift to another service. Some users use a service for a medium time and then decide to shift the service.

Other users are completely satisfied with the service and are fiercely loyal to the service provider. The options provided are:

a) Less than 6 months.
b) 6 months to 1 year.
c) 1 to 2 year.
d) 2 to 4 year.
e) 4 years and above.

V. The fifth question is an insight into the performance of the service provider with the consumer. A consumer will be loyal to the brand whose service he is satisfied with.

VI. The sixth question goes into how the target audience got aware of the brand. There are many avenues which create awareness among the target audience towards the brand. Today, the exposure to every medium is very high. The target audience is flooded with means and techniques to create brand awareness to turn it to the brand preference and then, finally to brand insistence.

VII. The seventh question pertains to the recall value of the brand through its brand ambassador. Many telecom companies use well-known celebrities from different walks of life like sport stars, film stars, television personalities and other popularly known celebrities to advertise their brand by giving testimonials about the performance of the brand so as to influence the public perception of the brand. It has been a time tested formula used by marketers to use celebrities to induce instant recall of the brand as a well-known face normally brings instant recognition. Listed are the names service providers competing in the market and the consumer has to recall the brand ambassador of each of them. This recall test serves as a barometer of the success of the advertising campaign which has successfully or unsuccessfully used brand ambassadors to achieve clutter breaking recognition for the brand.

VIII. One of the most important developments in the world of marketing is the advent of corporate communication. The various corporate communication tools used by service providers:

a) Advertisements

b) Write-ups in the press

c) Sponsorship of events
d) Public Relations

IX. The ninth question moves to the monetary aspect of consumer’s mobile usage. We probe into the consumer spending on an average per month by the user. This question helps us to understand the mobile usage which is reflected in the average expenditure on mobile services.

Light users would have an average expenditure of less than 1000 Rupees, medium to regular would have an expenditure usage averaging to about a range between 1000 – 5000 and 5000 – 10000 per month, and very heavy users would have an average expenditure above 10000. We can then categorize the consumers based on their average mobile spending.

X. The tenth question is about the impact of advertising. We probe the target audience though using a particular mobile service, have due to the effectiveness of the advertisements been influenced to try a new mobile service or change the current mobile service. We also probe as to the mobile service they have switched to or the new mobile service that they have been tempted to try.

XI. The eleventh question is about the next aspect of mobile service usage, the average time spent by the consumer per day. Light users would spend on an average less than one hour, medium users would spend an average of one-two hours, and heavy users would spend an average ranging more than two hours. The consumer is categorized on the amount of time they averagely spend in their mobile service usage.

The target audience spends a significant part of their day on their mobile phones and thus, the choice of the mobile service is a very important decision for them. They need a service which ensures their communication is smooth and the performance is as per their expectations. Thus, advertising plays a key role and is crucial for them to make up their mind on the mobile service, they wish to use. The role of advertising is to communicate, persuade, inform and influence them to make the correct decision on the mobile service they choose most suitable for their needs and requirements.
XII. The twelfth question examines the factors or parameters which determine the consumer’s choice of a mobile service.

The telecom market is flooded with various schemes and offers to entice the consumer towards their brand. For some consumers the only consideration to select a mobile service is the amount of talk time offered by the mobile service vis a vis the price charged by the telecom company. Many consumers go by the adage ‘A satisfied consumer is the best advertisement’. They go by ‘word of mouth’ and rely on their friend’s advice when they go for a particular mobile service. The rate card is one of the most important considerations for a mobile service. Advertisements play a major role in influencing the consumer to try a mobile service. The benefits offered by the mobile service play a key role in attracting the prospective consumer to try a mobile service. Effective communication of each of the offerings by the telecom company influences the consumer to try the mobile service.

XIII. The thirteenth question moves on to the effectiveness of media. The consumer is exposed to many avenues of communication of the advertising message.

XIV. The fourteenth question looks at another interesting recent phenomenon, bilingual Hindi-English advertisements make the most impact on Indian markets. Advertisements in Hindi are more appealing to the Indian audience as it gives them a sense of belonging than the ones in English, which are in contrast, associated with sophistication.

XV. The fifteenth probes further into the impact of advertising and its indispensability in today’s competitive environment. Advertising remains the most effective means of communication to reach the target audience and get the message across to persuade him to become a prospective consumer.

It is unimaginable to get your message across to such a diverse and vast population without advertising. Advertising cuts across various barriers like age, education, and socio-economic class, and geographic location, lifestyle through its widespread media to influence and entice the prospective consumer to try a new product.

XVI. The sixteenth question is about the performance of the mobile service. The question pertains to performance of the mobile service living up to the advertising promise of the
company. The consumer is tempted to try the mobile service based on the very convincing advertisements. After the consumer has tried the service influenced by the advertisements, we check the satisfaction of the consumer with the performance of the service.

XVII. The seventeenth question moves on to the performance of the mobile company. Influenced by the advertisement, the target audience is tempted to try the product. Once the prospective customer is actually convinced enough to try the product, we probe to find out whether the product has matched up to the brand promise of the expectations of the consumer. Can the performance of the service be used as a yardstick to measure the viability of the service provider?

XVIII. Towards the end of the questionnaire, we come to a very pertinent question, the satisfaction levels of the consumer. All advertising is successful only when the customer is satisfied with the product he has purchased influenced by the advertisements. For a mobile service, there are many criterions whose performance needs to match up to the expectations.

The areas and parameters which the concerns the consumers are:

a) Network / Connectivity.

b) Sound Clarity.

c) SMS (Short Message Service).

d) Charges / Tariff.

e) Bill Payment convenience.

f) Staff Behavior.

XIX. Last, we probe the consumer as to their viewpoint about the suggestions to the service provider through the question.
References:


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